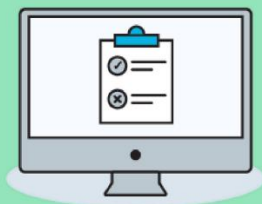


Project 4 Conduct an SEO Audit



Marketing Challenge #4:

Canadian Rotifers (Sea Farmer)

Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** - Define the Marketing Objective for your SEO audit

The marketing objective is: To double the number of blog views by the end of the first semester of 2019.

Canadian Rotifers is a new company, still in the bootstrapping phase, and is trying to develop awareness to its product (Rotifers). During 2018, its blog received 377 views (148 visitors) and zero of them came by organically (search engines). The following audit aims to assess how much would the blog's audience would increase by targeting three or more generic (broad) keywords and designing a parallel link building strategy.

Ranking well in those 3 keywords would increase the potential to obtain new visitors to the site which otherwise would not know about the product.

- **KPI** - Define the KPI for your SEO audit

The KPI for this audit is the (projected) number of how new visitors per trimester that Canadians Rotifers' webpage would have if installs and executes a keyword and link building strategy.

Target Persona


Background and demographics	Target Persona Name	Needs
<ul style="list-style-type: none">▪ Male, 30 years old▪ just married (looking forward for first kid▪ Computer Systems Analyst▪ Recently received a promotion▪ Lives in Oakville▪ Wife works as a school teacher▪ HH income \$90k	<p>Criss Garofalo</p> 	<ul style="list-style-type: none">▪ Lack of time for deep research on hobby▪ Requires an effective information source▪ Requires recommendations on cost effective solutions for hobby.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">▪ Salt water aquarium▪ Travel▪ working out	<ul style="list-style-type: none">▪ Get ready for his first child▪ Save for a new home▪ Learn scuba diving▪ Get in better shape▪ Enjoy family life and friends	<ul style="list-style-type: none">▪ Work can be stressful and demanding▪ Busy trying to keep the pace with his industry▪ Hobby can demand time and money

Photo by Pexels.com

Part 2

On Site SEO

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
	rotifers	best saltwater fish food
	rotifers for sale	rotifers for reef tank
	rotifers canada	rotifers saltwater aquarium
	aquarium rotifers	nano reef aquarium
	nanoreef	best tropical fish food

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

1 - The Head Keyword “rotifers” showed high potential (priority = 70). It displays the highest volume (9300-6501) and a high Organic CTR (64), but it shows a relatively high difficulty (54).

2 - The Head Keyword “rotifers for sale” also showed some potential (priority = 69). It displays a relatively low volume (200-101) and a high Organic CTR (88), and a relatively lesser difficulty (21).

3 - The Head Keyword “rotifers canada” showed also some interesting potential (priority = 60). It displays a relatively low volume (50-11), but a very high Organic CTR (100) and the lowest low difficulty (8).

Which Tail Keyword has the greatest potential?

1 - The Tail Keyword “best saltwater fish food” showed the most interesting potential (priority = 59). It displays a relatively low volume (100-51), but a high Organic CTR (58) and a relatively low difficulty (15).

2 - The Tail Keyword “rotifers for reef tank” showed also some interesting potential (priority = 61). It displays a relatively low volume (50-11), but a very high Organic CTR (94) and a very low difficulty (11).

3 - The Tail Keyword “nano reef tank” could also have some interesting potential (priority = 50). It displays a relatively low volume (100-51), but a very high Organic CTR (89) although shows a higher difficulty (34).

Technical Audit: Metadata

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

URL: <https://seafarmer.ca/>

Current

Title Tag

Sea Farmer – Copycatting Mother Nature

Meta-
Description

You don't have to pay a fortune, nor have to import them. Now you can get the best quality live feed for your aquatic friends... Rotifers, raised and delivered here, in Canada. affordable prices mailed to your address easy to handle presentation 1,000.000+ per bag freshness guarantied Contact us for more information

Alt-Tag 1

Live feed

Alt-Tag 2

{al-tag missing}

Alt-Tag 3

actual photo of home lab

Alt-Tag 4

{al-tag missing}

Alt-Tag 5

{al-tag missing}

Revision

Title Tag

Sea Farmer – Copycatting Mother Nature

Meta-
Description

Rotifers raised and delivered here, in Canada. affordable prices mailed to your address easy to handle presentation. The best live feed for your aquarium, nano reef tanks or pico reef aquarium tanks.

Alt-Tag 1

Live feed for fish

Alt-Tag 2

Description of rotifers

Alt-Tag 3

Rotifers culture for saltwater aquarium

Alt-Tag 4

Affordable live rotifers as live feed for your aquatic pets

Alt-Tag 5

Rotifers are considered among the best live feed for aquariums

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max) 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 (150 - 300 words max) and a motivation about why you think they would work.

