



UDACITY

Udacity DMND Program

SEO Audit



# **Audit Planning**

Udacity DMND Program

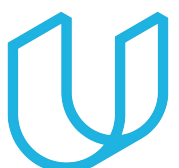
# Marketing Objective & KPI

- **Marketing Objective** - Increase traffic to the [DMND Landing Page](#) through organic search by 15% over the course of 30 days.
- **KPI** - Pageviews with organic search channel attribution



# Target Persona

Background and Demographics	Digital Desire Dan	Needs
<ul style="list-style-type: none"> <li>• Male, 35-40 years old</li> <li>• Married, 2 kids (10 &amp; 12)</li> <li>• MBA in Marketing</li> <li>• Lives in Major City</li> <li>• Works as Chief Marketing Officer for medium sized firm that is growing</li> <li>• HH Income \$160,000</li> </ul>		<ul style="list-style-type: none"> <li>• Cost efficient way to better onboard employees in usage of digital marketing tools/practices</li> <li>• Needs to give a resource to current employees to close skill gaps</li> <li>• Increase cross team understanding of software</li> <li>• Stay relevant as competitors are navigating the digital space more effectively</li> </ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"> <li>• Loves music</li> <li>• Avid concert goer</li> <li>• Sports</li> <li>• Family focused</li> <li>• Enjoys high status cars</li> <li>• High brand affinity</li> </ul>	<ul style="list-style-type: none"> <li>• Revamp onboarding process with content specific to how digital marketing can help the organization</li> <li>• Software skills to be understood across the organization to improve efficiency</li> <li>• Improve team morale</li> <li>• Get more value out of expenditures for training</li> </ul>	<ul style="list-style-type: none"> <li>• Large number of new employees coming in due to growth</li> <li>• Not enough time to individually train new members on current trends in digital marketing</li> <li>• Cannot support current members with turnaround time needed</li> </ul>





# **On-Site SEO Audit**

Udacity DMND Program

# On-Site SEO Audit: Keyword Overview

Utilizing [Google's Keyword Planner](#) to analyze the DMND Landing Page, a list of 478 keywords were pulled for potential optimization. This keyword list was imported into [Moz's Keyword Explorer Tool](#) to gain further insight in regards to traffic, difficulty and CTR.

A summary of 5 head keywords and 5 long tail keywords are listed below, including a mix of branded and non-branded keywords.

Full list of keywords analyzed can be found [here](#).

	Keyword	Traffic	Difficulty	CTR
Head Keywords	Digital marketing	52,815	61	31%
	Digital marketing specialist	1,534	34	52%
	Marketing classes	1,103	50	53%
	dmnd	559	45	64%
	Udacity digital marketing	346	38	88%
Long-Tail Keywords	Social media marketing classes	825	50	83%
	Digital marketing courses online	677	47	53%
	Best digital marketing course	383	34	53%
	Udacity digital marketing review	196	29	53%
	Best online digital marketing certificate program	163	34	88%



