



## Project 4: SEO Audit

---

# On-Site SEO

# Keywords

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	Udacity digital marketing nanodegree program
2	Social media marketing	Digital Marketing career path
3	Udacity courses	Freelance digital marketing jobs
4	Udacity	Become a digital marketer
5	Udacity digital marketing	Digital marketing courses online



# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?	Which Tail Keyword has the greatest potential?
<b>Digital Marketing</b>	Digital Marketing career path
<ul style="list-style-type: none"><li>• Organic CTR: 53%</li><li>• Priority Ranking: 75</li></ul>	<ul style="list-style-type: none"><li>• Organic CTR:94%</li><li>• Priority Ranking: 43</li></ul>

# Technical Audit: Metadata

DMND URL: <a href="http://dmnd.udacity.com/">http://dmnd.udacity.com/</a>		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Digital Marketing Nanodegree Program (remove the 'website')
Meta-Description	Blank	Become a Digital Marketer. Gain real world experience, learn from top experts, and launch your career with a 360 degree understanding of Digital Marketing
Alt-Tag  <a href="http://c.fastcdn.co/t/beb60d38/d41f13af/1496943484-13815763-960x480-me dium.jpg">//c.fastcdn.co/t/beb60d38/d41f13af/1496943484-13815763-960x480-me dium.jpg</a>	Blank	Two digital marketers discussing about marketing.

**DMND URL:** <http://dmnd.udacity.com/>

	Current	Revision
Alt-Tag <a href="http://c.fastcdn.co/t/beb60d38/d41f13af/1496943491-13720038-892x44-lo-gospartners.png">//c.fastcdn.co/t/beb60d38/d41f13af/1496943491-13720038-892x44-lo-gospartners.png</a> "	Blank	Partners' Logos - Facebook, Google, Hootsuite ,Hubspot, MailChimp ,Moz
Alt-Tag <a href="http://c.fastcdn.co/t/beb60d38/d41f13af/1496943483-13814963-862x403-image-digital-market.png">//c.fastcdn.co/t/beb60d38/d41f13af/1496943483-13814963-862x403-image-digital-market.png</a>	Blank	Laptop displaying Udacity course online classroom
Alt-Tag <a href="http://c.fastcdn.co/t/beb60d38/d41f13af/1496943501-13815588-415x345-features1.png">//c.fastcdn.co/t/beb60d38/d41f13af/1496943501-13815588-415x345-features1.png</a>	Blank	Udacity Digital Marketing course instructor giving a lesson.



**DMND URL:** <http://dmnd.udacity.com/>

	Current	Revision
Alt-Tag <a href="http://c.fastcdn.co/t/beb60d38/d41f13af/1496943512-13834748-383x305-features-02.png">//c.fastcdn.co/t/beb60d38/d41f13af/1496943512-13834748-383x305-features-02.png</a>	Blank	Laptop displaying Udacity course online classroom
Alt-Tag <a href="http://c.fastcdn.co/t/beb60d38/d41f13af/1496943509-13815378-203x169x285x204x6x11-70B-box.png">//c.fastcdn.co/t/beb60d38/d41f13af/1496943509-13815378-203x169x285x204x6x11-70B-box.png</a>	Blank	\$70B spent on digital marketing in U.S.



# Suggested Blog Topics

## Topic 1 - Digital Marketing career path

I chose this topic because Moz Keyword Tool shows a 94% organic CTR.

The monthly volume is low(11-50) , but the difficulty at 28 and the organic CTR makes

it an interesting keyword choice. The blogpost can be focused on the 'awareness'

part of customer journey where it covers the path and options on digital marketing jobs and how Udacity's

Digital Marketing Nanodegree program can be of help in exploring this career path.

Target audience:

- Between 19-29
- Career change
- Needs: Learn digital marketing skills online, get hands-on experience.
- Goals: Get certified.





# Suggested Blog Topics

## Topic 2: Freelance digital marketing jobs

### Target audience:

- Between 19-29
- Career change
- Needs: Learn digital marketing skills online, get hands-on experience.
- Interest: Backpacking

I chose this topic because this keyword shows 88% organic CTR and difficulty at 35. Although the monthly volume is low, it fits the range of the target audience. I would focus on how can a person get a freelance digital marketing job if they have an interest on working while travelling or would like to consider a career change. Also how Udacity's Digital Marketing Nanodegree program could help them as the course offers real world hands-on experience to achieve the skills needed for them.