Topic 1 - short explanation

Top best saltwater fish food

A blog post with about the tail keyword with highest potential is a must, not only because of the possibility to receive the most views, but also because is a great opportunity to state the products main characteristics and the chance to explain why it is a good option.

The blog post should name a list of the three most common zooplankton used as live feed (rotifers, copepods and daphnia), including a short description of each species, their benefits and issues.

Topic 2 - short explanation

Rotifers for reef tank

This blog post also targets a tail keyword with high potential directly and is a great opportunity to state the direct benefits of the product and also to introduce an idea that could be unknown to many: the fact that rotifers make a great live feed for reef tanks.

This blog post can be built as a short story about how we ended up choosing rotifers as the best zooplankton to culture and commercialize. The story can be enriched by some anecdotes regarding the difficulties to start a small business and its proper motivation.

Topic 3 - short explanation

rotifers for sale

This blog post targets one head keyword with high potential and also provides information about the main product that is offered by the project. Viewers to this blog post might find a different suggestion that could provide value, especially to hobbyists that are big fans saltwater aquariums and nanoreef tanks.

As in the previous case, this blog post can also be built as a short story about the decision to cultivate rotifers and the process of putting them to sale. It could also be appropriate to tell the story behind the project and its motivation

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

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

Note: If you are doing the DMND challenge, 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.

Because the Canadian Project is still in the bootstrapping phase, the webpage related to this project showed no backlinks whatsoever (domain activity = 2). In order to complete the technical audit, I used a potential competitor's webpage to determine potential backlinks,

Backlink	Domain Authority (DA)
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https://www.nationalgeographic.com/	93
https://www.amazon.com/AT-Rotifer-Delight-32-Rotifers/dp/B00OU62XSW	97
https://www.entrepreneur.com/article/219774	91

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	National Geographic
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Site URL	https://www.nationalgeographic.com/
Organic Search Traffic	869K
Site Name	AT Rotifer Deligth (Amazon)
Site URL	https://www.amazon.com/AT-Rotifer-Delight-32-Rotifers/dp/B00OU62XSW
Organic Search Traffic	190K
Site Name	https://www.entrepreneur.com/
Site URL	https://www.entrepreneur.com/article/219774
Organic Search Traffic	298.6K

Part 4

Performance Testing

Page Index

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

 NORTH CUTT

What We DoWho We AreClientsSe

Free SEO Tools

Google Indexed Pages Checker

Enter a Domain

CONTINUE

Result

<https://seafarmer.ca/> has 18 pages indexed in Google at this moment.

How to Use:

1. Enter the URL you want to check.

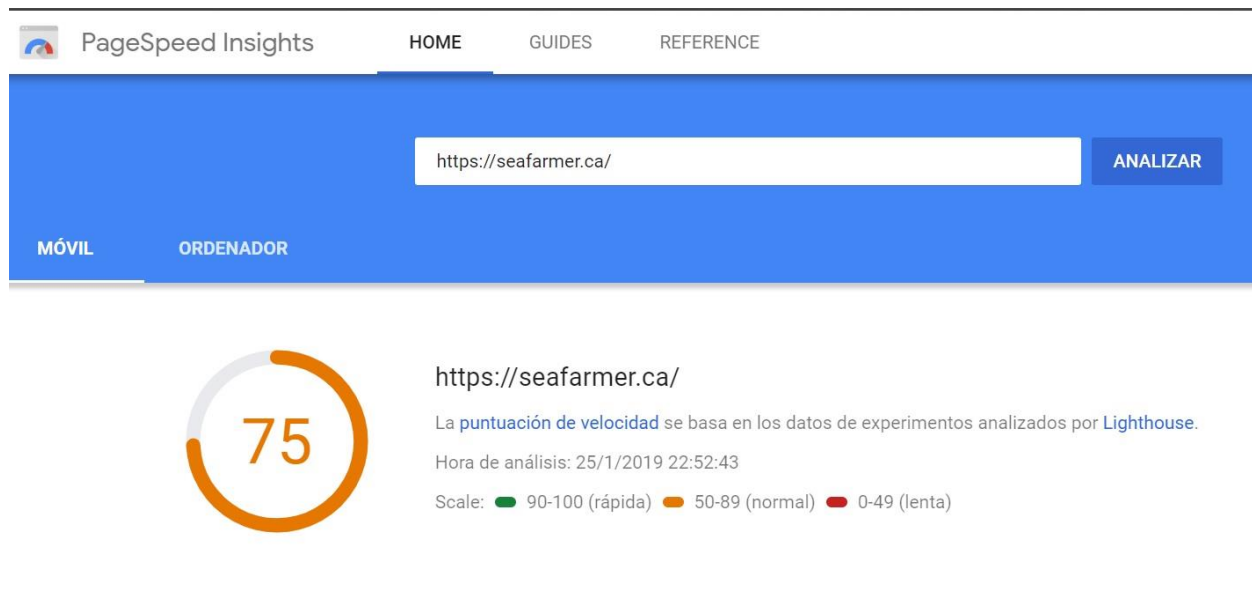
2. Click on "Check" button.

