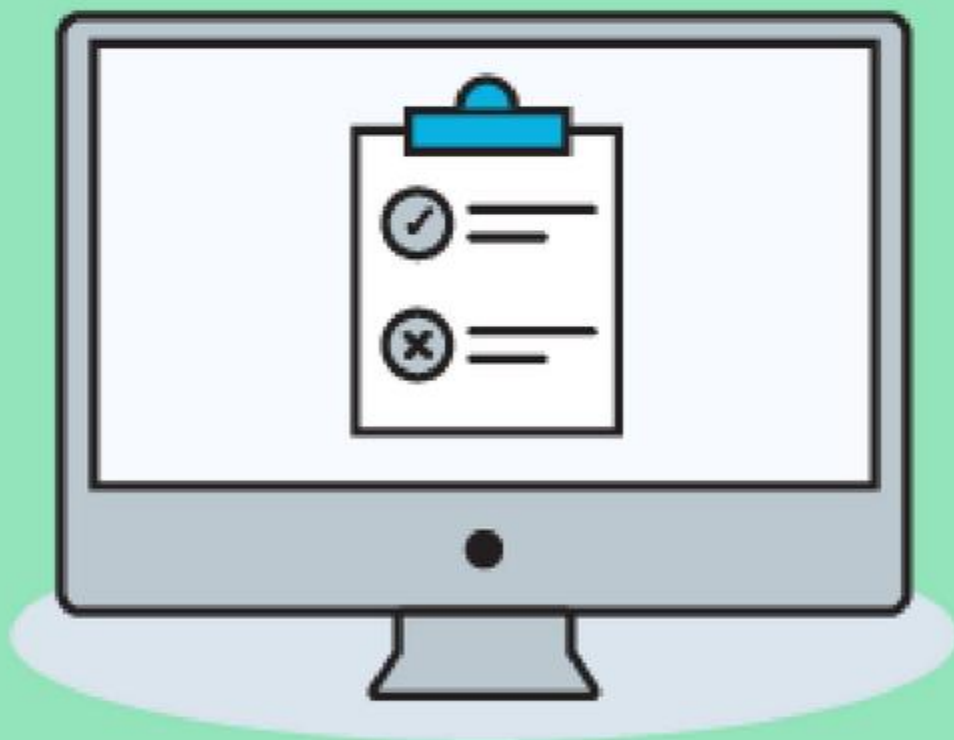


Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** –To increase organic traffic by 50% with in 6 months timeframe
- **KPI** –Ranking of Udacity website in google search

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male, 27 years • Single • Bachelor's Degree • Works at Service oriented firm • Earns 09 Lakhs per annum	Satish Matthew	<ul style="list-style-type: none">• Working on real time projects • Creating Job opportunities • Ideas from field experts • Diagnose my skills and ability
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Sports • TV & Movies • Reading • Blogging & Chatting	<ul style="list-style-type: none">• To acquire skills for own marketing ideas • To begin a firm or business • To gain skills for my current job position • To launch my career	<ul style="list-style-type: none">• Time restrictions • Inefficient Mentor relationship • Lack of Classroom interaction

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.

	Head Keywords	Tail Keywords
1	Digital Marketing Jobs	Digital marketing course
2	Learn Digital marketing	How to learn digital marketing
3	Udacity digital marketing	Udacity Digital Marketing Nanodegree review
4	SEO Course	Digital marketing online courses(57)
5	DMND	Best Online Digital Marketing Course

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential? **Digital Marketing Jobs** (Priority = 75)

Which Tail Keyword has the greatest potential? **Digital marketing course** (Priority = 67)

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>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.
Alt-Tag	Empty
Revision	
Title Tag	Become a Digital Marketer Udacity Nanodegree
Meta-Description	Now gain practical skills and become a Digital Marketer! Help drive business goals and make a career in Digital Marketing
Alt-Tag	Udacity DMND

