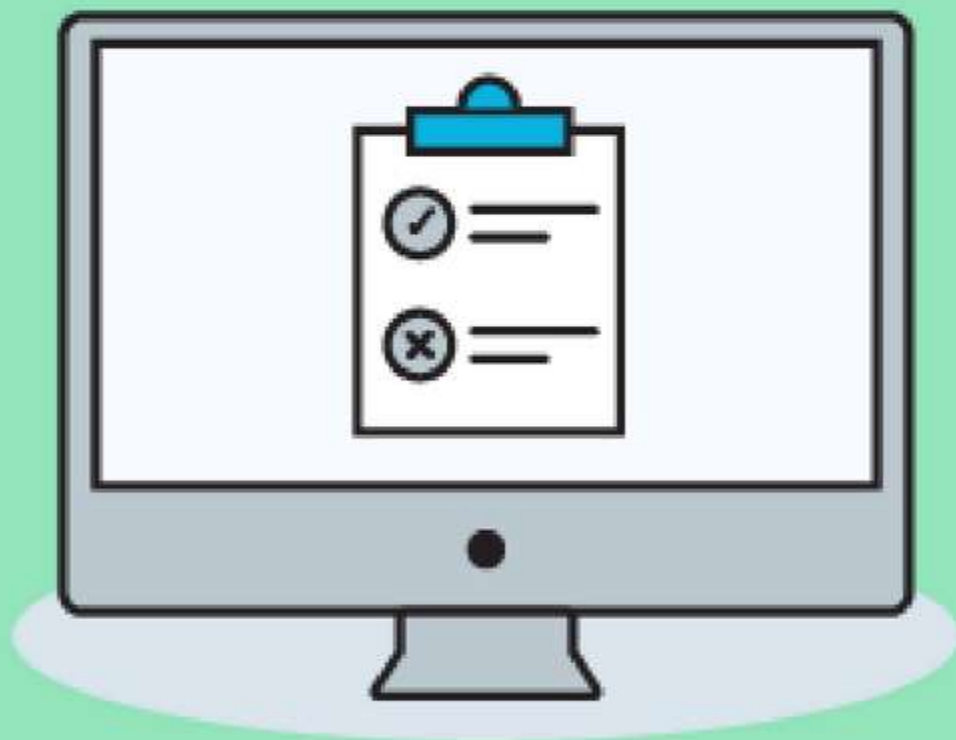


# Project 4

## Conduct an SEO Audit



# Marketing Objective & KPI

My campaign approach is Greek People which are unemployed or want to make a career change because of the economic crisis in Greece to visit the udacity nanodegree web site.

The primary KPI is Udacity DMND web site visits.

For this project I assume that the potential customer use search engines in order to get information about digital marketing and digital marketing education.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>➤ Male 42 YEARS OLD.</li><li>➤ MARRIED, 1 KID (7 YEARS OLD)</li><li>➤ Bsc(Hons) in Computer Science from university of Sheffield.</li><li>➤ Lost his job after 20 years and currently working a contractor.</li><li>➤ Lives in Thessaloniki.</li><li>➤ HUSBAND DOES NOT WORK</li><li>➤ ANNUAL INCOME 12000 EUROS</li></ul>	<b>MENELAOS</b>	<ul style="list-style-type: none"><li>➤ Find a permanent job</li><li>➤ Change job industry by getting online learning courses in order to get the knowledge and the credentials which are required for such a transition.</li><li>➤ Find a job where he can feel and be more creative.</li><li>➤ Have the change to work remotely from home.</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>➤ Yoga</li><li>➤ Reading Books</li><li>➤ Attend workshops and events about personal development</li></ul>	<ul style="list-style-type: none"><li>➤ Find a permanent Job in new industry.</li><li>➤ Combine IT technical knowledge and experience which already has with Digital Marketing in order to be more competitive in Job Market</li><li>➤ Express Creativity through Digital Marketing</li></ul>	<ul style="list-style-type: none"><li>➤ Time because of Family Duties</li><li>➤ Money because of low income</li></ul>

