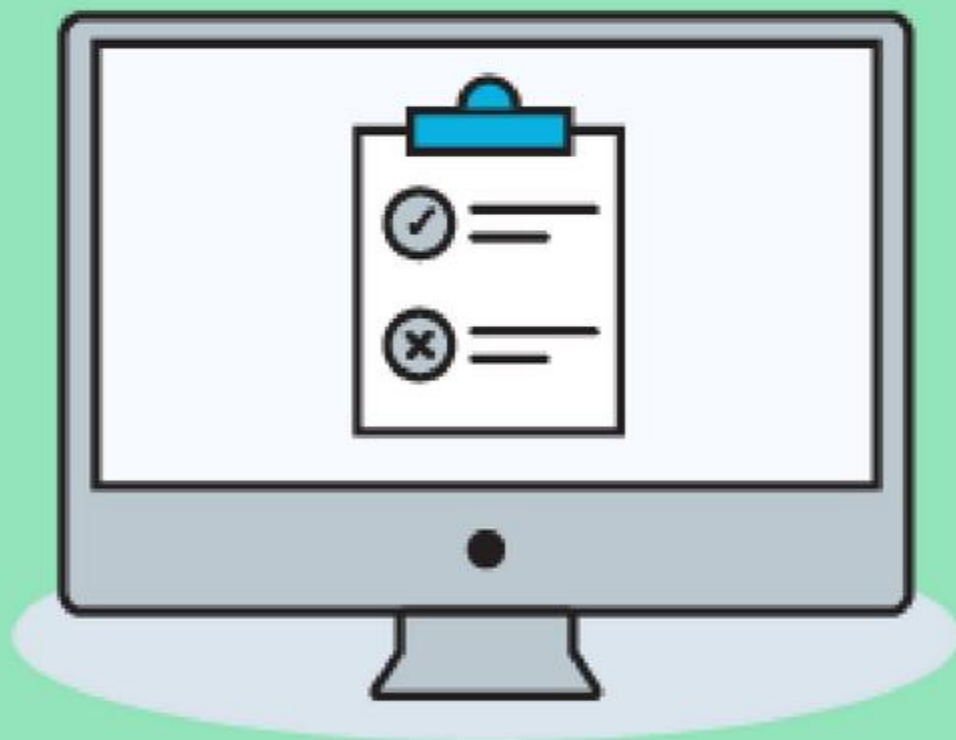


Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** – Increase search clicks by 10% by the end of the year
- **KPI** – search clicks

Target Persona

Background and demographics	Target persona name	Needs
<i>Male Age : 18-22 Student Lives in Cairo Bachelor degree</i>	<i>Mohammed</i>	<i>Take courses from home Get experience with learning projects and get feedback on them</i>
Hobbies	Goals	Barriers
<i>Reading Play video games Do creative work</i>	<i>Learn high income skill Build a successful online business Have the freedom to work from any place in the world</i>	<i>No guide to learn with the right direction Online courses are expensive</i>



Keywords

	Head Keywords	Tail Keywords
1	Digital marketing	Udacity digital marketing nano degree
2	Digital marketing course	Udacity digital marketing course
3	Udacity nanodegree	Online high quality digital marketing course
4	Udacity digital marketing	Best udacity nanodegree programs
5	Digital marketing program	Review for udacity digital marketing nano degree program

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

<Digital marketing> head keyword has the greatest potential because it has <69> as a priority score.

Which Tail Keyword has the greatest potential?

<Udacity digital marketing nanodegree> tail keyword has the greatest potential because it has <43> as a priority score.

[+ Add to...](#)

30.3k-70.8k

Monthly Volume ⁱ
[Learn more about Volume](#)



68

Difficulty ⁱ
[Learn more about Difficulty](#)



34%

Organic CTR ⁱ
[Learn more about Organic CTR](#)



69

Priority ⁱ
[Learn more about Priority](#)



[+ Add to...](#)

11-50

Monthly Volume ⁱ
[Learn more about Volume](#)



41

Difficulty ⁱ
[Learn more about Difficulty](#)



86%

Organic CTR ⁱ
[Learn more about Organic CTR](#)



43

Priority ⁱ
[Learn more about Priority](#)



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:	
Current	
Title Tag	Digital marketing nanodegree program
Meta-Description	Udacity online courses will teach you the necessary fundamentals of seo , ppc ,sem,google ads , email and social media to become a digital marketer
Alt-Tag	Digital marketing nanodegree porgram
Revision	
Title Tag	Udacity digital marketing

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:
Current
Alt-Tag
Revision
Alt-Tag Needs to have some text like “ the udacity logo ”

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:
Current
Alt-Tag
Revision
Alt-Tag
Needs some description like “ navigation bar button image “