Technical Audit:Metadata

- Alt-Tag

Alt -Tag	Present	Revision
https://www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg	Play Video	Play
https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/aIEl5CVL5OIK4l4ka0Q0m/35ba07391e18085ffa1c1976d9f1dcd0/book-open.svg	Blank	Book Icon
https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg	Google	Google Logo
https://www.facebook.com/udacityindia/?brand_redir=174179219354091	Udacity Facebook	Udacity Facebook Page
https://www.linkedin.com/company/udacity	Udacity LinkedIn	Udacity LinkedIn Page

Suggested Blog Topics

- **Why Learn Digital Marketing:** This topic will attract potential students who are interested in digital marketing and it will serve as a catalyst to clear their doubt. It will increase in organic search for Digital Marketing Course keyword which in turn will drive more traffic to Udacity digital marketing page .This blog post will give introduction to Digital Marketing branches and related jobs and career options.
- **How to land Digital marketing Job:** This blog post will try to emphasize on importance of practical knowledge needed for Digital Marketing job. Here we will create awareness about how Udacity Nanodegree is a good fit to get practical knowledge by informing them about various tools used for Digital Marketing purposes like Moz keyword expolorer, Google Analytics, Mailchimp. We will emphasize on how Udacity Nanodegree incorporates projects around these tools to give learner holistic understanding.
- **10 ways on how to rank higher in Google Search:** This blog will target Digital marketing Professionals and educate them on importance of high ranks in Organic Search. Also readers will know about how to go about SEO and its best practices.They will learn about Seo course offered by udacity nanodegree and how practical approach to learn seo through project work can help them in SEO rankings.

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](#)**.

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	www.google.com	100
2	www.youtube.com	100
3	www.Microsoft.com	100

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	ContentMarketingInstitute
Site URL	https://contentmarketinginstitute.com/
Organic Search Traffic	97.6k
Site Name	Unbounce
Site URL	https://unbounce.com/
Organic Search Traffic	75.8k
Site Name	Medium
Site URL	https://medium.com
Organic Search Traffic	14.2M

