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## Project 4: SEO Audit



# On-Site SEO

# On-Site SEO: Keywords Audit

- Keywords:  
digital marketing, online education, udacity, nanodegree program, learn digital marketing, udacity digital marketing program reviews, is udacity nanodegree worth it, digital marketing program reviews, is udacity free, coursera vs udacity
- According to my keyword research this has the best potential: udacity
- Here are my three Blog topics:  
(1) A review of the Udacity Digital Marketing Nanodegree Program. (2) Is getting a Udacity Nanodegree worth it? (3) Udacity vs. Coursera? Which online provider is better.

# On-Site SEO: Keywords Audit

I choose the above Blog topics with a mix of three keywords, that according to Moz, would perform the best. Those three keywords I choose to focus on were: Udacity, digital marketing, and Nanodegree program. In addition, when considering my Blog topics I also considered what I personally was searching for when evaluating online digital marketing programs via Google. With my first Blog post, (A review of the Udacity Digital Marketing Nanodegree Program), I would give my review of the program - the pros and the cons. My second blog post (Is getting a Udacity Nanodegree worth it?) I would focus on the general aspect of getting a Nanodegree touching on the Digital Marketing program at Udacity. The third blog post, (Udacity vs. Coursera? Which online provider is better.) would compare and contrast Udacity with their major competitor Coursera. I would touch on the aspects of each digital marketing program with both providers.

# Keywords

	Head Keywords	Tail Keywords
1	digital marketing	udacity digital marketing program reviews
2	online education	is udacity nanodegree worth it
3	udacity	digital marketing program reviews
4	nanodegree program	is udacity free
5	learn digital marketing	coursera vs udacity

# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential? Udacity Priority: 58

Which Tail Keyword has the greatest potential? coursera vs udacity Priority: 45

# Technical Audit: Metadata

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

	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity – Digital Marketing Nanodegree Program
Meta-Description	<meta name="description" content="" />	Join Udacity to learn the latest Digital Marketing techniques with the Digital Marketing Nanodegree program.
Alt-Tag 1496943484-13815763-960x480-medium.jpg		Digital Marketers

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

	Current	Revision
<p>Alt-Tag 1496943485-13718463-189x64-horizontal-primary-b.png</p>	<p>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943485-13718463-189x64-horizontal-primary-b.png" style="height: 100%; width: 100%; margin-top: 0px;" alt=""/&gt;</p>	Digital Marketing Nanodegree Program
<p>Alt-Tag 1496943491-13720038-892x44-logospartners.png</p>	<p>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943491-13720038-892x44-logospartners.png" style="height: 100%; width: 100%; margin-top: 0px;" alt=""/&gt;</p>	Udacity Partners
<p>Alt-Tag 1496943501-13815588-415x345-features1.png</p>	<p>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943501-13815588-415x345-features1.png" style="height: 100%; width: 100%; margin-top: 0px;" alt=""/&gt;</p>	Udacity Instructor
<p>Alt-Tag 1496943512-13834748-383x305-features-02.png</p>	<p>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1496943512-13834748-383x305-features-02.png" style="height: 100%; width: 100%; margin-top: 0px;" alt=""/&gt;</p>	Computer



# Suggested Blog Topics

A review of the Udacity Digital Marketing Nanodegree Program - I would give my review of the program - the pros and the cons.

Is getting a Udacity Nanodegree worth it? - I would focus on the general aspect of getting a Nanodegree touching on the Digital Marketing program at Udacity.

Udacity vs. Coursera? Which online provider is better. – I would compare and contrast Udacity with their major competitor Coursera. I would touch on the aspects of each digital marketing program with both providers.

ALL THREE BLOG POSTS WERE THINGS I SEARCHED FOR WHEN SEARCHING FOR A PROGRAM.  
PLUS, ALL THREE BLOG POSTS CONTAIN THE KEYWORDS THAT MOZ INDICATES WOULD PERFORM WELL.



# Off-Site SEO

# Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	<a href="http://www.bbc.com/news/business-39049889">http://www.bbc.com/news/business-39049889</a>	100
2	<a href="https://www.youtube.com/watch?v=FWJ5JzU9tqU">https://www.youtube.com/watch?v=FWJ5JzU9tqU</a>	100
3	<a href="http://www.nytimes.com/2012/05/03/education/harvard-and-mit-team-up-to-offer-free-online-courses.html">http://www.nytimes.com/2012/05/03/education/harvard-and-mit-team-up-to-offer-free-online-courses.html</a>	100

# Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Chicago Tribune	<a href="http://chicagotribune.com">chicagotribune.com</a>	8.6M
2	Huffington Post	<a href="http://huffingtonpost.com">huffingtonpost.com</a>	42M
3	Forbes	<a href="http://Forbes.com">Forbes.com</a>	29.9M

	Site Name	Site URL	Organic Search Traffic
1	The MOZ Blog	<a href="https://moz.com/blog">https://moz.com/blog</a>	9.3K
2	Marketingland	<a href="https://marketingland.com/">https://marketingland.com/</a>	2.0K
3	Elearning Learning	<a href="https://www.elearninglearning.com/">https://www.elearninglearning.com/</a>	2.6K



# Performance Testing

# Page Index

SEO Tools »

Google Indexed Pages Checker

## 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
dmnd.udacity.com/	n/a

n/a are indexed.