# Keywords

	Head Keywords	Tail Keywords
1	Digital Marketing	Digital marketing Jobs, digital marketing courses, digital marketing certificate, digital marketing salary, digital marketing consultant jobs.
2	Udacity	Udacity Nanodegree, Udacity careers, Udacity Courses, Udacity Scholarship, Nanodegree
3	Digital Marketing Jobs	Digital marketing careers, remote digital marketing jobs, digital media jobs, entry level digital marketing jobs
4	Digital Marketing Education	Digital marketing course, digital marketing training, online marketing courses, digital marketing courses online
5	Career change	career change at 40, career change at 50, best career change jobs at 40, easy career changes that pay well.

# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital Marketing Jobs – priority ranking 75

Which Tail Keyword has the greatest potential?

Career change at 40 - priority ranking 67

# Technical Audit: Metadata

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

## Current

Title Tag	Udacity Digital Marketing Nanodegree Program Website
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Meta-Description	None
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Alt-Tag	None
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## Revision

Title Tag	Udacity Digital Marketing Nanodegree   Become a Digital Marketer
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Meta-Description	Launch your career as a digital marketer with 360-degree understanding of digital marketing by running real world project in collaboration with top expert ins the field and with the support of the biggest companies like Google, Facebook, Hubspot, HootSuite Moz, MailChimp.
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Alt-Tag	An associate text description for each image.
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# 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.

**Remote Digital Marketing Jobs are in High Demand** – I am targeting mainly Greek people who are either unemployed or they want to make a career change because of the economic crisis in order to earn more money. At the same time Greek people they don't like immigration. So with this blog post they can see that there are lot of remote jobs in the area of digital marketing

**Enter into the hot field of digital maketing and take a job with online digital marketing education-** With this blog post we analyze how someone who want to become a digital marketer in order to take a job can do it with online courses and more specific with the udacity digital marketing nanodegree.

**Digital Marketing as career change at 40 and 50** – This blog also target people who they want make a career change at 40 and 50 because they have are unemployed or because they want to do something else. So this blog will explain why digital marketing is a good choice for a career change at 40 and 50.

# 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.**

	Backlink	Domain Authority (DA)
1	<a href="https://blogs.msdn.microsoft.com/bizspark_au/2017/05/23/the-everlasting-bond-between-startups-and-education/">https://blogs.msdn.microsoft.com/bizspark_au/2017/05/23/the-everlasting-bond-between-startups-and-education/</a>	96
2	<a href="https://www.cloudflare.com/case-studies/udacity/">https://www.cloudflare.com/case-studies/udacity/</a>	96
	<a href="https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html">https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html</a>	95



