



# Udacity Learning Project SEO Audit



# Audit Requirements

- **Website:** Udacity
- **URL:** [www.Udacity.com](http://www.Udacity.com)
- **Purpose of the SEO Audit:** Improve rankings for Python Programming courses
- **Business Goals:** Increase new enrollments
- **History of the Website:** Udacity is an industry leader in online courses that provide hands-on experience.
- **Primary Keywords:** learn/learning python, python courses, learn python programming
- **Competitors:** [CodeAcademy.com](http://CodeAcademy.com), [coursera.org](http://coursera.org), [Programiz.com](http://Programiz.com), [learnpython.org](http://learnpython.org)
- **Tools:** SERanking, Screaming Frog, On-Page review, Google Core Web Vitals.



# Part One: Technical Review

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# Screaming Frog

**1 Does Screaming Frog successfully spider the website?**

Yes, the crawl is up to 100%

**2 Is the site developed with a clear information hierarchy; how so?**

Yes, and it's done by arranging the elements or content on a page in such a way that it reveals an order of importance.

**3 Is the content organized in a logical structure; how so?**

Yes, starting from the main one and then going over all the content in way that is indicated in the hierarchy structure.

# SE Ranking and Ahrefs Pt 1

1	<b>Is the site being spidered and indexed by Google?</b> Yes
2	<b>How many pages are indexed in Bing?</b> 29 pages
3	<b>What is the Top Issue in SERanking?</b> 85 Duplicated descriptions.
4	<b>What is the Top Issue in Ahrefs?</b> HTTPS page has internal links to HTTP.

# SE Ranking and Ahrefs Pt 2

## 1 **What is the Health Score based on?**

Is based on the number of internal URLs with errors and the total number of internal URLs crawled.

## 2 **What kinds of URL errors are causing a poor health score?**

Duplicate Descriptions.

## 3 **Explain the issue: “Duplicate pages without canonical”**

The website has pages with identical contents without the link tag with the rel:canonical attribute value. This can help you tell Search Engines which page is best to crawl.



# Part Two: On-Page Content Review

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# Screaming Frog

**1 How many on-page factors are duplicated?**

Meta Description, H1, H2

**2 What is the advantage of Page Titles being less than 60 characters?**

Search Engine only displays the first 65-75 characters, so you want to keep it brief with the most important words first.

**3 Why are Meta-Descriptions important?**

It provides a summary of the content of the page so it tells to search engine what your page is all about, and let users know what the page is about before enter.

**4 Which on-page factors are missing?**

Keywords Tag.



# SE Ranking

1 **Which keywords are ranking in the top 10 in Google?**

Python programming

Python learning

2 **How many keywords are ranking in positions 11-30?**

11

3 **Which keywords have the highest search volume?**

Coding in Python

Learning Python

4 **What are SERP features? Why are they important in the rankings?**

The page that a search engine returns after a user submits a search query.

Important because results are indexed based on ranking signals which determine where a website appears on the result page, ranking poorly on SERP means less exposure, less clicks and less traffic.

# Website SEO Analysis Pt 1

## **How effective are these pages for the keyword “learning python?”**

- 1 Isn't effective at all, on google research, Udacity program for Python Learning is on 6th page in the index.
- 2 It's not aligned with the site URL, a user who uses “Learning Python” as keyword research, looks for these words in the URL name in the index, so having a different name and keyword in the URL structure isn't effective for a good ranking.
- 3 In the meta-description there is nothing related to this keyword, this not only stops the reader because the results aren't matching the search intent, but also stops the crawlers that can't find those keywords in the content.

# Website SEO Analysis Pt 2

## Python Programming Course Page Analysis

- 1 It should be a more defined structure of the Headings, they are creating confusion, the simplest solution can be to change H4 in H2 in order to have a cleaner look
- 2 Changing the “About This Course” text into a bullet list or a video content with a brief description, can really make a difference because it will look easy to read or to go through the content.
- 3 The title tag should be the same as the website page. Searching on google we find that the title described there is not the same as the web page and also differ from the URL description.

# Website SEO Analysis Pt 3

## AI Programming with Python Course Page Analysis

- 1 SEO Tools accentuate duplicate descriptions problem, and the solution can be a canonicalization. Robots.txt not indexed 47,3%
- 2 Change H4 again with H2 (described in the other slide)
- 3 Should be more keywords that describes the course and add more possibilities of ranking at a higher position than competitors.