# On-Site SEO Audit: Keyword Overview

## Udacity DMND Program

Export CSV

### Monthly Volume <sup>i</sup>

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



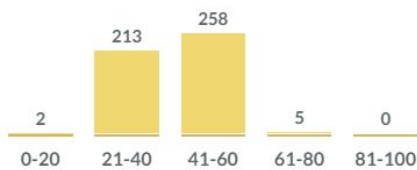
### SERP Features

Learn more about SERP features



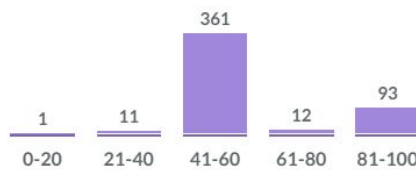
### Difficulty <sup>i</sup>

Learn more about Difficulty Score



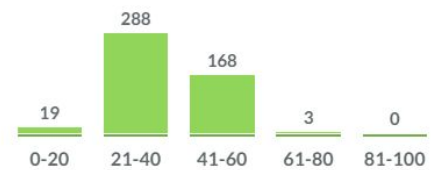
### Organic CTR <sup>i</sup>

Learn more about Organic CTR Score



### Priority <sup>i</sup>

Learn more about Priority Score



10 Keywords 490 of 500 keywords available

Keyword	Rank	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
digital marketing	no URL	52,815	61	31%	3 Neutral	72	
digital marketing specialist	no URL	1,534	35	51%	3 Neutral	63	
udacity digital marketing	no URL	346	35	88%	3 Neutral	61	
marketing classes	no URL	1,103	49	53%	3 Neutral	59	
dmnd	no URL	559	45	64%	3 Neutral	58	
social media marketing classes	no URL	825	51	53%	3 Neutral	57	
digital marketing courses online	no URL	677	46	53%	3 Neutral	57	
udacity digital marketing review	no URL	163	33	84%	3 Neutral	56	
best digital marketing course	no URL	383	35	53%	3 Neutral	56	
best online digital marketing certificate programs	no URL	196	27	53%	3 Neutral	53	

1-10 of 10

The on-site keyword data was examined by analyzing the visualization provided by MozPro, demonstrating the following target attributes:

- Monthly Volume
- SERP Features
- Difficulty
- Organic CTR
- Priority

This visualization allowed for a grasp of the opportunities and challenges that the SEO strategy currently has with this list of keywords, ultimately leading to the target keywords aforementioned.



# On-Site SEO Audit: Head Keyword Analysis

Keyword	Traffic	Difficulty	CTR
<b>Digital marketing</b>	<b>52,815</b>	<b>61</b>	<b>31%</b>
Digital marketing specialist	1,534	34	52%
Marketing classes	1,103	50	53%
dmnd	559	45	64%
Udacity digital marketing	346	38	88%

The head keyword with the greatest potential in terms of volume is “digital marketing”. With 52,815 organic searches/ month, this is a relatively difficult keyword to rank on with a Moz difficulty score of 61. That being said, with an 31% organic CTR, this has the potential to generate over 16,000 page visits to the DMND landing page.

For a more attainable head keyword, “digital marketing specialist” has 1,534 organic searches/ month with a lower difficulty score (34) and decent CTR (52%)





# On-Site SEO Audit: Long-tail Keyword Analysis

Keyword	Traffic	Difficulty	CTR
<b>Social media marketing classes</b>	<b>825</b>	<b>50</b>	<b>83%</b>
Digital marketing courses online	677	47	53%
Best digital marketing course	383	34	53%
Udacity digital marketing review	196	29	53%
Best online digital marketing certificate program	163	34	88%

The long-tail keyword with the greatest potential in terms of volume is “social media marketing classes”. With 825 organic searches/ month, this keyword is slightly more achievable to rank on with a Moz difficulty score of 50. More promising however is an organic CTR of 83% which shows that searchers of this keyword have high interest and intent.

A diamond in the rough in regards to the highlighted long-tail keywords would be “best online digital marketing certificate program”. While it may only achieve 163 organic searches/ month, its CTR sits at 88%, meaning there is a lot of engagement and action associated with this keyword.



# SEO Technical Audit: Metadata

Meta data was analyzed through source code inspection and title tag/ meta-description were optimized to match target keywords for this campaign. Utilized [Browseo SEO Tool](#) and [Portent SERP Preview Tool](#) to help evaluate SERP

**URL:** <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

## Current

**Title Tag**  
(43 Characters)

Learn Digital Marketing Online | Nanodegree

**Meta-Description**  
(207 Characters)

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.

**SERP Snippet**

Learn **Digital Marketing** Online | Nanodegree  
<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>  
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...

## Revised

**Revised Title Tag**  
(52 Characters)

Become a Digital Marketing Specialist | Udacity DMND

**Meta-Description**  
(200 Characters)

With the Udacity Digital Marketing Nanodegree program, you will learn how to employ SEO, SEM, Google Ads, Email Marketing and Social Media Marketing to maximize traffic and improve online visibility.

**SERP Snippet**

Become a **Digital Marketing Specialist** | Udacity **DMND**  
<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>  
With the **Udacity Digital Marketing** Nanodegree program, you will learn how to employ SEO, SEM, Google Ads, Email Marketing and Social Media Marketing to...



