Project 4: SEO Audit

On-Site SEO

Keywords

	Head Keywords	Tail Keywords
1	Digital Marketing	Advance your career in Digital Marketing
2	Online Marketing	Learn Facebook's Social Media Marketing
3	DMND	Udacitys Digital Marketing Nanodegree is a winner
4	Udacitys Digital Marketing	Get that degree you have wanted with DMND from udacity
5	Social Media Marketing	Start your Digital Marketing career today

DIGITAL MARKETING
NANODEGREE PROGRAM

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital Mrketing has the highest priority of over 67 and volume

Which Tail Keyword has the greatest potential?

Struggling with this -advance your career in digital marketing had priority of 42

Technical Audit: Metadata

DMND URL:		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Become a Digital Marketer today with Udacitys Nanodegree program
Meta-Description	description" content="" />	A Degree in Digital Marketing with hands on projects and real world experience while learning from the best industry experts
Alt-Tag	Next page	

DIGITAL MARKETING
NANODEGREE PROGRAM

Ält tags

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943484-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt=Women with a coffee cup looking ahead and man looking with a laptop looking at her>

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943485-13718463-189x64-horizontal-primary-b.png" style="margin-top: 0px;" alt="Digital Marketing Nanodegree is written with a horn>

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943491-13720038-892x44-logospartners.png" style="margin-top: 0px;" alt="logos of partners such as facebook,google,hootsuite,Mailchimp,Hubspot & Moz are displayed>

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943483-13814963-862x403-image-digital-market.png" style="margin-top: 0px;" alt="image of an open laptop showcasing the digital marketing nanodegree content">

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943501-13815588-415x345-features1.png" style="margin-top: 0px;" alt=" Man wearing checked shirt with spectacles sitting and looking ahead.

src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943512-13834748-383x305-features-02.png" style="margin-top: 0px;" alt="Laptop open on a table showcasing the digital marketing nanodegree course with a glass of water beside it">

DIGITAL MARKETING
NANODEGREE PROGRAM

- src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943509-13815378-203x169x285x204x6x11-70B-box.png" style="margin-top: ;" alt="70 Billion dollar logo graph>

- alt: ''Meet students on Instagram">

Suggested Blog Topics

BLOG TOPIC <u>1-How to get your digital marketing job today!-</u> keyword digital marketing is highly searched and the whole topic is somethign that arouses curiosity.Target audience is still in awareness stage and a blog round udacitys digital marketing program informing them about real world experience can help move the customer into the next stage.

BLOG TOPIC 2- <u>DMND is a winner –</u> Using the searched term DMND which is specific for udacity and keeping in mind someone who is now in the interest & desire state ,this blog will help in making an informed decision and taking an action.

BLOG TOPIC 3- <u>The Best Online Marketing Course for you</u>-Online Marketing is a high volume keyword and a blog that talks about the best course in the field will be extremely interesting for anyone searching the term

Off-Site SEO

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	www.nytimes.com/2012/11/04/education/edlife/m	100
2	www.npr.org/2012/09/30/162053927/online-educ	98
3	www.cnn.com/2012/07/05/opinion/bennett-udaci	99

Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Bbc.com	http://www.bbc.com/news/education-23069542	19.5 Million
2	Linkedin.com	business.linkedin.com/en-uk/marketing-solutions/bl	43.5 Million
3	huffingtonpost.com	www.huffingtonpost.com/scott-steinberg/free-onli	41.7 Million

