

DIGITAL MARKETING



TARGET PERSONA

Background

- Female , 24 years old .
- bachelor of computers science.
- work as translator .

Mary Frank

Hobbies

- Read .
- Watching series .
- Yoga

Goals

- Work as digital marketer.
- Owning home.
- Owning company .

Needs

- Real projects to learn digital marketing .
- Better job .

Barriers

- Lack of understanding the digital marketing .
- Too Many Responsibilities.
- lack of time .



O N - S I T E S E O

ON-SITE SEO: KEYWORDS AUDIT

	Head Keywords	Tail Keywords
1	Search Engine	Digital Marketing Certification
2	Digital Marketing	Marketing eBook
3	Marketing Degree	Marketing Program
4	Social Marketing	Marketing Course
5	Digital Marketing Degree	Best online digital marketing training
6	Nanodegree	Online courses
7	Udacity	Degrees online
8	Digital Marketing with real campaign	Online Training

KEYWORD WITH THE GREATEST POTENTIAL

Which Head Keyword has the greatest potential?

- search engine has the greatest potential as the keyword choice has a difficulty score of 60 with an organic ctr score of 60% and a priority score of 76.

Which Tail Keyword has the greatest potential?

- digital marketing certification has the greatest potential as the keyword choice has a difficulty score of 32 with an organic ctr score of 53% and a priority score of 58.

Technical Audit:

Metadata

DMND URL: dmnd.udacity.com

	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Online Classes - Self education – Nanodegrees of marketing .
Meta Description	Blank	Udacity to learn new skills learning digital marketing in three months.
Alt-Tag	Blank	1.) A girl holding a cup of coffee with a boy man holding a tablet. 2.) Digital Marketing Nanodegree Program logo . 3.) 70 billion dollars . 4.) Udacity Digital Marketing Nanodegree sneak peak . 5.) Udacity instructor . 6.) Laptop computer with Udacity Digital Marketing curriculum displayed .

Suggested Blog Topics

- digital marketing jobs .
- how digital marketing works ?
- digital marketing degree online .

digital marketing jobs :

I chose this topic because MOZ keyword tool ranked with 100% organic CTR .the difficulty and CTR make it an attractive choice .

I would focus this blog post on different type of job of digital marketing and how udacity's digital marketing course covers the different aspect of marketing field.

Suggested Blog Topics

how digital marketing works ?:

I chose this topic because MOZ keyword tool ranked with 58% organic CTR .it's good choice .

I would focus this blog post on digital marketing meaning and strategy and how the digital fields has such impact on us and on our future careers .

digital marketing degree online :

I chose this topic because MOZ keyword tool ranked with 58% organic CTR .it's good choice .

I would focus this blog post on describing udacity's digital marketing courses and nano-degree and how udacity's courses different from the competition and the best one in education area .



OFF-SITE SEO

Technical Audit: Backlink Audit

	BlackLink	Domain Authority (DA)
1	/http://plus.google.com	99
2	/http://en.wikipedia.org	97
3	/http://reddit.com	98

Link-Building

Site Name	Site URL	Organic Search Traffic
Twitter	Twitter.com	433 Million
Facebook	Facebook.com	653 Million
Medium	Medium.com	11.1 Million



PERFORMANCE TESTING

Page Index

- Pages Indexed For Udacity's Main Web page: 9,380
- The importance in the number of pages indexed is directly related to the potential outreach to potential customers. The greater outreach a page has, the more people who will see links to the web page.

Enter Your URL

[Continue >>](#)

Google Indexed Pages Checker

URL	Google Indexed Pages
udacity.com	9,380

Page Index

When i'm using the dmnd.udacity.com i get unclear result so i used general url for udacity to get index page udacity.com instead the dmnd course link .

How do I use this tool? [+]

Enter Your URL

dmnd.udacity.com

Continue >>

Google Indexed Pages Checker

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

Page Speed

Evaluating a web page's speed is important because a user must be able to load a page without having to wait to view the content on the page. People don't have time to waste on web pages that don't load immediately.