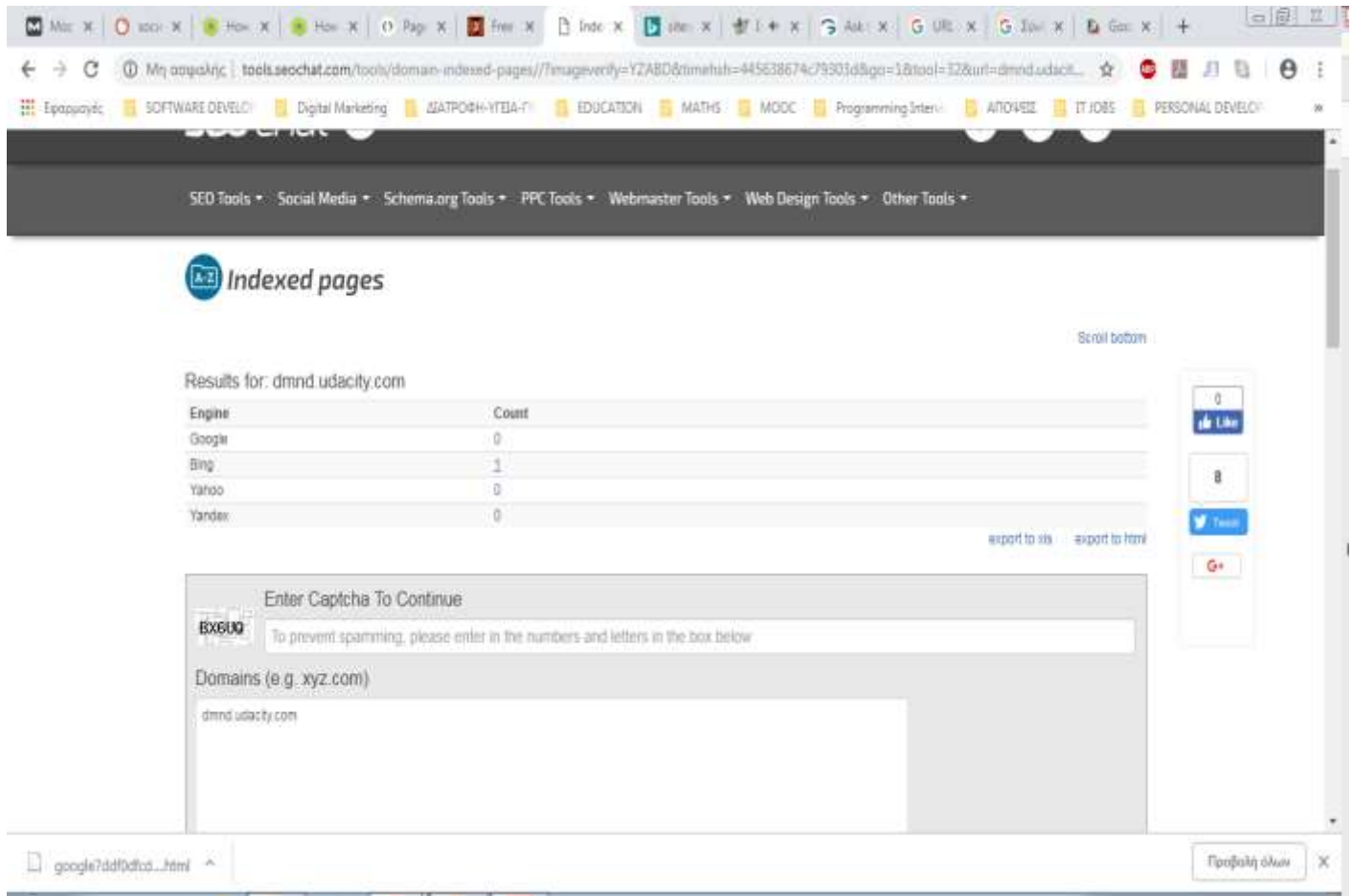
# Link-Building

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	Marketing Land
Site URL	<a href="http://www.marketingland.com">www.marketingland.com</a>
Organic Search Traffic	67.9K
Site Name	Content Marketing Institute
Site URL	<a href="http://www.contentmarketinginstitute.com">www.contentmarketinginstitute.com</a>
Organic Search Traffic	61.2K
Site Name	SOCIAL MEDIA MARKETING
Site URL	<a href="https://www.socialmediaexaminer.com/">https://www.socialmediaexaminer.com/</a>
Organic Search Traffic	180K

