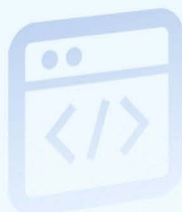


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THE ULTIMATE TECHNICAL SEO AUDIT WORKBOOK





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THE ULTIMATE TECHNICAL SEO AUDIT WORKBOOK

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Customer: Hi there. I'm thinking about getting solar panels installed on my home. Can you tell me how it would work?

Agent: Yeah, definitely. So, um, the cost of solar panel installation can vary depending on different factors, like the size of your roof, the type of solar panels you want, and the average electricity rates in your area. It could range from around \$10,000 to \$20,000. And do you guys have any financing options available? Yes, we do. We offer several different payment plans, like loans and leases, which can make it a lot more affordable for our customers. And there might also be rebates or tax credits that you could qualify for, depending on your location. How do you feel about that?

incentives? Sales agent: Well, we can certainly help you with that. Our team is familiar with all the different

KEYWORD RESEARCH STRAIGHT FROM THE MOUTH OF YOUR CUSTOMER

**TURN CONVERSATION INSIGHTS
INTO UNBEATABLE SEO**



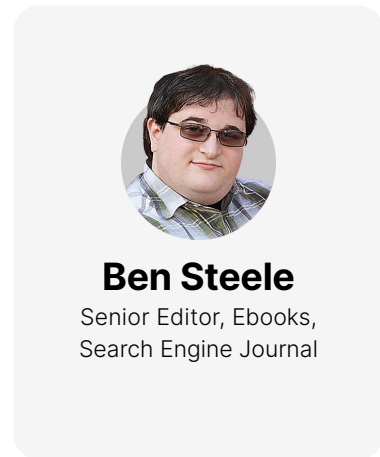


INTRODUCTION: USING THE AUDIT WORKBOOK

Your friendly ebooks editor, Ben, here!

We've got something special for you this time. I've been working hard on a website audit workbook, picking the best technical minds at Search Engine Journal, and going through draft after draft.

Now, I'm ready to share it with you.



[Technical & On-Page Website Audit Workbook](#)

This ebook will work a little differently than most. We put a lot of effort into this ebook's companion: a workbook template, which serves as the core content.

For this ebook, I asked some of the most talented SEO techies I know of to provide supplementary tips to help with DIY auditing.

First, I'll walk you through the workbook.

Then, Brian Harnish, senior SEO analyst, has some advice on his favorite technical SEO tools.

Next is SEJ's own Angie Nikoleyчук, who will walk you through some of the most helpful functions in Excel and Sheets. You'll find these very helpful if you plan to customize and make full use of the template.

Finally, Ruth Everett, SEO testing consultant at SearchPilot, provides a detailed walkthrough of Chrome DevTools, a powerful toolbox for diagnosing issues and testing solutions.

So, let's get started.

I designed the workbook to be helpful for SEO professionals at multiple skill and experience levels. If you're somewhat new to auditing, it can help keep you organized and on track.

No matter what your skill set is, I designed the audit workbook to be expandable and customizable. One of the reasons I wanted Angie to write Excel/Sheets content for this book is to provide you with a reference to build on and customize the workbook.

Screenshot from the Technical & On-Page SEO Audit Workbook, June 2023.

The first two tabs are for you. The “Welcome” (green) tab is a note from us, and “Using This Template” (green) contains some basic instructions. You might want to keep that second tab if you work with someone who isn’t familiar with Sheets.

“Audit Recommendations” (teal) is your client-facing or team-facing tab. As you complete your audits, write in your findings there, provide your recommendations, and you can use the “Notes & Links” tab to provide additional documentation.

Over on the right, you can use the dropdowns to designate priorities.

I set up some basic sorting and filtering to help you organize the issues once you’ve filled out the dropdowns.

Priority	Progress	Time Investment
Critical	Done	8+ hours
Critical	In progress	2-7 hours
Critical	In progress	8+ hours
High	In progress	2-7 hours
High	Not started	2-7 hours
Medium	In progress	Quick win! (<2 hours)

Screenshot from the Technical & On-Page SEO Audit Workbook, June 2023

Users can access the menu by clicking on the triangular hamburger to the right of the column headings. Then, they have two options:

- 1 **Sort** the results by hovering over “sort by color” > “fill color” to organize the rows without removing any.
- 2 **Filter out** responses using the “filter by values” dropdown to focus on high priority issues, issues with a low time investment, etc.

Technical & On-Page SEO Audit

Instructions

Prepared By: <site url>

Issue Recommendation Notes & Links Priority Progress Time Investment

Sort A → Z
Sort Z → A
Sort by color
Filter by color
Filter by condition
Filter by values
Select all - Clear
Critical
High
Low
Medium

Cancel OK

Click on the filter triangle and use the "filter by values" section to see only rows with a certain priority or progress value.

Screenshot from the Technical & On-Page SEO Audit Workbook, June 2023.

Now let's get into the meat of the worksheet.

The next two tabs, "Technical Audit Checklist" (purple) and "On-Page Audit Checklist" (magenta), are your core checklists. They're loosely categorized, and there's a lot of overlap in SEO definitions.

Feel free to rearrange, add, or change these checklists to your heart's content.

Technical Audit Checklist

Item	Result	Documented	Where To Check	Notes/Reference
General				
Website or individual pages are not down or timing out.	No Issues	No	Automated tools like Pingdom, Screaming Frog Crawl, Ahrefs, or manual testing.	If you run a tool and it reports a timeout, check the page in your browser. If it's not timing out for you, then you may need to whitelist the tool's IP addresses with your host (you can usually find IP ranges on the tool's website). If the issue does persist in a browser, you may need technical support with your server from your host.
Make sure website is submitted in Google Search Console and verified.	Issues To Fix	No	Google Search Console.	A Complete Google Search Console Guide For SEO Pros
Website and important pages are indexed.	Incomplete	No	URL Inspection Tool in Google Search Console or Screaming Frog Crawl.	10 Steps To Boost Your Site's Crawlability And Indexability
Robots.txt				
Robots.txt is not blocking content that should be crawled / indexed.	Incomplete	No	Google Search Console / manual testing.	6 Common Robots.txt Issues & And How To Fix Them
XML Sitemap				
XML Sitemaps are uploaded to Google Search Console.	Incomplete	No	Google Search Console.	Google's documentation on sitemaps 10 Best Sitemap Generators For Faster, More Productive Crawls
XML Sitemap includes valid URLs on the site.	Incomplete	No	Google Search Console / Screaming Frog Crawl / Semrush / Ahrefs.	5 Sitemap Examples That Showcase Best Practices In Action
All URLs in the XML sitemap resolve 200 OK.	Incomplete	No	Screaming Frog Sitemap Crawl / Semrush / Ahrefs.	How To Audit XML Sitemaps Using The SEO Spider
Sitemap doesn't contain functioning URLs that you want to keep out of the index.	Incomplete	No	Screaming Frog Sitemap Crawl and either a sitemap plugin for your CMS or a standalone sitemap generator (The actual removal process will depend on what tool you used to create your sitemap.)	This is something you'll want to pay attention to if, for example, you run an ecommerce site with different pages for different variations of the same product. Other pages you may not want in the index include ad landing pages, orphan pages, etc. Any pages you are feeding into Google Search Console via the XML feed but are not crawlable / findable via the site navigation. "I've found cleaning up the XML sitemaps not to include these pages to be a game changer." - Loren Baker

Screenshot from the Technical & On-Page SEO Audit Workbook, June 2023.

