

Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** - Increase CTR by 20% to DMND page using organic search in the next 6 months
- **KPI** - Number of monthly conversions to DMND page resulted from Search Engine Results Pages.

Target Persona

Marketing Challenge: DMND

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">Married, Male, 30 years of ageDegree in Electrical EngineeringMachine Learning EngineerPassionate about writing and teachingLives in Cape Town, South AfricaHousehold-income: \$100000pa	John Doe	<ul style="list-style-type: none">Skill in Digital Marketing for his side hustles and online teaching businessWould like to get connected to other digital marketing freelancersCreate job opportunities to the community
Hobbies	Goals	Barriers
<ul style="list-style-type: none">GamingHikingSwimmingTraveling	<ul style="list-style-type: none">Own an online and interactive teaching businessBe independentImprove work/life balance	<ul style="list-style-type: none">New to teaching with hand-on approachPoor planningToo noise and little signal on the internet

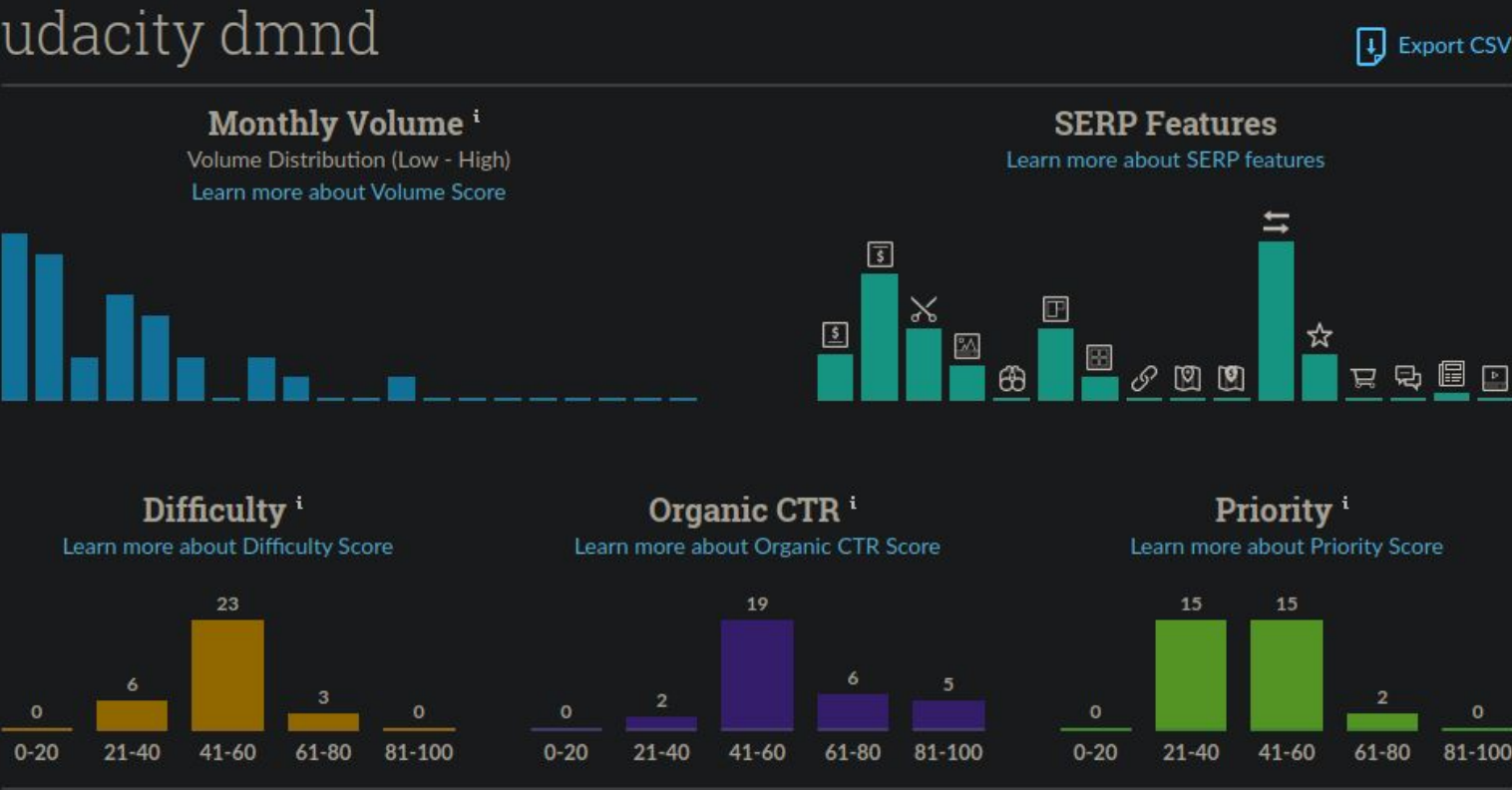
Keywords

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.

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no thanks!



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32 Keywords 68 of 100 keywords available									
<div>🗑️ Delete ➕ Add to... ⚙️ More Actions</div>									
<input type="checkbox"/>	Keyword	Rank ➕ Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search	
<input type="checkbox"/>	digital marketing jobs United States - en-US 🔍 📊 📅 🔄 <small>Analyzed 03/05/2022</small>	no URL	3,896	52	55%	3 Neutral	65	🔍	
<input type="checkbox"/>	digital marketing course United Kingdom - en-GB 🔍 📊 📅 🔄 ⭐ <small>Analyzed 03/05/2022</small>	no URL	2,658	51	53%	3 Neutral	63	🔍	
<input type="checkbox"/>	digital marketing salary United Kingdom - en-GB 🔍 📊 📅 🔄 <small>Analyzed 03/05/2022</small>	no URL	650	40	60%	3 Neutral	59	🔍	
<input type="checkbox"/>	what is digital marketing United Kingdom - en-GB 🔍 📊 📅 🔄 <small>Analyzed 03/05/2022</small>	no URL	2,493	68	56%	3 Neutral	59	🔍	