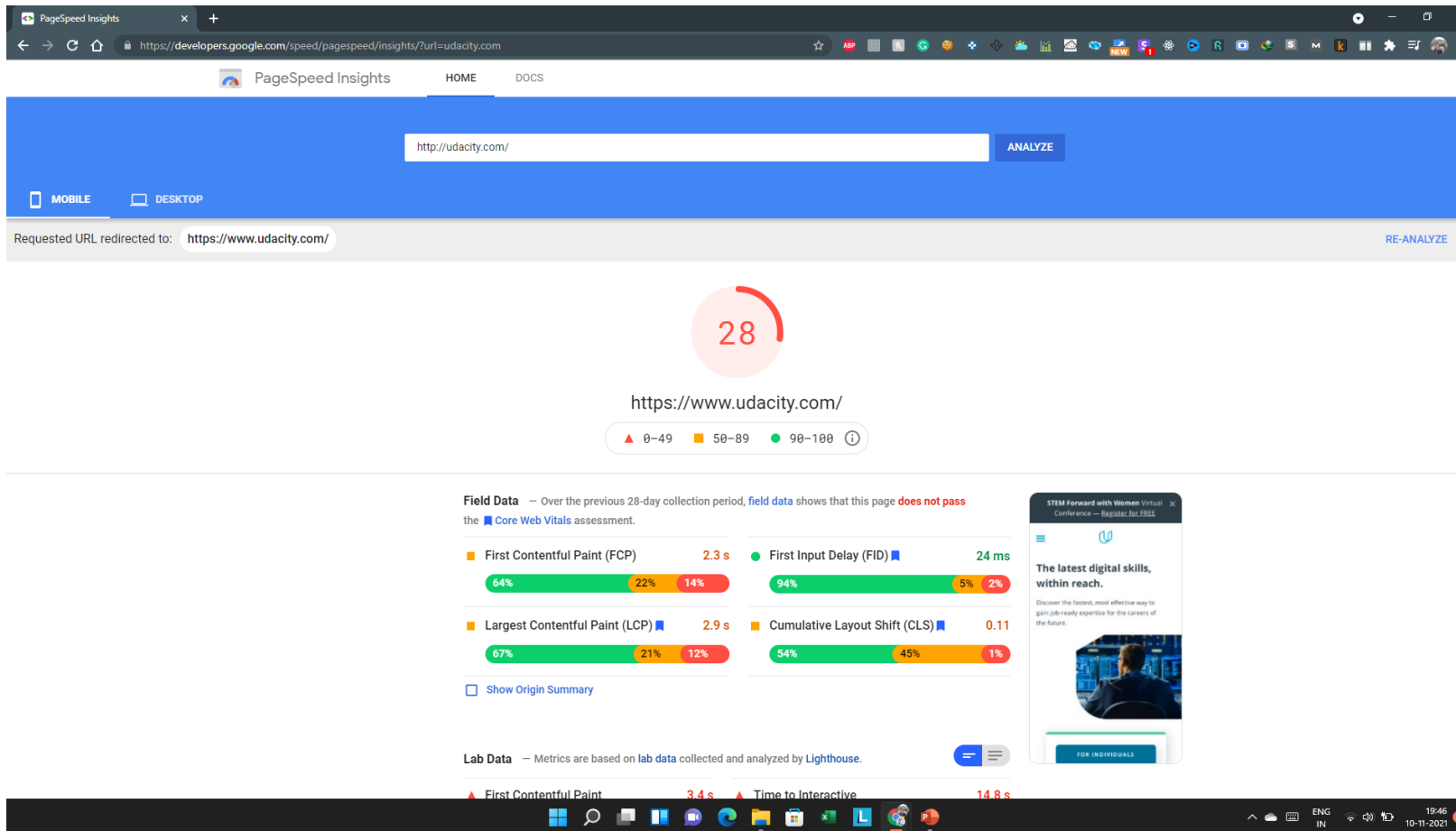
Page Index

The screenshot shows a web browser window with the URL <https://northcutt.com/tools/free-seo-tools/google-indexed-pages-checker/>. The website has a dark header with the 'NORTHCUTT' logo and navigation links: SEO, Clients, Process, About, a search bar, and a 'SCHEDULE A CALL' button. The main title 'Google Indexed Pages Checker' is displayed in large white text. Below the title, there is a form to 'Enter a Domain' with a 'CONTINUE' button. A 'Result' box shows a sample result: 'https://www.udacity.com/course/digital-marketing-nanodegree--nd018 has 6,500 pages indexed in Google at this moment.' To the right, a 'TOOL CATEGORIES' list includes Link Tools, Keyword Tools, Authority Link Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Source Code Tools, and Miscellaneous Tools. A 'How to Use' section provides instructions: 1. Enter the URL you want to check. 2. Click Continue to get your results. An 'About' section explains that Google constantly scans the web for new content and that pages must be indexed to appear in search results.