On-Page Audit Checklist

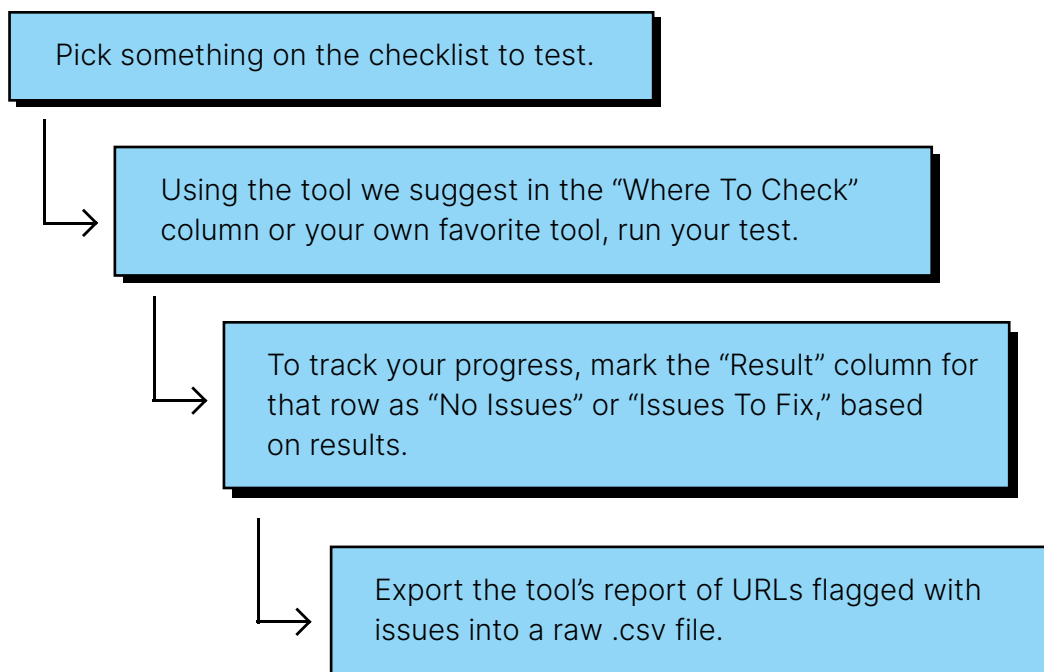
Item	Result	Documented	Where To Check	Notes/Reference
Crawlers Can Understand Content				
The desired canonical version of the site has been specified in Google Search Console.	No Issues	No	Google Search Console or other tools like Ahrefs and Semrush.	Canonical URLs in Search Console
Title tags follow best practices.	Issues To Fix	No	Ahrefs / Screaming Frog Crawl / Semrush.	A tool might warn you if it thinks your title tags are too long or too short, but please note that title tag length is not a ranking factor in Google search as long as you follow title tag best practices . Title Tag Optimization
Title tags are not duplicated across multiple pages.	Incomplete	No	Ahrefs / Screaming Frog Crawl / Semrush.	Screaming Frog Title Tag Documentation
Titles tags are not missing from pages.	Incomplete	No	Ahrefs / Screaming Frog Crawl / Semrush.	Ahrefs "Title Tag Missing Or Empty" Documentation Screaming Frog Title Tag Documentation
Pages don't have multiple title tags.	Incomplete	No	Ahrefs / Screaming Frog Crawl / Semrush.	Ahrefs "Multiple Title Tags" Documentation Multiple Title Tags Split Test (Semrush)
Pages don't have issues with H1 tags: missing, duplicate, too long, multiple H1s.	Incomplete	No	Ahrefs / Screaming Frog Crawl / Semrush.	Screaming Frog H1 Documentation
Pages don't have issues with H2 tags: missing, duplicate, too long.	Incomplete	No	Ahrefs / Screaming Frog Crawl / Semrush.	Screaming Frog H2 Documentation
There are not multiple pages targeting the same keywords.	Incomplete	No	Manual testing / KW Research (a keyword ranking export in a tool like Semrush can help) / Plugins such as Yoast.	This is all on you however you choose to implement and track it. Plugins like Yoast can help with tracking. Large websites may not be able to avoid some of this, but you should at least ensure your high-priority keywords don't suffer from cannibalization. How To Identify & Eliminate Keyword Cannibalization To Boost Your SEO
URL structures follow best practices.	Incomplete	No	Ahrefs / Screaming Frog Crawl / Semrush.	Google's documentation on URL best practices Screaming Frog documentation on URL structure The Ultimate Guide For An SEO-Friendly URL Structure
Image file names are descriptive.	Incomplete	No	Screaming Frog Crawl and check the URLs of images.	Google's image SEO best practices

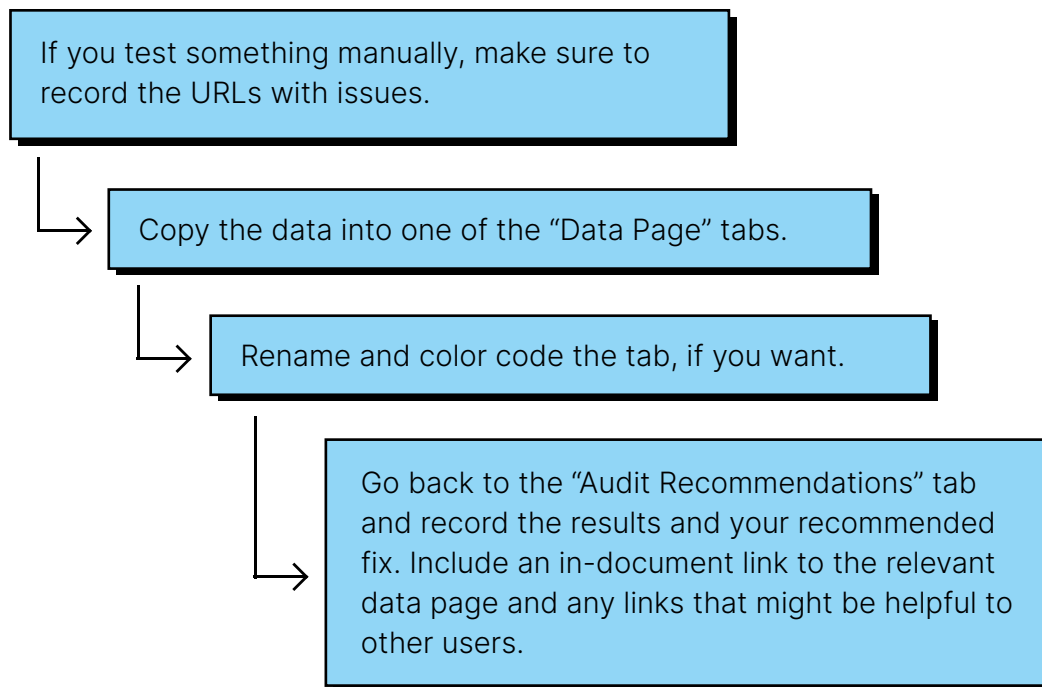
Screenshot from the *Technical & On-Page SEO Audit Workbook*, June 2023.

