
Project 4: SEO Audit



On-Site SEO

Keywords

	Head Keywords	Tail Keywords
1	udacity	digital marketing online courses
2	nanodegree	udacity digital marketing nanodegree
3	digital marketing	digital marketing campaigns
4	online courses	digital marketing career
5	web marketing	digital marketing expertise

Head Keyword with the Greatest Potential

After weighing “My Score” for the head keyword list, Moz Pro identified that the keyword “digital marketing” has the most potential. (The keyword has high monthly volume and is part of our brand name)

5 Keywords 95 of 100 keywords available								
<input type="checkbox"/> Keyword	Rank + Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Analyze/Search	
<input type="checkbox"/> digital marketing United States - en-US	no URL	11.5k-30.3k	84	43%	10 Most	70	Analyzed 11/4/2017	
<input type="checkbox"/> udacity United States - en-US	no URL	70.8k-118k	71	11%	8	69	Analyzed 11/4/2017	
<input type="checkbox"/> online courses United States - en-US	no URL	11.5k-30.3k	88	48%	8	65	Analyzed 11/4/2017	
<input type="checkbox"/> nano degree United States - en-US	no URL	201-500	66	100%	5	57	Analyzed 11/4/2017	
<input type="checkbox"/> web marketing United States - en-US	no URL	501-850	68	34%	8	55	Analyzed 11/4/2017	

Tail Keyword with the Greatest Potential

The keyword “digital marketing career” has highest potential due to its relative high monthly volume in my tail keyword list.

5 Keywords 95 of 100 keywords available							
<input type="checkbox"/> Keyword <i>↓↑</i>	Rank <i>↓↑</i> + Add URL	Monthly Volume <i>↓↑</i>	Difficulty <i>↓↑</i>	Organic CTR <i>↓↑</i>	My Score <i>↓↑</i>	Priority <i>↓↑</i>	Analyze/Search
<input type="checkbox"/> digital marketing career United States - en-US	no URL	51-100	45	53%	<input type="button" value="10 Most"/> ▼	56	Analyzed 11/4/2017
<input type="checkbox"/> digital marketing expertise United States - en-US	no URL	0-10	46	83%	<input type="button" value="10 Most"/> ▼	39	Analyzed 11/4/2017
<input type="checkbox"/> udacity digital marketing nanodegree United States - en-US	no URL	0-10	54	88%	<input type="button" value="10 Most"/> ▼	38	Analyzed 11/4/2017
<input type="checkbox"/> digital marketing campaigns United States - en-US	no URL	0-10	37	73%	<input type="button" value="8"/> ▼	37	Analyzed 11/4/2017
<input type="checkbox"/> digital marketing online courses United States - en-US	no URL	0-10	68	83%	<input type="button" value="10 Most"/> ▼	33	Analyzed 11/4/2017

Technical Audit: Metadata

I propose the following revision for the metadata of the website.

DMND URL: http://dmnd.udacity.com		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Digital Marketing Nanodegree Udacity
Meta-Description	(Blank)	Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.
Alt-Tag	(Blank)	[alt 1] This page is not longer available [alt 2] Two people are discussing about digital marketing. [alt 3] Digital Marketing Nanodegree Program [alt 4] Collaboration partners [alt 5] Laptop display of course content [alt 6] One of the course instructor is explaining content [alt 7] Laptop display of course content [alt 8] Digital marketing spending in U.S.



Suggested Blog Topics - 1

Learn Digital Marketing with Udacity – Digital Marketing Nanodegree Program

First, I would write a blog post to introduce and explain the nanodegree program. And this topic also include most of our head keywords: digital marketing, udacity, nanodegree.

In addition to the nanodegree introduction, I would also explain how this program can help student gain marketing expertise through doing live campaigns and advance their careers. So the tail keywords will be embedded in the content.

Suggested Blog Topics - 2

Udacity's First Online Courses on Web Marketing

I would then use a topic that includes more general terms such as “online courses” and “web marketing”, since some people might not know Udacity, or even the term “digital marketing”. So this is for attracting those audience.

