


Marketing Objective & KPI

- **Marketing Objective** - Udacity wants to increase organic traffic by 30% by the end of 2022.
- **KPI** – The increase of organic traffic by the end of 2022.

Target Persona

Background and Demographics	Target Persona Emilia	Needs
<p>29 years old American girl She has two children She has Graphic Design Bachelor's Degree Her annual income 50,000 USD</p>		<p>Wants to develop her skills Technical courses Digital Marketing course Clear plan Build a relationships with experts and Influential people</p>
Hobbies	Goals	Barriers
<p>Hiking Designing Reading</p>	<p>Start a Graphic Design Business Buy a house in Berlin Be financially free</p>	<p>Lack of Planning, Mentorship, and information Distraction Fear</p>

Keywords

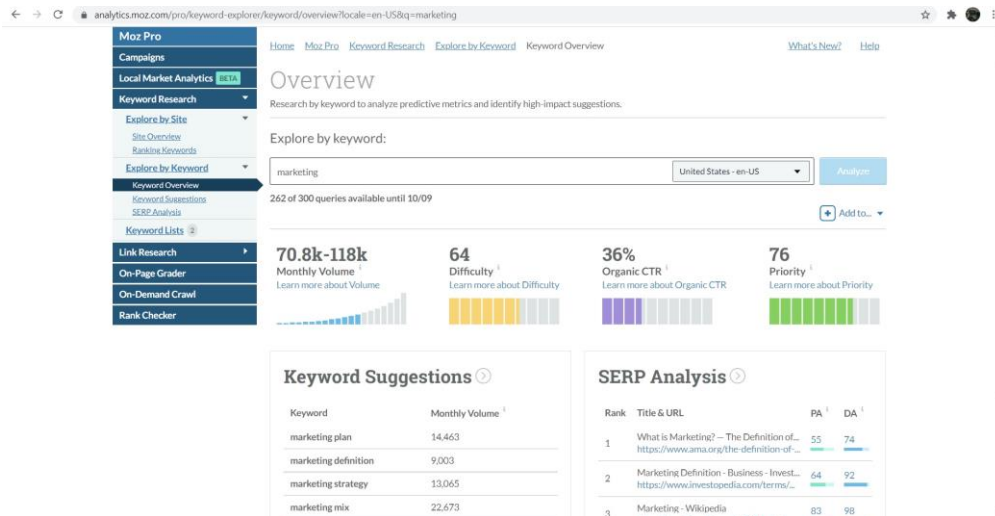
1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords. List 5 head and 5 tail keywords.

	Head Keywords	Tail Keywords
1	digital marketing	digital marketing salary
2	Udacity	search engine optimization
3	nanodegree	social media marketing
4	advertising	digital marketing manager
5	marketing	search engine optimization

Keyword with the Greatest Potential

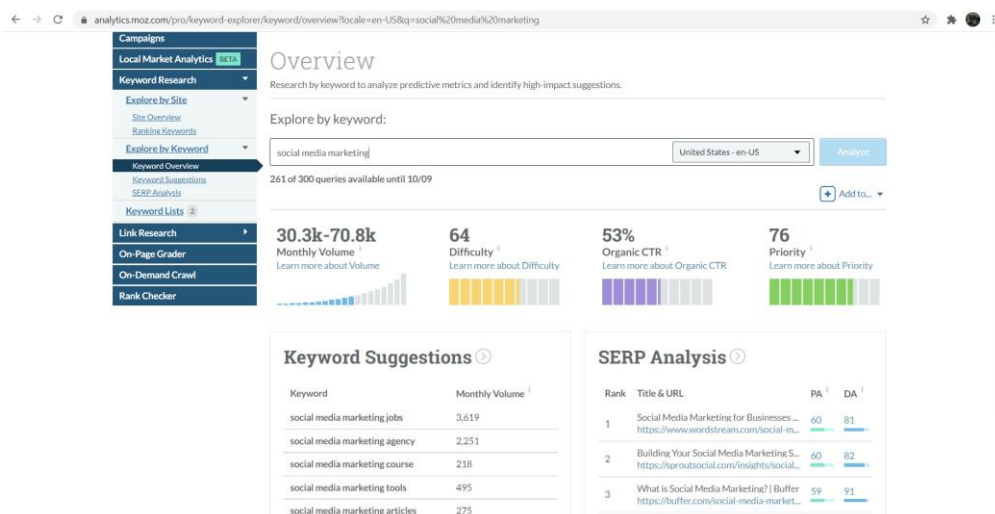
Which Head Keyword has the greatest potential?