We added notes and reference links to each task. So, if there's anything you need a refresher on, you should be able to find all the information you need directly.

After that, I started you off with a few "Data Page" tabs. These are blank because they're intended for pasting raw data and working with it. Add more if you need them.

So, here's the general workflow:





The worksheet focuses on the technical elements of your website and webpages. Generally, a full audit would include a backlink audit and a content audit. We'll leave some next steps for those at the end of this book.

Happy auditing!

P.S. If you like the workbook, please let us know! If you have feedback, we'd love to hear that too. Stay tuned for future updates; we're considering adding content audits, backlink audits, international SEO audits, and others to the workbook. Email the team at editor@searchenginejournal.com or me directly at ben@searchenginejournal.com.



THE ULTIMATE GUIDE TO SEO AUDIT TOOLS

This guide is meant to be your ultimate resource to do anything your SEO heart and mind might desire using SEO audit tools. From free to expensive, each tool is designed to accomplish a specific SEO task.

For the purposes of this guide, we decided the best approach is to provide tools that can perform specific functions, even though some might overlap in breadth and scope.

We also have divided the guide into sections that you can use to help complete our SEO Audit workbook.

It's important to note at this juncture: This author has absolutely no financial relationship with any of these tools – other than the fact that they have been used at some point during every single SEO audit I've done (and I have done many).



Brian Harnish
Senior SEO Analyst

TECHNICAL SEO AUDIT TOOLS

1 Google Search Console

With [Google Search Console](#), you can track statistics such as clicks, impressions, position, and click-through rates (CTRs). It's also possible to check your stats in Google Discover and Google News. Google Search Console also provides tracking for various featured snippets such as sitelinks, breadcrumbs, AMP, video snippets, and more.

Key Features: A critical tool for most SEO professionals, it lets you track stats and metrics through Google's own data (not third-party data). In addition, it helps to provide insights on things like Google algorithm updates, site errors, and more.

Pricing: Free.

2 Google Analytics

[Google Analytics](#) is one of the best tools that you can use for tracking your site's overall performance data from a wide variety of channels (not just from Google organic channels).

Key Features: With its highly robust data-gathering mechanism, along with reports driven by insights, it's possible to create a story that is easy for your clients to follow. Google's product pitch explains that you can “unlock customer-centric measurement,” which will help you figure out how your customers interact across your sites and applications throughout the buyer journey.

Pricing: Free. At the time of this writing, it's important to mention that Google Analytics 4 is being completely released in July 2023, so if you have your data stored in Universal Analytics, you need to make sure that you make the switch properly before then (do NOT rely on Google to do it for you).

3 Google Trends

[Google Trends](#) is one of those rare tools that provides a ton of data that can help you inform your own SEO strategy. This is data that shows you the interest in a search term over the span of months to years.

Key Features: This tool's claim to fame allows you to search for keywords with data that shows you the peak popularity of these terms (not search volume).

Basically, when you search for a term on Google Trends, the interest over time graph shows you the relative importance of a term and how highly important it is. The bigger the number, the more traffic it is getting at that given point in time. But, as a data tool, Google Trends should only provide you with an indication of what kind of searches you could expect from going after a specific keyword.

Pricing: Free.

4 Google Rich Results Testing Tool

[Google's Rich Results Testing Tool](#) allows you to test your structured data.

Key Features: When using code input or URL input, it's possible to check and make sure that your structured data validates according to Google's standards. If you don't, it's possible that you could run into issues displaying your structured data.

Pricing: Free.

5 Google Mobile-Friendly Test

By checking your site with [this tool](#), you can verify that your site is ready for the mobile-friendly world.

Key Features: Google recommends that this tool is used as part of a check-and-repair process when it comes to mobile usability issues. It's a mistake to think that this tool will tell you that your site is mobile-friendly within Google's index.

Pricing: Free.

6 Screaming Frog

[Screaming Frog](#) is the de facto standard for comprehensive technical SEO audits. From allowing you to perform a basic crawl to more advanced features, such as helping you analyze JavaScript and deep canonical issues, it's possible to create SEO audit deliverables just by using Screaming Frog itself.

Key Features: Aside from the basic to advanced crawls that you can perform, Screaming Frog can help you dive deep into broken links, redirects, and duplicate content.

It also allows you to use XPath to extract any custom data that you might desire and generate your own XML Sitemaps automatically – including crawling JavaScript websites and integrations with Google Analytics, along with Google Search Console for even more comprehensive data.

In addition, it also helps you visualize website architectures and audit scheduling as well.

Pricing: The full version of Screaming Frog runs at \$259 per year. You can also switch between currencies based on your country or region.

7 Semrush

From tools that can assist with SEO audits, to link building and content marketing, [Semrush](#) has a comprehensive suite of SEO tools suite that can help you accomplish a ton while saving you a lot of time.

Key Features: When performing an SEO audit, Semrush runs through over 120 checks. It helps identify issues with things like page speed, crawlability, and backlinks, as well as security checks and on-page.

Pricing: Semrush has a variety of plans at your disposal. Its cheapest plan runs at \$119/month, the Pro plan. Its Guru plan runs at \$229.95/month and gives you a topic research tool, among other benefits – including greater numbers of keywords to track and more results per report. The highest plan is the Business plan at \$449.95/month, which is perfect for large agencies and enterprises.

8 Sitebulb

[Sitebulb](#) is a crawler and site audit tool in the same vein as Screaming Frog. It is comprehensive and can provide information and diagnose things like crawlability issues, on-page SEO, backlinks, and much more. In addition, it includes another dimension of SEO issues using its own interpretation of SEO best practices. But because of this, it's always the job of the SEO analyst to help identify these issues and prioritize them in a way that makes sense to the client.