Performance Testing

Page Index

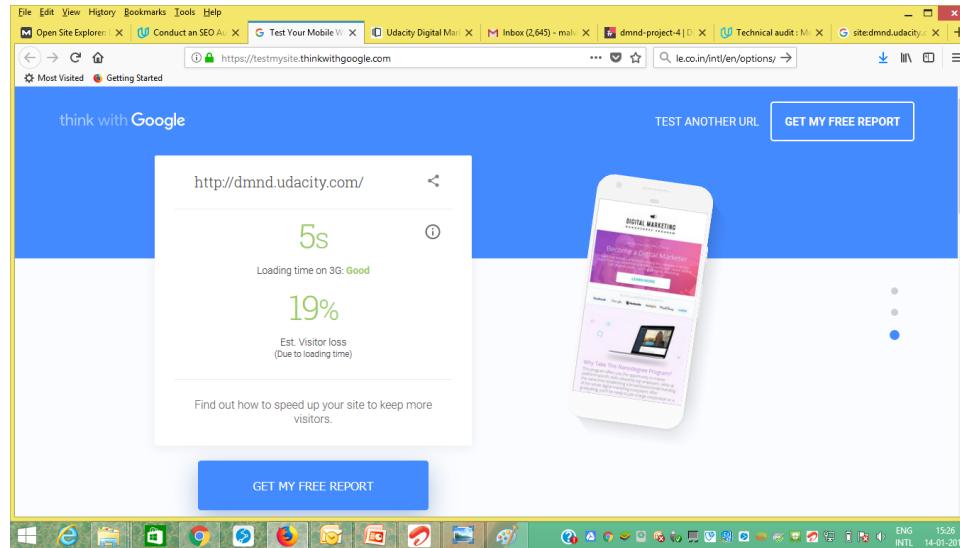pages are indexed,they get tarffic as search engines are able to find them.
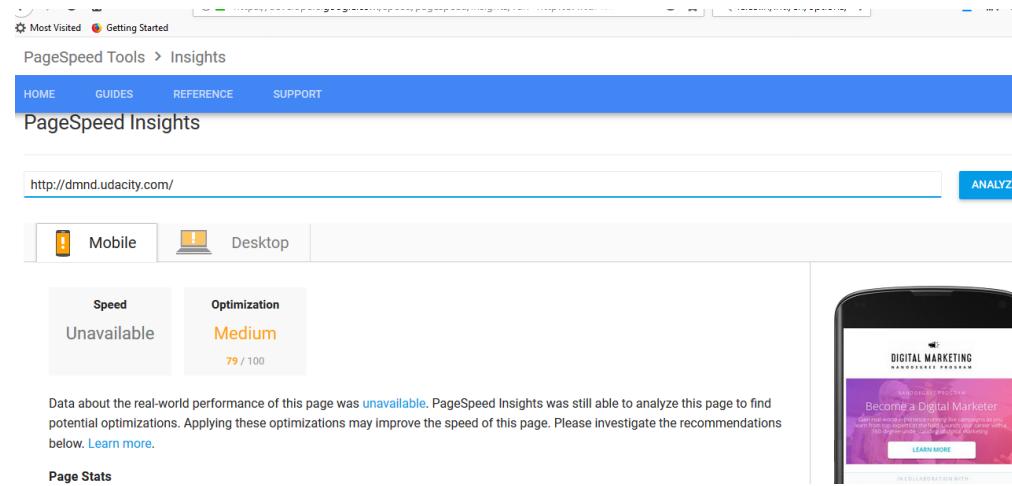
Page Speed

It helps to know the loading time of a site and thereby is used as a metric for the ranking potetial of the site and in general improves user experience

Mobile-Friendly Evaluation

As google takes into account mobile friendliness as an important criteria for page ranking,it is critical to have an movile optimized page.Also today most people access any site via mobile has increased and is still growing ,therefore it has become the need of the hour.

Recommendations

Recommendations

1)Having Indexed pages-it is very important that- http://dmnd.udacity.com/ is indexed as it helps search engines to know what is the site about and accordingly send relevant traffic to the site. Pages/websites that are not indexed get much any traffic. Currently no pages are indexed and hence we know that the health of the site is very poor which will result in no traffic to the above mentioned site.

2) Mobile presence for Speed test-was unavailable. With the growing number of customers becoming mobile friendly , it would be a good idea to have a speed test results for mobile version of dmnd.udacity.com's.Currently the speed test is not available. A good in speed test for the mobile version of dmnd.udacity.com's will also help to improve customer experience. As google takes into account mobile friendliness as an important criteria for page ranking,it is critical to have an movile optimized page.Also today most people access any site via mobile has increased and is still growing ,therefore it has become the need of the hour.

3) Link building-having links from more high traffic and relevant sites keeping in mind target audience .Link building also helps to add authenticity to a website from the users perspective if the links to a site are from trusted sources or websites .For http://dmnd.udacity.com/ links from some high traffic websites which are from trust worthy websites with relevant content is missing. Along with this it is important to have links that are diverse too as it helps to reach different customers who may be present on different sites and hence increase the pool of customers.