<input type="checkbox"/>	digital marketing skills United Kingdom - en-GB 🔍 📊 📅 🔄 <small>Analyzed 03/05/2022</small>	no URL	235	42	90%	3 Neutral	58	🔍	
<input type="checkbox"/>	digital marketing United Kingdom - en-GB 🔍 📊 📅 🔄 📄 <small>Analyzed 03/05/2022</small>	no URL	11,395	72	24%	3 Neutral	56	🔍	



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	Head Keywords	Tail Keywords
1	Digital marketing certificate	does digital marketing really work
2	Digital Marketing online	best online digital marketing course
3	Udacity Digital Marketing	udacity digital marketing nanodegree review
4	Digital Marketing Skills	Is Udacity Digital Marketing nanodegree worth it?
5	Learn Digital Marketing	How to master Digital Marketing?

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

<input type="checkbox"/> Keyword	Rank Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> digital marketing certificate United States - en-US  Analyzed 03/05/2022	no URL	2,439	54	83%	3 Neutral	67	
digital marketing jobs							

“Digital marketing certificate” has 67 priority, 83% Organic CTR and difficulty of 54

Keyword with the Greatest Potential

Which Tail Keyword has the greatest potential?

<input type="checkbox"/> Keyword	Rank + Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
does digital marketing really work							
<input type="checkbox"/> United Kingdom - en-GB	no URL	1	43	55%	3 Neutral	22	
Analyzed 03/05/2022							

“Does digital marketing really work” has 22 priority, 55% Organic CTR and difficulty of 43

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	<title>Digital Marketing Course Online</title>
Meta-Description	<meta name="description" content="Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility." /> (178 Chars)
Alt-Tag	See next page
Revision	
Title Tag	<title>Digital Marketing Nanodegree Online Course</title>
Meta-Description	<meta name="description" content="Become a digital marketer. Learn how to promote on social media platforms, including SEO strategies to increase traffic and gain online exposure." /> (145 chars)
Alt-Tag	See next page

