On-Site SEO

On-Site SEO: Keywords Audit

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.

2. Which Keyword has the greatest potential?

3. Write three Blog topics that incorporate the highest potential Keywords. Include a short summary as to why you chose those Keyword topics and what you might write about. (150 - 300 word max)

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.

	Head Keywords	Tail Keywords
1	**Udacity**	**digital marketing certificate**
2	**digital marketing**	**nanodegree**
3	**Facebook ads manager**	**online marketing**
4	**content strategy**	**social media campaigns**
5	**paid search**	**google marketing**

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential? **Facebook ads manager with a priority of 71/100**

And an opportunity of 86%.

Which Tail Keyword has the greatest potential? **Nanodegree with a priority of 67/100**

And an opportunity of 94%.

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.

DMND URL:		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Looks great! I'll probably keep it shorter with just Udacity Digital Marketing Nanodegree Program.
Meta-Description	Empty	Become a Digital Marketer Gain real-world experience in content strategy running social media campaigns, as you learn from top experts in the field. Launch your career with a 360-degree understanding of online marketing.
Alt-Tag	Empty	Digital marketers photo

Suggested Blog Topics

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

Topic 1 - **Digital marketing certificate**

It's a long tail Keyword but very specific, the reason I chose this keyword is because of the fact that less people actual search for it, but when they do it's for a very specific interest. Witch in returns gives us less competitors and a higher chance to rank at the top of the search result. My blog on this topic will include things like "learn from the best in the industry and get certified as a Digital Marketer". I'll then include the course developers references such as Facebook, Google, Moz, Hubspot, Hootsuite....

Topic 2 – **nanodegree**

The reason I chose this keyword again is because of the fact that it's very specific; although less popular I feel like Udacity does have a Platform out there. It's an easy way to target exciting students or people who are familiar with the brand. In this blog I'll probably a bit informative and detailed since the audience has some familiarity with the brand. I'll take newsletter approached, and announced the launching of our new program and what it offers.

Topic 3 – **Facebook ads manager**

This is a competitive and popular Keyword, but still with a specific audience. Most people who search for this keyword have some familiarities with the marketing industry. And are looking to market on Facebook or are already marketing on Facebook. It's a great keyword to expand our brand awareness and reach for people whom may have had never heard of us before. In this blog I'll write about Facebook partnership with us in the developing process of our courses and educate the reader on strategies they can use create better campaigns. I'll mention a couple of tips and tricks they can use but leave them with something like "To learn more checkout our Digital Marketing Nanodegree courses and Master the art of Digital Marketing".

Off-Site SEO

Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, perform a backlink audit on the webpage you have chosen.

Note: Since 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.

	Backlink	Domain Authority (DA)
1	http://lists.w3.org/Archives/Public/public-schema-course-extend/2016Jan/0020.html	**100**
2	www.youtube.com/playlist?list=PLAwxTw4SYaPl0N6-e1GvyLp5-MUMUjOKo	100
3	http://www.nytimes.com/2011/08/16/science/16stanford.html	100

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	Site URL	Organic Search Traffic
1	nytimes	www.nytimes.com	**57.1M**
2	cnn	www.cnn.com	**61.5M**
3	theguardian	theguardian.com	**31.4M**

Performance Testing

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 Pingler tool, research how many of DMND's website pages are indexed by Google.

2. Using the Google Page Speed Insights tool, perform a speed test of dmnd.udacity.com's mobile presence.

3. Using the Think with Google tool, assess the mobile-friendliness of the dmnd.udacity.com website.

Page Index

Using the Pingler tool, research how many of DMND's website pages are indexed by Google.

Explain why the number of pages indexed is important.

In order to have websites rank within Google, the first step is to make sure your site is within the Google index. Number of pages indexed is important because it helps your page show in searches.

Page Index

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL

udacity.com

Continue >>

Google Indexed Pages Checker

URL	Google Indexed Pages
udacity.com	n/a

Lets chat! Online

Links

Page Speed

Using the [Google Page Speed Insights](#) tool, perform a speed test of dmnd.udacity.com's mobile presence.
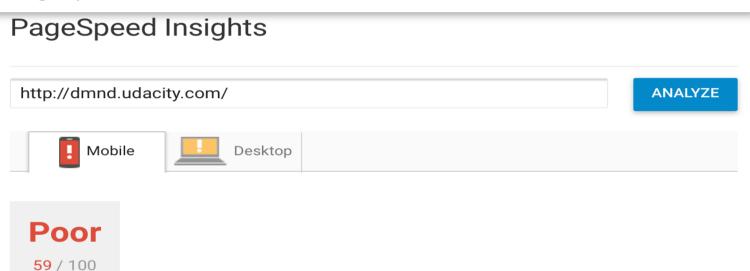
Explain why evaluating the Page Speed is important.

Users will leave a web page if it doesn't load within 2 seconds. Also having a mobile friendly and a fast loading website will help you rank on Google Search.
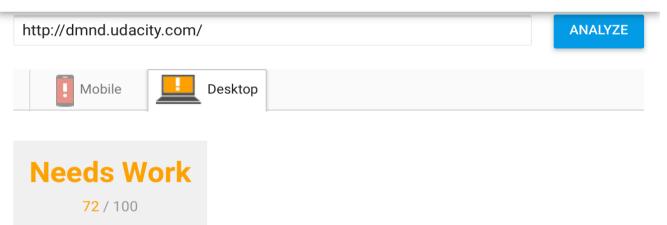
Page Speed

PageSpeed Tools

PageSpeed Insights

http://dmnd.udacity.com/   **ANALYZE**

📱 Mobile   💻 Desktop

Poor
59 / 100

This page is not optimized and is likely to deliver a slow user

DIGITAL MARKETING
NANODEGREE PROGRAM

Page Speed

PageSpeed Tools

http://dmnd.udacity.com/   **ANALYZE**

Mobile   Desktop

Needs Work

72 / 100

This page is missing some common performance optimizations that may result in a slow user experience.

~~Please investigate the recommendations below~~

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.

More and more people are using there mobile devices to access the web; therefore it's crucial for any business to have there website be fast and as mobile friendly as possible. It also helps with ranking on Google Search.

Mobile-Friendly Evaluation

Recommendations

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)

The 1st recommendation will be: **MAKING SURE THAT THE SITE IS IN GOOGLE'S INDEX.**

- We can provide Google with a sitemap and ask them to crawl the site and submit it their index. We can accomplish this with Google webmaster tools and it is the preferred way to get websites into the index. When you update your website, it will update the sitemap and tell Google to index the change.

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)

The 2nd recommendation will be: **OPTIMAZING THE WEBPAGE FOR MOBILE SPEED.**

- We can accomplish this by compressing some the images and media on the page. We could also deleted content that don't necessary fit the mobile user experience, this could be accomplished using media query; Or if your not familiar with coding then hiring a web Developer to do the job will probably best.

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)

The 3rd recommendation will be: **REACHING OUT TO SITES TO GAIN BACKLINKS FROM.**

- This could really help drive a lot more traffic to our web page and help our Marketing efforts. Of course it's not always guarantee that website owners will agree to help us, but if we are willing to offer something back in return it could be a very successful marketing strategy.