

DIGITAL EVALUATION AL YAMAMAH UNIVERSITY



AL YAMAMAH UNIVERSITY

yu.edu.sa

EVALUATION FROM ALL ASPECTS:

SEO

SOCIAL MEDIA

PRESENCE

ONLINE

A COMPARISON WITH

www.psu.edu.sa & dau.edu.sa

**IN EVERY SINGLE
ASPECT**

TECHNICAL SEO

With High volume of mistakes in the website reaching the 16000 issue being- found in 1691 URLs needs to be fixed varying from issues that affect the reach of the website directly and severely to a less affecting issues but indeed needs to be fixed

Speed of the main page not tolerable to the new visitors and needs to be- fixed

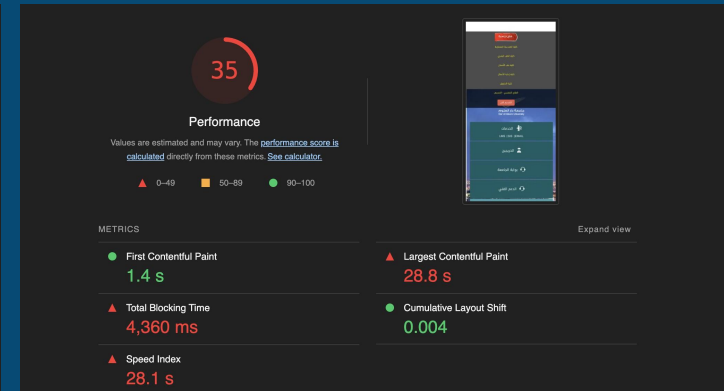
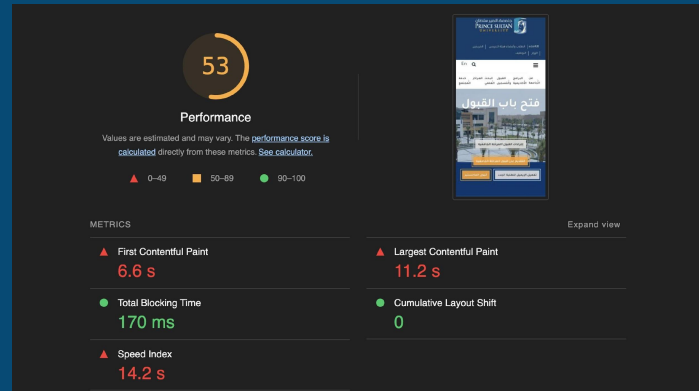
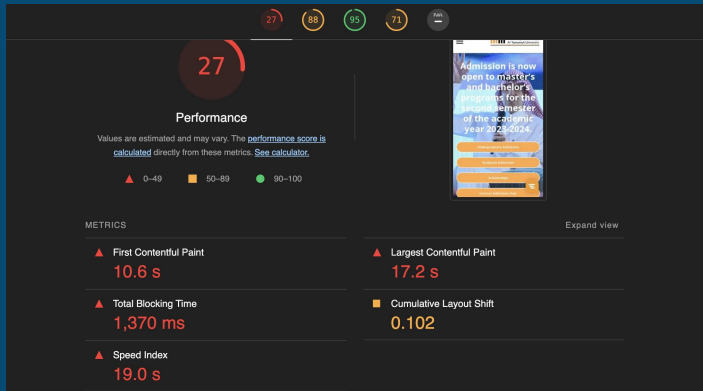
Website's page count that does not get any place near their competitors- Not having a language attribute to specify the language that user is using-

TECHNICAL SEO- SPEED INSIGHTS COMPARISON

yu.edu.sa

www.psu.edu.sa

dau.edu.sa



ON-PAGE SEO

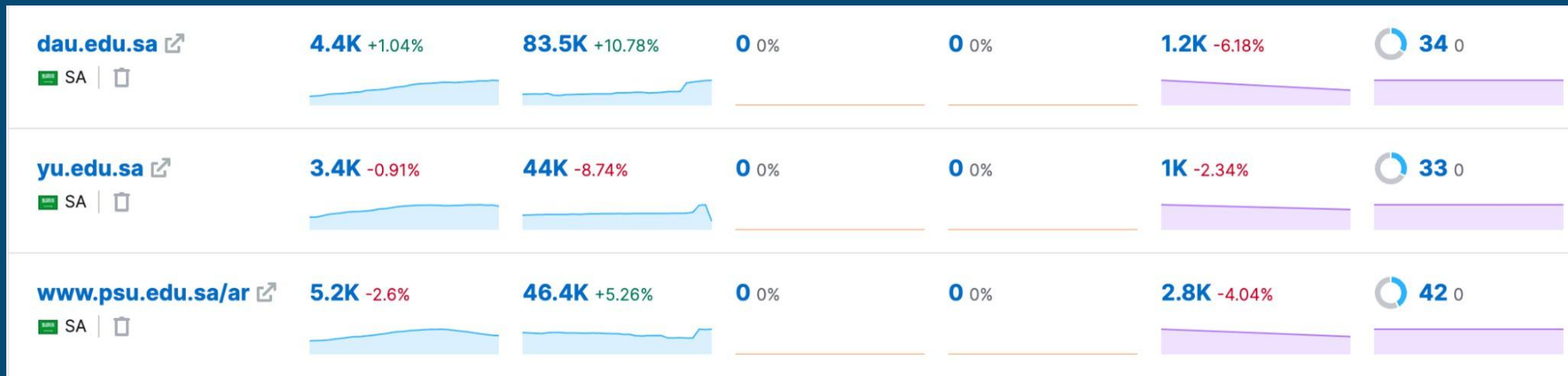
With no Blog, News, Full explanatory sections for every major, or any main content to grab the informational keywords. We find the content of the website needs so many improvement

Prince Sultan university is having a full-introduction for every major same as Dar Uloom, but the first one is having an extra magazine and a specific subdomain for the blogs and the events giving them the lead



OFF-PAGE SEO

With a High quality backlinks coming from various and respected domains- Prince Sultan uni stands alone in this part according to its age on the website comes with authority of 42 DA followed by Dar Uloom according to the old profile that they have with 34 DA and lastly comes El Yamamah with 33 DA as the good backlinks profile that can't stand alone with no proper content to support the profile and with a partial new domain in perspective to the other 2 .websites, which can be improved with more than a way



UNIVERSITIES 3 SOCIAL MEDIA STRATEGIES FOR THE

YOUTUBE:

We aren't:

-Posting enough videos as a university with so many events to cover

-We don't have a continuous posting habits

-We don't have a decent video editing

-We don't have enough connection with the students like Prince Sultan Uni who has a weekly content for the videos and same is being represents in all the video platforms

***Prince Sultan is superior on the platform with well scheduled content on youtube and more than 500 video**

INSTAGRAM, AND LINKEDIN

With no doubt the Prince Sultan Uni is having much more appealing content with the storytelling, the trendy posting, and the variation that keeps the interest in both platforms which are mostly the most viewed platforms for the targeted audience, students and parents.

HERE'S SCREEN PRINTS TO SHOW THE DIFFERENCE ON