# Part Three: Off-Page Content Review

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# Backlinks Pt 1

1	<b>What is the Udacity.com Domain Trust score?</b>  90
2	<b>What is the total number of backlinks?</b>  14.1M
3	<b>How many domains are linking to Udacity.com?</b>  49.3K
4	<b>How many links are dofollow?</b>  13.76M (the 97.9%)
5	<b>How many links are nofollow?</b>  294.61K (the 2.1%)

# Backlinks Pt 2

**6 How many links are to the homepage?**

The 0,1% (total 93)

**7 How many links are to other pages? Why is this desirable?**

99.9% (99.9K). It's more desirable because it help search engines better find the content and index it.

**8 What is the link trend over the past 12 months?**

The link trend have been increased going far more of 10M

**9 What do you learn from the Anchor Text report?**

That the Apply now text is the only one that is more used and works the best (calling to action).

# Competitive Analysis Pt 1

1 **Which of the competing websites has the most backlinks?**

Coursera.org

2 **Which of the competing sites has the most referring domain links?**

Coursera.org

3 **What are the Domain Trust rankings of the competing sites?**

Geeks for Geeks: 89

Coursera: 91

Code Academy: 90

Programiz: 76

4 **Analyze the competitor rankings for 'Learn Python' in both reports: Do the rankings lineup with backlinks factors?**

Yes they does, we can see that the bigger is the number of backlinks, the bigger is the number of the Domain Trust.



# Competitive Analysis Pt 2

	<b>Domain Trust</b>	<b>Page Trust</b>	<b>Number of Referring Domains</b>	<b>Total Number of Links</b>	<b>Estimated Monthly Traffic</b>
<b>Udacity</b>	90	21	49.3k	14.1M	Missing Data
<b>Code Academy</b>	90	23	135.4k	10.2M	Missing Data
<b>Coursera</b>	91	24	346.5k	20.6M	Missing Data
<b>Programiz</b>	76	29	15.3k	214.4k	Missing Data
<b>Geeks For Geeks</b>	89	38	74.1k	5.1M	Missing Data



# Part Four: Final Assessment

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# Audit Synthesis Pt 1

1 The Audit findings show that the Udacity.com website does well but there are needed some improvements in order to compete on a different level with competitors and rank at a higher position.

2 **Highlight at least one area where the website is performing well.**

Does good on crawlability and indexability.

3 **List 3 issues that are inhibiting the website's performance.**

Core Web Vitals

Duplicate Content

Keyword research

# Audit Synthesis Pt 2

1 Core Web Vitals are important for the user experience, even if they not impact like others ranking factors, it's vital to have a website that respects the UX for the best experience.

2 Duplicated content confuses search engines and forces it to choose which identical pages should rank in the top results and there is a high possibility that the original page will not be the one chosen for the top search results.  
We have to consider the crawl budget.

3 Keywords have an important impact on organic page ranking, mostly if match the search intent. Having the right keywords for your website is vital and not only, keyword gives clues about who users are and what are they looking for in order to understand them and to help them at our best.

# Recommendations

1	A good use of keywords
2	Increase the number of backlinks
3	Adding Featured Snippets format content
4	Add more info graphics or images
5	Create branded Keywords

# Recommendation 1

## **The use of Keywords**

It's important to know where to put the right keywords in the right place as it's important to know how many times they should be used.

The keyword should appear in the title tag, in the URL and in the first 100 words in the content of the page. Using the right one makes you capable to arrive to your target audience and to accomplish the search intent.

“Keyword is the connection between you and your user made possible through search engines”

# Recommendation 2

## **Increase the number of backlinks**

Backlinks are signal to search engine that others vouch for your content.

If many sites link to you, and if they have enough credibility , you will rank higher and the trust rate will automatically be higher

Backlinks make another website's traffic able to come to you website and more important they are the foundation of Google's original PageRank algorithm.

# Recommendation 3

## **Featured Snippets format content.**

Being Featured means you get higher organic traffic and a higher advantage over the results. It is more eye-catching and because it offers a direct answer, people are more tempted to click on that rather than scroll down to other search results.

This can be an incredibly opportunity to increase the awareness of the website and the courses.



# Recommendation 4

## **Add more info graphics or images**

Images grab attention, they're an essential addition to written content and enhance the User Experience.

Optimizing this part and more importantly adding tags and title to them are the best practice for engine search to read it quickly.

It's great for improving rankings, UX and visibility of the website.

# Recommendation 5

## **Create branded Keywords**

Branded Keywords are phrases directly associated with the brand, product and services.

What a best way of optimizing the website if not using branded keywords.

Invest in brand keywords is critical because it allows you to directly influence your brand's presentation on the SERP

Allows you to build recognition with both visitors and search engines



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