



Project 4: SEO Audit

On-Site SEO

Keywords

	Head Keywords	Tail Keywords
1	Marketing digital	Marketing digital o que é
2	Curso de Marketing Digital	Marketing Digital para empresas
3	Social Media Curso	O que faz um Social Media
4	Social Media Marketing	Marketing Digital o que faz
5	Udacity nanodegree brasil	Udacity Marketing Digital vale a pena

**The target persona is from Brazil. I looked for searches in Brazil but they haven't high volume.*

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Marketing Digital: high priority (82), considerable monthly volume (30.3k-70.8k), medium level opportunity (52) and low level of difficulty (39).

Which Tail Keyword has the greatest potential?

Curso de Marketing Digital: high priority (75), small monthly volume (4.3k-6.5k), excellent opportunity (83) and low level of difficulty (27).



Technical Audit: Metadata

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

	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Digital Marketing Nanodegree Program by Udacity
Meta-Description	Empty	Become a Digital Marketer with a 360-degree approach, real projects and launch your career with the support of industry leaders such as Google and Facebook.
Alt-Tag - Image 1	Empty	Open notebook with an image of instructor Julia Aspinall
Alt-Tag - Image 2	Empty	Logos of the partners of Udacity's Nanodegree



Technical Audit: Metadata

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

	Current	Revision
Alt-Tag - Image 3	Empty	Graphic of spent on digital marketing in USA
Alt-Tag - Image 4	Empty	Daniel Kob Digital Marketing nanodegree instructor in one of the online classrooms
Alt-Tag - Image	Empty	Open notebook with an image of Udacity's platform

Suggested Blog Topics

Como se tornar um profissional de Marketing Digital de sucesso

The keyword “Marketing Digital” has a good potential, considerable monthly volume and a low level of difficulty. In this post, I would talk about the competences and knowledges a Digital Marketer needs to have a successful career in this area, such as strategies for assertive content, understanding of social media marketing and social media advertising, understanding how SEO and SEM work and the importance of measuring actions and knowing how to optimize.

Curso de Marketing Digital: saiba porque o Nanodegree da Udacity é a sua melhor opção

The keyword “Curso de Marketing Digital” shows a good potential and a high volume of searches in Brazil. In this post, I would explain why the Nanodegree Udacity has the best content to teach everything a person needs to start a career in this area, such as 360-degree understanding of digital marketing, real-world projects and the partnership of industry leaders like Google, Facebook and Hubspot.

Conheça 6 formas de aprimorar o Marketing Digital na sua empresa

The keyword “Marketing Digital” it is a tail keyword that shows a low compete for attention and a good way to achieve Digital Marketing professionals. In this post, I would write about how each topic of this Nanodegree, like SEO, SEM, Social Media Marketing and Advertising, Content, Email Marketing and Display Marketing, can amplify the message of a company. I would show examples of other companies that used strategies of Digital Marketing and got a better reach.

Off-Site SEO

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	https://creativecommons.org/2012/11/01/keeping-moocs-open/	100
2	https://pureperformanceinc.wordpress.com/	100
3	https://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	99



Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Hubspot	hubspot.com	2 M
2	Los Angeles Times	http://www.latimes.com/	909 K
3	Buffer Social	bufferapp.com	371 K



Performance Testing

Page Index

Google Indexed Pages Checker

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

The number of pages indexed is important because it makes the search engine drives traffic to the site. Also, the search robot can read the page easily in his database.



Page Speed

Results for dmnd.udacity.com/

4s

Loading time: **Good**

10%

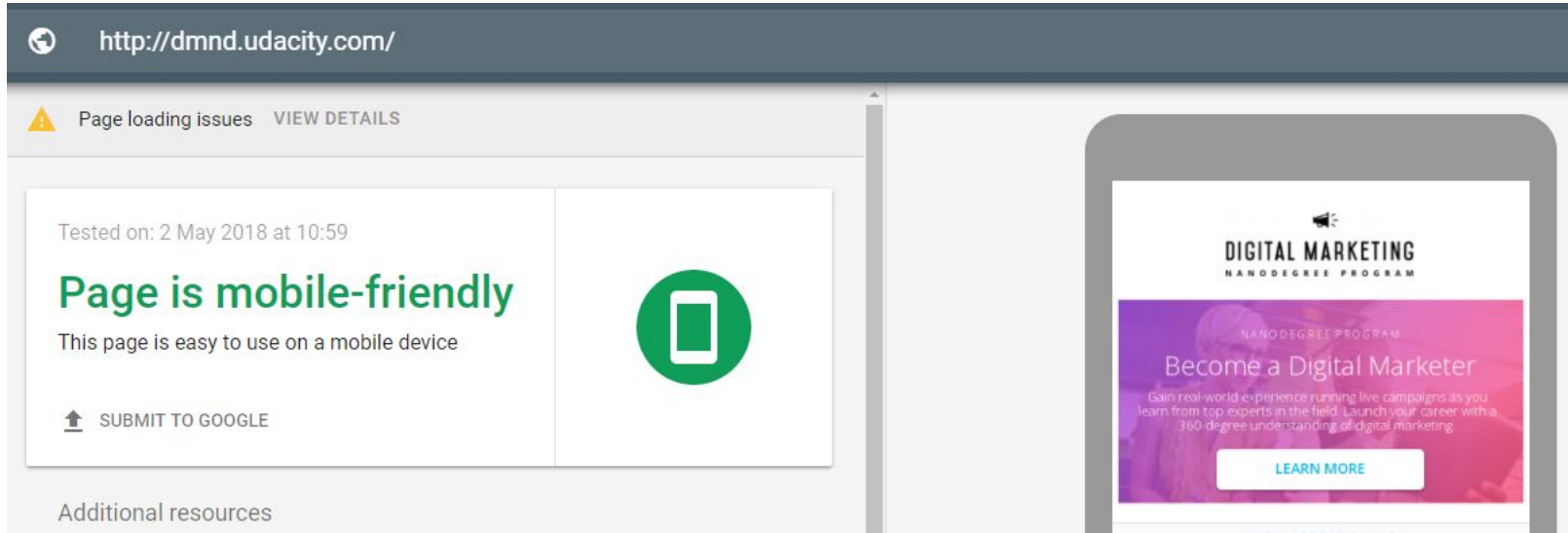
Estimated visitor loss
(Due to speed)



The following recommendations could reduce loading time by ~3 seconds.

The Page Speed is important because it is used by the Google's algorithms as a ranking factor in search engine results. Also, a good page speed can improve the user experience.

Mobile-Friendly Evaluation



Mobile friendless is another factor that Google's algorithms use in determining ranking, coupled the fact that more people search on mobile than desktop.



Recommendations

Recommendations

- Change meta description and alt tags of all images and videos.
- Create a link building strategy with the websites suggested - Los Angeles Times, Buffer Social and Hubspot - to promote the DMND website's and improve the authority of the site in the eyes of search engines.
- Reduce Mobile site's loading time by 3 seconds: compress images, compress resources with GZIP, eliminate render-blocking JavaScript and CSS in above-the-fold content and leverage browser caching
- Index the page on Google: Use the robots.txt file, do a link building job, advertise the site on social networks and promote the website.
- Not all page resources could be loaded. This can affect how Google sees and understands your page. Fix availability problems for any resources that can affect how Google understands your page.

