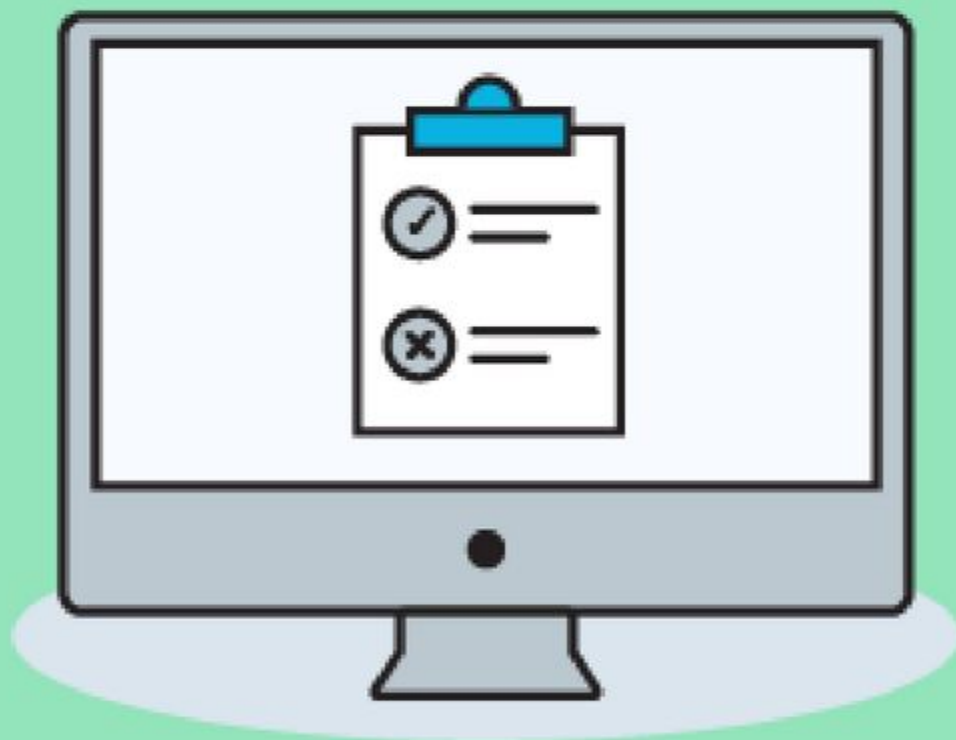


Project 4

Conduct an SEO Audit



Project Summary

by Katerina Bosko, PhD

(www.cross-validated.com)

Summary: In this project, I conducted an **on-site and off-site SEO audit**, and run site **performance tests** to improve the DMND website's visibility in a search engine.

Results: With on-site SEO audit I **identified keywords** with the highest potential and **suggested the blog content** that should incorporate these keywords: ("Top 5 Digital Marketing Skills in 2020" , "Your Digital Marketing Career Path", "How to get started in Digital Marketing"). The technical audit of <https://dmnd.udacity.com> showed that the website is **not mobile-optimized**. There is **no metadata description** of the page and neither of images have Alt-Tags. The current Title Tag is also confusing and **not keyword optimized**.

Details on slides that follow:

1. Marketing Objective & KPI
2. On-Site SEO:
 - a. MOZ Keywords List (Head & Tail Keywords)
 - b. Technical Audit on Metadata and Alt-Tag
 - c. Suggested Blog Topics to improve SEO
3. Off-Site SEO (Backlink Audit & Link Building using MOZ)
4. Performance Testing (Page Index, Page Speed & Mobile Friendly Evaluation)
5. Recommendations to improve SEO


Marketing Objective & KPI

- **Marketing Objective** -

To increase Organic CTR (as measured in Google Search Console) by at least 30% for selected keywords in a month which will improve the Average ranking Position in Google search

- **KPI** - Organic CTR (click-through-rate)

Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Male, in Mid-20s, Computer Sci student working in Insurance Sales, Married without kids with up to 50,000 USD income (middle-class)</p>	 <p>Ambitious Andy</p>	<p>Money</p> <p>Grow own business</p> <p>Career Support & Mentoring</p>
Hobbies	Goals	Barriers
<p>Reading</p> <p>Wolf of Wall Street favorite movie</p>	<p>Get a PhD</p> <p>Start a lead generation company</p> <p>Launch a career in new industry</p>	<p>Never completed online courses before</p>