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URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Current	
Alt-Tag 1	<code><meta property="og:image:alt" content="Digital Marketing Course Online" /></code>
Alt-Tag 2	<code></code>
Alt-Tag 3	<code></code>
Alt-Tag 4	<code></code>
Alt-Tag 5	<code></code>

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Revision	
Alt-Tag 1	<code><meta property="og:image:alt" content="Digital Marketing Online Course" /></code>
Alt-Tag 2	<code></code>
Alt-Tag 3	<code></code>
Alt-Tag 4	<code></code>
Alt-Tag 5	<code></code>

Suggested Blog Topics

Topic 1 - Learn Digital Marketing from one of the best course online in 2022

This keywords resulted in 53% organic CTR and 51% priority, which has the potential to result in good CTR as most individuals are moving or attempting to move into digital marketing as part of their 2022 objectives. With the popularity of social media advertising and marketing on the increase, more individuals are interested in learning digital marketing skills. The blog post would discuss the many topics covered on the Udacity DMND, directing people to the Udacity DMND website using affiliate marketing links. Potential students will feel more confident about enrolling if they can take advantage of tailored discounts, great ratings, and testimonials from prior students.

Suggested Blog Topics

Topic 2 - How to start a career in Digital Marketing in 2022

This keywords resulted in a 53% organic CTR and a 44% priority, which has the potential to result in a good CTR as most people are interested in learning digital marketing skills, especially in 2022 with the rise of online marketing as most businesses have migrated to online platforms due to the pandemic. The blog article will address the question, "Is digital marketing a suitable job in 2022?" as well as provide salary estimates for various digital marketing roles. Then it goes on to outline a few actions one may take to seek a career in digital marketing, such as:

- Get to know the basics of digital marketing
- Learn how to use digital marketing tools
- Become an SEO Expert
- Master Facebook Ads Advertising
- Become an expert in Google Analytics
- Get a digital marketing job as a freelancer

Suggested Blog Topics

Topic 3 - 10 ways to make money with Digital Marketing

This keywords resulted in a 53% organic CTR and a 55% priority, which has the potential to result in an excellent CTR because most people are interested in generating money online with digital marketing skills like seo strategy and affiliate marketing. Our target persona is someone who is looking to supplement their income by working as a freelance digital marketer.

The blog post would go into depth on how someone may earn extra money as a freelancer using skills learned from an Udacity digital marketing course. It would outline some of the most efficient ways to earn money with digital marketing, as well as some practical steps to get started with each of the following methods:

- Make money as a content writer
- Earn money with affiliate marketing
- Sell consulting services to companies
- Work as a social media manager
- Create and sell your own digital products
- Become a YouTube advertising partner
- Start your own digital marketing agency

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](https://www.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.

Link Source:
Link Type: 4 selected ▼
Link State: active ▼
Limit Results:
☒ for feeds and proxy sites ⁱ
☒ to one link per domain ⁱ
[Export CSV](#)

1 - 50 Inbound Links

[+ Add to Link Tracking List](#)

<input type="checkbox"/>	URL	Anchor Text ⁱ	PA _i ▼	DA _i ▼	Linking Domains _i ▼	Spam Score _i ▼	More Info
<input checked="" type="checkbox"/>	Redirecting www.google.com/?mkt=uk&hl=en	[no anchor text]	67	100	45	14%	<input type="button" value="▼"/>
<input type="checkbox"/>	azure.microsoft.com/...-with-udacity/	"developer for microsoft azu..."	65	99	66	1%	<input type="button" value="▼"/>
<input type="checkbox"/>	Promise - JavaScript MDN developer.mozilla.org/...jects/Promise	"udacity javascript promises"	70	98	657	2%	<input type="button" value="▼"/>
<input type="checkbox"/>	Udacity Cloudflare www.cloudflare.com/...udies/udacity/	"udacity"	57	98	3	1%	<input type="button" value="▼"/>

