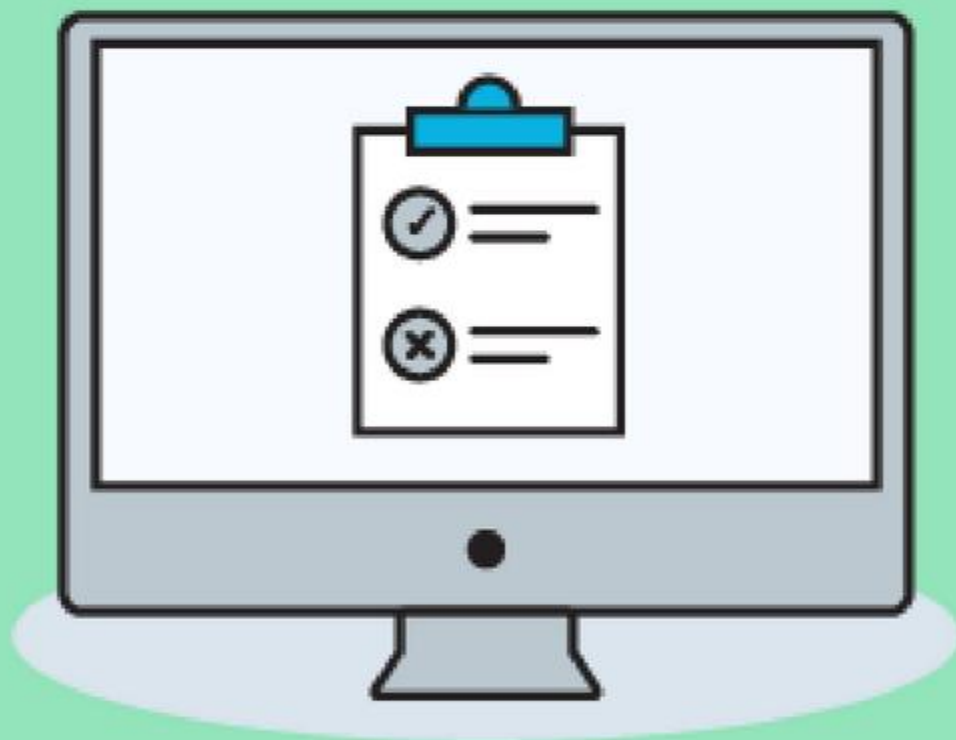


Project 4

Conduct an SEO Audit



Marketing Objective & KPI

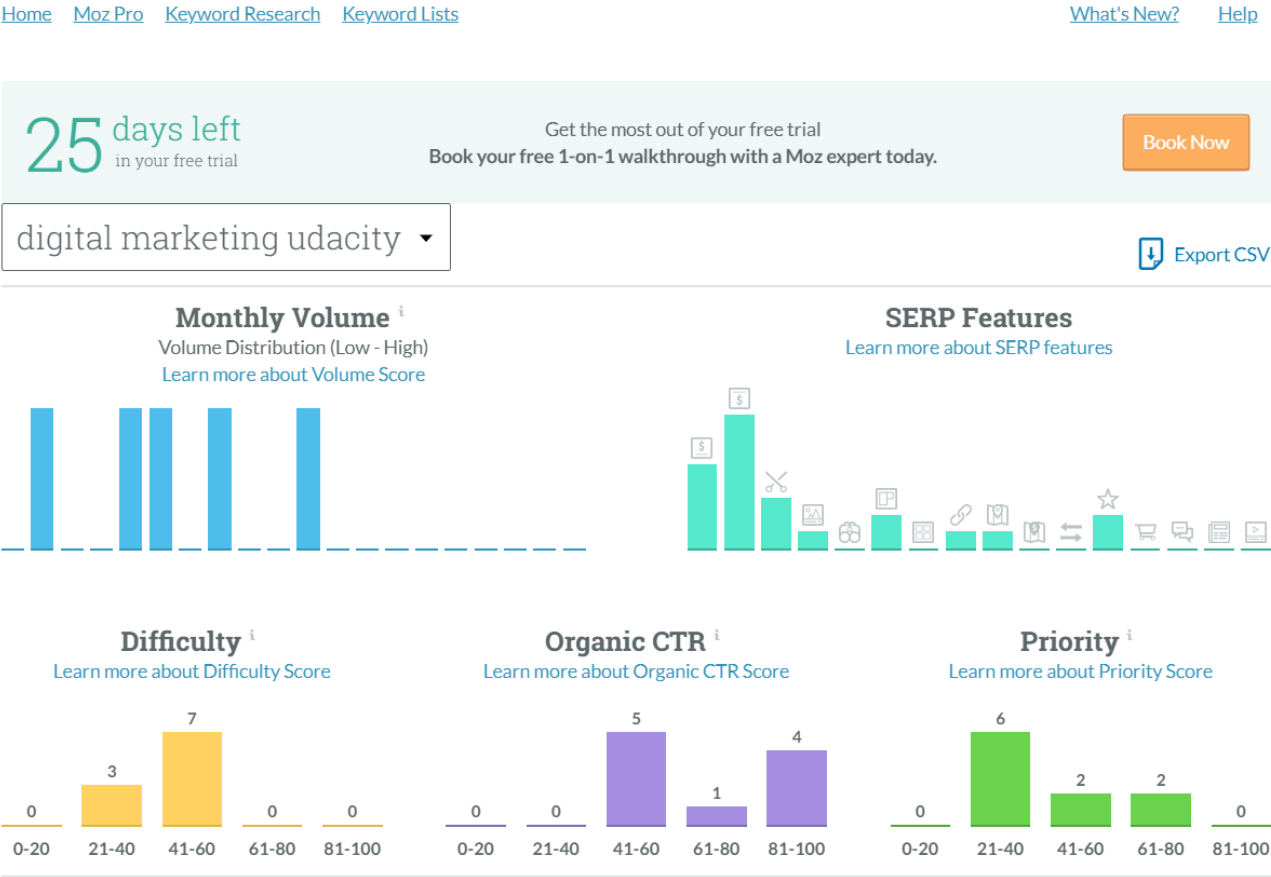
- **Marketing Objective** – Increase click through rate by 20% to DMND page using organic search engine results page (SERPs) in the coming 3 months.
- **KPI** – Organic SERPs Click through rate (CRT)

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Female, single 23 years of age• Lives in USA• Passionate about jewelry and design• Currently self employed	Liana	<ul style="list-style-type: none">• Learn new skill about running online store• Learn about digital marketing and use of technology• Stay aware of new trends and customer needs
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Baking• Arts and crafts• Reading	<ul style="list-style-type: none">• Own a business• Build a brand in jewelry business• Be independent and have balance in life / work	<ul style="list-style-type: none">• New to online business• Lack of technical skills to manage and run online store and use social media• Finding reliable suppliers and deal with logistics

Keywords

Moz screenshots



Keywords

10 Keywords 490 of 500 keywords available



<input type="checkbox"/> Keyword	Rank Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> digital marketing course United States - en-US Analyzed 08/03/2021	no URL	2,327	54	83%	3 Neutral	67	
