Project 4: SEO Audit

On-Site SEO

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	Digital marketing	online digital marketing course
2	online courses	best online courses for landing jobs
3	Digital marketing selfstudy	**best digital marketing course online**
4	digital marketing certification	**become a freelance digital marketer**
5	best online courses	digital marketing classes
6	Online certification	Digital marketing online course
7	Udacity DMND	what is digital marketing?
8	udacity nanodegree courses	how to market my blog
9	Learn digital marketing	how to market my product online
10	udacity	top 10 digital marketing courses
11	Digital marketing eLearning	digital marketing certification by google
12		udacity Digital Marketing NanoDegree

Note: Keywords in blue are branded keywords

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Keyword with the Greatest Potential

Moz Keyword explorer gives various metrics to identify the potential of a keyword. Higher priority represents a sweetspot of higher volume and organic growth with lower difficulty. Based on this, I have identified the following as keywords with greatest potential.

Which Head Keyword has the greatest potential?

Ans: Digital Marketing

MOZ Metrics for this keyword:
- *search volume: 30.3k-70.8k monthly,*
- *Difficulty: 56*
- *Priority: 85*

Which Tail Keyword has the greatest potential?

Ans: digital marketing certification by google

MOZ Metrics for this keyword:
- *search volume: 100-200 monthly,*
- *Difficulty: 41*
- *Priority: 61*

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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.

DMND URL: http://dmnd.udacity.com/

	Current	Revision
Title Tag	*Udacity Digital Marketing Nanodegree Program Website*	*No change suggested. (The current one is reasonably brief and describes accurately what the page is about)*
Meta-Description	*Blank*	*A nanodegree program that gives a 360-degree understanding of digital marketing by providing real-world experience running live campaigns. Course developed in association with Google, Hubspot and other leaders in this space.*
Alt-Tag	• ** • ** • ** • ** • ** • **	*Observation:* • *The alt tags for the images are all blank.* • *The file names given for the images are reasonably descriptive.* *I have filled in possible alt tags with appropriate text for each of the images:* • ** • ** • ** • ** • ** • **

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max) as to why you chose those Keyword topics and what you might write about. Note that you don't have to write these blog posts, just a very brief summary (150 - 300 words max) and a motivation about why you think they would work.

Topic 1: 5 Online degree courses that can supercharge your career
In this blog post, I will highlight some of the online degree courses (including DMND), talk about DMND is a very credible developed in association with Google and other leaders in the Digital Marketing space, how it offers real-world experience, and how easy it is to learn from the comfort of people's homes.

Topic 2: Degree Marketing made simple!
In this post, I will talk about how the well-structured, lively DMND course is engaging, effective and industry-acclaimed; how it can help anyone master strategic marketing concepts and tools to brand or sell their products online, and how great self paced learning is in making education effective.

Topic 3: Looking to ride the digital wave? Check out this top rated course from Udacity
I will be targeting professionals who are looking for learning new skills in the digital age. I will talk about why Udacity DMND is one of the best online degrees that can help professionals further or switch their careers and how the course offers flexibility, credibility and engagement to learners.

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Off-Site SEO

Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, perform a backlink audit on the webpage you have chosen.
Note: Since 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 (DA)
1	http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	99
2	http://www.nytimes.com/2012/03/05/education/moocs-large-courses-open-to-all-topple-campus-walls.html	99
3	http://www.nytimes.com/2012/07/17/education/consortium-of-colleges-takes-online-education-to-new-level.html	99

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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	Site URL	Organic Search Traffic
1	entrepreneur.com	www.entrepreneur.com	3.9M
2	nateliason.com	www.nateliason.com	77.1K
3	yourstory.com	www.yourstory.com	88.4K
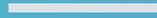
Performance Testing

Page Index

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

Ans: For search engines to drive traffic to a site, it must be indexed. The more the number of pages indexed, the better probability for search engines to find your content. Hence the number of pages indexed is an extremely important parameter.
I have pasted the screenshots of both dmnd.udacity.com (for which there weren't any indexed pages result) and www.udacity.com:

Page Speed

Using the [Google Page Speed Insights](#) tool, perform a speed test of dmnd.udacity.com's mobile presence.Explain why evaluating the Page Speed is important.