Key Features: Sitebulb includes several key features, including in-depth reports for on-page SEO issues, links (internal and external), indexability, and duplicate content. In addition, you can find functions for JavaScript crawling, its own prioritization hints, along with full PDF reporting and audit comparisons.

Pricing: Sitebulb is most likely one of the cheapest SEO pieces of software out there, but this does not make it any less valuable. It has a free version, a lite version with around 10,000 URLs per audit at \$13.50/month, and a Pro version with 500,000 URLs per audit at \$35.00/month. As with most other SEO audit software applications, the features and benefits increase as you increase your pricing tiers.

9 Raven Tools

[Raven Tools](#) is not just a site auditing tool, but it also provides the ability to help track keywords and ongoing SEO performance.

Key Features: Aside from its site auditor, this tool also includes Google Data Studio integrations, comprehensive marketing reports that you can white label with your agency, competitor research, keyword research, a backlink checker, and social media functions.

Pricing: It includes a Small Business plan at \$39/month, a Starter plan for \$79/month, Grow plan at \$139/month, Thrive plan at \$249/month, and Lead plan at \$399/month. Each plan includes a set number of domains/campaigns you can use, users, and position checks that increase with each specific plan.

10 Ahrefs

Important to note: Ahrefs currently uses a “credits” system in their pricing structure that may not be suitable for those who need to stretch their dollar. You could easily find yourself running up your limits every month if you do a lot of work. Be sure to investigate and make sure that Ahrefs is the right solution for you before moving forward. If you have to pinch pennies, Ahrefs will not be the tool for you.

Key Features: [Ahrefs](#) is best known as Semrush’s counterpart in the same space: a comprehensive suite of SEO Tools designed to help you perform comprehensive technical SEO audits, backlink audits, content gap analyses, keyword gap analyses, and much more.

Pricing: Ahrefs has the following pricing structure: Lite plan starts at \$99/month, Standard plan starts at \$199/month, Advanced plan starts at \$399/month, and Enterprise plan starts at \$999/month. All plans include site explorer, keywords explorer, site audit tool, rank tracker, and alerts. All of these go up in terms of how many rows can be run in your report, and you get additional tools if you go up in price.

11 SEO Pro Google Chrome Extension

The [SEO Pro Chrome Extension](#), built by [Kristina Azarenko of Marketing Syrup](#), is a fantastic Chrome extension meant to help supplement your SEO audits.

Key Features: SEO Pro helps with page-level evaluations and can help you recognize patterns of issues within your heading tags. It has a robust scoring system that scrapes the page for heading tags, images, alt text, page speed issues, and much more. If you need to perform page-level evaluations as part of your SEO audit work, this is a great tool that can help you manage these and see what's happening on the page at a glance.

Pricing: Free.

12 Page-O-Scope By Mobile Moxie

The [Page-O-Scope by Mobile Moxie](#) can help you identify issues with your mobile site's design and usability by scanning the mobile versions of your pages on different devices.

Key Features: You can test your mobile landing pages on over 50 iOS and Android mobile devices. By emulating these devices in real time, you can find problems and other issues caused by ineffective coding practices, lack of web developer oversight, and much more.

The tool's landing page testing is also country-aware, so you can test your landing pages in international arenas that are highly regulated. You can also preview your mobile call to action (CTA) and the conversion funnels used on these devices to make sure that they function well across as many different mobile devices as possible.

Pricing: Plans include access to different levels of users and projects depending on what you pay. Live testing and tracking, along with access to all six tools, are the basic features of its pricing plans. Its Solo plan costs \$99/month, Pro plan costs \$279/month, and Agency plan costs \$879/month.

13 MST SERP Counter Chrome Extension

The [MST SERP Counter Chrome Extension](#) is a very easy way to identify how your page is ranking in the SERP (if at all). All you do is install the extension, load up a SERP, and it will add numbers to the left-hand side automatically.

Key Features: There is just one function of MST SERP Counter: It displays the number next to the search results, so you can easily see the position of any website result.

Pricing: Free.

14 HubSpot Website Grader

[HubSpot's Website Grader](#) has been around for a long time and has multiple versions.

Key Features: Website Grader checks your site using four main categories for performance: site performance, search engine optimization, mobile friendliness, and security.

Pricing: It's a free tool and can be used as many times as you wish.

15 Oncrawl

[Oncrawl](#) is a website crawler in a similar vein to Screaming Frog, except it runs in the cloud and has significant URL allocations, including up to and over 300 million URLs. It also has over 500 charts and 12 data points that you can use to help inform your SEO audits.

You can also use its crawls to manage and monitor changes to the site, and it helps you keep track of these changes. By doing this, you can make sure that your changes don't have a negative SEO impact.

Key Features: Oncrawl allows you to integrate your crawl with any data type, like publishing dates, product pricing, and AMP implementations. It's possible to create custom reports based on these data insights instead of relying on data that might not have consequences for your report. You can also control your crawl down to the minute details, including JavaScript crawling, virtual robots.txt, staging sites, crawl speed, subdomains, DNS override, and more.

Pricing: Oncrawl, sadly, does not reveal any pricing for its plans: Explorer, Business, and Infinite. You have to call them.

ON-PAGE AUDIT TOOLS

On-page SEO continues to be a significant part of any well-optimized site. By concentrating on on-page SEO, you are taking the steps necessary to keep your page competitive for months to come.

1 Frase.io

[Frase.io](https://frase.io) is an extraordinarily comprehensive on-page SEO cloud-based application that allows you to dial in your on-page SEO to extraordinary levels. Its user interface includes a workflow that allows you to see all the top search results that you select, and to scroll through them all at once, without compiling them into a spreadsheet.

It also has an on-page interface similar to Surfer SEO, in which you include words on the page that are calculated as part of an overall on-page SEO score. The higher this score, the better you will be able to ensure that your page remains completely optimized compared to your competition.

Key Features: Frase’s tagline is “Smart AI for Smarter SEO.” Its claim to fame is automated AI-generated content briefs that you can customize and create for all of your clients. This also includes using AI to construct and write content based on that content brief at will. You can also optimize your content based on your top search competitors using a custom workflow.

Pricing: Frase’s pricing plan includes Solo, Basic, and Team plans.

- Solo - \$14.99/month, limited to around one article per week, or four articles per month, and 4,000 AI-generated words per month.
- Basic - \$44.99/month, 30 articles and 4,000 AI-generated words per month.
- Team plan - \$114.99/month, three user seats, and can write and optimize unlimited articles. But you still only get 4,000 AI-generated words per month.
- The Pro Add-On - \$35/mo - Include the Pro Add-on in your subscription to get unlimited AI-Generated Words, as well as other premium features.

2 Surfer SEO

[Surfer SEO](#) is the industry counterpart to Frase, although it does things a bit differently. It includes content optimization functions along with content audit functions.