# SEO Technical Audit: Metadata (Alt Tags)

Meta data was analyzed through source code inspection and alt-tags were optimized to match target keywords for this campaign.

Alt Tag	Alt Tag Revision
<pre>&lt;img alt="Play Video" src="//www.udacity.com/assets/iridium/images/nanodegr ee-overview/shared/nd-hero-video/icon-video-white.svg"&gt;</pre>	<pre>&lt;img alt="Video detailing the Udacity digital marketing nanodegree program" src="//www.udacity.com/assets/iridium/images/nanodegree-overview/sh ared/nd-hero-video/icon-video-white.svg"&gt;</pre>
<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEU gAAAAEAAAABAQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6 AAAAAXRSTIMAQObYZgAAAApJREFUeNpjYAAAAAIAAeUn3 vwAAAAASUVORK5CYII" alt=""</pre>	<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEUgAAAAEAAAAB AQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6AAAAAXRSTIMAQObYZgAAAA pJREFUeNpjYAAAAAIAAeUn3vwAAAAASUVORK5CYII" alt="Prepare to market syllabus"</pre>
<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEU gAAAAEAAAABAQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6 AAAAAXRSTIMAQObYZgAAAApJREFUeNpjYAAAAAIAAeUn3 vwAAAAASUVORK5CYII" alt=""</pre>	<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEUgAAAAEAAAAB AQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6AAAAAXRSTIMAQObYZgAAAA pJREFUeNpjYAAAAAIAAeUn3vwAAAAASUVORK5CYII" alt="Social media marketing syllabus"</pre>
<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEU gAAAAEAAAABAQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6 AAAAAXRSTIMAQObYZgAAAApJREFUeNpjYAAAAAIAAeUn3 vwAAAAASUVORK5CYII" alt=""</pre>	<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEUgAAAAEAAAAB AQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6AAAAAXRSTIMAQObYZgAAAA pJREFUeNpjYAAAAAIAAeUn3vwAAAAASUVORK5CYII" alt="Social media advertising syllabus"</pre>
<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEU gAAAAEAAAABAQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6 AAAAAXRSTIMAQObYZgAAAApJREFUeNpjYAAAAAIAAeUn3 vwAAAAASUVORK5CYII" alt=""</pre>	<pre>&lt;img src="data:image/png;base64,iVBORw0KGgoAAAANSUHEUgAAAAEAAAAB AQMAAAAI21bKAAAAA1BMVEVMaxFNx9g6AAAAAXRSTIMAQObYZgAAAA pJREFUeNpjYAAAAAIAAeUn3vwAAAAASUVORK5CYII" alt="Search Engine Optimization SEO Syllabus"</pre>



# Suggested Blog Topics/ Strategy

The following blogs listed below are suggested as target to help improve SEO ranking through effective, relevant and quality earned link building.

## **How to Become a Digital Marketing Specialist**

The blog post incorporates two high performing keywords “digital marketing” and “digital marketing specialist” in the title. With these high traffic keywords included, the goal is to increase visibility of the DMND landing page through organic link building. The blog post talks about practical ways to increase an individual’s knowledge level on digital marketing in a manner that will best position themselves as they embark on their career path. A variety of resources and sites are included and referenced, including Udacity’s DMND program. While the blog post is not entirely about Udacity, the linking to the post allows for better search crawling and increases the relevance of the Udacity DMND Landing Page.

## **Udacity Digital Marketing: The Best Digital Marketing Course to Invest In**

The blog post incorporates two high performing keywords “Udacity digital marketing” and “best digital marketing course” in the title. With a high CTR for “Udacity digital marketing” and a low competition, high return long tail keyword in “best digital marketing course”, the goal is to increase visibility of the DMND landing page through organic link building. The blog post focuses on the Udacity DMND program specifically and the benefits of using this platform as opposed to others. The linking is exclusive to Udacity, in an effort to boost SEO performance while not linking to any competitors.