Ans: Since 2010, Google uses site speed in its algorithms as one of the parameters for ranking search results. Hence improving page speed improves ranking potential in search results and also improves the user experience (which often leads to better conversion rates). I have pasted the page speed for both dmnd.udacity.com and www.udacity.com below:

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.

Ans: Having a mobile-optimized website is important in today's times since more people search on a mobile device thank a desktop. Google also makes use of 'mobile friendliness' as one of the parameters in its search ranking algorithms since 2015. Below is the report for dmnd.udacity.com:
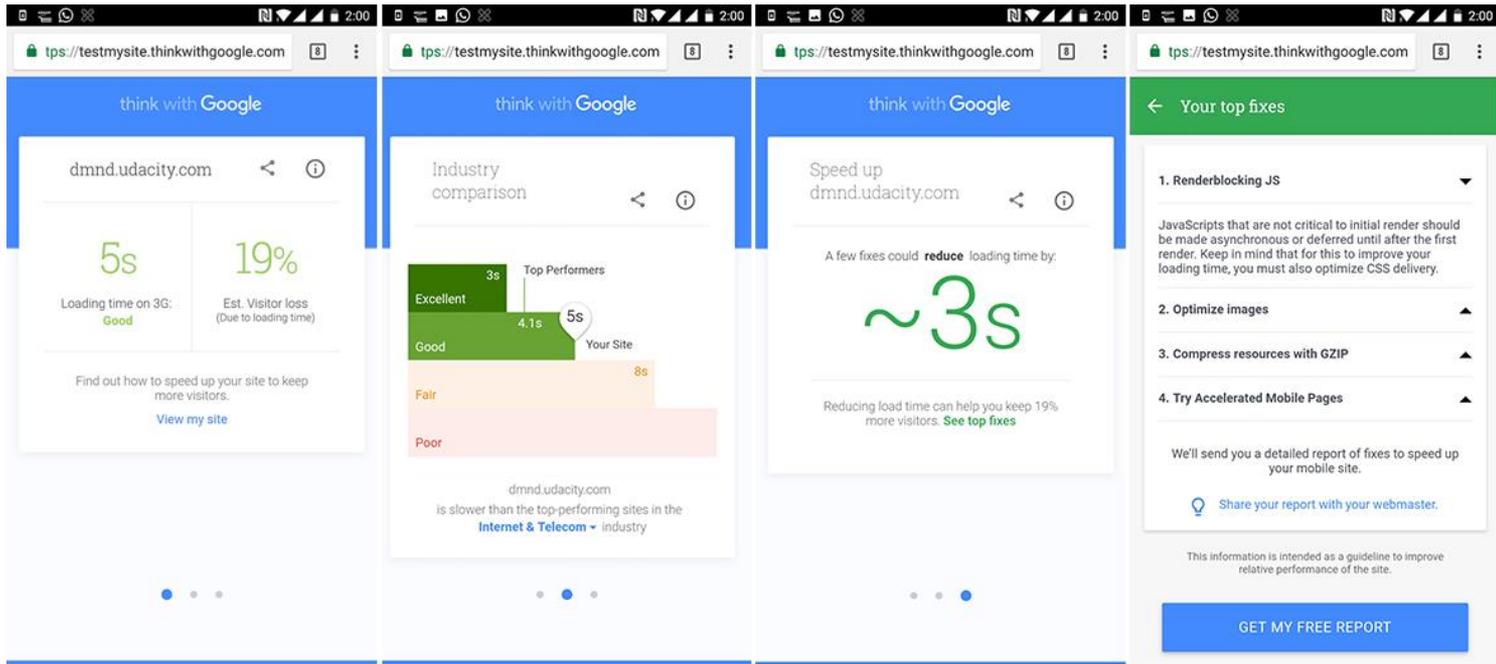
Mobile-Friendly Evaluation (Contd.)

