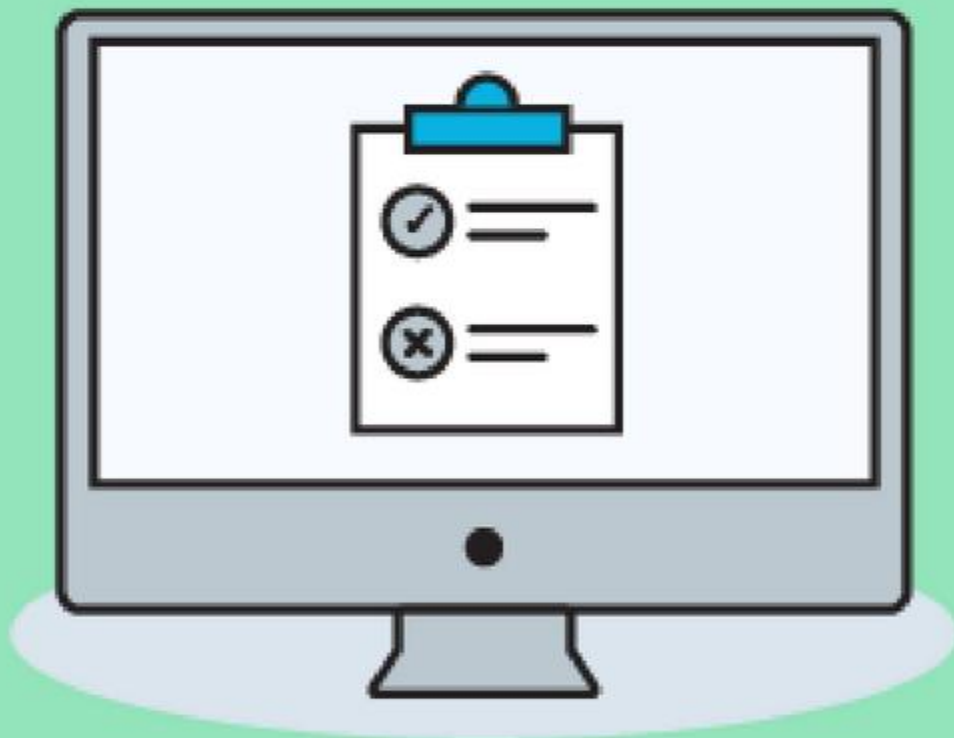


Project 4

Conduct an SEO Audit




Johnbull owenvbugie



Marketing Objective & KPI

- **Marketing Objective** – To increase the organic search traffic by 20% in the next four months
- **KPI** – click through rate

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age: 36• Gender: Female• Occupation: Civil servant and product designer• Marital status: Married• Location: Edo state Nigeria	<p>Mrs Plumoral</p> 	<ul style="list-style-type: none">• Knowledge, expansion and capacity.• More skills for better opportunities• Digital marketing skills (selling her skills) online
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Designing• Being creative and innovative• Researching, sourcing for information and learning online• Like to learn new things	<ul style="list-style-type: none">• Establishing great feats• increasing in knowledge, expansion and capacity.• Have more time for work, family and learning• Learn digital marketing	<ul style="list-style-type: none">• Limited recognition due to gender and marital status• Time to balance work, learning and family• Funds to learn digital marketing

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. List 5 head and 5 tail keywords.

	Head Keywords	Tail Keywords
1	Udacity nanodegree	Best digital marketing course
2	Digital marketing	Certified digital marketing professional
3	online marketing	Online marketing courses with certificates
4	digital marketer	Udacity digital marketing nanodegree
5	Marketing digital	Udacity digital marketing nanodegree review

1

1


1

1

1





1

Tail key words




☐ Keyword  Rank ⁱ  Monthly ⁱ  Difficulty ⁱ  Organic ⁱ  CTR  My Score ⁱ  Priority ⁱ  Search

 Add URL

best digital marketing course

<input type="checkbox"/>	United States - en-US   	no URL	383	47	53%	3 Neutral ▼	53	
Analyzed 04/27/2022								

certified digital marketing professional

<input type="checkbox"/>	United States - en-US   	no URL	218	48	83%	3 Neutral ▼	55	
Analyzed 04/27/2022								


online marketing courses with certificates

<input type="checkbox"/>	United States - en-US   	no URL	207	60	83%	3 Neutral ▼	52	
Analyzed 04/27/2022								

udacity digital marketing nanodegree

<input type="checkbox"/>	United States - en-US   	no URL	252	40	94%	3 Neutral ▼	59	
Analyzed 04/27/2022								

udacity digital marketing nanodegree review

<input type="checkbox"/>	United States - en-US   	no URL	111	37	84%	3 Neutral ▼	54	
Analyzed 04/27/2022								