# Suggested Blog Topics

## Topic 3: Udacity Digital Marketing Nanodegree

This topic because Moz Keyword Tool shows 84% organic CTR with a difficulty of 36, and a search volume in the range of 11-50. This is a branded keyword so i would focus on describing more and th Digital Marketing course and how does the nanodegree work, why they are different from other competitors that offers a digital marketing course.

### Target audience:

- Between 19-29
- Career change
- Needs: Learn digital marketing skills online,get hands-on experience.
- Interest: Backpacking
- Goals: Get certified



---

# 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	<a href="http://creativecommons.org/2012/11/01/keeping-moocs-open/">http://creativecommons.org/2012/11/01/keeping-moocs-open/</a>	100
2	<a href="http://europa.eu/youth/es/article/54/12573_ro?language=en">http://europa.eu/youth/es/article/54/12573_ro?language=en</a>	100
3	<a href="http://engineering.linkedin.com/blog.rss.html">http://engineering.linkedin.com/blog.rss.html</a>	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	Upwork Blog	<a href="https://www.upwork.com/blog/">https://www.upwork.com/blog/</a>	7.02m
2	Multichannelmerchant	<a href="http://multichannelmerchant.com/">http://multichannelmerchant.com/</a>	70.5k
3	Selfstatr	<a href="https://selfstartr.com/blog/">https://selfstartr.com/blog/</a>	117.3k



---

# 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

[Pinger](http://dmnd.udacity.com/) tool - <http://dmnd.udacity.com/>

Pinger tool shows N/A for number of Google Indexed Page, this is because it is a new site and not indexed by Google.

An indexed site means it has the opportunity to rank for the target keywords and easily found by target user.





## Categories

Link Tools

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

SEO Tools ▾

## Google Indexed Pages Checker

# Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL

Continue >>

## Google Indexed Pages Checker

URL	Google Indexed Pages
http://dmnd.udacity.com/	n/a

# Page Speed

[Google Page Speed](#) Insights tool.

Page speed is important because users will likely abandon that page if it takes too long to load. It is also picked up by Google to determine the ranking, so in order to improve search engine Search engine optimization. It also improve User Experience(Conversion Rate)



# PageSpeed Insights

http://dmnd.udacity.com/

ANALYZE



Mobile



Desktop

Speed

Unavailable

Optimization

Medium

79 / 100

Data about the real-world performance of this page was **unavailable**. PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. [Learn more.](#)

## Page Stats

PSI estimates this page requires 5 render-blocking round trips and ~107 resources (2.9MB) to load. The median page requires 4 render-blocking round trips and ~75 resources (1MB) to load. Fewer round trips and bytes results in faster pages.

## Optimization Suggestions

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)

Enable compression

► [Show how to fix](#)

Leverage browser caching

► [Show how to fix](#)



# 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.

Having mobile-optimized is important as there are increased number of people of using mobile devices to access websites. Google reinforces the fact that people are five time more likely to leave a mobile site that isn't mobile friendly. It also tells us that half of all visitors will leave a mobile site if the pages don't load within 3 seconds.

<https://testmysite.thinkwithgoogle.com/>



http://dmnd.udacity.com/



4s



Loading time on 3G: **Good**

10%

Est. Visitor loss  
(Due to loading time)

Find out how to speed up your site to keep more visitors.





# 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)

As from the findings, we can see that the page's meta-description and alt tags for images are missing currently. Therefore my first suggestion is to add the description for the meta-description part with targeted keyword in order to for the user and crawler know what is the page is actually about. Besides that, all the images on the page are missing with alt-tag description, so it would help the seo process if alt-tag descriptions are added for every images on the page.



My second recommendation is to focus more on the targeted keywords which includes head and tail , branded and non-branded keywords. More relevant keywords can be chosen and more blog posts can be written for users that are on different customer journey, this will help to drive traffic to the site beside just getting ranking for the keywords. Besides that, this page needs to be indexed by Google. AS only indexed page can be retrieved or ranked on Search Engine Results Page (SERP). This can be done by submitting the URL to Google's Search Console.

Third recommendation would be on improving the mobile speed and mobile friendliness of the site. As it shows above, the site is ranked ' medium' for mobile friendliness and 4s loading time. So , changes that is suggested by google's tool could be made to fix this. This includes, optimizing images, enable script compression, leveraging browser caching and so on.