Ans: Below are the results for www.udacity.com
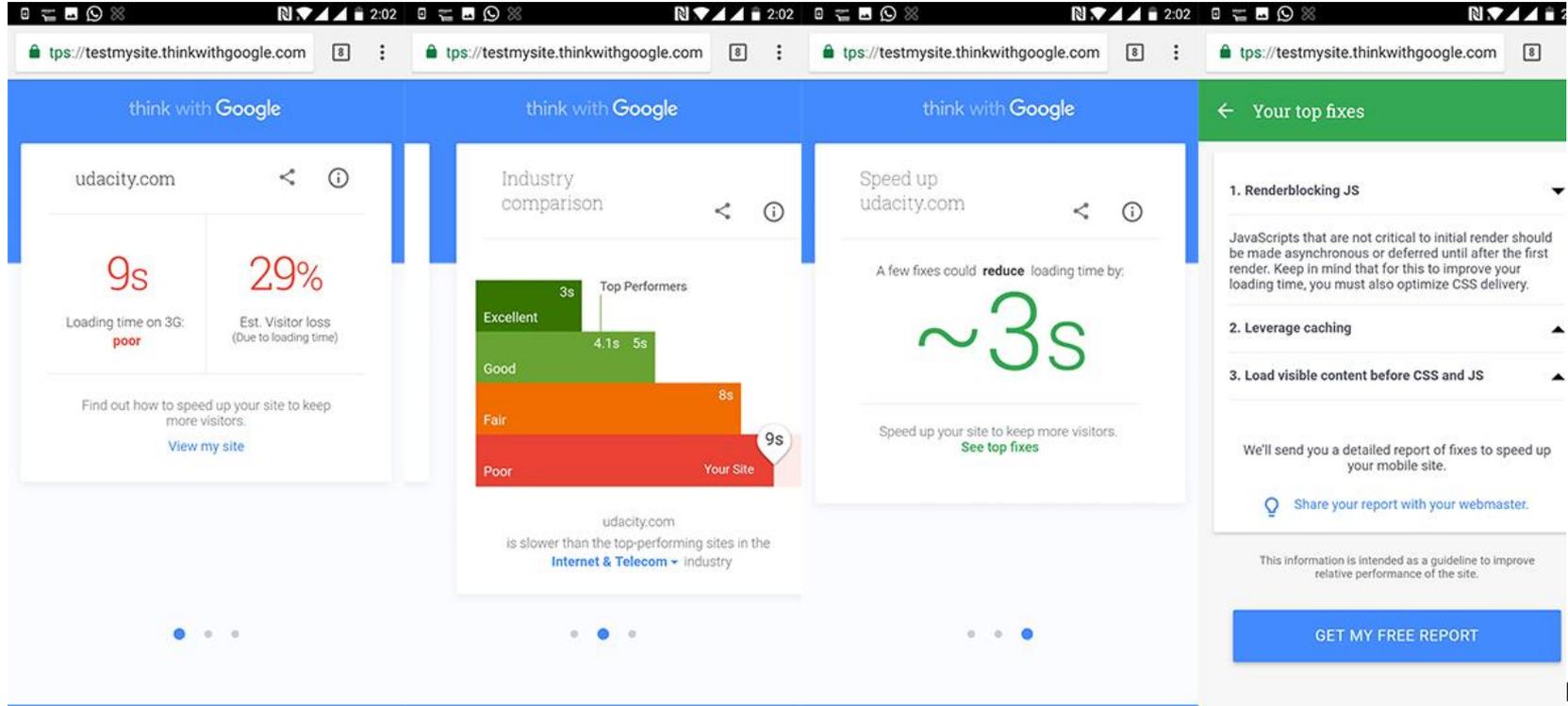
Recommendations

Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

I performed Content (Onsite, Offshore) and Technical audits for DMND.UDACITY.COM, with some of the key assessments captured in the preceding slides. Based on the assessment, I am listing below three recommendations to improve the website from an SEO perspective:

1. Modify the website content to include key meta data: The Meta Description tag and alt-tags for images used are currently empty for the home page. These could be modified so that Search engines could use that information.
2. Start a Link building campaign: I have listed three of the most trafficked pages with good authority in Slide #9. We could reach out to them to link to DMND site through a blog post.
3. Improve page speed and Mobile friendliness: I would work on the website to implement some of the technical recommendations provided in Slides #12 and #13 to reduce page load time and improve mobile friendliness.