<input type="checkbox"/> digital marketing jobs United States - en-US Analyzed 08/03/2021	no URL	7,025	44	96%	3 Neutral	77	
<input type="checkbox"/> how to build brand awareness for your business? United States - en-US Analyzed 08/03/2021	no URL	Data not available	45	64%	3 Neutral	23	
<input type="checkbox"/> how to get started with digital marketing? United States - en-US Analyzed 08/03/2021	no URL	Data not available	29	53%	3 Neutral	24	
<input type="checkbox"/> learn digital marketing United States - en-US Analyzed 08/03/2021	no URL	704	52	53%	3 Neutral	56	
<input type="checkbox"/> learn digital marketing United States - en-US Analyzed 08/03/2021	no URL	704	52	53%	3 Neutral	56	
<input type="checkbox"/> online digital marketing hands on course United States - en-US Analyzed 08/03/2021	no URL	Data not available	42	53%	3 Neutral	21	
<input type="checkbox"/> top 5 digital marketing online courses United States - en-US Analyzed 08/03/2021	no URL	Data not available	42	83%	3 Neutral	26	
<input type="checkbox"/> udacity digital marketing United States - en-US Analyzed 08/03/2021	no URL	346	37	55%	3 Neutral	55	
<input type="checkbox"/> udacity digital marketing nanodegree worth it? United States - en-US Analyzed 08/03/2021	no URL	Data not available	31	94%	3 Neutral	30	
<input type="checkbox"/> udacity dmnd United States - en-US Analyzed 08/03/2021	no URL	39	42	43%	3 Neutral	39	