Suggested Blog Topics - 3

Build Campaigns on Facebook and Google, Impress Your Future Employer

Although I did not include the keyword like facebook and google because they are seldom mentioned in the prototype website, I do think “facebook” and “google” are powerful keyword for digital marketing program. In this blog post, I would explain more about the campaign students would run, and also embedded all our keywords in the content.

Off-Site SEO

Technical Audit: Backlink Audit

Based on the analysis performed on www.udacity.com using [Moz OpenSite Explorer](#) tool, these three backlink URLs ranked top of domain authority and therefore could add value to the website.

	Backlink	Domain Authority (DA)
1	www.adobe.com	100
2	www.w3.org	100
3	europa.eu	100

Link-Building

Base on the analysis using [SEMRush](#), the following three websites are highly relevant and have high traffic that [dmnd.udacity.com](#) should gain backlinks from.

	Site Name	Site URL	Organic Search Traffic
1	Smart Insights	http://www.smartinsights.com/	67.7K
2	HubSpot	https://www.hubspot.com/	1.3M
3	Google	https://www.google.com/	593M

Performance Testing

Page Index

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

The page have not yet been indexed by Google, which means Google will not rank the website well, or even will not show the website in the organic search.

Page Speed

http://dmnd.udacity.com/ 分析

モバイル パソコン

Poor
58 / 100

このページは最適化されていないため、ユーザー エクスペリエンスが低い可能性があります。以下の推奨事項を優先的に適用してください。

■ 通用可能な最適化

- スクロールせずに見えるコンテンツのレンダリングをブロックしている JavaScript/CSS を排除する
- 修正方法を表示

画像を最適化する

- 修正方法を表示

圧縮を有効にする

- 修正方法を表示

ブラウザのキャッシュを活用する

- 修正方法を表示

JavaScript を縮小する

- 修正方法を表示

HTML を縮小する

- 修正方法を表示

✓ 通用済みの最適化

- 詳細を表示

CSS を縮小する

このページでは、CSS は縮小されています。詳しくは、[CSS の縮小](#)に関する説明をご覧ください。.

サーバーの応答時間を短縮する

このサーバーは素早く応答しています。詳しくは、[サーバー応答時間の最適化](#)に関する説明をご覧ください。

リンク先ページのリダイレクトを使用しない

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表示可能コンテンツの優先順位を決定する

このページでは、スクロールせずに見えるコンテンツの優先順位は適切に決定されています。詳しくは、[表示可能コンテンツの優先順位の決定](#)に関する説明をご覧ください。



http://dmnd.udacity.com/ 分析

モバイル パソコン

Needs Work
71 / 100

このページではパフォーマンスの一般的な最適化が不足しているため、ユーザー エクスペリエンスが低い可能性があります。以下の推奨事項をご確認ください。

■ 通用可能な最適化

- 画像を最適化する
- 修正方法を表示

圧縮を有効にする

- 修正方法を表示

スクロールせずに見えるコンテンツのレンダリングをブロックしている JavaScript/CSS を排除する

- 修正方法を表示

ブラウザのキャッシュを活用する

- 修正方法を表示

JavaScript を縮小する

- 修正方法を表示

HTML を縮小する

- 修正方法を表示

✓ 通用済みの最適化

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Google uses many factors to decide search results, and one of them would be site loading speed. (In 2010, Google announced that website speed would have an impact on search ranking.)

Mobile-Friendly Evaluation

think with Google

TEST ANOTHER URL [GET MY FREE REPORT](#)