Key Features: A full on-page optimization suite of tools, along with full content audit capabilities. In addition, Surfer SEO also includes Keyword Research abilities, its Grow Flow AI growth management platform, an AI Outline generator, and its own Google Chrome extension.

Pricing: At the time of this writing, Surfer SEO has four plans:

- Basic - \$59/month, 10 articles/month.
- Pro - \$119/month, 30 articles/month.
- Business - \$239/month, 70 articles/month.
- Enterprise (in which you have to call for a customized price).

3 Inlinks

[Inlinks](#) is an entity-based internal linking tool that uses AI to help you generate links from one internal page to the next on your site.

In addition, the tool includes automated content briefs that help you optimize your on-page SEO, similar to Frase and Surfer SEO. But with Inlinks, its customized AI platform provides specific opportunities that are directly tied to entities, so this is a tool that's on the cutting edge.

Key Features: Inlinks includes features such as Schema optimization, which has automated Schema markup (*Be careful; make sure this doesn't duplicate Schema or interfere with other Schema you might already have on your site*). This tool includes a world-class knowledge graph that Inlinks use to read a website and understand the main entities used. Using one line of code, this is all automated in such a way that Google will understand. Automatic internal linking is the name of the game for Inlinks, and it does it well, provided that you don't go overboard using "entity stuffing."

Pricing: As of this writing, they have several plans:

- Free.
- Freelancer - \$39/month.
- Agency - \$156/month.
- Custom Enterprise plan.

4 Page Optimizer Pro

[Page Optimizer Pro](#) is a comprehensive on-page optimization cloud-based application developed by SEO professional Kyle Roof. In short, the application uses edge analysis based on your top 10 competitors (rather than just direct competitor analysis like other tools).

Through edge analysis, this tool promises to help you optimize your page thoroughly with the assistance of ongoing watchdog page monitors. After configuration, these page monitors will alert you when any of your competitors show changes, so you can keep up with their pages in the search results rather than falling behind.

Key Features: This tool allows you to edit in WordPress and Google Docs, E-E-A-T, and Google NLP Analysis (on Agency plans only). Page structure suggestions, a content editor, white label PDF Reports on Agency plans (coming soon), exact keyword recommendations, variation words recommendations, keyword focus recommendations along with maximum keyword use recommendations, and more.

Pricing:

- Basic - \$27/month.
- Premium - \$38/month.
- Unlimited - \$49/month.

5 SEO Minion: Google Chrome Extension

[SEO Minion](#) is one of the best tools you could possibly hope for for your on-page SEO. With its Analyze On-Page SEO function, you can optimize any page's on-page SEO.

Key Features: It helps you analyze your on-page SEO comprehensively, highlights all-links feature that lets you quickly see any internal and external links on the page, checks for broken links on a webpage, as well as an HREFLANG validity checker.

Pricing: Free.

KEY TAKEAWAYS

With any SEO audit, the right SEO tools provide an immensely powerful resource.

Tools are not all created equal, and it's important to level the playing field between tools and make sure that recommendations make sense in the context of the website you are auditing.

Each tool has its own quirks and issues that you may need to become familiar with. If one tool contradicts another, you may have to do a deep dive to figure out why you are presented with conflicting information.

Lastly, some issues flagged by a tool may not truly be issues at all. This should also be uncovered by a deep-dive analysis.

The technical SEO audit itself is not a tool-based thing. It's an analysis-based endeavor. Tools certainly help, but your skills and knowledge as an SEO are what help you to analyze and act on the information the tools provide. The audit is only as good as the auditor.

WHEN SHOULD YOU PERFORM AN SEO AUDIT? BEFORE YOUR MIGRATE? AFTER? OR BOTH?

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The answer is both.

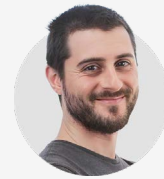
Perform an SEO audit before the website migration to identify any technical or content issues that may affect your website's rankings.

Additionally, it's important to map metrics and user behaviors before migrating.

After the move, perform another SEO audit to ensure everything is functioning correctly and that the search engines are indexing your new site properly.

Pro tip:

Platforms such as [Stage](#) give you full support in your migration to ensure you don't lose anything on the way.



Raphael Pires

Digital Marketing Analyst,
Rock Content

Performing both audits can help ensure a smooth and successful transition to your new host.

- ✓ **Before Migration:** Choose A Platform That Offers SEO Migration Support.
- ✓ **Before Migration:** Perform SEO Audit For Technical & Content.
- ✓ **After Migration:** Perform SEO Audit For Technical, Content & Functionality.



Preparing and working with data takes a little work, but you'll be an ol' pro in no time with a little practice. It really is a lot easier than you think.

TIPS FOR CLEANING AND PREPARING DATA



**Angie
Nikoleychuk**
Content Marketing
Manager

One of the first challenges will be cleaning the data. In other words, you'll need to remove empty rows or columns that can mess up your data, label all the columns correctly, and standardize the data (e.g., you could have "az" in one data set, but "Arizona" in another data set. They need to be the same so that Excel or Google Sheets can recognize that they're the same.)

Cleaning data is a pain, but there are some tricks that can make it faster.

How To Find And Remove Empty Rows

Google Sheets and Excel essentially work the same way to remove blanks. It's just that the commands look a little different.

In Excel:

- 1 Select all of the data.
- 2 Click *Home > Find & Select > Go To Special*, select "Blanks" and click "OK."
- 3 Right-click on a selected cell and select "Delete" from the dropdown menu.
- 4 Choose "Entire row" and click "OK."

In Google Sheets:

- 1 Select the data.
- 2 Click *Data > Filter* and uncheck the box next to "Blanks."
- 3 Then, select "Create a filter" in the Data tab.

- 4 Click the filter icon in row 1. Then, *Clear > Blanks*.
- 5 Ctrl (or Cmd) + A and delete rows.
- 6 Turn off the filter (*Data tab > Turn off filter*).

How To Find And Remove Empty Columns

The steps to remove empty columns are essentially the same as removing empty rows. Skip this step, however, and you'll find that data analysis suddenly involves a lot of errors.

In Excel:

- 1 Select data.
- 2 Click *Home > Find & Select > Go To Special > Blanks*, and click "OK."
- 3 Use Ctrl (or Cmd) + Spacebar to select the entire column and click Delete in the right-click menu.
- 4 Select "Entire column" and click "OK."

In Google Sheets:

- 1 Select the data.
- 2 Click *Data > Filter*.
- 3 Click the filter button in row 1 and uncheck the box next to "Blanks."
- 4 Select the empty columns, right-click, and select "Delete column" from the menu.

How To Use Concatenate To Combine Two Cells

You can combine text into a single cell using the CONCATENATE function. It's particularly useful for combining first and last names, dates, or other data that are presented to you in multiple columns. And by chaining them together, you can organize and merge data into a single sheet.