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:
Current
Alt-Tag
Revision
Alt-Tag "Consumer icon "

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:
Current
Alt-Tag
Revision
Alt-Tag " consumer school picture"

Digital marketing

- I would write a blog post about the keyword “ digital marketing “. This word has a good priority 69 which is valuable regarding the site’s SEO my target persona also wants to learn a valuable high-income skill so digital marketing is, of course, one of them so when they search this keyword we want them to see us at the first ranking. Something very important that this program meets the target persona’s needs as they want to learn from their home and as they are students they want to learn it for free and this is what the fwd program is about to give them such great content for free and udacity is about teaching others valuable skills from the comfort of their home, all of that only means one thing that this keyword is really important for us to rank for it because most the time people will start with searching about digital marketing as a hole so we wanna guide them to our website to check our website.

Udacity digital marketing nano degree

- I would write a blog post around the keyword “ Udacity digital marketing nanodegree ” this word has a fair priority 43 which as a branded keyword it will be a lot easier for us to rank for this word as it has our name and the name of our program as I don't think that I ever saw an online program with a name like this one so it's very good to rank for a keyword like this. After using the first keyword “ digital marketing ” in the awareness stage and our users know us now so we want them to check our programs and convince them to conversion which is the most important goal so using such a keyword will be a good indicator that people know about our website and they are searching about this program specifically.
- I would start my blog talking about why this program is the best in the market and then I will show how it helps others to land their dream jobs or go the freelancing way because you have everything that you need, you have content you have projects and you have mentorship so it's guaranteed that you will land a job or a freelancing gig after this course and then after that, I will show some of the testimonials that we have to make them feel that this is real.

Udacity digital marketing course

- I would write a blog post about the keyword “ udacity digital marketing course ” this keyword has a fair priority so it will be a good idea to rank for this keyword because this will be proof for users that the people who are teaching you digital marketing already know how to do that as they were able to rank for this keyword by the way I always use this method to do that
- I would start my blog post with an introduction about the course because people want to know what will they learn as it helps focus the mind of people into taking that course if they saw the content of the course they will be amazed by the great content and then they will want to buy that course and after that, I will write a brief introduction about the course instructors and their expertise so that users will know that they are learning from industry experts, not some scammers who read two books and they think they are experts at their industries.

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	https://www.cloudflare.com/de-de/case-studies/udacity/	98
2	https://xd.adobe.com/ideas/career-tips/online-ux-design-courses-bootcamps/	97
3	https://azure.microsoft.com/	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	Moz
Site URL	Moz - SEO Software for Smarter Marketing
Organic Search Traffic	794.9k
Site Name	Neil patel
Site URL	Neilpatel.com
Organic Search Traffic	3.7m
Site Name	Hub spot
Site URL	www.hubspot.com
Organic Search Traffic	20.2m

Page Index

Using the [Northcutt](#) or any other tool, research how many of Udacity's or your company's website pages are indexed by Google.

Explain why the number of pages indexed is important.

How many pages are indexed n/a

Why is it important because the more the pages are indexed the more pages that google can see to show your website in the ranking

Search Engine Tools
Header/Tag Tools
IP Tools
Miscellaneous Tools
Source Code Tools

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [\[+\]](#)

Enter Your URL

[Continue >>](#)

Google Indexed Pages Checker

URL	Google Indexed Pages
www.udacity.com	n/a

Page Speed

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

Explain why evaluating the Page Speed is important.

Performance is 56

This number is important because if the page is slow no one will want to stay on this page



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.

Explain why having a mobile-optimized is important.

The friendliness of the website for mobile is 2.4 seconds which is considered good

It's important to have mobile friendly website because a lot of people use their phones to do these tasks so it's good idea to have a mob friendly 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](#)

Recommendations

There is a lot that can be done to improve udacity's performance on seo for instance

1- use the meta tags properly for example use the alt tag , title tag and description tag using a title tag will help you make your users see what your website is all about because it's what they see in the serp and the title above the page

Description tag is very important because it gives more specifications about what you are writing about and it's important because people will know if your page is good for their search and will give them what they want or not and personally I prefer websites that have description over the websites that don't have

2- use the keywords that people are always using , in this case it helps a lot to check your target persona again because as the old saying " if you don't know who you are selling to you are selling to no one " and this one is very clear to me because when it comes to the market place it's very competitive so you have to be able to attract your customer's attention with what they want to see or want to buy and this way they will feel appreciated and they will come to you more and more again

3- increase the mobile performance because it's really low , the percentage of mobile users is increasing day after day so it will be a good idea if you have a better performance for your mobile site in performance and in the way that users view the site because me personally I have bad experience with udacity mobile site it doesn't work as the desktop site at all so it will be a good idea to do some performance for this part.

4- use meta tag and urls best practices