http://dmnd.udacity.com

4s

Loading time on 3G: Good

10%

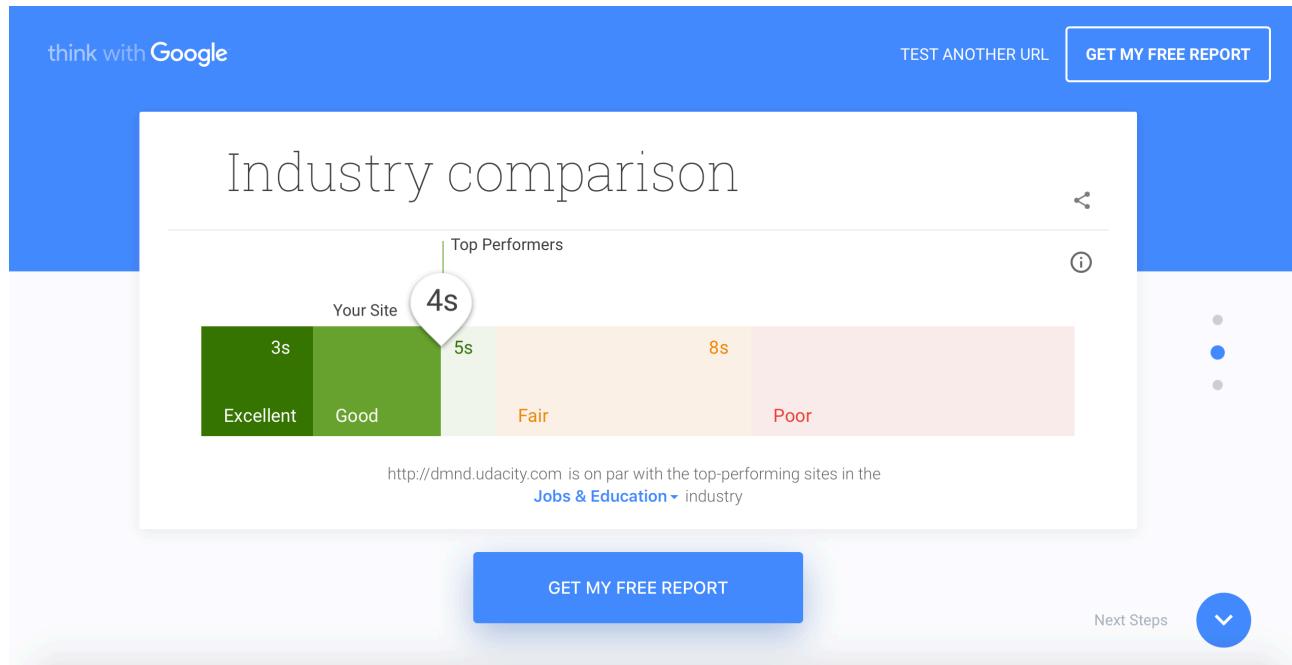
Est. Visitor loss
(Due to loading time)

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

GET MY FREE REPORT

See how you compare

Mobile-Friendly Evaluation



Mobile-Friendly Evaluation

think with Google

TEST ANOTHER URL [GET MY FREE REPORT](#)

Speed up <http://dmnd.udacity.com>

A few fixes could **reduce** loading time by:

~3s

Reducing load time can help you keep 10% more visitors. [See top fixes](#)

GET MY FREE REPORT

Google announced that it will use mobile-friendliness as a ranking algorithm for search results. So these days, responsive design or other mobile-friendly approaches have more importance than before.

Recommendations

Recommendations

Based on on-site, off-site SEO analyses and the performance testing on dmnd.udacity.com, several issues are found and the recommendations are as follows.

- (1) **The DMND website does not have meta description and alt tag description. Also, the title might be a little long and not optimized for google search display.** We suggest revise the website meta data based on “Technical Audit: Metadata” section, not only for search display purpose, but also for web crawler to understand the content of the website. And the meta data should also include as many keywords as possible.
- (2) **The page loading speed is low, especially for mobile devices.** Nowadays, a large portion of mobile devices still connect the internet via 3G, and the dmnd.udacity.com scores low on this setting. The performance test shows that the website speed is between fair and good, so there is much room to improve. The following speed improving suggestions are received from Google.
 - Compress images
 - Compress resources with GZIP

Recommendations

- Minify resources (HTML, CSS, and JavaScript)
 - Leverage browser caching
 - Eliminate render-blocking JavaScript and CSS in above-the-fold content
- (3) **No indexed pages.** The DMND website is not indexed by Google yet, which means the pages are extremely hard to rank top of Google search results. Consider adding incoming and outgoing links with websites that have both high traffic and high authority, such as those suggested on the “Link-Building” sections.
- (4) **The content of the website is not enough.** For the website to be more relevant to the keywords we have generated, regular blog posting is recommended. Please refer to the section of “Suggested Blog Topics”.