

# Project 4

## Conduct an SEO Audit





# Marketing Objective & KPI

- **Marketing Objective** - Is to market ourselves(company) to be more active socially to better increase the organic growth of the websites and following. As well as to grow more by at least a 25% margin, by the first half of the quarter.
- **KPI** - To increase the company's social awareness by adding more organic search results and website following by a margin of 25% by the first half of the quarter.

# Target Persona

Background and Demographics	Target Persona Name	Needs
Female 22 Years Old College Student	Rzan	Cost efficient Entertaining Time-saving
Hobbies	Goals	Barriers
Reading Writing Painting	Entertaining Enhancing Vocabulary Learning Experience	Too Complicated Expensive Not Accessibility



# On-Site SEO: Keywords Audit

As to why I have chosen those keywords, I researched on a analytics keyword researcher website and found out that those specific words were searched the most. Also in Saudi Arabia that those words were often searched for. Other words got a response too, but not as much. I would also like to add that usually people would look for diplomas or even college degrees, but aren't too familiar with a Nanodegree. But the aspect of a freelancing opportunity is sought out for also front end-web designing or digital marketing. The idea is there, but it takes time for more searches, but I did notice in my social media (facebook campaign) there is a demand for the degree. Finally, this SEO audit is for the DMND.Udacity website to be clear.

# 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	Udemy	Free Online Courses
2	Udacity	Digital Marketing Course
3	Udacity Courses	Udacity Intro to Computer Science
4	Udacity Nanodegree	Online Marketing Degree
5	Online Courses	Online Digital Marketing Degree

# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

I believe that the brand name (Udacity) should be the highest potential keyword. Due to its relevance with brand, company, and projects. With a priority score of 60.

Which Tail Keyword has the greatest potential?

In regards to the tail keywords, I think that the (Digital Marketing Course) has the most views and catches the most eyes and clicks, due to it being online and free of cost. With a score of (70).



# 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.

URL: <https://dmnd.udacity.com/>

## Current

Title Tag	<title>Udacity Digital Marketing Nanodegree Program Website</title>
Meta-Description	<meta name="description" content="" />
Alt-Tag	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt=""

## Revision

Title Tag	<title>Udacity Digital Marketing Nanodegree Program</title>
Meta-Description	<meta name="description" content="A method to better understand the ways that social media works, throughout different mediums. It is also a walkthrough process that helps an individual understand how to better showcase and to as well as understand how companies showcase their products." />
Alt-Tag	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt="A picture for two people understanding and taking about the ways that digital marketing affects a product, website, and company."

# Suggested Blog Topics

## Topic 1 : The Future of Technology

I think a huge margin in increasing the amount of blogs and social media awareness is one of the main methods in digital marketing. I would also like to add that even though a student or customer or even an expat all have chances to take understand and develop new methods in gaining skills needed for tomorrow. In the nearby future most jobs will have an online understanding, so it would be recommended to gain a digital aspect of these new concepts.

# Suggested Blog Topics

## Topic 2 : Behind What Happens in Websites

In regards to understanding an online presence you should first understand what goes on the background. The internet is based on code written in many languages, that anyone could choose from BASIC, C, C++, COBOL, Java, FORTRAN, Ada, and Pascal. Here at udacity we helps students, employees, and those with a passion to learn to better understand those languages. There are programs like blockchain developer, website editor, or front end web developer and many more. Which basically anyone can sign up for free of charge and if passed will receive a nanodegree of the matter to prove that they grasped how to assist and to achieve a better tomorrow for themselves.

# Suggested Blog Topics

## Topic 3 : The Path Udacity Strives For

Here at Udacity we as a company strive to achieve the unthinkable. We strive to better the people, laborer's, and students of today that anything is possible. Just by joining a classroom today anyone can achieve a nano degree that they aspire to have. Tomorrow's day is a technological revolution and it is better to be prepared with all the tools you can get. It is accessible from anywhere around the world. The program is illustrated by experts in the field which will insure that you are getting the right information about everything there is to know. In which they aim to enable individuals with the ability to help be a positive part of building the future.



# Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, 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
1	<a href="https://en.wikipedia.org/wiki/Udacity">https://en.wikipedia.org/wiki/Udacity</a>	98
2	Microsoft.com	100
3	<a href="http://wordpress.org/">http://wordpress.org/</a>	98

# 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	hubspot
Site URL	hubspot.com
Organic Search Traffic	4.4M
Site Name	Github
Site URL	Github.com
Organic Search Traffic	13.1M
Site Name	Google
Site URL	google.com
Organic Search Traffic	562.7M





# Page Index

Using the [Pinger](#) tool, research how many of DMND's or your company's website pages are indexed by Google. Explain why the number of pages indexed is important.

Due to pinger not allowing me to search due to there all ready being too many pings for the website.(Only 3 Pings are allowed for a website)

It is important to know how many blog orlinks or such are linked to your website. To better understand the amount of traffic coming into the website. The current number is 3,480 blogs based on google.



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About 3,480 results (0.50 seconds)

## Digital Marketing Courses | Enrolling For Courses Now

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By Over 300% In Just 3 Years.