Keywords

	Head Keywords	Tail Keywords
1	Udacity digital marketing	How to get started with start digital marketing
2	Udacity DMND	Top 5 digital marketing online courses
3	Digital marketing course	Udacity digital marketing nanodegree worth it?
4	Learn digital marketing	Online digital marketing hands on course
5	digital marketing jobs	How to build brand awareness for your business

Keyword with the Greatest Potential

10 Keywords 490 of 500 keywords available

Delete Add to... More Actions

<input type="checkbox"/> Keyword	Rank Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> digital marketing course United States - en-US 3 3 3 3 3 Analyzed 08/03/2021	no URL	2,327	54	83%	3 Neutral	67	Q
<input type="checkbox"/> digital marketing jobs United States - en-US 3 Analyzed 08/03/2021	no URL	7,025	44	96%	3 Neutral	77	Q


1- Which Head Keyword has the greatest potential?

digital marketing jobs, has 77 Priority and 96% organic CTR, with moderate difficulty of 44.

Justification:

- Priority score is out of 100 which is calculated based on all other metrics of volume, difficulty, organic CTR. Based on Moz results %96 which is the highest
- %96 organic CTR meaning that probability users click on such keywords is very high
- Finally, the difficulty level is moderate compared to other keywords

Keyword with the Greatest Potential

udacity digital marketing nanodegree worth it?						
<input type="checkbox"/>	United States - en-US	no URL	Data not available ⁱ	31	94%	3 Neutral ▼
						30
Analyzed 08/03/2021						

2- Which Tail Keyword has the greatest potential?

Udacity digital marketing nanodegree worth it?

It has highest priority among other Tail keywords

Justification:

- Highest Priority value compared to other keyword long tail keywords
- Low to medium difficulty of %31
- High organic CTR of %94 meaning high potential users will click this search result

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.
Revision	
Title Tag	No changes suggested, current title seems okay
Meta-Description	The meta description needs to be shorter, so it shows in full in the results page and gives user quick overview of what to expect in summarized way.

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	
Alt-tag1	<code></code>
Alt-Tag2	<code></code>
Alt-Tag3	<code></code>
Alt-Tag4	<code></code>
Alt-Tag5	<code></code>

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	
Revision	
Alt-tag1	
Alt-Tag2	
Alt-Tag3	
Alt-Tag4	
Alt-Tag5	

Suggested Blog Topics

Topic 1 – Why digital marketing is crucial for your small to medium (SMB) business

The blog post will present the need to incorporate digital marketing for small and medium business. One of the biggest challenges for small business face at the early days of operations is how to make customers aware of their products and services and most importantly how to attract their first group of people through the door. A traditional way to do this is by using physical Ads and print services, use friends and families to spread the word but this no longer as effective as the use of social media advertisement where they can find huge online audience using digital marketing strategy which is cost effective and most importantly be tracked, measured, monitored and improved.

Digital marketing introduce various new means and tools so small business owners can understand customer segmentation, interest, hobbies as well as utilize customer life cycle as a mean to ensure businesses know their target audience and reflect on business current stage (brand awareness, interest, desire, action, post action).

Digital marketing provides many other benefits such as:

1. Track interactions, impression, and conversion with your marketing campaign immediately
2. Provide a mean to provide support, answer questions on social media
3. Reach global marketplace
4. Control marketing budget and ensure proper return of investment

Suggested Blog Topics

Topic 2 – What is digital marketing anyway?

This blog is of interest to new digital marketing students who are not sure if they should consider it as a career and what is involved in it.