Indexing a page is important if you want it to be found by a search engine.

# Page Speed

Poor

59 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

## 1 Possible Optimizations

Eliminate render-blocking JavaScript and CSS in above-the-fold content

› Show how to fix

Optimize images

› Show how to fix

Enable compression

› Show how to fix

Leverage browser caching

› Show how to fix

Minify JavaScript

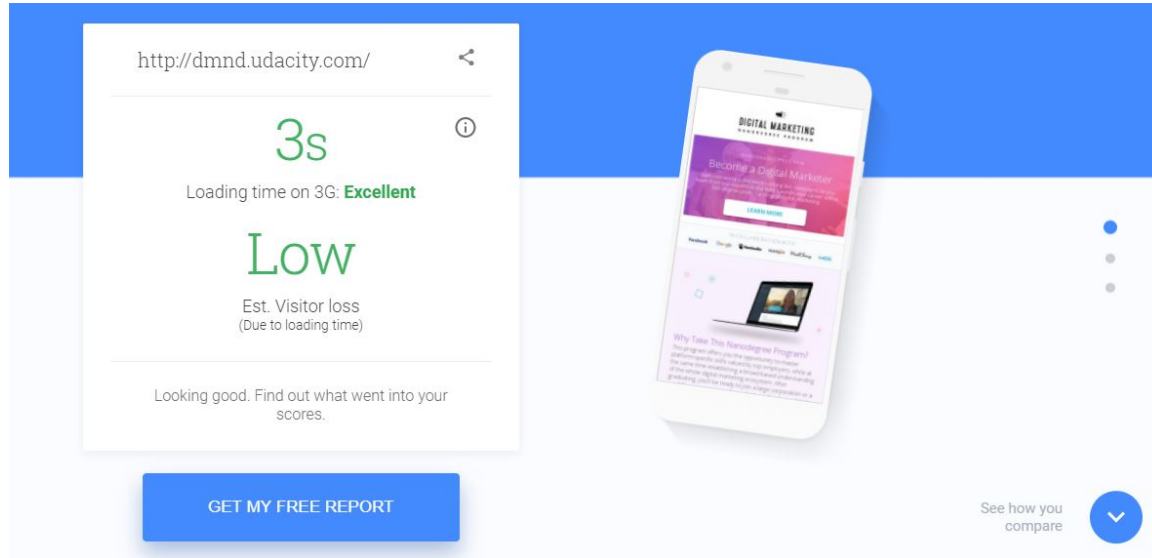
› Show how to fix

Minify HTML



The longer it takes a page to load, the more likely someone will leave the page/website. That is why it is important to have fast loading pages.

# Mobile-Friendly Evaluation



The image shows a screenshot of a mobile-friendly evaluation tool. The URL is <http://dmnd.udacity.com/>. The loading time on 3G is 3s, which is labeled as "Excellent". The overall score is "Low", with an estimated visitor loss due to loading time. A blue button at the bottom left says "GET MY FREE REPORT". On the right, there is a smartphone displaying the website's mobile view, which includes a header for "DIGITAL MARKETING NANODEGREE PROGRAM" and a main section titled "Become a Digital Marketer". Below the phone, there is a link that says "See how you compare" with a downward arrow icon.

It is important to have a mobile-optimized website as your website will load faster. Plus, it will help with your website performing better with search as Google has said this is an important component.





# Recommendations

# Recommendations

The key takeaways for me with this project is that there is always room for improvement when it comes to SEO, coupled with the fact that there are always new techniques and changes to the algorithm. In other words, you must stay on top of things. With that being said, here are my three recommendations I would make to the DMND website that would improve the SEO:

1. From the technical perspective, it is important to include the Metadata. This includes an appropriate Title tag, Meta-Description, and Alt-Tags for images. Including Metadata helps the search engines locate content and information on your website when it is crawled. This enables your website to be more easily found when someone does a search for a topic or product on your website.
2. I would review the recommendations from the Google Page Speed Insights tool. Page speed is important for two reasons. First, the longer it takes a page to load, the more likely someone will leave the page/website. Secondly, from an SEO perspective, it will help you rank better as well.
3. Lastly, I would index the page. According to Pingler the page was not indexed. Indexing a page or pages on a website is important if you want it to be found by search engines. Indexing also allows you to rank for your target keywords.