## **Learn Digital Marketing Skills That Will Make You In Demand: Udacity DMND**

The blog post incorporates two high performing keywords “digital marketing” and “dmnd” in the title. With these high traffic keywords included, the goal is to increase visibility of the DMND landing page through organic link building. The blog post highlights skills prospective digital marketers should be aiming to achieve, and provides an answer in the form of the Udacity DMND program. Each section of the DMND program is highlighted as a skill that adds value to the individuals career and discussed the industry knowledge that is provided by the program and how readers can benefit by subscribing.





# **Off-Site SEO Audit**

Udacity DMND Program

# SEO Technical Audit: Backlinks

Using the [Moz OpenSite Explorer](#) tool, a backlink audit was performed to analyze referring inbound sites pointing to [Udacity.com](#). The inbound links listed below show to have **high Domain Authority**, meaning they rank highly on search engines when queried. Udacity's page authority increases through using backlinks such as these that demonstrate high quality, relevant content that also have low to non-existent spam scores.

Backlink / anchor text	Page Authority (PA)	Domain Authority (DA)	Spam Score
<a href="http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/">http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/</a> "developer for microsoft azure"	60	99	1%
<a href="http://cloudblogs.microsoft.com/powerplatform/2020/11/30/want-a-tech-job-but-dont-have-time-to-learn-to-code/">http://cloudblogs.microsoft.com/powerplatform/2020/11/30/want-a-tech-job-but-dont-have-time-to-learn-to-code/</a> "artificial intelligence ai"	58	99	1%
<a href="http://www.cloudflare.com/es-es/case-studies/udacity/">http://www.cloudflare.com/es-es/case-studies/udacity/</a> "udacity"	55	99	1%



# Link-Building Targeting: Marketo

Utilizing the [SEMRush](#) and [SE Ranking](#) tools the following link-building campaign was strategized. The three relevant, high traffic sites listed below are highlighted as targets to gain backlinks from in order to help drive traffic and ultimately improve the authority to the [Udacity](#) home page. As a result, this will help Udacity to rank competitively in SERP for the target keywords.

Dashboard > Domain Analytics > Organic Research

[User manual](#) [Send feedback](#)

## Organic Research: marketo.com

[Export to PDF](#)

US 70.3K AU 12.7K IN 11.7K ... Device: Desktop Date: Jun 16, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Keywords **70.3K** -6.89% Traffic **106K** -15.68% Traffic Cost **\$1.1M** -11.82% Branded Traffic **39.7K** -7.23% Non-Branded Traffic **66.3K** -20.04%

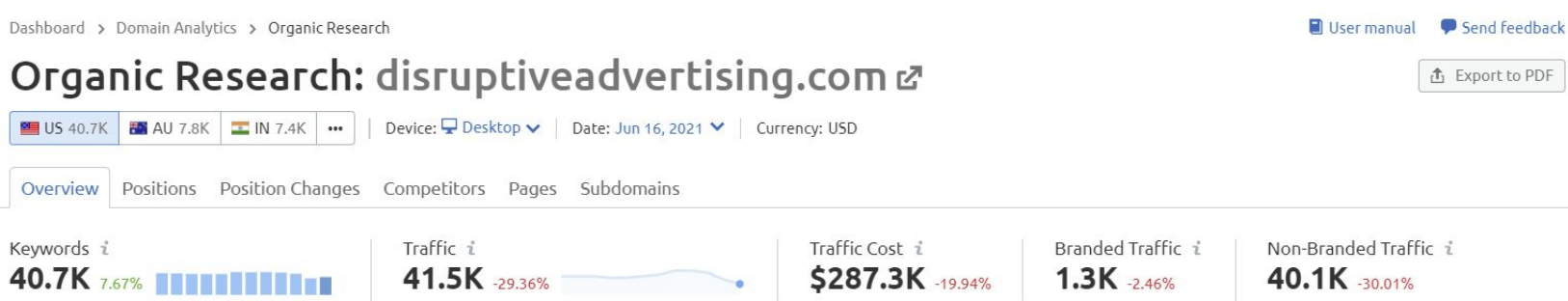
<b>Site Name</b>	Best-in-Class Marketing Automation Software   Marketo Engage
<b>Site URL</b>	<a href="https://www.marketo.com/">https://www.marketo.com/</a>
<b>Organic Search Traffic</b>	106,000+ / month

