

Project 4


Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** – Increase organic traffic by 20% in 6 months
- **KPI** – Number of monthly website visitors

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">-Female-40 years old-Married-Mid-career-Manager	<p>Emily Acosta</p> 	<ul style="list-style-type: none">-New skillset-Learning that works around work schedule-Peer graded projects related to new job-Applicable skills to help her acquire a new, good-paying job
Hobbies	Goals	Barriers
<ul style="list-style-type: none">-Yoga-Live concerts-Eating out-Road trips-Being outdoors in nature	<ul style="list-style-type: none">-To start a new career in a new industry-To find a career path with sustainable growth and continued learning for the future	<ul style="list-style-type: none">-No in-house training in her company-Overwhelmed by too many MOOC platforms to choose from

Keywords

	Head Keywords	Tail Keywords
1	Udacity	Best digital marketing certificate program 2022
2	Digital marketing course	How to learn digital marketing online
3	Online marketing classes	Best digital marketing certificate course
4	Digital marketing certificate	How quickly can I learn digital marketing
5	Learn digital marketing	Digital marketing manager job description

Keyword with the Greatest Potential

(using Moz keyword tool)

Which Head Keyword has the greatest potential? I chose the below keyword because of relevance to the Udacity DMND, an organic CTR of 83%, and a priority of 65.

Digital marketing certificate

digital marketing certificate

United States - en-US



no URL

1,696

53

83%

3 Neutral ▼

65

Analyzed 01/11/2022

Which Tail Keyword has the greatest potential? I chose 'Best digital marketing certificate' because of the high organic CTR of 83%. People commonly search for "top" or "best" when making decisions on purchases, so I feel this is a good tail keyword.

Best digital marketing certificate

Keyword	Rank	Monthly Volume	Difficulty	Organic CTR	My Score	Priority
best digital marketing certificate	Add URL					
United States - en-US	no URL	24	40	83%	3 Neutral ▼	44
Analyzed 01/11/2022						

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 <title>Learn Digital Marketing Online Nanodegree</title>
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." <meta name="description" content="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."/><meta
Alt-Tag	"Learn Digital Marketing Online Nanodegree" alt" content="Learn Digital Marketing Online Nanodegree"
Revision	
Title Tag	Digital Marketing Nanodegree Online Certification
Meta-Description	"Learn Digital Marketing from Industry Experts while Getting a Certification in SEO, SEM, Facebook, Paid Social and Email Marketing"
Alt-Tag	SEE NEXT PAGES

Technical Audit: Metadata

URL: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Current

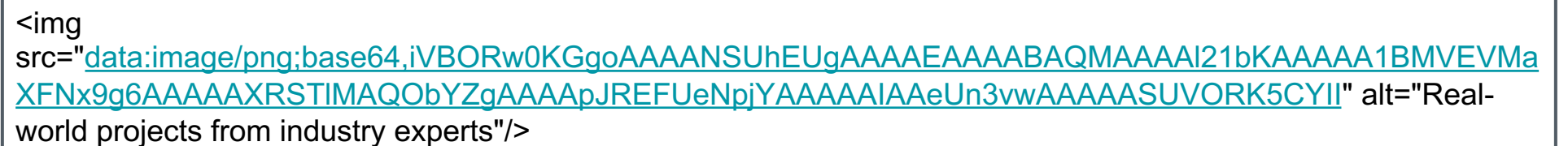
Alt-Tag 1

The image is a logo for Udacity, featuring the word "Udacity" in a stylized font.

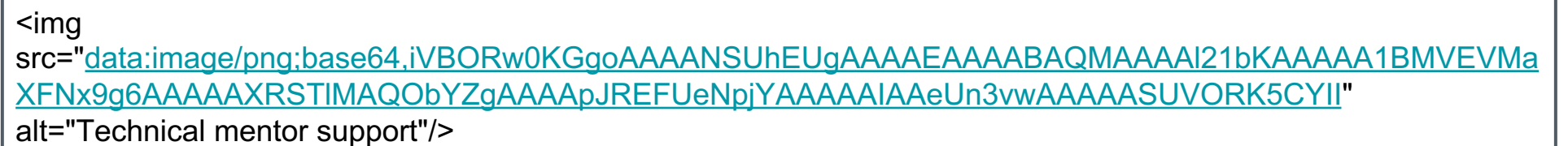
Alt-Tag 2

The image is a play button icon, typically used to represent video content.

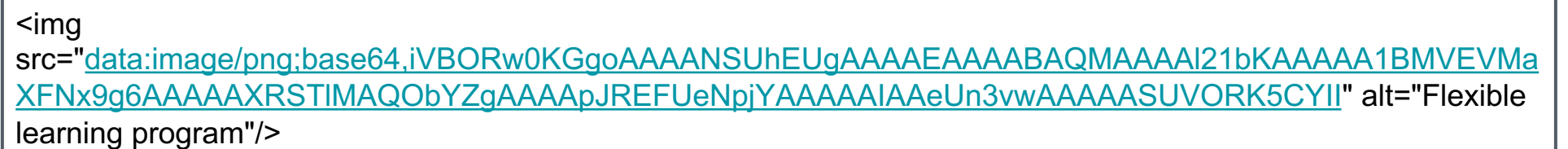
Alt-Tag 3

The image is a placeholder for a video or image, with the alt text "Real-world projects from industry experts".