“marketing” This head keyword has the greatest potential because it has a Priority Score of 76. The Difficulty is also quite acceptable with a score of 64, and the volume (70.8k – 118k visitors in a month) is decent.



Which Tail Keyword has the greatest potential?

“social media marketing” This tail keyword has the greatest potential because it has a Priority Score of 76. The Difficulty is also quite acceptable with a score of 64, and the volume (30.3k – 70.8k visitors in a month) is decent.



Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the DMND page and your proposed revisions. Make sure to do this for 5 Alt-Tags, so there are 5 tables in total.

URL:<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Current	
Title Tag	Learn Digital Marketing Online Nanodegree
Meta-Description	Become a digital marketer with Udacity’s online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility.
Alt-Tag 1	
Alt-Tag 2	
Alt-Tag 3	
Alt-Tag 4	
Alt-Tag 5	

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URL:<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Revision

Title Tag	Learn Digital Marketing Online Udacity Nanodegree
Meta-Description	Become a digital marketer. You will learn social media marketing, and advertising, and how to employ SEO, SEM, and affiliate tactics to maximize traffic.
Alt-Tag 1	
Alt-Tag 2	
Alt-Tag 3	
Alt-Tag 4	
Alt-Tag 5	

Suggested Blog Topics

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

Topic 1 How to become an expert in search engine optimization?

This topic is based on the keyword " search engine optimization " | found in my previous analysis. Since this keyword has the best potential with a Priority Score of 71, a Monthly Volume of 30.3k-70.8k and a Difficulty Score of 77, I believe I will be able to get good rankings after a while.

Considering that there's not a lot of competition for this tail keyword and that there's a decent amount of volume, I should be able to use this topic as a "gateway" to my blog. Therefore, I should make sure to include multiple relevant links to other articles I've wrote before.

Based on this topic, I could expand to other similar topics. "Branching out" to other topics could position my blog as an authority in the digital marketing industry online.

May be I tempted to target the common generic words first, but as they can be competitive and overly broad,
tail keywords are often the way to go.
And it's more specific and more able to describe what I offer exactly

With this keyword I can attract more quality traffic to my site which is more likely to lead to conversions.

Topic 2 What is social media marketing?

This topic is based on the keyword " social media marketing " | found in my previous analysis. Since this keyword has the best potential with a Priority Score of 76, a Monthly Volume of 30.3k-70.8k and a Difficulty Score of 63, I believe I will be able to get good rankings after a while.

Considering that there's not a lot of competition for this tail keyword and that there's a decent amount of volume, I should be able to use this topic as a "gateway" to my blog. Therefore, I should make sure to include multiple relevant links to other articles I've wrote before.

Another advantage of this keyword and topic is that it's more specific and more able to describe what I offer exactly, and with it I can attract more quality traffic to my site which is more likely to lead to conversions.

Based on this topic, I could expand to other similar topics. "Branching out" to other topics could position my blog as an authority in the digital marketing industry online.

Topic 3 What is Digital marketing?

This topic is based on the keyword " Digital marketing " | found in my previous analysis. Since this keyword has the best potential with a Priority Score of 71, a Monthly Volume of 30.3k-70.8k and a Difficulty Score of 64, I believe I will be able to get good rankings after a while.

Considering that there's not a lot of competition for this head keyword and that there's a decent amount of volume, I should be able to use this topic as a "gateway" to my blog. Therefore, I should make sure to include multiple relevant links to other articles I've wrote before.

Based on this topic, I could expand to other similar topics. "Branching out" to other topics could position my blog as an authority in the digital marketing industry online.

Head terms are often competitive to rank for in search results, but it is okay to use some of these words, and it's very important, especially when the target customer is in the awareness stage.