# Page Speed

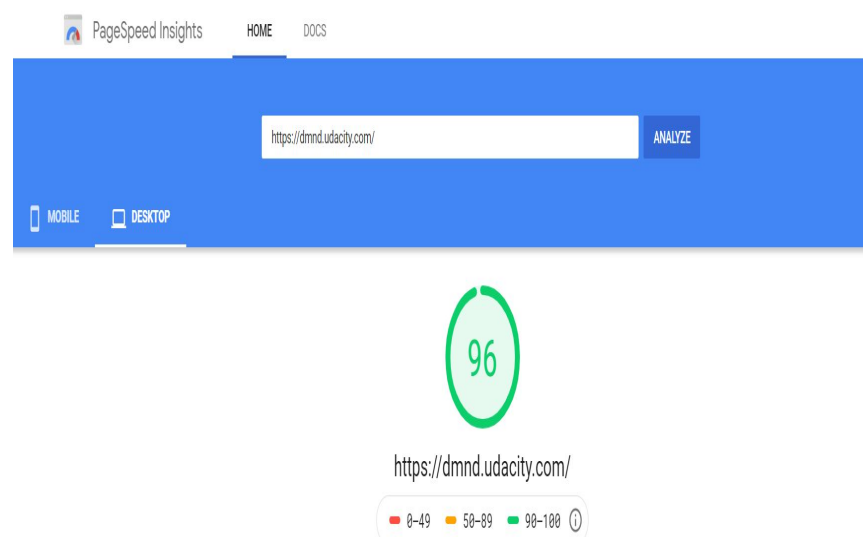
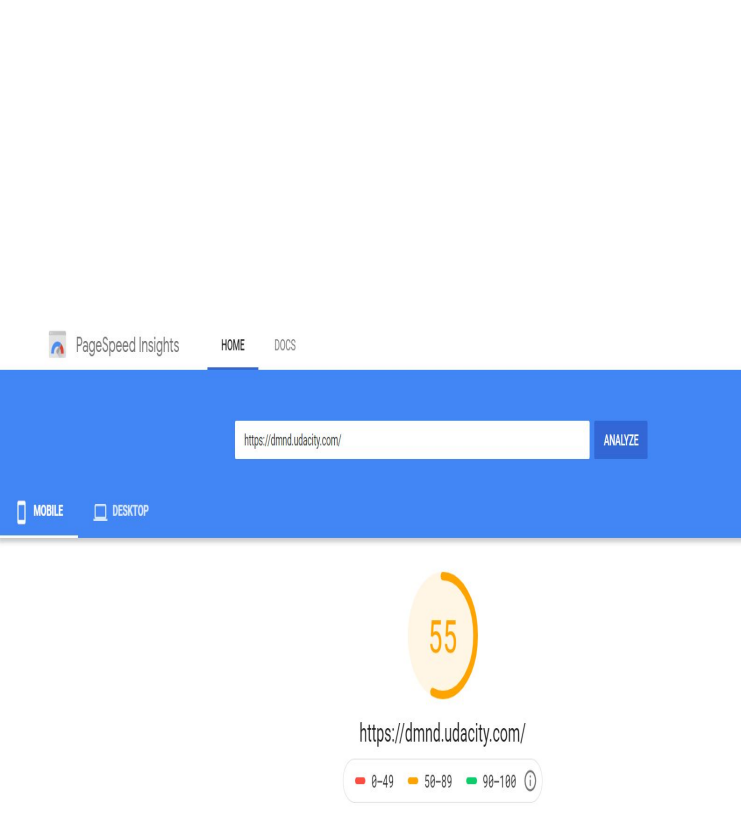
Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's or your company's website's mobile presence.

Explain why evaluating the Page Speed is important.

Well it would help the company know the opportunities and diagnostic errors with there website. It would also help them know where the traffic is going to and how much time during interactions go and how does the customer see the website from their point of view.

Also the website is: (<https://dmnd.udacity.com/>)

And it is at (55) on mobile and (95) on Desktop



# 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:

Now with this website its main focus is mobile. It will helps with either errors on the website or if you require a fully detailed report it could be emailed to you. It also tracks the speed as to how long does a network take to download the let the customer preview the page. (4g - 3g) on which network it allows a wide range of test to better understand the customers reactions, when opening the page for the first time.

Its is currently at 3.4 secs and is rated (**slow**) at 4g.

Your results for dmnd.udacity.com ⓘ

**Your mobile page speed is 3.5 seconds on a 4G+ connection.**

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RATING

**Slow**

Slow sites start to load in over 2.5 seconds.



# Recommendations

Firstly, I would like to recommended to add more links and results that show the page. Either by putting it out on social media or by even asking an influencer to put it out there. Its online activity is low because the lack of traffic to the site. Secondly, Would be to change some of the java written scripts to make it easier for people to access the website. It could be better to cut and re-edit some of the code. It would also be better if it would have a cleaner cut to it more open to make it easier on the eyes when watching on the mobile. Lastly, I like the methods behind how students get accepted into the programs, but it would be helpful if the students after submitting would receive multiple screening. Instead of asking too many questions during the first screening. Perhaps a Skype interview as well as later on in person interview to better understand the individual's intentions of completing the course. There are some other aspects like students should be given a initiative to better themselves during the course for a better online experience.