In Excel and Google Sheets:

Let's pretend we have two data sets in separate sheets:

Sheet 1 has first name, last name, email.

	A	B	C	D
1	First name	Last name	Email	
2	John	Doe	john@example.com	
3	Sally	Buttons	sally@example.com	
4	Billy	Blue	billy@example.com	
5				

Sheet 2 has first name, last name, phone number.

	A	B	C	D
1	First name	Last name	Phone Number	
2	John	Doe	123-4567	
3	Sally	Buttons	890-1234	
4	Billy	Blue	567-8901	

Let's combine the data from the two sheets so that the data is easier to work with.

First, let's combine first and last names in case we have more than one John in our dataset.

- 1 Insert a new column in Sheets 1 and 2 to the right of the "last name" column.

	A	B	C	D	E
1	First name	Last name		Email	
2	John	Doe		john@example.com	
3	Sally	Buttons		sally@example.com	
4	Billy	Blue		billy@example.com	

- 2 In C2 on both sheets, enter the formula:

=CONCATENATE(A2, " ", B2)

(This says, for the string in A2, leave a space (" ") and then add the contents of B2.)

	A	B	C	D	E
1	First name	Last name		Email	
2	John	Doe	John Doe	john@example.com	
3	Sally	Buttons		sally@example.com	
4	Billy	Blue		billy@example.com	

- 3 Select C2, click the bottom right corner of C2, and drag it to the bottom of your data to copy the formula down.
- 4 Now, insert a new column to the right of the combined name (C) in Sheet 1.
- 5 In the first row of the new column, enter the following formula:

=VLOOKUP(Sheet1!C2, Sheet2!\$C:\$E,2,FALSE)

This formula will search for whatever is in C2 in Sheet 2 (the full name of John Doe) and return the corresponding phone number to Sheet 1.

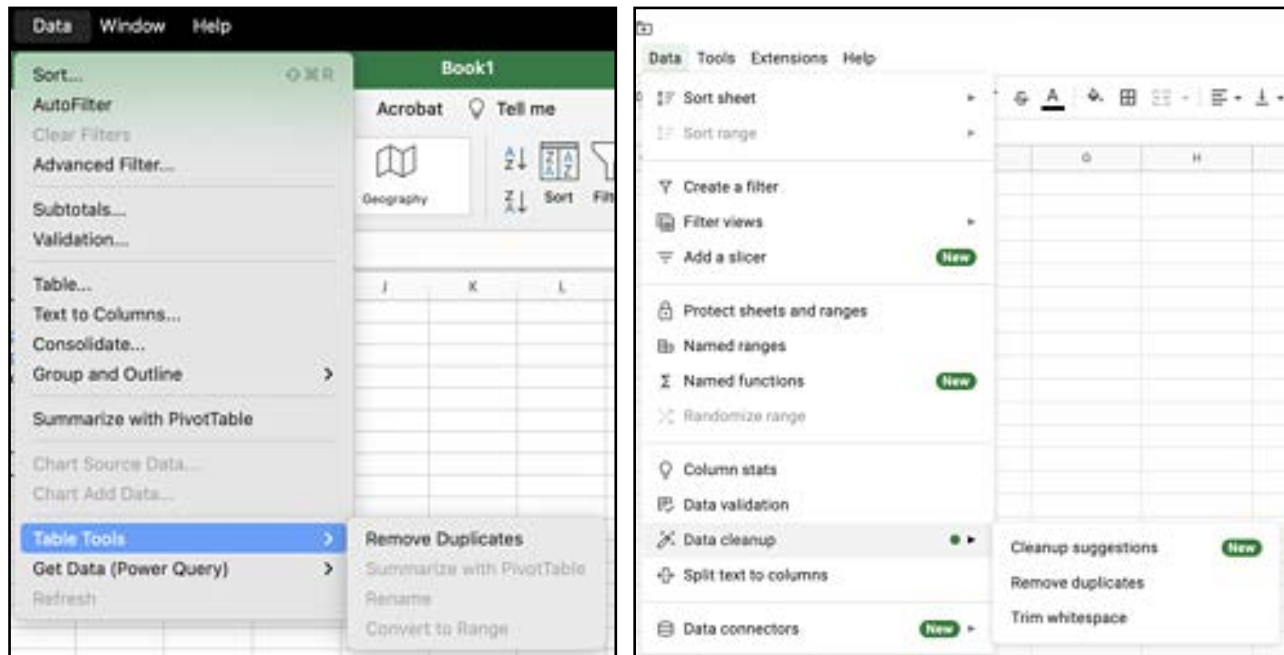
D2		=VLOOKUP(Sheet1!C2, Sheet2!\$C:\$E,2,FALSE)					
	A	B	C	D	E	F	G
1	First name	Last name			Email		
2	John	Doe	John Doe	123-4567	john@example.com		
3	Sally	Buttons	Sally Buttons	890-1234	sally@example.com		
4	Billy	Blue	Billy Blue	567-8901	billy@example.com		
5							

- 6 Copy the formula in the first row of the new column in Sheet 1 and paste it into the remaining rows in the column as you did with the concatenate formula.

Other Quick And Helpful Data Cleaning Commands

Want to remove unwanted space inside a cell? Use Trim. (It works in both Excel and Google Sheets.)

B5		=TRIM(A5)					
	A	B	C	D	E	F	
1	First name	Last name			Email		
2	John	Doe	John Doe	123-4567	john@example.com		
3	Sally	Buttons	Sally Buttons	890-1234	sally@example.com		
4	Billy	Blue	Billy Blue	567-8901	billy@example.com		
5	Billy Bob	Billy Bob					



HOW TO COMBINE DATA SETS INTO A SINGLE TABLE USING GOOGLE SHEETS

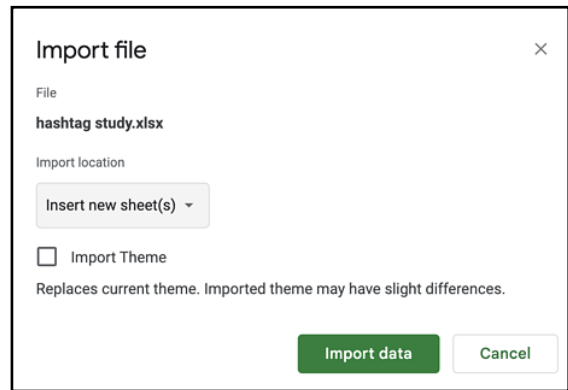
Another common task you'll always do when working with data is to get all of it into the same sheet.

But a word of warning: Combining multiple data files can be a nightmare if you don't prepare your data. So, make sure that they all have the same structure and format before you start.

Let's start with something easy and work our way up.

Import One Entire Dataset Into Another

Import data into an existing sheet. *File > Import > Select the data set to import > Insert.* Then, change the dropdown to “Insert new sheet.” It will add the new data below.