Explain why the number of pages indexed is important.

Is very important because if your page does not get indexed it may directly mean that Google may not like your page or that it may not be able to easily crawl it.

Page Speed

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

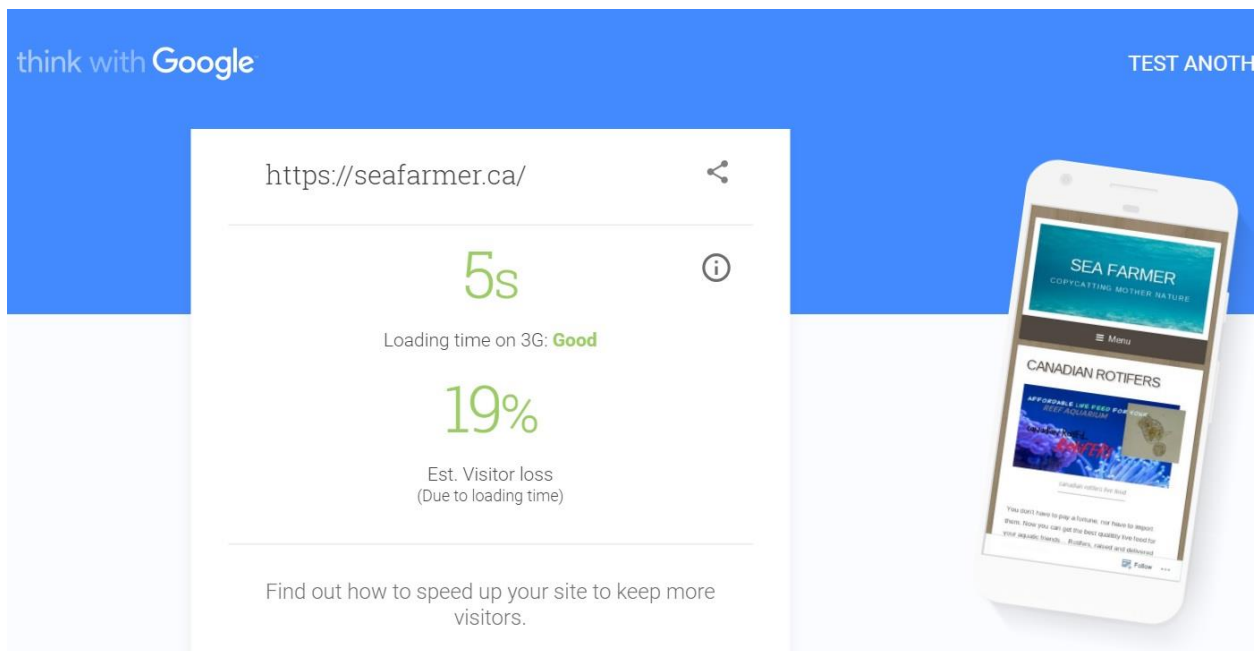


Explain why evaluating the Page Speed is important.

It is very important because it affects directly the viewer experience (a page that takes too much time) and affects also the way google qualifies your page (thus, your ranking).

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.

It is very important because it also affects directly the viewer experience, this time those who use a mobile to access your page which is a big chunk of your potential customers

Part 5

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)

Canadian Rotifers is a new company, still in the bootstrapping phase, and is trying to develop awareness to its product (Rotifers). During 2018, its blog received 377 views (148 visitors) and zero of them came

by organically (search engines). The webpage relays almost exclusively on paid ads placed in Facebook and Instagram.

After the audit, we can confidently conclude that the project's webpage features the following traits:

On the negative side, the organic audience, authority ranking and linking network are practically null. The site desperately requires work in building an authority profile.

On the positive side, the webpage scores well in performance: fair indexation, page speed and is mobile friendly. The customer experience when accessing the project's webpage is overall acceptable.

Also in the positive side, some organic keywords present a very high potential and relatively low competition, indicating a clear potential to increase the webpage audience by implementing a direct content strategy.

This project aims to substantially increase blog's audience by targeting 4 keywords (2 head keywords and 2 tail keywords) and designing a parallel link building strategy.

On the matter of link building, the audit shows three interesting possibilities to start building a most required authority.

Considering that the nature of the product is related to hobbyist with a strong information requirement trait (aquarists and marine nature lovers), an interesting possibility is to get involved in relevant forums and build relationships.

Ranking well in those 4 keywords would increase the potential to obtain new visitors to the site which otherwise would not know about the product.