The blog will present an overview of digital marketing compared with the traditional marketing approaches and framework. The key points to describe as

1. The basic concepts of digital marketing. This will focus on the obvious steps to understand digital marketing main components
2. Introduction to search engine optimization SEO and Search engine marketing SEM.
3. Overview of Google Ads and associated tools
4. How various social media platforms are using digital marketing
5. Digital marketing jobs, roles, demand, and expected salaries
6. How digital marketing is used by small, medium, and large business
7. Listing of best training courses that provides beginners, intermediate and advance levels training
8. Other potential uses of digital marketing and Impact of social media of other aspect of life such as politics and people behaviors

Suggested Blog Topics

Topic 3 – What is Search Engine Marketing SEM

This blog will target fresh graduates and present digital marketing specialist with an introductory to Search Engine Marketing or paid search Ads.

The purpose is to provide a deep dive into the meaning of search engine marketing, best practices, and how and when to use it.

The topics will focus on the following areas:

1. What is search engine Marketing (SEM)
2. What is the difference between Search Engine optimization (SEO) and SEM
3. SEM foundation
 1. SEM platforms
 2. Keyword search introduction and how it works
 3. Head vs long tail keywords
 4. Overview of keyword difficulty, volume, organic CTR, and priority
 5. How to setup Campaigns, Ad groups, and Ads using Facebook and google

Technical Audit: Backlink Audit

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	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	http://docs.microsoft.com/en-us/contribute/additional-resources	99
3	http://cloudblogs.microsoft.com/powerplatform/2020/11/30/want-a-tech-job-but-dont-have-time-to-learn-to-code/	99
4	http://www.cloudflare.com/es-es/case-studies/udacity/	99