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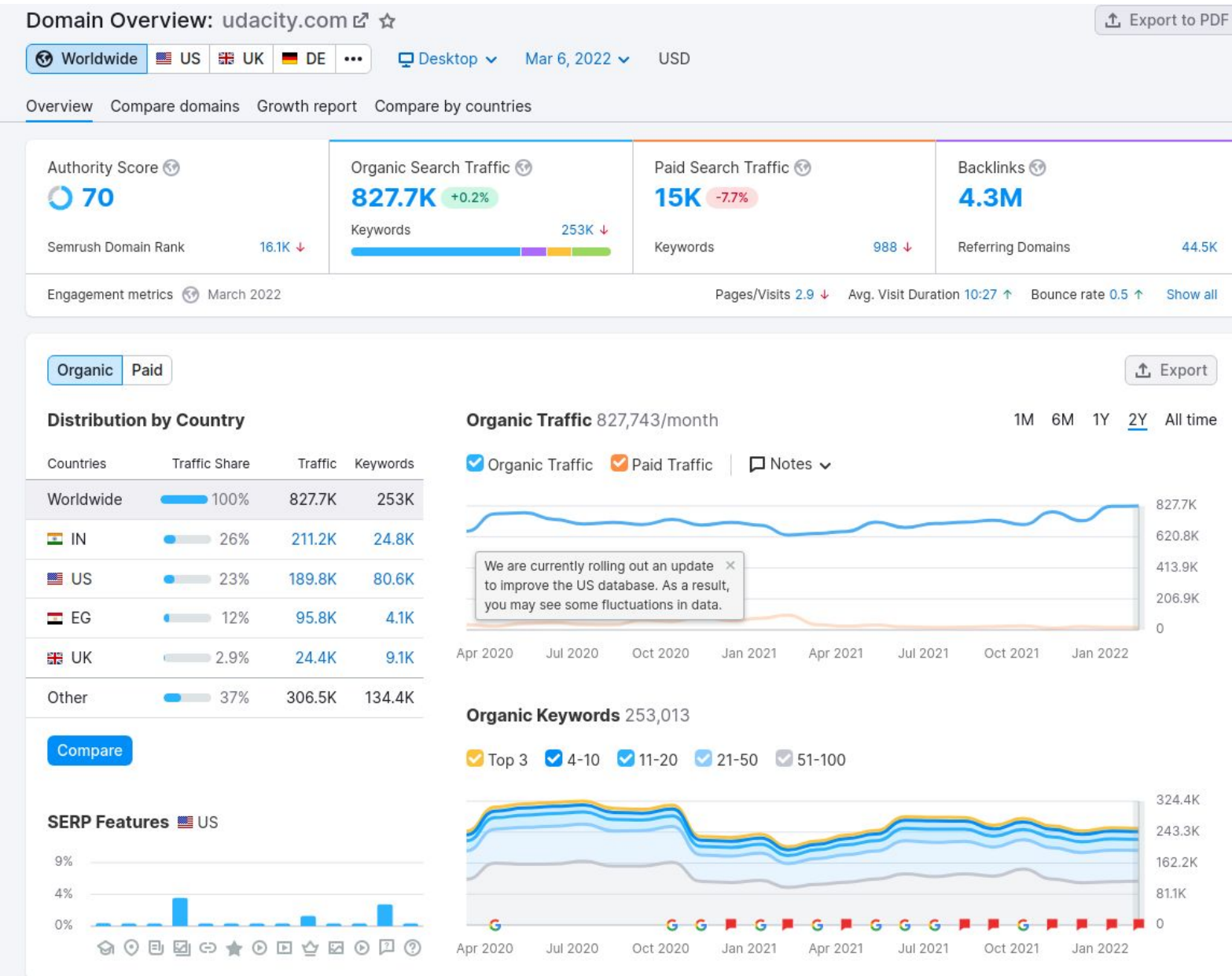
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	Backlink	Domain Authority (DA)
1	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	http://developer.mozilla.org/zh-CN/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	http://www.cloudflare.com/en-in/case-studies/udacity/	97

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.