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	Social Media Marketing	Digital Marketing Certificate
2	SEO	How to Promote Your Business
3	Digital Marketing	Digital Marketing Course
4	Email Marketing	Digital Marketing Career
5	Udacity	Digital Marketing Skills

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

“**Social Media Marketing**” has the greatest potential because it has very large monthly volume (32161 visitors) and very high organic CTR (83%), yet it’s relatively difficult to rank high on SERP with this head keyword (63 difficulty score).

Which Tail Keyword has the greatest potential?

“**digital marketing certificate**” has the greatest potential because it has relatively high average volume of monthly visitors (1103) with relatively low difficulty score (43) and organic CTR of 53%.

(see the screenshots on next slides)

MOZ Keywords Dashboard



- Moz Pro**
- Campaigns
- Local Market Analytics BETA
- Keyword Research ▼
 - Explore by Site ▼
 - [Site Overview](#)
 - [Ranking Keywords](#)
 - Explore by Keyword ▼
 - [Keyword Overview](#)
 - [Keyword Suggestions](#)
 - [SERP Analysis](#)
- Keyword Lists** 3
- Link Research ▶
- Fresh Web Explorer
- On-Page Grader
- On-Demand Crawl
- Rank Checker NEW!

[Home](#) > [Moz Pro](#) > [Keyword Research](#) > [Keyword Lists](#)

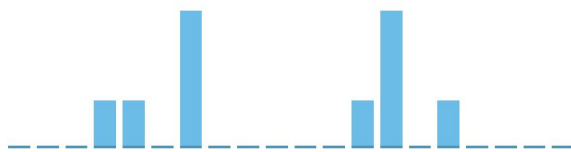
[What's New?](#) [Help](#)

DMDN 10 Keywords - fin ▼

[Export CSV](#)

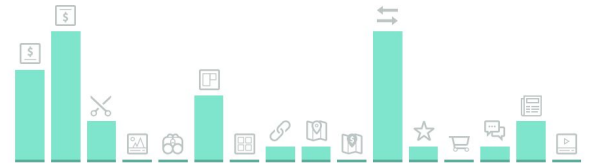
Monthly Volume ⁱ

Volume Distribution (Low - High)
Learn more about Volume Score



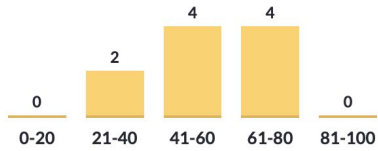
SERP Features ⁱ

Learn more about SERP features



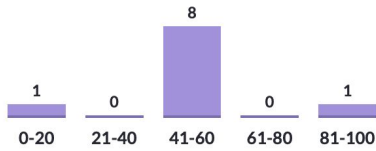
Difficulty ⁱ

Learn more about Difficulty Score



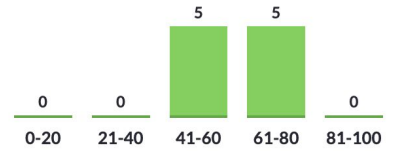
Organic CTR ⁱ

Learn more about Organic CTR Score



Priority ⁱ











Learn more about Priority Score



Get the most out of
Moz Pro!

MOZ Keywords List - Head Keywords

Keyword  Rank ⁱ  Monthly Volume ⁱ  Difficulty ⁱ  Organic CTR ⁱ  My Score ⁱ  Priority ⁱ  Search

<input type="checkbox"/>	social media marketing United States - en-US  Analyzed 05/26/2020	no URL	32,126	63	83%	3 Neutral ▼	79	
<input type="checkbox"/>	seo United States - en-US  Analyzed 05/26/2020	no URL	120,736	71	55%	3 Neutral ▼	79	
<input type="checkbox"/>	digital marketing United States - en-US  Analyzed 05/26/2020	no URL	35,598	60	50%	3 Neutral ▼	75	
<input type="checkbox"/>	email marketing United States - en-US  Analyzed 05/26/2020	no URL	12,497	69	48%	3 Neutral ▼	66	
<input type="checkbox"/>	udacity United States - en-US  Analyzed 05/26/2020	no URL	73,222	69	18%	3 Neutral ▼	64	