# Page Index

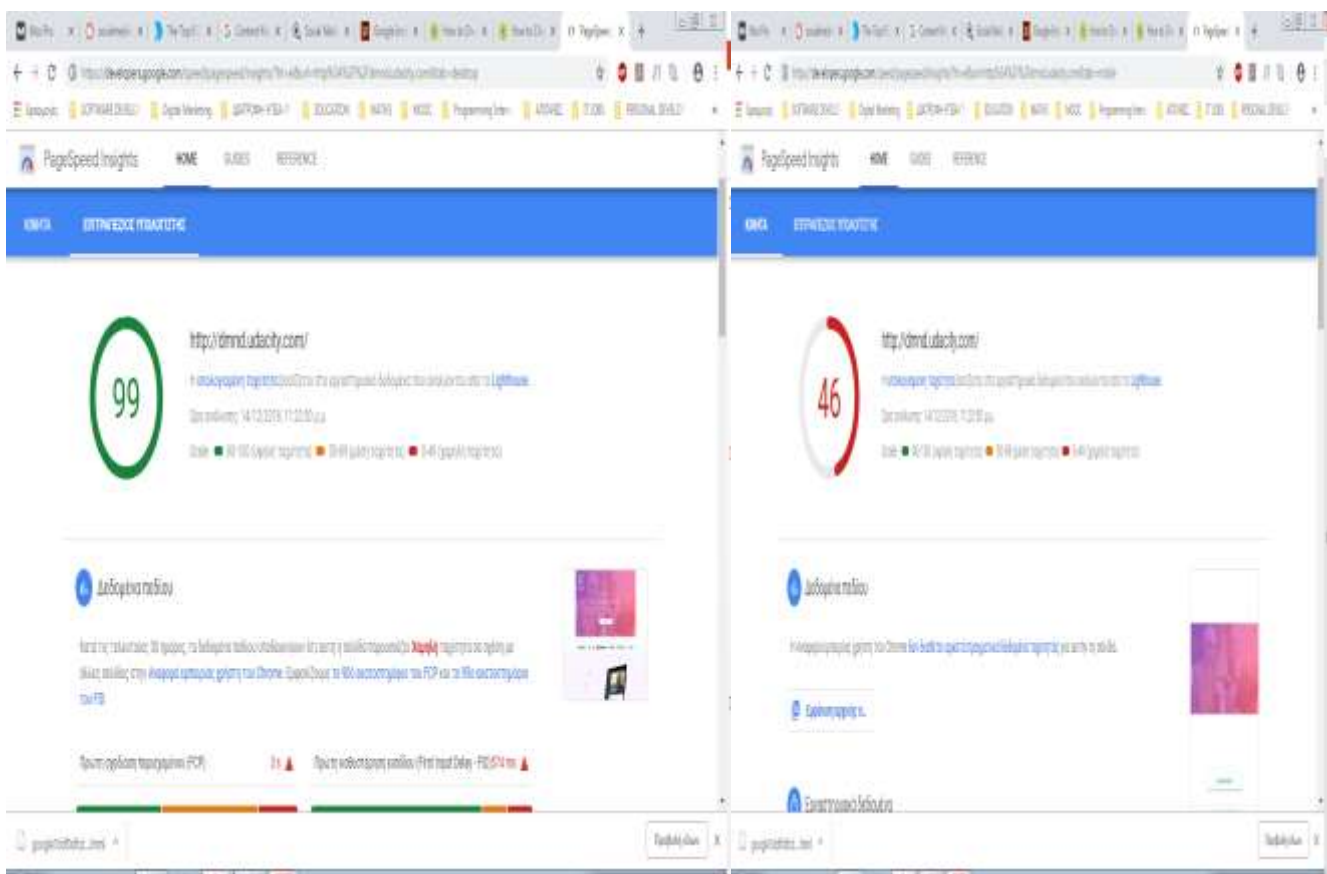


As we can see from the above photo for the dmnd,udacity.com Google has 0 pages indexed, Bing has 1, Yahoo has 0 and Yandex has 0. The page owners they should ask again crawling from Google or they should submit a sitemap in order to index the pages. Page indexing is important because search engines will be able to find the website and this will have as a consequence the site to rank higher.

# Page Speed

Using the [Google Page Speed Insights](https://developers.google.com/speed/pagespeed/insights/) tool, perform a speed test of dmnd.udacity.com's or your company's website's mobile presence.