Poor 40/100

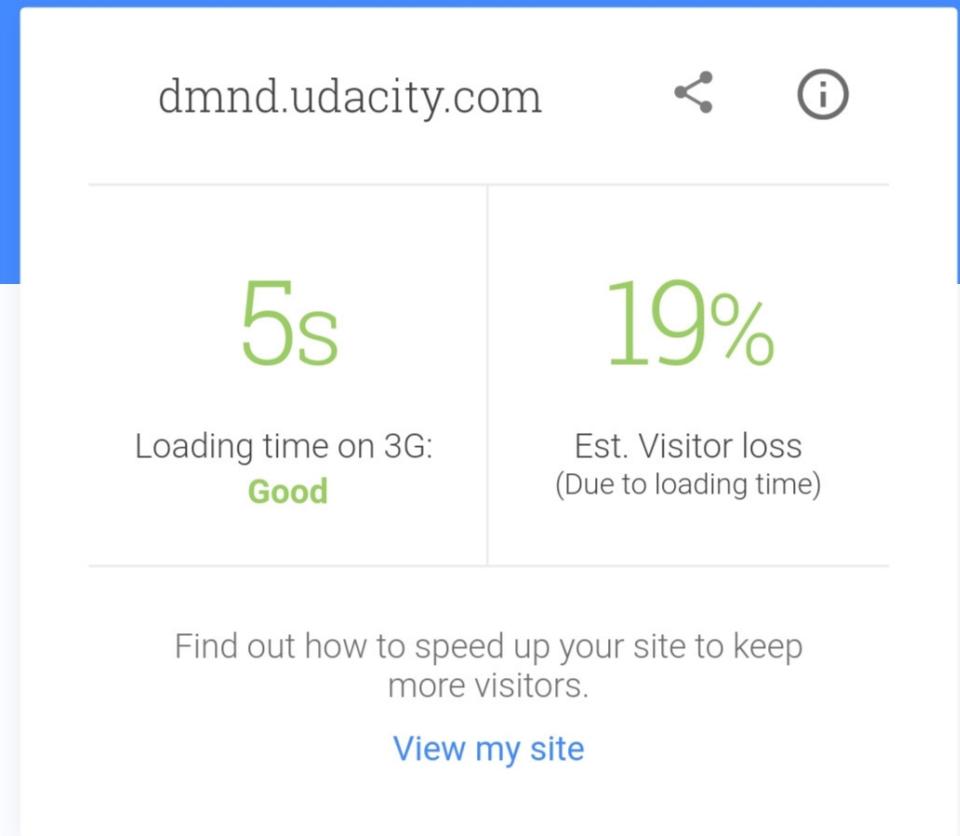
/http://dmnd.udacity.com
لقد أتت السرعة إلى البيانات المختبرية التي حلّتها مختبرات Lighthouse.
وقت التحليل: 8:26:58 2018/11/21
● من 0 إلى 49 (سرعة بطيئة) ● من 50 إلى 89 (سرعة متوسطة) ● من 90 إلى 100 (سرعة عالية) :Scale



Mobile-Friendly Evaluation

Google

It's important to optimize your website for mobile devices to drive your traffic to the website because mobile users found to be plenty when compared with the desktop users . and also it reflects on the increment in the conversion and reduce bounce rate of your website .



Recommendations

<http://dmnd.udacity.com>

The page's meta description and alt for images are blank so my first recommendation is write description for meta description so users and web crawlers what page is about . My second recommendation is adding description for alt tag for page images .

My third recommendation to optimize the page speed because the google's page speed insight tool ranked

<http://dmnd.udacity.com> **POOR** for mobile device . increasing number of people using the mobile devices to search the any website so if page speed too slow users will Likely abandon it . So improve page speed will improve search engine this can be solved by utilizing the tool's suggestion like optimize the images and allowing compassion .