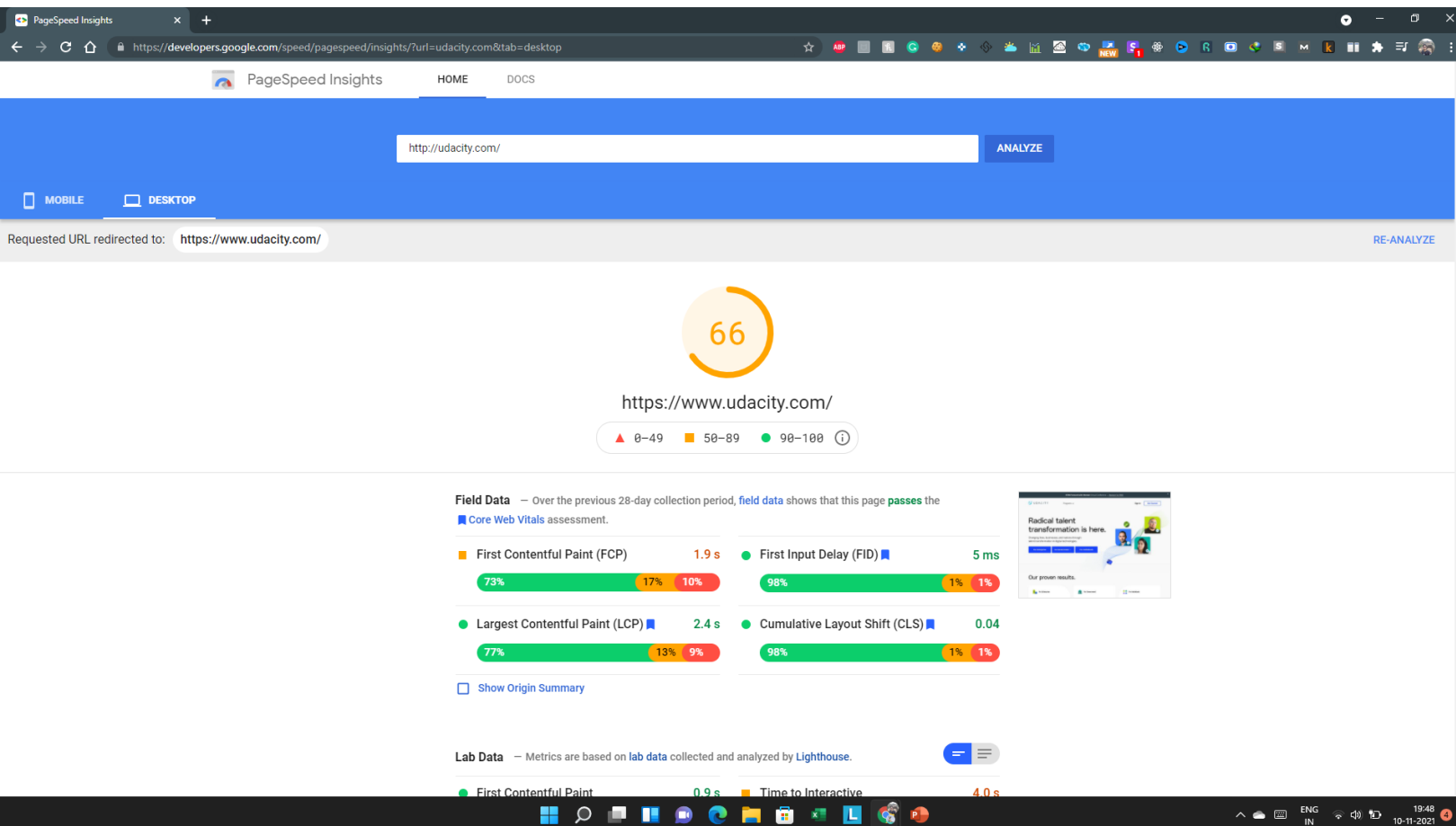
Why Page Index is an important factor:- Its very important that the pages are indexed by google because those pages that are not indexed are not ranked by google. All this would result in seo performance of your website.

As a result of non indexed pages Google will not crawl those pages. Google will think that these pages are irrelevant and will induce a fine for the same.

