



Project 4: SEO Audit



On-Site SEO

On-Site SEO: Keywords Audit

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.
2. Which Keyword has the greatest potential?
3. Write three Blog topics that incorporate the highest potential Keywords. Include a short summary as to why you chose those Keyword topics and what you might write about. (150 - 300 word max)

Keywords (portuguese)

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	marketing digital	Faça um curso de marketing digital sem sair de casa
2	curso marketing digital	Aprenda marketing digital através dos nossos cursos e torne-se um profissional reconhecido
3	curso marketing digital online	Torne-se um profissional de marketing digital com o curso que preparamos para você
4	especialista marketing digital	Conheça os cursos da nossa plataforma de ensino e torne-se um profissional de marketing digital
5	aprenda marketing digital	Matricule-se em um curso online de marketing digital

Keywords (english)

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	digital marketing	Make a digital marketing training without leaving home
2	digital marketing training	Learn digital marketing with our trainings and become a recognized professional
3	digital marketing online training	Become a digital marketing professional with the training we've prepared for you
4	digital marketing specialist	Know more about our training platform and become a digital marketing professional
5	learn digital marketing	Enroll in an online digital marketing training



Keyword with the Greatest Potential

Which Head Keyword has the greatest potential? **Marketing Digital**

Which Tail Keyword has the greatest potential? **Curso_Marketing Digital Online**

translation:

**Digital Marketing Online
Training**

Technical Audit: Metadata (portuguese)

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Curso Marketing Digital
Meta-Description	© 2017 Udacity, Inc.	Aprenda online através do nosso Curso de Marketing Digital e se torne um profissional reconhecido
Alt-Tag	blank	Curso Marketing Digital



Technical Audit: Metadata (english)

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Digital Marketing Training
Meta-Description	© 2017 Udacity, Inc.	Learn Online Digital Marketing Training and become a recognized professional
Alt-Tag	blank	Digital Marketing Training

Suggested Blog Topics (portuguese)

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary as to why you chose those Keyword topics and what you might write about.

Note that you don't have to write these blog posts, just a very brief summary and a motivation about why you think they would work. (150 - 300 word max)

Topic 1 - short explanation **se você está buscando aprender marketing digital, a Udacity lançou um curso de marketing digital totalmente online e legendado para a língua portuguesa. Não perca essa chance de se tornar um profissional reconhecido.**

Topic 2 - short explanation **Se você não gosta do método tradicional de ensino e está buscando um treinamento 100% online, a Udacity preparou um curso que promete te tornar um especialista em marketing digital.**

Topic 3 - short explanation **A Udacity reuniu os gigantes do mercado e preparou esse treinamento de marketing digital online com enfoque 100% prático.**

Suggested Blog Topics (portuguese)

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary as to why you chose those Keyword topics and what you might write about.

Note that you don't have to write these blog posts, just a very brief summary and a motivation about why you think they would work. (150 - 300 word max)

Topic 1 - short explanation **If you intend to learn digital marketing , Udacity has a [digital marketing training](#) 100% online and transcribed to portuguese language. Don't loose this chance to become a recognized professional.**

Topic 2 - short explanation **If you don't like the traditional learning method like me and are looking for a 100% online training, Udacity prepared a training that promises their student to become a [digital marketing specialist](#).**

Topic 3 - short explanation **Udacity has joined the industry giants to prepare this hands-on digital marketing online training.**



Off-Site SEO

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: Since dmnd.udacity.com is a new site, **perform this exercise on Udacity.com.**

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	http://www.nytimes.com/2012/04/18/technology/coursera-plans-to-announce-university-partners-for-online-classes.html	100
2	http://search.yahoo.com/mobile/s?p=Online+College+Courses&pz=10&ei=UTF-8&fr2=sd&nocache=1&b=21&pz=10&xargs=0	100
3	http://www.nytimes.com/2013/04/21/opinion/sunday/grading-the-mooc-university.html	100



Link-Building

Using the [SEMRush](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to [dmnd.udacity.com](#).

	Site Name	Site URL	Organic Search Traffic
1	Mundo do Marketing	mundodomarketing.com.br	<u>23.6K</u>
2	Marketing de Conteúdo	Marketingdeconteudo.com	<u>683K</u>
3	Resultados Digitais	resultadosdigitais.com.br	<u>315K</u>

translation:

- 1. Marketing World**
- 2. Content Marketing**
- 3. Digital Results**



Performance Testing

Site Performance Audit: Performance Tests

For each of the submissions, please take a screenshot of your results and post your screenshot on your submission presentation.

1. Using the [Pinger](#) tool, research how many of DMND's website pages are indexed by Google.
2. Using the [Google Page Speed Insights](#) tool, perform a speed test of dmnd.udacity.com's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com website.

Page Index

Using the [Pinger](#) tool, research how many of DMND's website pages are indexed by Google.

Explain why the number of pages indexed is important.

Having more links and pages on DMND's domain is a good way to increase visibility and rankings on Google Search.

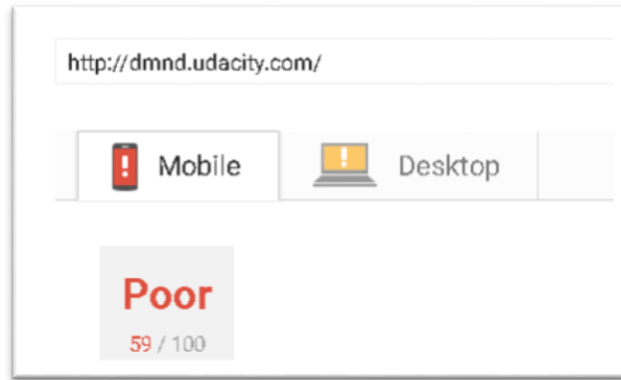
Google Indexed Pages Checker	
URL	Google Indexed Pages
dmnd.udacity.com	n/a

Page Speed

Using the [Google Page Speed Insights](#) tool, perform a speed test of dmnd.udacity.com's mobile presence.

Explain why evaluating the Page Speed is important.

If mobile site is extremely slow, you can not get decent rankings with average page speeds.

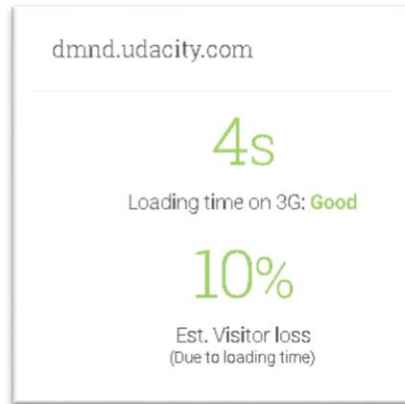


Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com website.

Explain why having a mobile-optimized is important.

if a website is not mobile responsive website the user will either 'bounce' to another site meaning a *High Bounce Rate* or they will quickly click back to the search results meaning a *Low Click Back Time* .





Recommendations

Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

Improve the website metadata as in the proposal revision , specifically the title, meta-description and alt tags in order to stay aligned with the Website Keywords and Tail Words.

Add value to the website using some backlinks suggested, sending texts or articles to renomated blogs related to the company's objective. As time goes on, pages that do not have other sites pinging links back to them may be dropped, as this is one indicator to Google the site do not have valuable content.

Speed up the website making a few fixes as improving javascript renderizations, optimizing images, compressing resources, and accelerating mobile pages. This suggested fixes can reduce page loading time by ~3s and help keeping 10% more visitors.