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Site Name	Reliablesoft
Site URL	https://www.reliablesoft.net/
Organic Search Traffic	190k
Site Name	Digital Marketing Institute
Site URL	https://digitalmarketinginstitute.com/
Organic Search Traffic	300k
Site Name	Backlinko
Site URL	https://backlinko.com/
Organic Search Traffic	1M

Site Performance Audit: Performance Tests

1. Using the [Super SEO+](#), we can confirm that udacity.com website is indexed on Google with over 2.8 Million results indexed and 6300 pages. It is very important that the website is indexed on Google to be able to get the most relevant results. This will help us to get the most relevant results for the search queries.

Google Index Checker

Domain	Udacity.com
Google Indexed	6,300 Pages



site: udacity.com



All



News



Videos



Images



Maps



More

Tools

About 2 890 000 results (0,44 seconds)

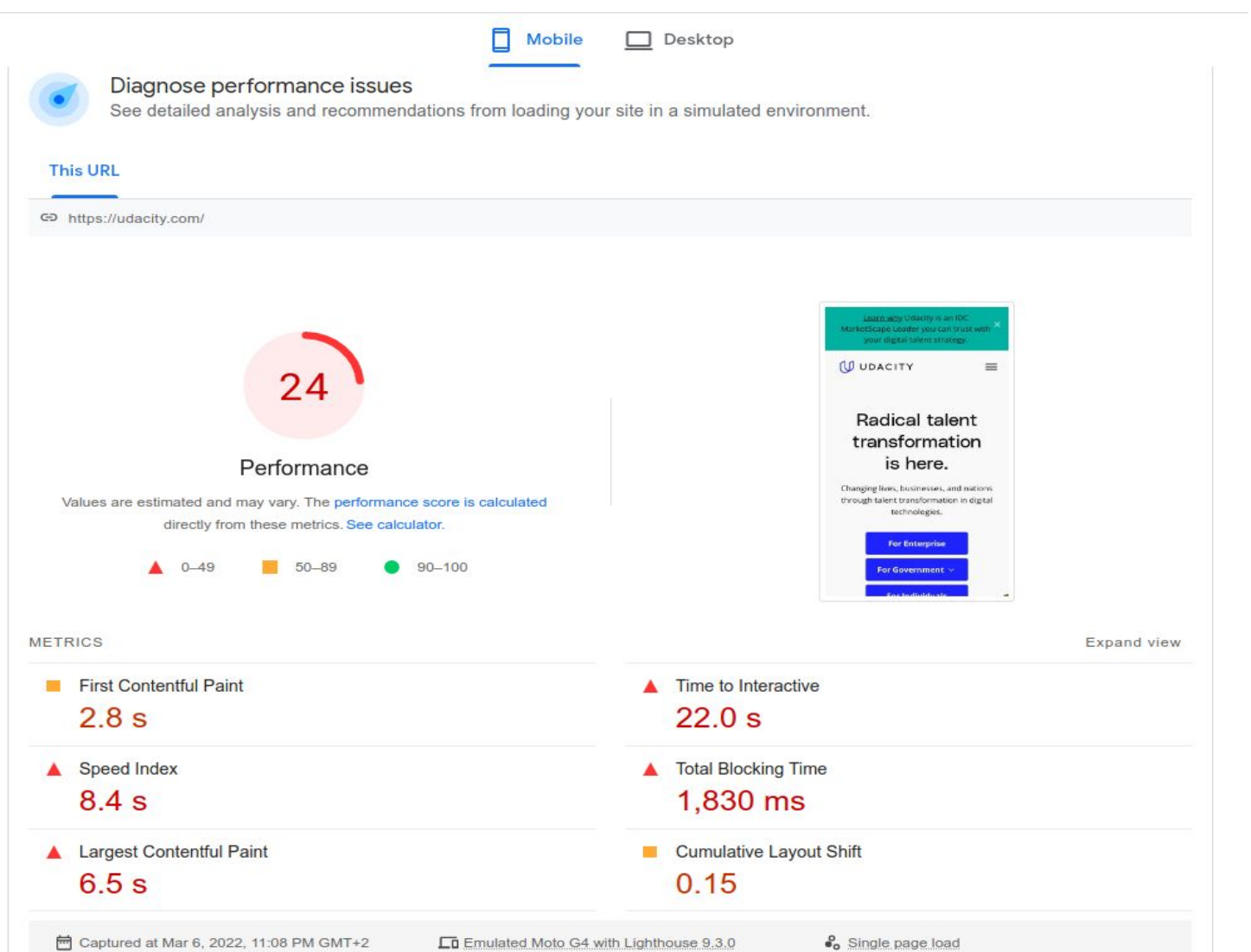
<https://www.udacity.com>

Udacity: Learn the Latest Tech Skills; Advance Your Career

Udacity's Talent Transformation Suite. Our experts work with you to ... Udacity's Digital Competency Platform ... Udacity, Inc. Legal & Privacy · Site Map.

Site Performance Audit: Performance Tests

1. Using the Google Page Speed Insights tool, perform a speed test of udacity.com's mobile presence. Using the Google Page Speed Insights tool, perform a speed test of udacity.com's mobile presence. It is very important to test your site's mobile presence. The mobile version of the site should be as fast as possible. Improving the page load speed increases the likelihood that your site will rank higher in search results and thus will be more likely to receive more visitors/page views.



Site Performance Audit: Performance Tests

1. Using the Think with Google tool, I assessed the mobile-friendliness of the udacity.com site. Using the Think with Google tool, I assessed the mobile-friendliness of the udacity.com site. It is important to improve the mobile-friendliness of the site as it can be a significant factor in the success of the site thus making it easier for users to access the site on mobile devices and thus improving the user experience. Google suggest that improving the mobile-friendliness of the site is a key part of the success of the site.

Think with Google

Test My Site