Page Speed



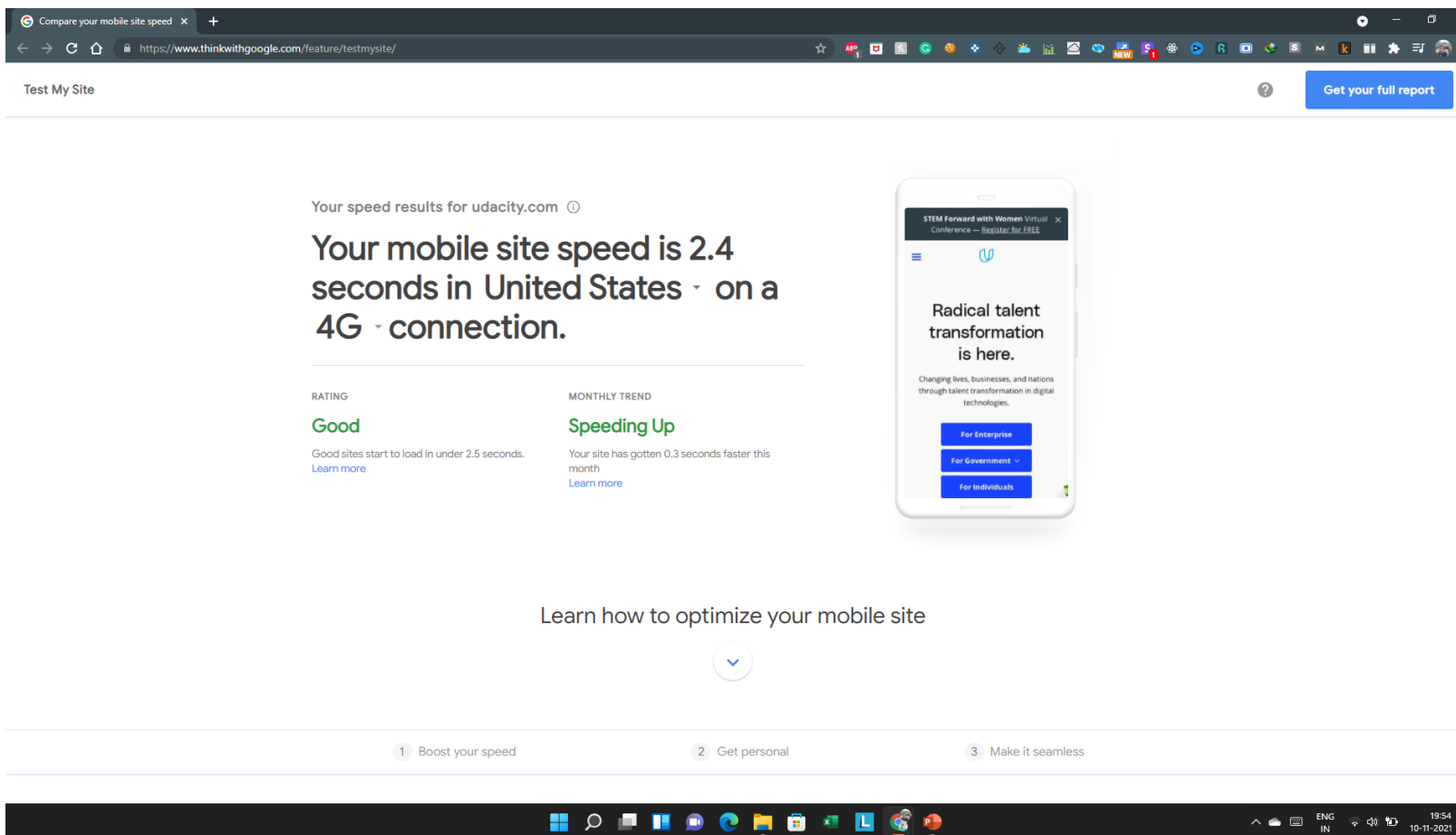
Page Speed



Why PageSpeed is important:

- Page speed is important factor for driving engagement and traffic to website.
- Improving Pagespeed increases ability to improve website ranking
- It also improves conversions and drives more traffic towards site.

Mobile-Friendly Evaluation



The website should be mobile friendly as more and more people are now accessing internet on mobile device which in turn means more traffic and more conversions.

As suggested by Google/Deloitte Improving your load time by 0.1s can boost conversion rates by 8%.

Recommendations

Here are some recommendations to improve SEO results:

- 1.Its very important to address the mobile friendliness score as its low. The score is very important when it comes to driving traffic to your website and improve conversions. It will also help to improve ranking.
2. Its very important to get quality backlinks from trusted sources. The Website should try more to get backlinks from relevant places like marketing blogs or personal blogs of notable marketers.
- 3.PageSpeed should be optimized as it has direct result on traffic and conversions.
- 4.The alt tags should have more descriptive names and any blank alt tags should be replaced with image name.