Alt-Tag 4

The image is a placeholder for a video or image, with the alt text "Technical mentor support".

Alt-Tag 5

The image is a placeholder for a video or image, with the alt text "Flexible learning program".

Technical Audit: Metadata

URL: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Revisions

Alt-Tag 1

Alt-Tag 2

Alt-Tag 3

Alt-Tag 4

Alt-Tag 5

Suggested Blog Topics

Best Digital Marketing Certificate Program 2022 – Who isn't looking for the BEST digital marketing course when they're trying to learn? 'Digital Marketing Certificate' has a Priority Score of 65 on Moz! The organic CTR for this is 83%. "Best" and "Top" consistently rank high, as people shopping for paid courses want the best. Student testimonials and success stories would be a great way to increase interest and further the customer journey.

Using branded keywords from companies featured as instructors in the course such as Google, HubSpot and Moz will drive legitimacy and traffic to the course page. Using "2022" in the blog title drills down from "Digital Marketing" and makes it specific to the current year, increasing relevance and showing the website and course are up to date. Too often while performing a Google search for your topic of interest, we can come across outdated pages from years ago that may not be relevant in today's world.

Is the Udacity Digital Marketing Nanodegree Worth It? – This blog topic includes the branded keyword 'Udacity' and 'Nanodegree' and can also utilize the top-ranking keywords regarding "certificate" and "certificate course" within the blog post.

The blog topic can also compare other MOOC programs such as Udemy or LinkedIn Learning for value and job placements after receiving the certificate. Using branded keywords such as companies like Salesforce, Amazon or IBM who have placed Udacity students will drive traffic and increase SEO potential.

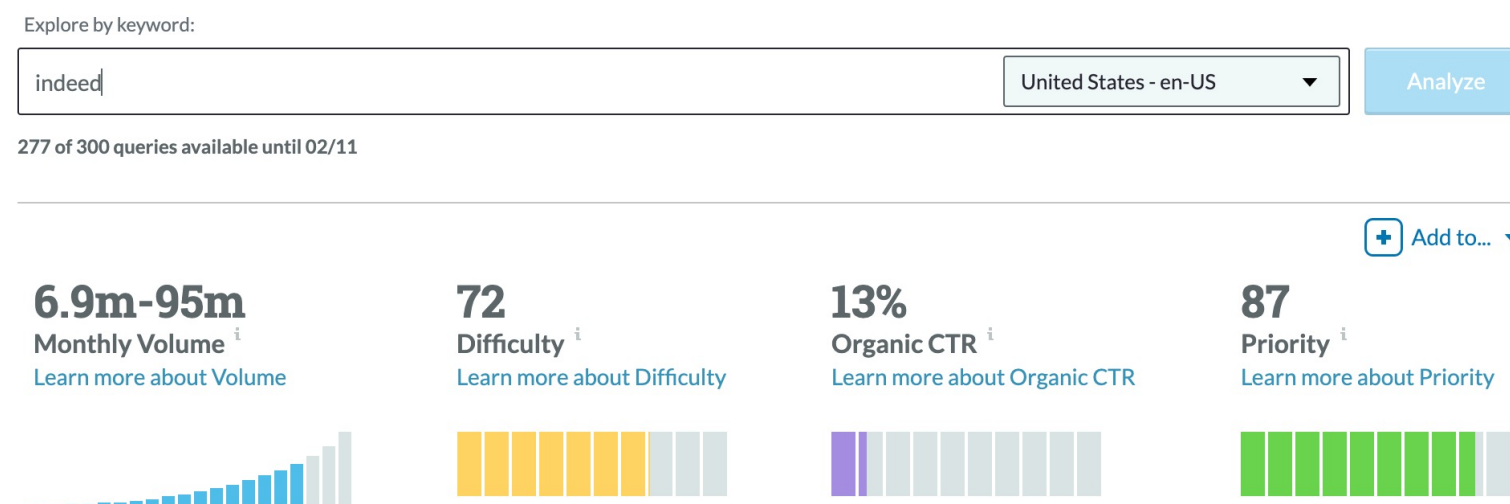
People actively shopping around for a certificate course want to get the best value for their money. "Udacity worth it" has an organic CTR score of 60%, and "Udacity Nanodegree" has a monthly volume of 4,515.

Images of specials using appropriate ALT text will show customers that the DMND is worth their money, due to the opportunities that await them after completing the certificate course. This ensures Google crawlers will understand the image in detail (since they cannot "view" images).