Continuing with the partnership themes that Udacity has achieved with HubSpot, MailChimp, Hootsuite and more, this partnership could add to the portfolio of industry services that students could use within projects. A backlink from Marketo, and partnership moving forward, could increase the awareness of Udacity to the large Adobe audience that might have been unaware of the digital marketing edtech platform otherwise.



# Link-Building Targeting: Disruptive Adv.

Utilizing the [SEMRush](#) and [SE Ranking](#) tools the following link-building campaign was strategized. The three relevant, high traffic sites listed below are highlighted as targets to gain backlinks from in order to help drive traffic and ultimately improve the authority to the [Udacity](#) home page. As a result, this will help Udacity to rank competitively in SERP for the target keywords.



<b>Site Name</b>	Top PPC Agency   Top Digital Marketing Agency   Disruptive
<b>Site URL</b>	<a href="https://disruptiveadvertising.com/">https://disruptiveadvertising.com/</a>
<b>Organic Search Traffic</b>	41,500+ /month

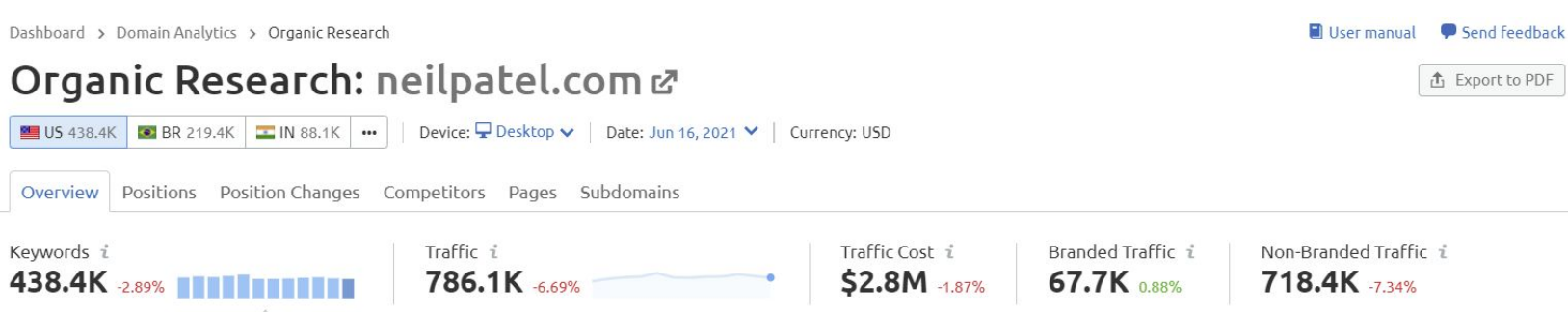
Gaining a backlink from Disruptive Advertising would open the doors for a partnership with a well known agency that students could see as an end goal of their education. With several individuals and enterprise professionals that visit the Disruptive Agency site, there are a variety of different streams that could point users to the Udacity home page and increase visibility.





# Link-Building Targeting: Neil Patel

Utilizing the [SEMRush](#) and [SE Ranking](#) tools the following link-building campaign was strategized. The three relevant, high traffic sites listed below are highlighted as targets to gain backlinks from in order to help drive traffic and ultimately improve the authority to the [Udacity](#) home page. As a result, this will help Udacity to rank competitively in SERP for the target keywords.



<b>Site Name</b>	Neil Patel: Helping You Succeed Through Online Marketing
<b>Site URL</b>	<a href="https://neilpatel.com/">https://neilpatel.com/</a>
<b>Organic Search Traffic</b>	786,100+ / month

This site relationship would be a unique pivot from the corporate partnerships Udacity has been following by instead targeting in industry mogul. With a well known name and following, backlinking from Neil Patel’s site could be a huge boost for the visibility of the Udacity page.