Use The “QUERY” Function

Let’s say you have a sheet with traffic and bounce rates, and you want to create a sheet with bounce rates that are below 50% to identify your better-performing pages.

	A	B	C
1	Page	Traffic	Bounce rate
2	Home	300	0.30
3	Contact	400	0.40
4	Services	500	0.70
5	Landing Page	600	0.90

=QUERY(Sheet1!A2:C5, “SELECT A,B,C WHERE C < 0.5”)

This formula will create a new data set that includes all the information for any pages meeting our requirement of a 50% bounce rate.

In this formula **Sheet1!A2:C5** are the ranges it looks through, **SELECT A,B,C** tells it which cells to pull if the bounce rate is less than 0.5, and **C < 0.5** is the math function that tells it to only copy the information from the other sheet if the value in column C is less than 0.5.

Use The “VLOOKUP” Function

The Vlookup function allows you to search for a value in one data set and return a corresponding value from another data set. Here’s an example of how to use it:

Two sheets: one with bounce rates (Sheet 2) and one with traffic numbers (Sheet 1).

	A	B
1	Page	Bounce rate
2	Home	0.30
3	Contact	0.40
4	Services	0.70
5	Landing Page	0.90

	A	B	C
	Page	Traffic	Bounce Rate
	Home	300	
	Contact	400	
	Services	500	
	Landing Page	600	

=VLOOKUP(Sheet1!A2, Sheet2!A:B, 2, FALSE)

This formula will search for the value in Sheet1!A2 in the first column of Sheet 2, and return the corresponding value from the second column of Sheet 2 when they match.

Your page names need to be the same on both sheets. If you have a “sale page” in one data set and a “landing page” on the other, it won’t work.

	A	B	C	D
	Page	Traffic	Bounce Rate	
	Home	300	0.30	
	Contact	400		
	Services	500		
	Landing Page	600		

The “INDEX” And “MATCH” Functions

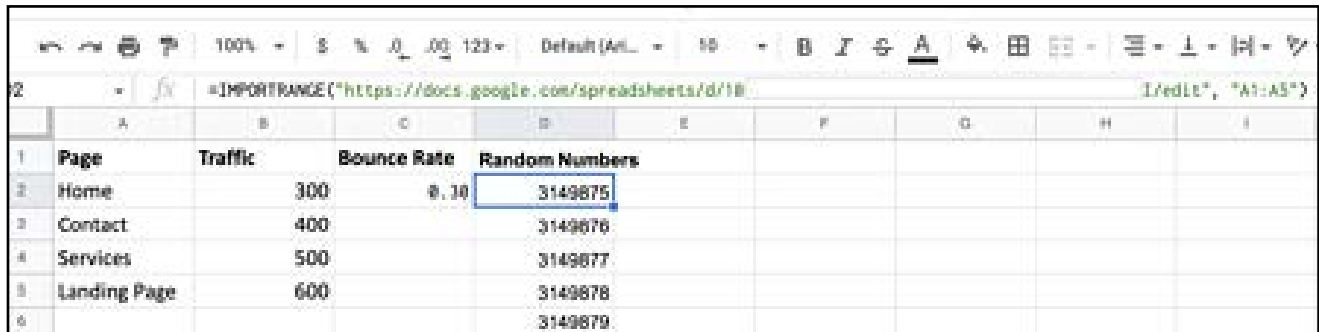
	A	B	C	D	E
	Page	Traffic	Bounce Rate		
	Home	300	0.30		
	Contact	400			
	Services	500			
	Landing Page	600			

```
=INDEX(Sheet2!B:B, MATCH(Sheet1!A2, Sheet2!A:A, 0))
```

This formula will search for the value in Sheet1!A2 in the first column of Sheet 2, and return the corresponding value from the second column of Sheet 2.

Import Functions In The Formula Bar

IMPORTRANGE can get the job done from the formula bar.



The screenshot shows a Google Sheet with the following data:

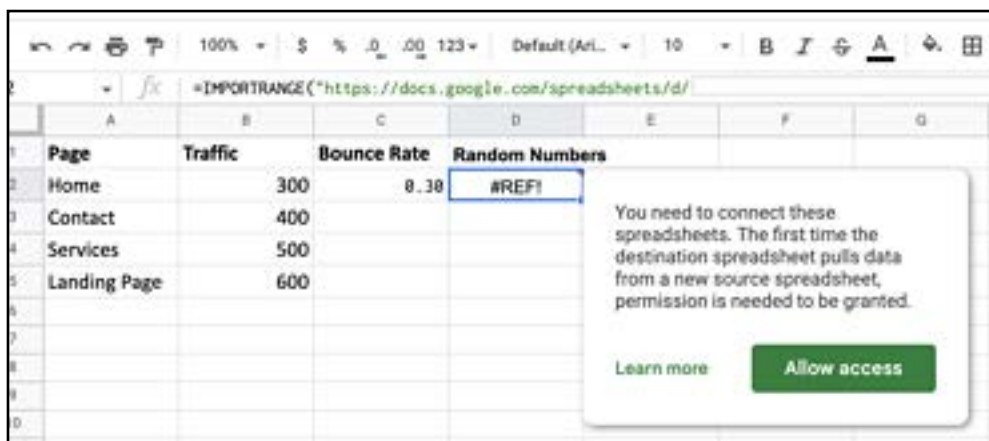
	A	B	C	D	E	F	G	H	I
1	Page	Traffic	Bounce Rate	Random Numbers					
2	Home	300	0.30	3149875					
3	Contact	400		3149876					
4	Services	500		3149877					
5	Landing Page	600		3149878					
6				3149879					

The formula bar shows: `=IMPORTRANGE("https://docs.google.com/spreadsheets/d/1/edit", "A1:A5")`

```
=IMPORTRANGE("spreadsheet_url", "range_string")
```

Copy the URL for the other data set. (Everything before the # sign.)

Then, tell it what range to copy across. (It will automatically update as changes are made on the other sheet.)

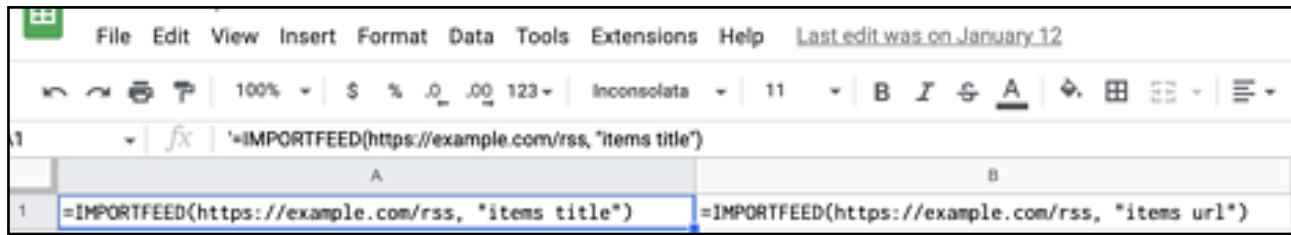


The screenshot shows the same Google Sheet as before, but the formula bar now shows: `=IMPORTRANGE("https://docs.google.com/spreadsheets/d/1/edit", "A1:A5")`. The cell D2 now displays an error: `#REF!`. A dialog box is open with the message: "You need to connect these spreadsheets. The first time the destination spreadsheet pulls data from a new source spreadsheet, permission is needed to be granted." with buttons for "Learn more" and "Allow access".