And with this keyword I can attract more traffic to my site.

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen. These 3 backlinks need to have a DA score of 97-100.

Note: If you are doing the DMND challenge, 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	azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	www.cloudflare.com/es-es/case-studies/udacity/	99
3	developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98

Link-Building

Using the [SEMRush](#) or [SE Ranking](#) 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 [Udacity's](#) or your company's page.

	Site Name	Site URL	Organic Search Traffic
1	American Marketing Association	https://www.ama.org/	601.6K
2	MOZ	https://moz.com/	1.2M
3	Mailchimp	https://mailchimp.com/	4.5M

Site Performance Audit: Performance Tests

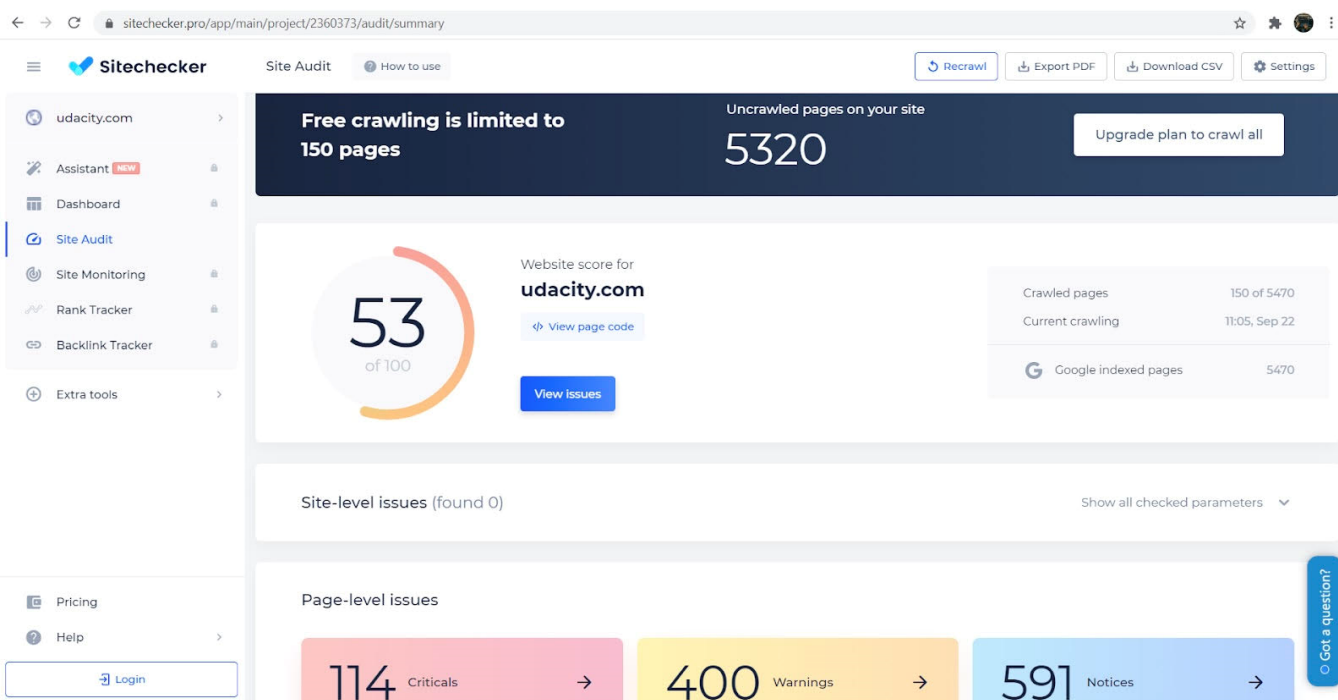
For each of the submissions, please take a screenshot of your results and post your screenshot on your submission presentation.

1. Using the [Northcutt](#) or any other tool, research how many of Udacity's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed Insights](#) tool, perform a speed test of udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the udacity.com site or your company's website.

Page Index

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

Explain why the number of pages indexed is important.



The importance of page indexing:

Because the search engine can only access indexed pages

In order for the search engine to drive traffic to your site , it must be indexed .