Keyword with the Greatest Potential

Head key word with the greatest potential

From my key word query the head key word with the greatest potential is udacity nanodegree. This is because it had a monthly search of 4515, priority of score of 74 and a low difficulty score of 47 with organic click rate of 94%


Tail key word with the greatest potential

From my key word query the tail key word with the greatest potential is udacity digital marketing nanodegree. This is because it had a monthly search of 252, priority of score of 59 and a low difficulty score of 40 with organic click rate of 94%

Technical Audit: Metadata

URL: www.udacity.com/course/digital-marketing-nanodegree--nd018

Current

Title Tag	Digital marketing course online
Meta-Description	Take udacity digital marketing course online. You will learn SEO, SEM, Google Ads. Email marketing and Affiliation Tactics to maximize traffic and improve online visibility
Alt-Tag 1	 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz?fm=jpg" alt="Moz" loading="lazy"/>

Current continues

Alt-Tag 2

```
img  
class="wordmark_logo__2xZEi"  
src="/images/svg/udacity-tt-logo.svg"  
alt="Udacity"
```

Alt-Tag 3

```
Img  
class="_consumer-  
schools_schoolIcon__25KX1"  
src="/images/brand-refresh/school-  
icons/cloud-computing.svg"  
alt=""/>loud Computing<svg  
class="_consumer-  
schools_chevronRight__3IfAy"
```

Alt-Tag 4

```
img  
class="_consumer-  
schools_schoolIcon__25KX1"  
src="/images/brand-refresh/school-  
icons/cybersecurity.svg"  
alt=""  
/>Cybersecurity<svg class="_consumer-  
schools_chevronRight__3IfAy"
```

Current continues

Alt-Tag 5	 <pre>img src="//www.udacity.com/www- proxy/contentful/assets/2y9b3o528xhq/3w3 LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce3 67e744958e8eee2/logo-color- google.svg?fm=jpg" alt="Google" loading="lazy"/></picture><picture class="degree-affiliates_icon__1uKUx"</pre>
-----------	---

Revision

Title tag	Digital marketing program (from dummy to hero)
Meta description	Take udacity digital marketing program, you will learn Social media marketing, SEO and many comprehensive marketing tactics that will improve your marketing capabilities

Alt Revision

Alt tag 1	 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz?fm=jpg" " alt="Moz logo" loading = "lazy"
Alt tag 2	img class="wordmark_logo__2xZEi" src="/images/svg/udacity-tt-logo.svg" alt="Udacity logo"
Alt tag 3	 class="_consumer-schools_schoolIcon__25KX1" src="/images/brand-refresh/school-icons/cloud-computing.svg" " alt="cloud computing icon"
Alt tag 4	img class="_consumer-schools_schoolIcon__25KX1" src="/images/brand-refresh/school-icons/cybersecurity.svg" alt= "cybersecurity icon"
Alt tag 5	img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg?fm=jpg" alt="Google icon"loading = "lazy"

Blog one : An overview of udacity Nanodegree

- **Introduction:** A Nano degree is an online educational program geared towards impacting students/individuals with the knowledge, skillset and technical knowhow in IT/tech, computer sciences, digital skills and as well business-related skills that would help individuals achieve numerous growths in their career or help them improve their businesses as the case may be.

A nano degree program is based online (remote) and it is unlike a traditional classroom environment, whereby individuals can learn from anywhere at their convenience and on the go. There are numerous platforms providing Nanodegree opportunities and one of the very best is Udacity. Udacity Nanodegree provides every individual the environment and opportunity to master in demand tech skills that will enable them experience growth in their career or business. With Udacity Nanodegree program, learning is fun, learning takes you from a beginner level to mastery level, with Udacity Nano degree program learning covers a lot of areas in tech like digital marketing, data science, programming and lots more. With Udacity Nano degree program, learning is convenient and at students' self-pace, coupled with an interactive tech community ready to assist you get the best of learning. Do you want to find out more please feel free to check out [Udacity website](#)

- **Motivation and why the blog would work:** A lot of individuals, irrespective of their background are concerned about gaining in-demand tech skills that would allow them get a high paying job or scale up their business. They are looking for the right content that would push them to the suitable platform and the suitable course they would likely be interested in. An article content like can help persuade and convince to know more about Udacity and as well visit Udacity website, in which in doing so would find the relevant Nanodegree they are interested in.