Suggested Blog Topics (cont'd)

Job Opportunities in Digital Marketing – This blog post will target a wide audience. Job titles in Digital Marketing encompass a huge range of job titles, from SEO, paid search, paid social, social media, strategy, digital media managers, account management, and more. There are also multiple levels within those areas. Moz shows




People searching for these keywords might already be employed and looking for something new, or maybe a new title within their current place of work by upskilling. Certificates supply legitimacy and proof of learning, as well as showing that the person can follow through a course to completion on their own. We may also include job search websites like Indeed, LinkedIn and CareerBuilder in our blog, along with salary information on different job titles. 'Indeed: Job Search' has a Priority Score of 87, according to Moz! Listing job and titles would also be helpful, as people seeking new opportunities may want some examples of what they could do in a new role.



The rate of people searching for new jobs is currently very high, so this would likely appear in the SERP when people are job hunting, prompting them to click on the course to explore further. People interested in researching job opportunities would be eager to take a certificate course that would introduce them to all of the opportunities such as the Udacity DMND.

Technical Audit: Backlink Audit







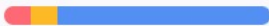





	Backlink	Domain Authority (DA)
1	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	http://developer.mozilla.org/zh-CN/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	http://www.cloudflare.com/case-studies/udacity/	98

URL	Anchor Text ⁱ	PA _i	DA _i	Linking Domains _i
azure.microsoft.com/ ...-with-udacity/ 	"developer for microsoft azu..."	65	99	63
Promise - JavaScript MDN developer.mozilla.org/ ...jects/Promise 	"udacity javascript promises"	70	98	628
Udacity Cloudflare www.cloudflare.com/ ...tudies/udacity/ 	"udacity"	57	98	3

Link-Building

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	GeeksForGeeks
Site URL	https://www.geeksforgeeks.org/
Organic Search Traffic	3.8 million (Domain trust 89)
Site Name	freeCodeCamp
Site URL	https://www.freecodecamp.org/
Organic Search Traffic	1.3 million (Domain trust 90)
Site Name	edX
Site URL	https://www.edx.org/
Organic Search Traffic	2 million (Domain trust 90)

DOMAIN	OVERLAP	DT
  geeksforgeeks.org		 89
  freecodecamp.org		 90
  edx.org		 90

Page Index

[Northcutt](#) returned 8,100 pages indexed by Google as of today.

Since most website traffic is generated by search (90%), having more indexed pages helps drive traffic.

Result

<https://www.udacity.com/course/digital-marketing-nanodegree--nd018> has 8,100 pages indexed in Google at this moment.

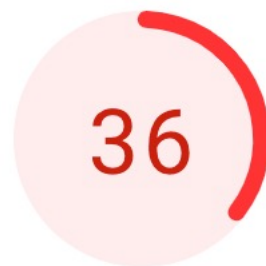
Page Speed

Using the [Google Page Speed](#) Insights tool, perform a speed test of udacity.com.

Page speed is important to keep your customers on your website and to progress through the customer journey. If a site takes too long to load, many customers will search for another source that is faster to navigate. Reducing unused JavaScript will be most important in both desktop and mobile for speeding things up.

https://www.udacity.com/

MOBILE



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100

https://www.udacity.com/

DESKTOP



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0–49 ■ 50–89 ● 90–100

Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the udacity.com website.

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](#)

MONTHLY TREND

Speeding Up

Your site has gotten 0.3 seconds faster this month

[Learn more](#)

Mobile optimization is very important for websites. The goal is to heighten user satisfaction on your website, leading them progress through the customer journey.

With mobile beginning to outperform desktops in number, as well as usage, it is very important to make sure mobile is optimized to visitors into customers.

Recommendations

Optimize Mobile Speed

Some suggestions from Google are to reduce unused JavaScript and properly size images. Third party code is also eating up time, and .28 seconds could be saved by enabling text compression.

In addition, consider reducing the time spent parsing, compiling and executing JS, as this will save 8 full seconds. Optimizing mobile speed is compulsory for websites wanting to reach larger audiences. “Globally, 68.1% of all website visits in 2020 came from mobile devices—an increase from 63.3% in 2019.*”, while desktops devices drove only 28.9% of all visits.

Improve Metadata - ALT tags

ALT tags are a simple way to improve accessibility, remember you are describing an image to visitors who may not have the ability to see them. With reference to indexing, ALT text helps describe images and give context, so search engine crawlers are able to index properly. Good descriptions also impact the way images are ranked within Google Images. Metadata shows crawlers what your site is about (since they can't "see" images). Make the tags simple and descriptive. Imagine someone describing an image to you that you are unable to see.

Write Blog Posts

Blog posts utilizing researched keywords would improve SEO ranking and attract more visitors. After targeting audience and organizing content, include appropriate visuals with detailed ALT text to raise potential with crawlers. Use head and long-tail keywords to attract more traffic. Be sure to focus on reader experience, ensuring content is up to date and relevant, using at least 2-3 long-tail keywords and optimizing meta description.

Some suggested blog topics are:

- **Best Digital Marketing Course 2022**
- **Is the Udacity DMND Worth It?**
- **Job Opportunities in Digital Marketing**