By measuring your site's indexation or , in other words ,knowing how many pages your site has in its index ,you can start to get a sense of the health and state of your site

Knowing the number of pages that are indexed is important for monitoring SEO performance .

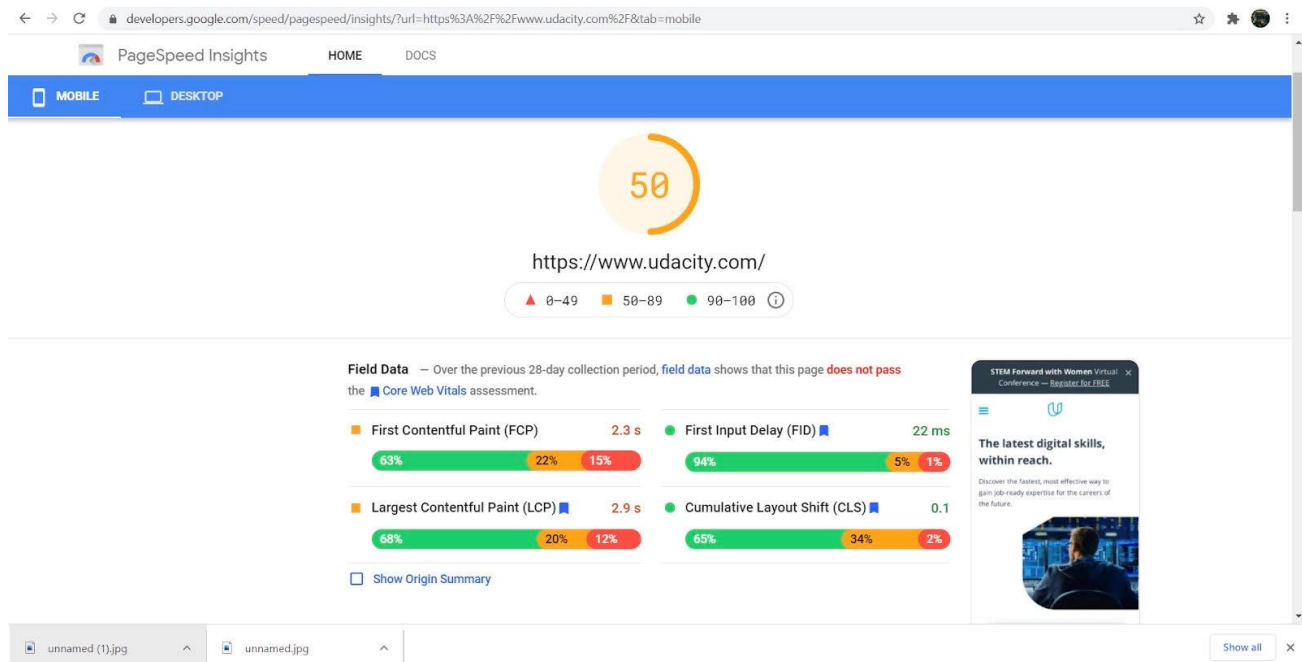
This number will help you better understand the number of your site's pages that are in the search engine's index and that are thus eligible to earn traffic .

Page Speed

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

Explain why evaluating the Page Speed is important.

On mobile, the rating is 50 out of 100



evaluating the Page Speed is important because:

In 2010 , Google made major announcement that site speed would be used by their algorithms as a ranking factor in search engine results.