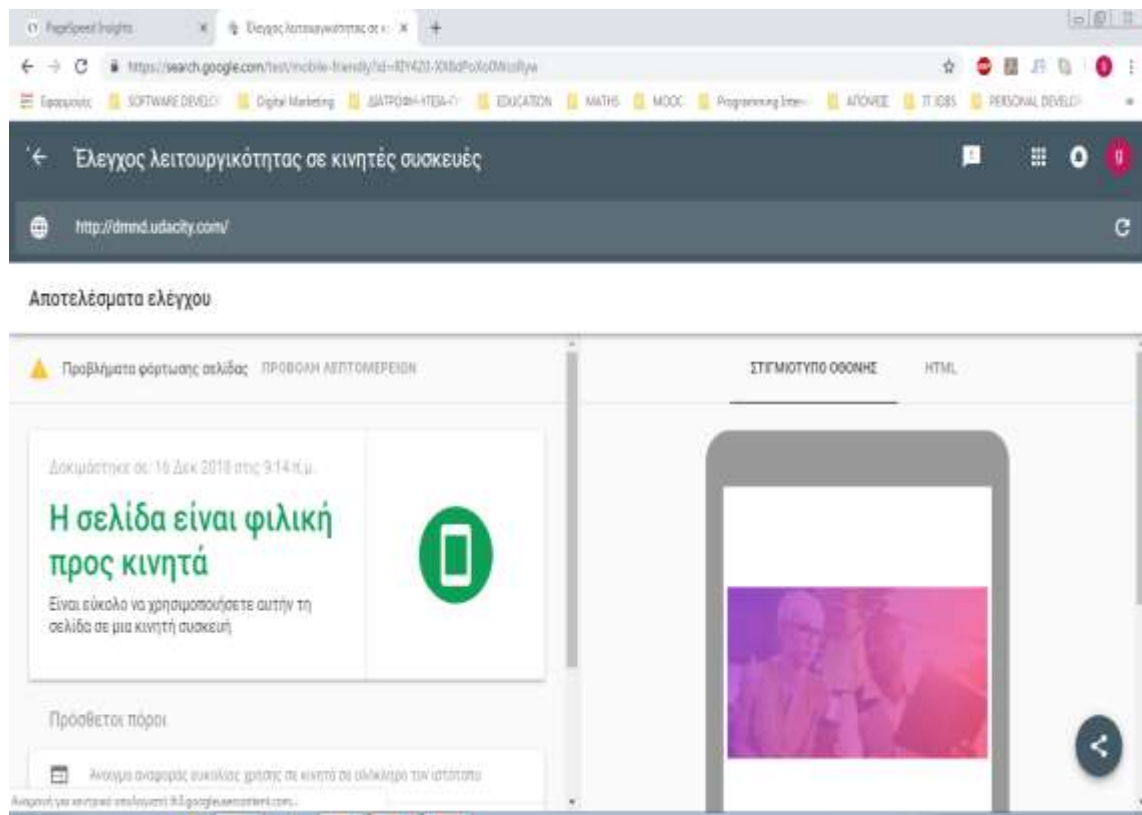
Explain why evaluating the Page Speed is important.



As we can see from the above pictures which are the results of Google speed test , dmnd web page is load very fast in a desktop pc but on the other hand is slow for a mobile user Is very important for a web page to load fast because if it is loading slow the user may leave the web page because he dos not want to wait.

# Mobile-Friendly Evaluation

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



The page is mobile friendly as we can see from the above photo which is the result of the Google mobile friendliness test. It is very important a web site to be mobile friendly because more and more people they access internet through their mobile phones. The number of people who are going to access the internet through their mobile phones is expected to increase each year.

# Recommendations

Some recommendation which I have are the following:

The web page should use a meta description which is very important for search engines. Also should use alt tag for images.

They should create and submit a site map at Google in order Google to index the site.

Also they should take some backlinks for well known websites in order to improve the ranking

They should improve the load speed for the mobile users