MOZ Keywords List - Tail Keywords

<input type="checkbox"/>	digital marketing certificate United States - en-US no URL 1,103 43 53% 3 Neutral ▼ 60 Analyzed 05/26/2020	
<input type="checkbox"/>	how to promote your business United States - en-US no URL 1,103 50 55% 3 Neutral ▼ 59 Analyzed 05/26/2020	
<input type="checkbox"/>	digital marketing course United States - en-US no URL 1,388 55 53% 3 Neutral ▼ 59 Analyzed 05/26/2020	
<input type="checkbox"/>	digital marketing career United States - en-US no URL 196 27 56% 3 Neutral ▼ 54 Analyzed 05/26/2020	
<input type="checkbox"/>	digital marketing skills United States - en-US no URL 229 38 51% 3 Neutral ▼ 52 Analyzed 05/26/2020	

Technical Audit: Metadata

URL: https://dmnd.udacity.com

Current

Title Tag	Udacity Digital Marketing Nanodegree Program Website
-----------	--

Meta-Description	none
------------------	------

Alt-Tag	None (see the full list on the next page)
---------	---

Revision

Title Tag	Learn Digital Marketing Skills Udacity
-----------	--

Meta-Description	Run online campaigns and learn from the best digital marketing experts. Start your digital marketing career with Udacity certificate.
------------------	---

Alt-Tag	(see the full list on the next page)
---------	--------------------------------------

Technical Audit: Alt-Tags

URL: <https://dmnd.udacity.com>

Current

Alt-Tag 1	<pre></pre>
Alt-Tag 2	<pre></pre>
Alt-Tag 3	<pre></pre>
Alt-Tag 4	<pre></pre>
Alt-Tag 5	<pre></pre>
Alt-Tag 6	<pre></pre>
Alt-Tag 7	<pre></pre>

Technical Audit: Metadata

Revision

Alt-Tag 1	<pre></pre>
Alt-Tag 2	<pre></pre>
Alt-Tag 3	<pre></pre>
Alt-Tag 4	<pre></pre>
Alt-Tag 5	<pre></pre>
Alt-Tag 6	<pre></pre>
Alt-Tag 7	<pre></pre>

Suggested Blog Topics

Topic 1 - Top 5 Digital Marketing Skills in 2020

The suggested topic incorporates my top tail keyword - “Digital Marketing Skills” which attracts on average about 275 monthly visitors and has about 64% CTR with relatively low difficulty score (43).

Framing the blog topic as “**Top X something**” increases **popularity** even further. The blog post can be in a form of a **listicle** which makes it easy to skim and **increases readability**. Content-wise we can organize and measure “topness” of skills by adding some **statistical facts** like average salary, growth yoy, etc. Adding statistics to the posts **increases authority** and makes it interesting to the target audience (like students who want to start a career in digital marketing).

Suggested Blog Topics

Topic 2 - Your Digital Marketing Career Path

“Digital Marketing Career” is the keyword with low difficulty score (26) but high CTR (68%) and relatively good traffic (218 monthly visitors). Hence this blog post will be an introductory for our target audience, especially those who heard about digital marketing but don't know anything about it, in other words are in awareness building stage of Customer Journey. The blog post will provide an overview of possible career paths (like SEO, SEM, Analytics, content marketing, etc) with the skills needed, average salary and possible job titles.

Suggested Blog Topics

Topic 3 - How to get started in Digital Marketing

“How to get started in Digital Marketing” has relatively easy to optimize (difficulty score in MOZ - 23) with good CTR (53%) and average monthly traffic of 185 users.

The blog post can incorporate suggestions for starting a career in digital marketing with specific advice for one chosen target audience.

For instance, recent graduates without digital marketing experience could be advised to start a blog and grow it with content writing, Google Analytics monitoring, SEO, etc.