Blog two : Why should you enroll in Udacity digital marketing Nano degree program

- **Introduction:** It is no longer a new trend for people to be interested in gaining in demand tech skills. The concern of most people today is what skills should they focus on, and the next question is where do I learn such skills.

If you are reading this and once experienced this situation, don't worry it only shows you are human, at one point in time everyone was confused on the right path to take. One of the most common in demand skill is the ability to interact with the internet and utilized the internet potential to increase the visibility, sales and revenues of any business. This is why most businesses are in demand of digital marketers.

The next question is **Where** to learn this skill? Are you in this shoe? Still don't know where? Then don't worry I got the very best platform and course for you; that is **Udacity digital marketing nanodegree program organized by Udacity**. Udacity digital marketing Nano degree program is one of the best and most comprehensive courses in digital marketing, that takes you from a newbie to an expert in digital marketing. It covers a lot of current technological strategies that would enable you as an individual to impact the visibility, sales and revenue of any business, which is worth every bit of your time. Now I know you want to know more, then please free to check out the program on [Udacity](#)

- **Motivation and why the blog would work:** individuals are constantly concerned on what path to take in tech and where or what platform can successfully guide them. A blogpost content like this would direct individuals to start thinking of the potential of digital marketing and as well as the benefits Udacity digital marketing nanodegree program has for them.

Word count = 297

Blog Three : 5 benefits in Udacity digital marketing Nano degree program

- **Introduction:** Despite the desire to upskill, every individual wants to maximize every learning opportunity. Hence, they are interested on the best platform to learn a tech skill and the benefits of that tech skill to their career or business growth. This applies to digital marketing as well, and as an individual who might be interested in digital marketing would want to know the benefit of learning digital marketing from a particular platform.

Udacity is a platform that offers a comprehensive Nano degree program in digital marketing and below are some of the highlighted benefits of this program to your career and business growth.

1. The program is structured to fit your pace and for you to learn at your convenience.
2. The program will teach you current technical strategies in digital marketing that would help you maintain visibility, increase sales and revenue of any business.
3. The certification is recognized by top companies all over the world.
4. The program is anchored by industry experts as tutors and as well as in partnership leading global digital marketing companies like mailchimp, google, moz and many others that provide you industry practices in digital marketing.
5. The program has an interactive support community that would also assist you in your learning journey.

These are but a few benefits of the program, please feel free to check out more details on the program from [Udacity](#)










- **Motivation and why the blog would work:** People who are interested in digital marketing will be interested in the benefits a digital marketing platform can provide towards their learning journey. An article like this would provide individual with clarity as to what Udacity offers in digital marketing program and would definitely prompt them to read more about it from Udacity website

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, a backlink audit was performed on udacity.com website the results shows the back links fall within the range of DA score of 97-100.

	Backlink	Domain Authority (DA)
1	http://www.cloudflare.com/en-in/case-studies/udacity/	98
2	azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity//	99
3	http://developer.mozilla.org/zh-CN/docs/Web/JavaScript/Reference/Global_Objects/Promise	98

Backlink screenshot

<input type="checkbox"/>	URL 	PA 	DA 	Linking Domains	 Links to target URL?	Notes
<input type="checkbox"/>	developer.mozilla.org/ ...avaScript/Reference/Global_Objects/Promise 	70	98	676	--	
<input type="checkbox"/>	azure.microsoft.com/ ...e-learning-nanodegree-program-with-udacity/ 	65	99	69	--	
<input type="checkbox"/>	www.cloudflare.com/en-in/case-studies/udacity/ 	57	98	3	--	

Link-Building

Using the [SEMRush](#) or [SE Ranking](#) 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 [Udacity's](#) or your company's page.

Site Name	Digi day
Site URL	https://digiday.com/
Organic Search Traffic	972,3k
Site Name	MarTech
Site URL	https://martech.org/
Organic Search Traffic	54, 2k
Site Name	Social Media Today
Site URL	https://www.socialmediatoday.com/
Organic Search Traffic	405, 6k

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 [Northcutt](#) or any other tool, research how many of Udacity's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed](#) Insights tool, perform a speed test of udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the udacity.com site or your company's website.