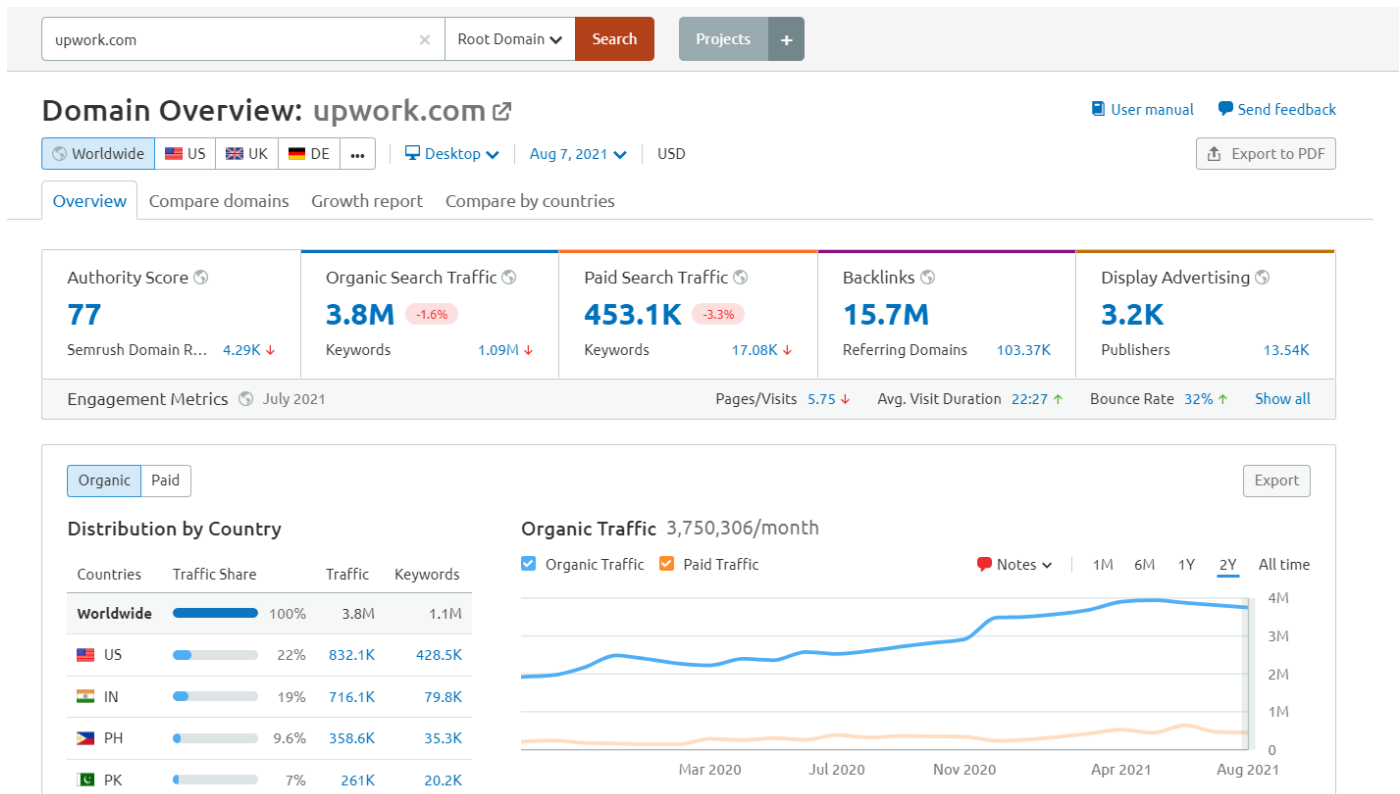
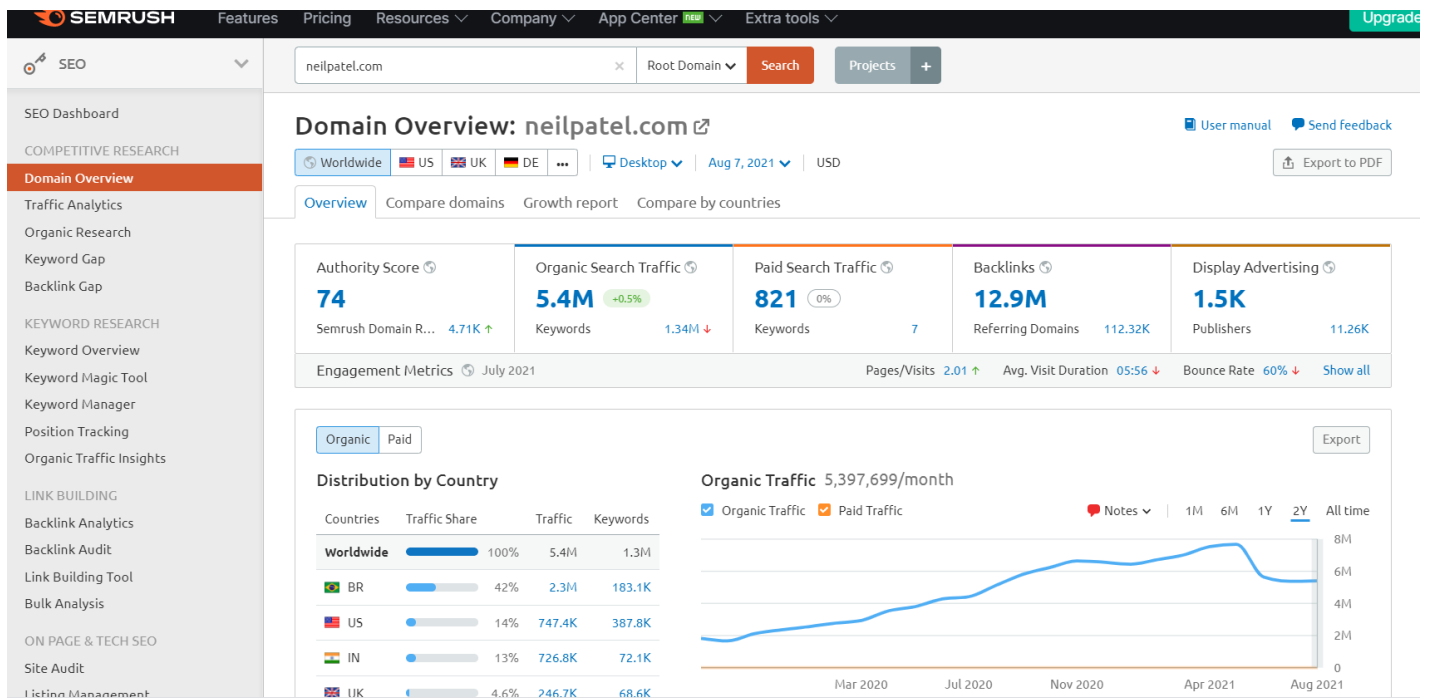
Link-Building