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, 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	Redirecting www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100
2	Redirecting www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100
3	Aide Tag Manager support.google.com/tagmanager/?hl=fr	99

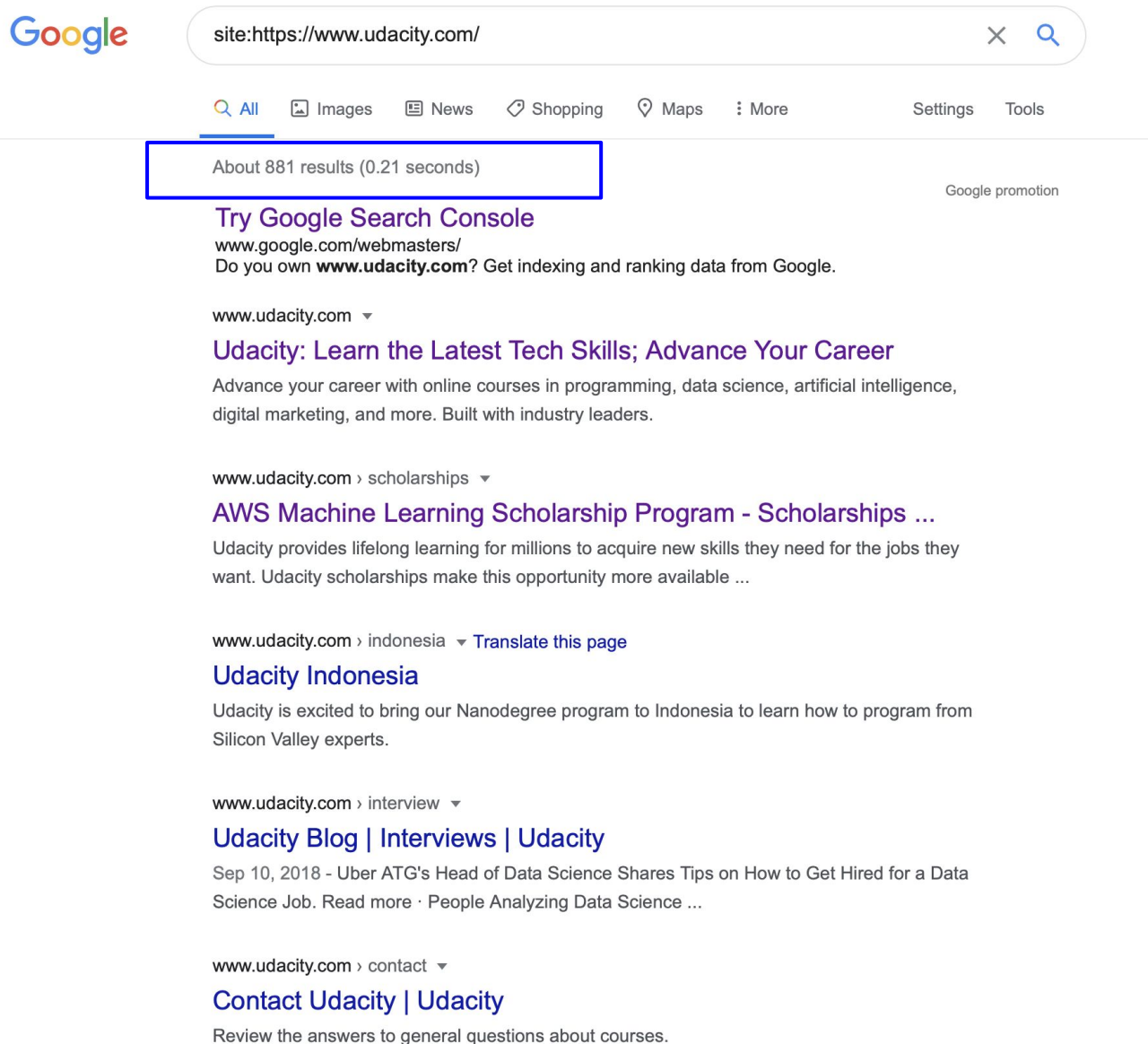
Link-Building

Site Name	Buffer
Site URL	https://buffer.com/library/marketing-courses
Organic Search Traffic	782k Domain Score: 53, Trust Score: 66
Site Name	Marketing Land
Site URL	https://marketingland.com/5-best-digital-marketing-courses-modern-day-marketer-175073
Organic Search Traffic	73.9k Domain Score: 58, Trust Score: 62
Site Name	HigherVisibility
Site URL	https://www.highervisibility.com/blog/digital-marketing-career-guide-how-to-get-started/
Organic Search Traffic	No data on traffic Domain Score: 43, Trust Score: 44

Page Index

The search for Udacity site on Google by entering `site:https://www.udacity.com/` returned 881 indexed pages.