Page Index

Using the [GOOGLE INDEX CHECKER](#) The total number of index page for udacity was discovered to be was 4, 850 pages.

The total number of pages indexed is important indexed is important to google and other search engines. This is because the number of pages indexed by google can help the site to be ranked as those pages not indexed would not be ranked and as well the search engine may not be able to crawl through it and fetch relevant information from people search

← → ↻ seomagnifier.com/google-index-pages-checker/output

Google Index Checker To Check Indexed Web Pages

Get \$5,000 to your live account! GET STARTUP BONUS

Google Index Checker

Domain	Www.udacity.com
Google Indexed	4,850 Pages

Try New URL

EO.FINANCE ID: 824700730

MINING SPEED 0

Stop

YOUR BALANCE 0.000000100246 XMR

CPU mining EO.miner

Best SEO Tools

Page Speed

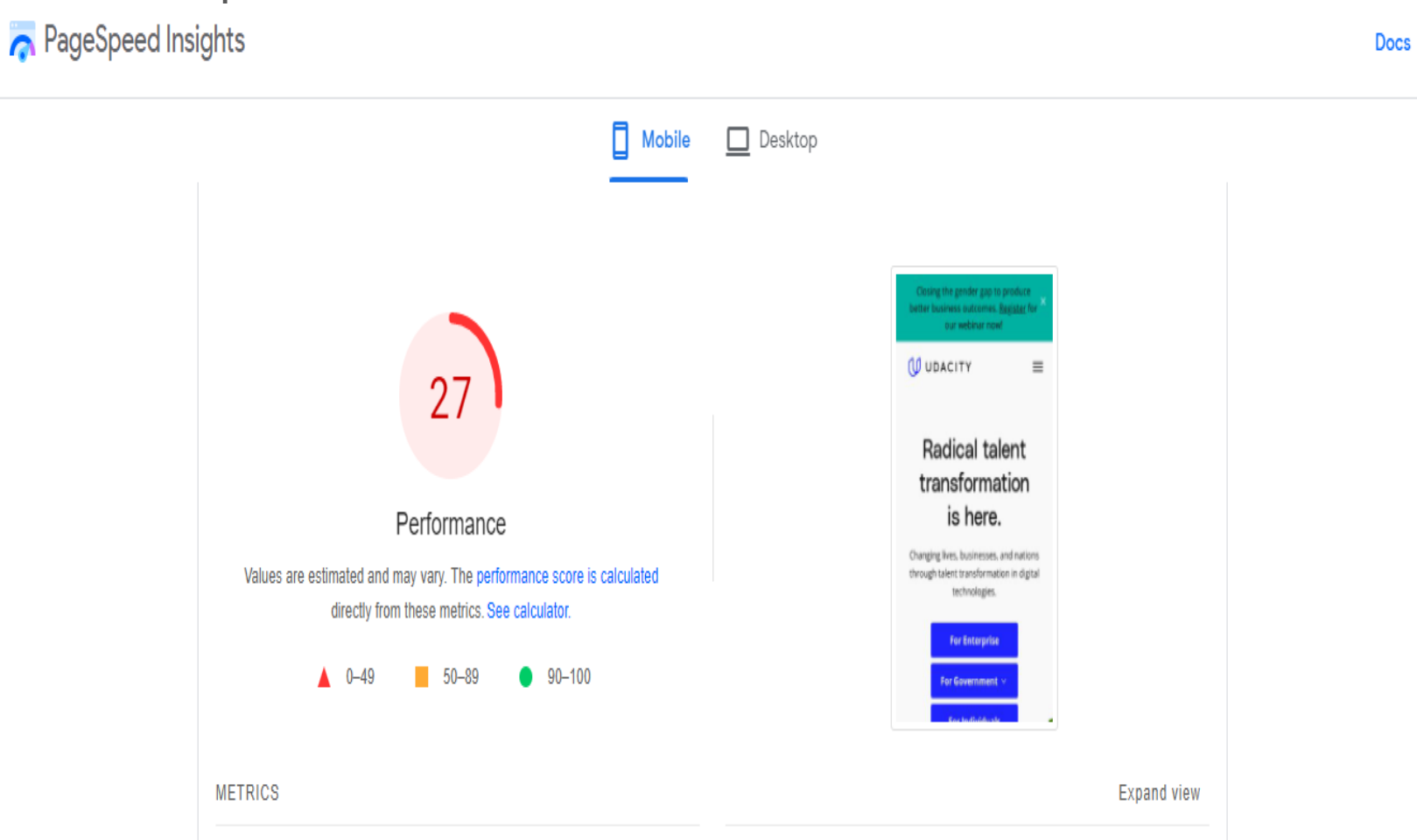
Evaluating the Page Speed is important first is a criteria for getting your website ranked by google. It is also important because how fast your website is would positively impact user experience and would want to return again whereas the reverse is the case when it is slow.