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.4 seconds in United States - on a 4G - connection.

RATING

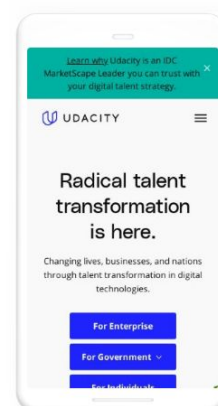
Good

Good sites start to load in under 2.5 seconds.
[Learn more](#)

QUARTERLY TREND

Speeding Up

Your site has gotten 0.3 seconds faster this quarter
[Learn more](#)



Recommendations

Recommendations to improve Udacity website from an SEO perspective.

- Ensure text remains visible during webfont load. By leveraging the ``font-display`` CSS property, we can ensure that the text is visible before the webfont is loaded.
- Reduce the impact of third-party code. Third-party code is code that is not part of the website. It can significantly increase the load time of the website. Limiting the number of third-party scripts loaded is a good practice and only load third-party code after the page has primarily finished loading.
- Image elements do not have explicit width and height attributes. By using the ``object-fit`` CSS property, we can ensure that images are scaled to the correct size. Alternatively, reserve the required space with CSS aspect ratio boxes. This approach ensures that the browser can allocate the correct amount of space in the document while the image is loading.
- Serve static assets with an efficient cache policy. By using the ``cache-control`` HTTP header, we can ensure that the browser caches the assets for a longer period of time. A long cache lifetime can speed up repeat visits to your page.
- Reduce JavaScript execution time. When your JavaScript takes a long time to execute, it affects the performance of your page in various ways:
 - Network cost: More bytes = longer download times.
 - Parse and compile cost: On the main thread, JavaScript is processed and compiled. The page cannot respond to user input while the main thread is occupied.
 - Execution cost: JavaScript is also executed on the main thread. If your page runs a lot of code before it's really needed, that also delays your Time To Interactive, which is one of the key metrics related to how users perceive your page speed.
 - Memory cost: If your JavaScript holds on to a lot of references, it can potentially consume a lot of memory. Pages appear janky or slow when they consume a lot of memory. Memory leaks can cause your page to freeze up completely.