Checking the number of pages indexed is important because only indexed pages will drive the traffic to your site. Otherwise people won't be able to discover it with organic search.



The image is a screenshot of a Google search interface. At the top left is the Google logo. The search bar contains the text `site:https://www.udacity.com/`. Below the search bar are navigation links: All, Images, News, Shopping, Maps, and More. To the right of these links are 'Settings' and 'Tools'. Below the search bar, a blue-bordered box highlights the text 'About 881 results (0.21 seconds)'. To the right of this box is a 'Google promotion' link. Below the search results, there are several links and snippets:

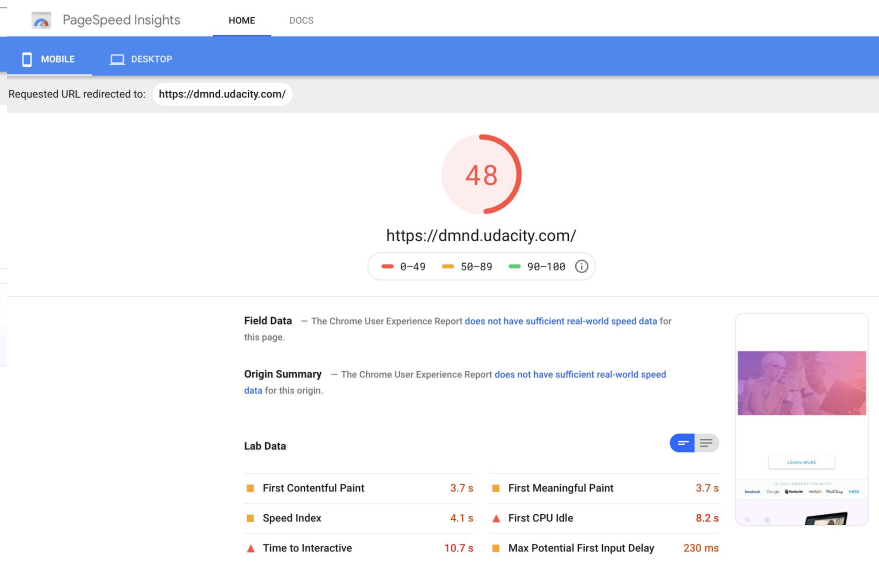
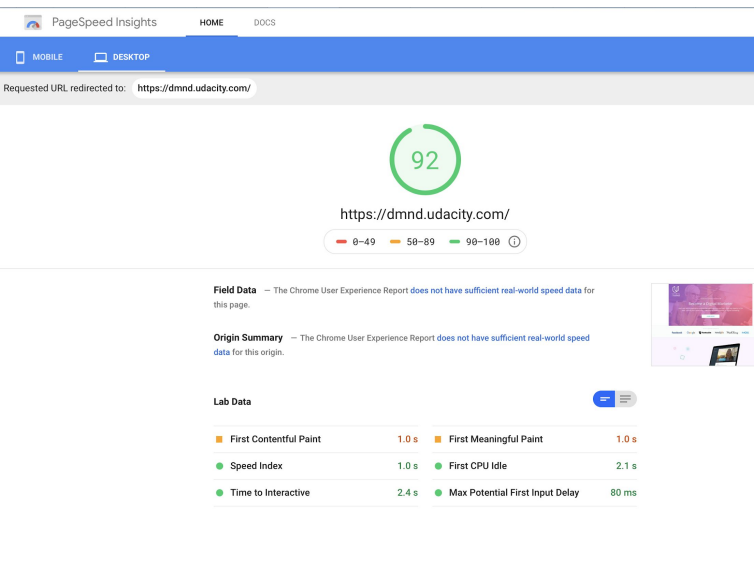
- [Try Google Search Console](#)
www.google.com/webmasters/
Do you own **www.udacity.com**? Get indexing and ranking data from Google.
- www.udacity.com ▾
[Udacity: Learn the Latest Tech Skills; Advance Your Career](#)
Advance your career with online courses in programming, data science, artificial intelligence, digital marketing, and more. Built with industry leaders.
- www.udacity.com › scholarships ▾
[AWS Machine Learning Scholarship Program - Scholarships ...](#)
Udacity provides lifelong learning for millions to acquire new skills they need for the jobs they want. Udacity scholarships make this opportunity more available ...
- www.udacity.com › indonesia ▾ [Translate this page](#)
[Udacity Indonesia](#)
Udacity is excited to bring our Nanodegree program to Indonesia to learn how to program from Silicon Valley experts.
- www.udacity.com › interview ▾
[Udacity Blog | Interviews | Udacity](#)
Sep 10, 2018 - Uber ATG's Head of Data Science Shares Tips on How to Get Hired for a Data Science Job. Read more · People Analyzing Data Science ...
- www.udacity.com › contact ▾
[Contact Udacity | Udacity](#)
Review the answers to general questions about courses.