# Performance Testing

Udacity DMND Program

# SEO Technical Audit: Page Index



Enter a Domain

CONTINUE

Result

*udacity.com has 7,060 pages indexed in Google at this moment.*

## TOOL CATEGORIES

[Link Tools](#)

[Keyword Tools](#)

[Authority Link Tools](#)

[Search Engine Tools](#)

[Header/Tag Tools](#)

[IP Tools](#)

[Source Code Tools](#)

[Miscellaneous Tools](#)

Utilizing the [Northcutt](#) Page Index Tool, it is noted that Udacity has 7,060 pages indexed by Google.

In order for a page to be listed in a Google search query, the page must first be indexed by web crawlers for future reference. Ensuring that the content on the Udacity site contains relevant keywords, internal links, and backlinks will ensure that the content is properly crawled and indexed, which is absolutely vital in order to be listed in search results.



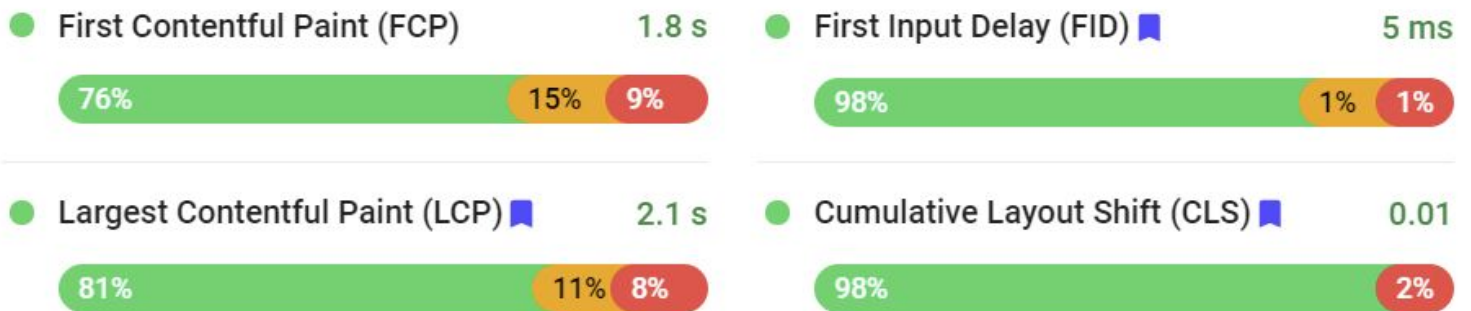
# SEO Technical Audit: Desktop Page Speed



https://www.udacity.com/

▲ 0-49   ■ 50-89   ● 90-100 ⓘ

**Field Data** — Over the previous 28-day collection period, **field data** shows that this page **passes** the **Core Web Vitals** assessment.



Show Origin Summary

The Desktop Page Speed was analyzed using the [Google PageSpeed Insights](#) tool.

Evaluating PageSpeed is important to the health of our SEO strategy because the rate at which the site loads is a critical part of the ranking factors associated with Google Algorithms, and speed optimizations improve UX.



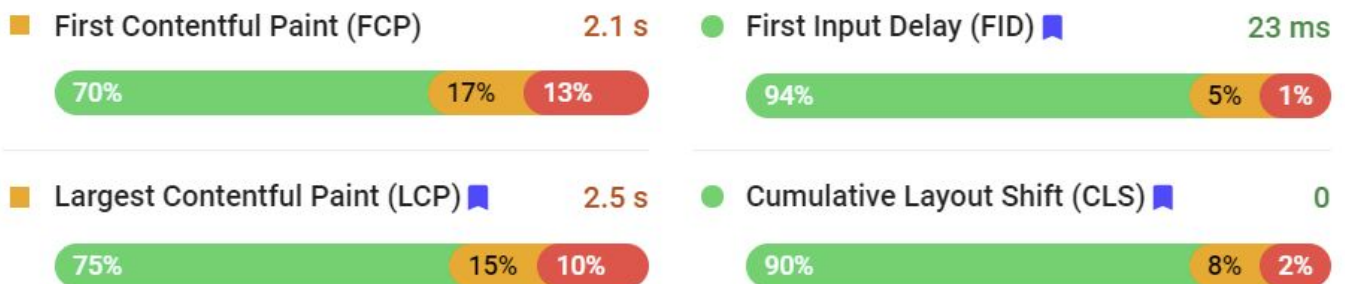
# SEO Technical Audit: Mobile Page Speed