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	Hootsuite
Site URL	Hootsuite.com
Organic Search Traffic	7.1M
Site Name	neilpatel
Site URL	neilpatel.com
Organic Search Traffic	5.4M
Site Name	Upwork
Site URL	Upwork.com
Organic Search Traffic	3.8M

Link-Building



Link-Building

Domain Overview: hootsuite.com

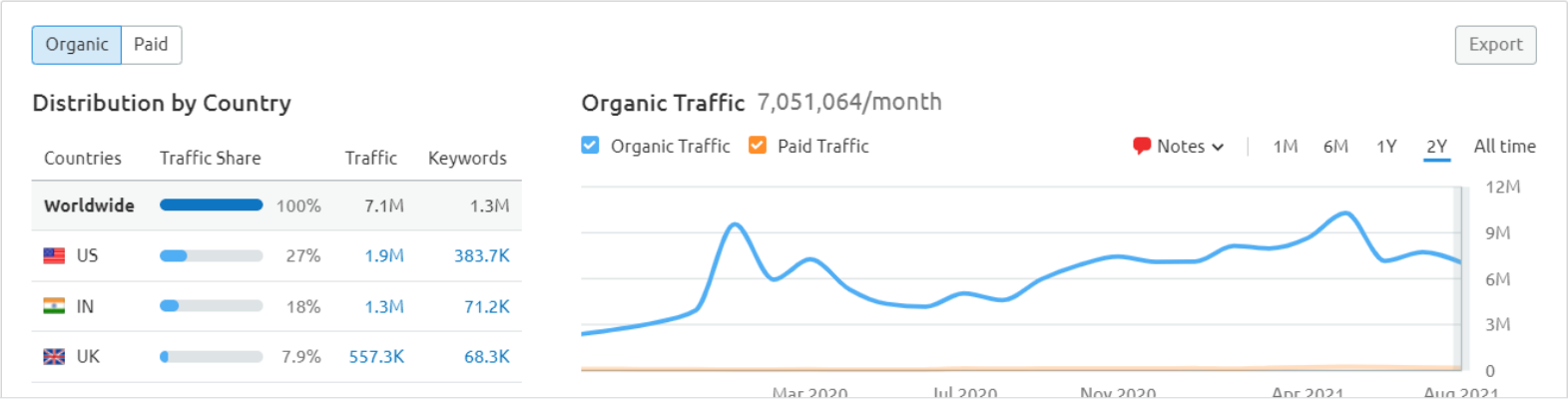
User manual Send feedback

Worldwide US UK DE ... Desktop Aug 7, 2021 USD

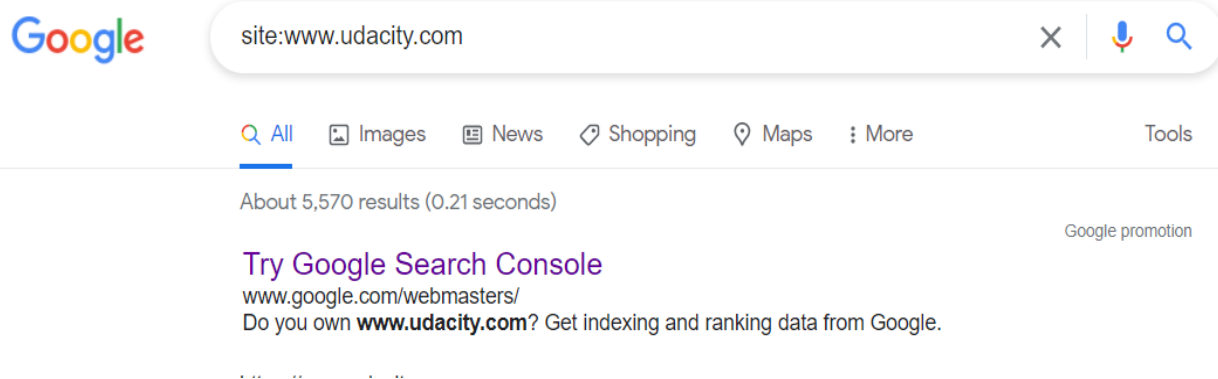
Export to PDF

Overview Compare domains Growth report Compare by countries

<div>Authority Score</div> <div>77</div> <div>Semrush Domain Rank 2.1K</div>	<div>Organic Search Traffic</div> <div>7.1M -8.9%</div> <div>Keywords 1.26M</div>	<div>Paid Search Traffic</div> <div>179.6K -5.5%</div> <div>Keywords 9.04K</div>	<div>Backlinks</div> <div>20.4M</div> <div>Referring Domains 113.1K</div>	<div>Display Advertising</div> <div>5K</div> <div>Publishers 34.55K</div>
<div>Engagement Metrics July 2021</div> <div>Pages/Visits 2 Avg. Visit Duration 07:36 Bounce Rate 56% Show all</div>				



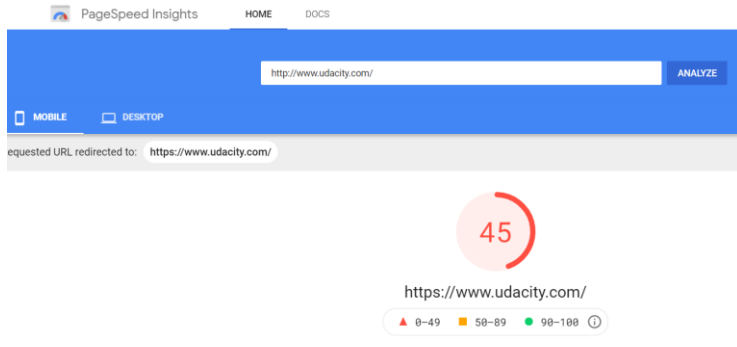
Page Index



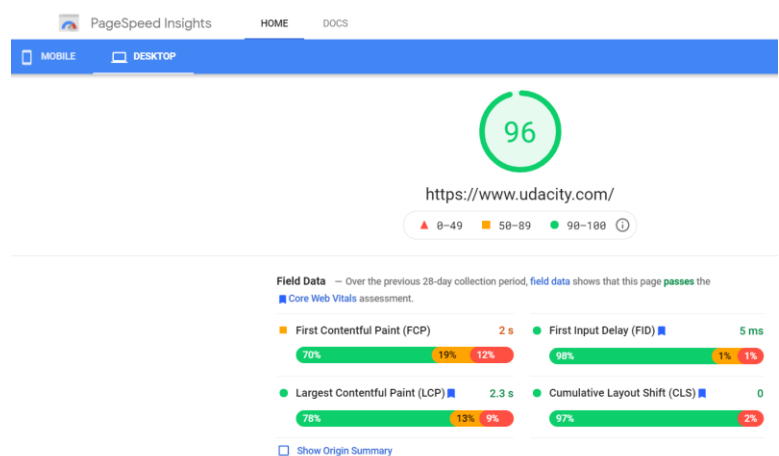
I used `site:www.udacity.com` to see how many pages are currently indexed by google.

The number of indexed pages hugely impact search results. It gives search engines better opportunity to find your content and eventually enhance SEO performance.

Page Speed



Mobile



Desktop

Page speed is a factor used by google search to determine page ranking, also it impact user experience.

Mobile-Friendly Evaluation

Think with 

Test My Site

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.9 seconds in United Kingdom on a 4G connection.

RATING

Average

[Learn more](#)

MONTHLY TREND

No Change

Your site speed has not changed since last month.

[Learn more](#)

Google announced that mobile friendliness is now a factor in determining page ranking. More people use mobile to search makes this a top priority.

Recommendations

1. Mobile speed test is average, the website requires technical analysis considering structure and content to areas to improve speed
2. The udacity home page is also poor to average on mobile friendliness, this is another area for improvement
3. inbound linking can be enhanced considering in comparison to other competitors such as coursera and Edx
4. There is always areas to improve SEO by enhancing Keyword for organic searches
5. Many of the tags had empty alt tags which results in lost website content information.
6. Urls used for images are very complex and don't give any indication for what the images are about.