Using the [Google Page Speed](#) Insights tool, the spage speed was discovered to be for

Mobile = 27/100

Desktop = 56/100

Mobile speed screenshot



Page speed - continues

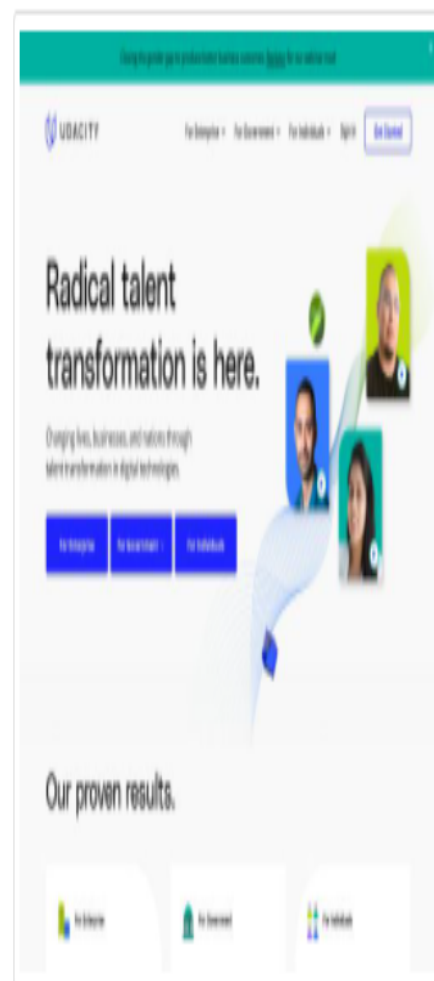
Desktop speed screen shot



Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



Mobile-Friendly Evaluation

Mobile optimization is important because mobile friendliness is a criteria for getting website ranked by google. Secondly the world today is a digital world where by most people spend time using their mobile device to check for information on the go and more than other devices. How friendly a website is to mobile users would impact user experience positively.

Using the [Think with Google](#) tool to assess the mobile-friendliness of the udacity.com website. The result shows that mobile speed on a 4g connection in the United state was 2.4 seconds for udacity.com website.

See screenshot in the next slide

.

Mobile friendliness screenshot

Test My Site



Get your full report

Your speed results for udacity.com

Your mobile site speed is 2.4 seconds in United States · on a 4G · connection.

RATING

Good

Good sites start to load in under 2.5 seconds.

[Learn more](#)

QUARTERLY TREND

Speeding Up

Your site has gotten 0.3 seconds faster this

quarter

[Learn more](#)



Learn how to optimize your mobile site

Recommendations

- Based on the criteria's of google for website ranking in which mobile friendliness and website speed is among the requirements, I would recommend that the developers of Udacity should ensure that the website of Udacity is very fast, they should boost it by improving the load time by 0.1 seconds.
- The mobile speed version of Udacity site is very slow and these can affect users experience on mobile and increase their bounce rate, therefore the developers of Udacity mobile page should ensure that they work on it to be faster. They should reduce unused JavaScript, ensure that text remains visible during web font load. They should Set an explicit width and height on image elements to reduce layout shifts and improve CLS, reduced JavaScript execution time and ensure that they minimize main thread work. The Udacity developers can also configure caching for immutable assets and `Server-side Rendered` (SSR).
- The developers of Udacity pages could also modify the meta description of the page making it more descriptive and concise. Blogpost can also be created featuring the blogs I created to attract traffic to Udacity sites. Currently some of the alt tags are blanked and not filled, the developers should update the alt tag as this and the meta tags is highly used by google search engine and other search engine to crawl through sites.
- The three website I mentioned for link building have high organic traffic we could reached out to them to link to Udacity by making a blog post about Udacity product especially for digital marketing as they are majorly focused on posting about digital marketing.

word count = 271