https://www.udacity.com/

▲ 0-49 ■ 50-89 ● 90-100 ⓘ

**Field Data** — Over the previous 28-day collection period, **field data** shows that this page **does not pass** the **Core Web Vitals** assessment.



**Opportunities** — These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
▲ Reduce unused JavaScript	2.15 s
■ Avoid serving legacy JavaScript to modern browsers	0.3 s
■ Enable text compression	0.15 s

Utilizing the [Google PageSpeed](#) Insights tool again to analyze mobile performance, it was apparent optimization opportunities are untapped.

According to [Statista](#), over half of all organic search engine visits in the United States were sourced from mobile, thus having a fast load time on mobile sites is critical to UX.



# SEO Technical Audit: Mobile-Friendliness

Your speed results for [udacity.com](https://udacity.com) ⓘ

Your mobile site speed is **2.8 seconds** in United States - on a **4G** - connection.

## RATING

**Needs improvement**

Needs improvement sites start to load in 2.5 to 4 seconds.

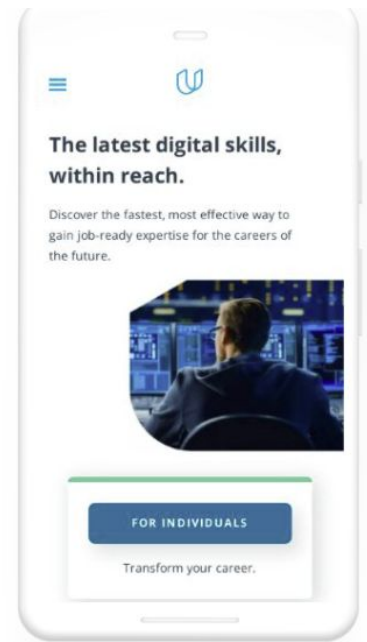
[Learn more](#)

## MONTHLY TREND

**Slowing Down**

Your site has gotten 0.3 seconds slower this month

[Learn more](#)



Mobile Friendliness of the Udacity home page was measured through the use of the [Think with Google](#) tool. As shown with the prior SiteSpeed test, the mobile site needs improvement and is actually trending slower than months past.

Maintaining a mobile-optimized site is important as Google includes mobile friendliness as part of its ranking algorithms. The slower the load time, the lower the ranking.

On average, users will abandon a page after 3 seconds of loading time. This is extremely concerning considering the Udacity mobile site has a load time of 2.8 seconds and is trending slower.





# **Recommendations**

Udacity DMND Program

# Recommendations

1. Utilize keyword list to update content on sites, strategically placing keywords in relevant areas where crawlers can read and identify on queries. A list of target branded/ non-branded head and long-tail keywords, as well as a complete list of campaign keywords can be found [here](#).
2. Update metadata to better target keywords of opportunity to improve rank. Ensure that all images are utilizing SEO effective alt-tags to allow for improved crawling and placement on SERP. Complete suggestions for metadata can be found [here](#).
3. Create relevant and engaging blog posts that are hosted on the site, carefully inspecting that each blog post is including the target list of keywords to increase search response. Blog post topics and implementation strategy can be found [here](#).
4. Identify and analyze high exposure backlinks and build relationships with these sites. Through strategic partnerships and organic/ manual link building, an increase in traffic can be achieved as well as improved SERP rank. Backlink strategy and suggested targets can be found [here](#).
5. Optimization of Udacity mobile sites is a priority as the majority of users are most likely abandoning the experience due to the current long load time. By reducing unused JavaScript and enabling text compression, the load time could be easily reduced to under 2 seconds.