Page Speed

Using the [Google Page Speed](#) Insights tool, I performed a speed test of dmnd.udacity.com's mobile presence. Results:

On Desktop - 92/100 score

On Mobile - 48/100



Website's speed affects a lot of important metrics such as:

the ranking position in Google Search results

bounce rate

conversion rate

Just by reducing the page load time from 3 seconds to 1 second, you can reduce bounce rate by 32%, according to Google data.

Mobile-Friendly Evaluation

Using the Think with Google tool, I assessed the mobile-friendliness of the dmnd.udacity.com website.

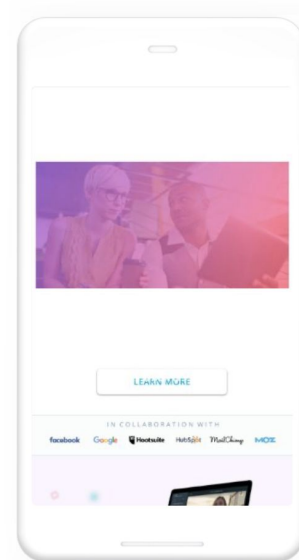
Your results for dmnd.udacity.com ⓘ

Your mobile page speed is 3.6 seconds on a 4G+ connection.

RATING

Slow

Slow pages start to load in over 2.5 seconds.



Mobile-optimized website ranks higher in Google Search than mobile-not-friendly website. This is one the ranking criterias in Google search.

Recommendations

Recommendation 1 - Make website mobile-friendly

The technical audit of <https://dmnd.udacity.com> showed that the website is not mobile-optimized. The average load time on mobile is slow (3.6 sec). It got also below average score (48/100) on Google Page Speed report. Slow speed might eventually affect ranking in Google Search and increase bounce rates.

One of the quickest improvements is to resize large images and reduce reliance on third-party JS libraries. Other fixes - increase cache time, minify CSS and JavaScript, enable asynchronous loading, etc.

Recommendations

Recommendation 2 - Improve Metadata

Another technical audit revealed that there is no metadata description of the page and neither of images used have Alt-Tag. The current Title Tag is also confusing and not keyword optimized.

Metadata tags show the crawler what your site is about (or because crawler can't see images, what images are about). All together, they can improve ranking in Google Search.

Recommended changes are as follows:

New Title Tag:

Learn Digital Marketing Skills | Udacity

Meta-Description:

Run online campaigns and learn from the best digital marketing experts. Start your digital marketing career with Udacity certificate.

Alt-Tag

Laptop showing Udacity Nanodegree videos

Recommendations

Recommendation 3 - Write blog posts that incorporate keywords with the highest potential

While conducting On-Site SEO audit, I identified keywords with the highest potential. Writing blog posts that incorporate these keywords would not only improve SEO ranking, but attract more users if the site is new and doesn't have many inbound links yet.

Suggested blog topics:

- Top 5 Digital Marketing Skills in 2020
- Your Digital Marketing Career Path
- How to get started in Digital Marketing