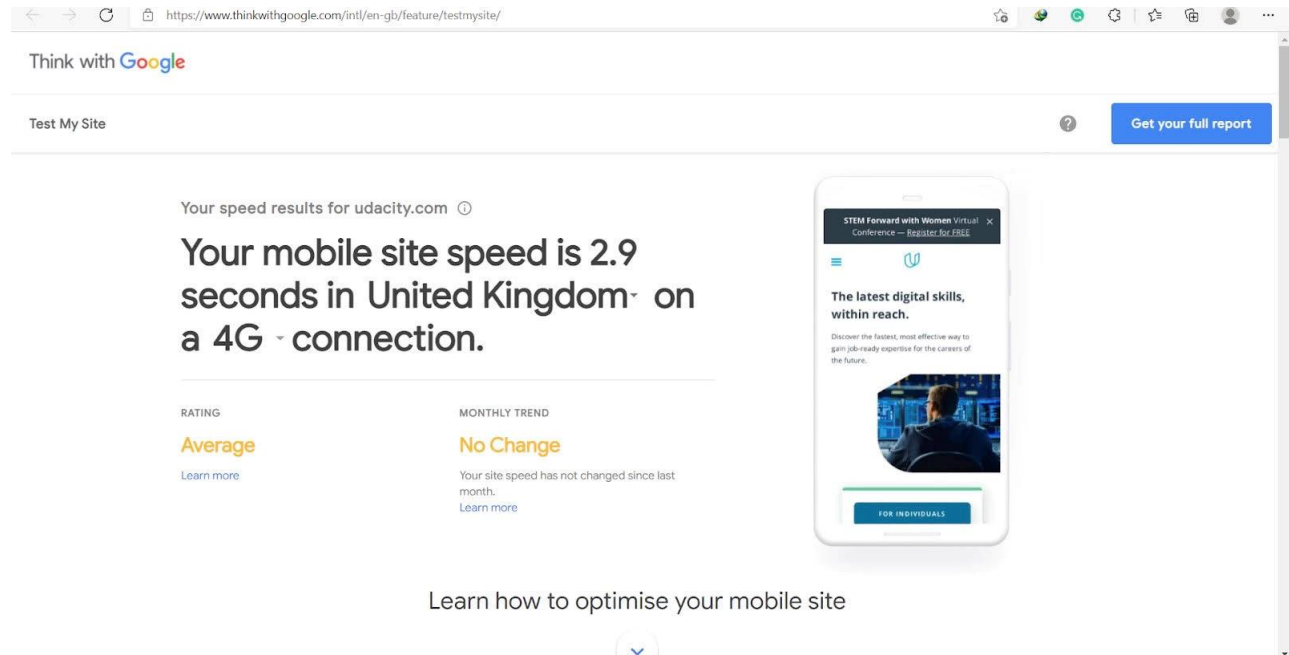
it improves your ranking potential in search engines.

it also improves the user experience and often the conversion rate.

Mobile-Friendly Evaluation

Using the [Think with Google](https://www.thinkwithgoogle.com/intl/en-gb/feature/testmysite/) tool, assess the mobile-friendliness of the udacity.com website.

Explain why having a mobile-optimized is important.



having a mobile-optimized is important because:

Google announced in April 2015 that mobile friendliness would be another factor in determining ranking.

That, coupled with the fact that more people today search on mobile than on desktop, makes mobile friendliness a top priority.

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)

Remove unused JavaScript

Unused JavaScript can slow down your page load speed:

If the JavaScript is [render-blocking](#), the browser must download, parse, compile, and evaluate the script before it can proceed with all of the other work that's needed for rendering the page. Even if the JavaScript is asynchronous (i.e. not render-blocking), the code competes for bandwidth with other resources while it's downloading, which has significant performance implications. Sending unused code over the network is also wasteful for mobile users who don't have unlimited data plans.

Enable text compression

Text-based resources should be served with compression to minimize total network bytes. The Opportunities section of your Lighthouse report lists all text-based resources that aren't compressed:

Serve static assets with an efficient cache policy

HTTP caching can speed up your page load time on repeat visits.

When a browser requests a resource, the server providing the resource can tell the browser how long it should temporarily store or *cache* the resource. For any subsequent request for that resource, the browser uses its local copy rather than getting it from the network.

Avoid an excessive DOM size

A large DOM tree can slow down your page performance in multiple ways:

Network efficiency and load performance

A large DOM tree often includes many nodes that aren't visible when the user first loads the page, which unnecessarily increases data costs for your users and slows down load time.

Runtime performance

As users and scripts interact with your page, the browser must constantly [recompute the position and styling of nodes](#). A large DOM tree in combination with complicated style rules can severely slow down rendering.

Memory performance

If your JavaScript uses general query selectors such as `document.querySelectorAll('li')`, you may be unknowingly storing references to a very large number of nodes, which can overwhelm the memory capabilities of your users' devices.