It will give you an error, so you just have to give it access.

Other import types you can play with?

Import via RSS feed: =IMPORTFEED(https://example.com/rss, "items title")



Import via XML:

=IMPORTXML("https://example.com/", "xpath_query")

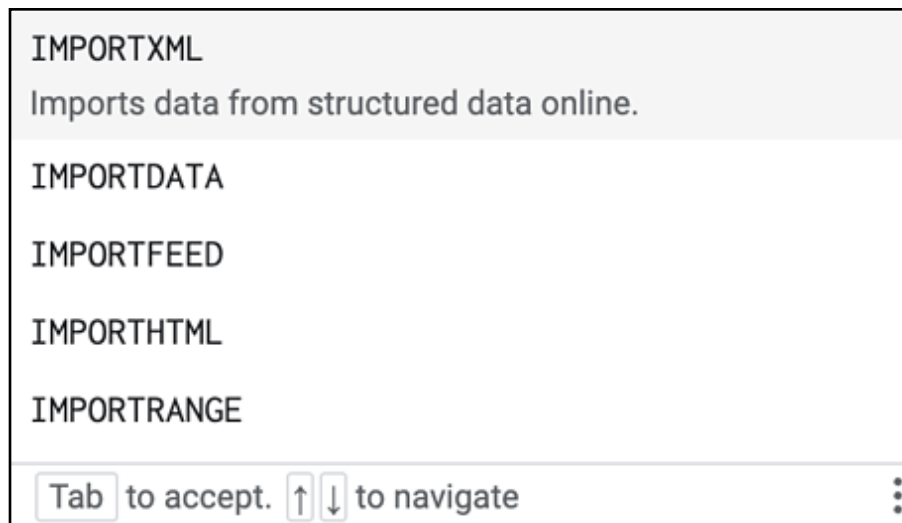
Import via online structured data file (like a CSV):

=IMPORTDATA("https://example.com/file.csv")

Import from a table on a webpage:

=IMPORTHTML("https://example.com/slug", "table", 1)

(Where "table" is the query and "1" is the index start location.)



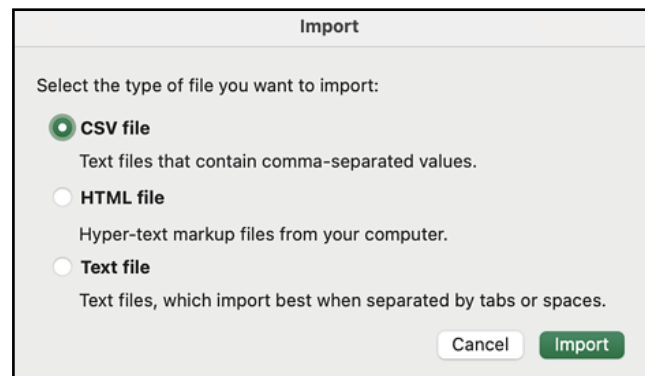
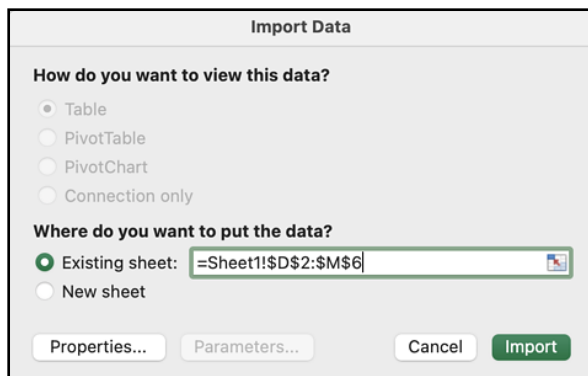
No-Formula Solutions

Google Sheets [Add-Ons](#) can also be really helpful if you'd like to avoid formulas. I'd encourage you to give the formulas a try, though. They're flexible. (And they make you feel kind of smart and powerful when they work.)

HOW TO COMBINE DATA SETS INTO A SINGLE TABLE USING EXCEL

Simple Import

Choose *File > Import > Select the data set*. Then, *tell it if it's delimited or a fixed width file*. *> Tell it how the file is delineated (tabs, colons, etc.)*. *> Select data format (text, dates, etc.)*. *> Finish*.



Finally, tell it if you want to add it to an existing sheet (and where), or if it should create a new sheet.

Use Excel's Power Query

If you loved the query fetching in Google Sheets, you will love Power Query in Excel. Outside of Python, R, and learning an entire coding language, it is the most useful and powerful feature you can use to work with large data sets.

You'll also find excellent [documentation](#) and plenty of [videos](#) (with data you can download to follow along with) to help you learn to use it. Monthly reporting data is an excellent practice.

Starting with a fresh Excel file? Import your data files straight into it.

Data > Get & Transform Data > Get Data. Select the file type to import or add via a URL and follow the prompts to import the file into Excel.

Continue to import all the data files into Excel.

Now, you need to combine the data files.

Data > Get & Transform Data > Combine Queries > Append Queries.

Select the ones you want. You can also add a custom column that identifies which file the data came from.

The VLOOKUP In Excel

	A	B	C	D	E	F
1	Page	Traffic				
2	Home	300				
3	Contact	400				
4	Services	500				
5	Landing Page	600				

The “VLOOKUP” function works just like VLOOKUP in Google Sheets. Here’s an example:

=VLOOKUP(A2, Sheet1!A:B, 2, FALSE)

This formula will search for the value in A2 in the first column of Sheet 2, and return the corresponding value from the second column of Sheet 2.

Use “INDEX” And “MATCH”

	A	B	C	D	E	F	G	H	I	J
1	Page	January	February	March	April					
2	Home	300	598	25		Month:	January			
3	Contact	400	2501	35		Page:	Contact			
4	Services	500	233	45		Traffic:	400			
5	Landing Page	600	459	25						

INDEX and MATCH work magic in Excel, too.

```
=INDEX(Sheet2!B5:C8,MATCH(Sheet1!A2,Sheet2!A5:A8,0)MATCH(D1,Sheet2!A4:C4,0))
```

This formula works by searching the range on Sheet 2 (in blue), by checking the first column (A5:A8) for whatever value is in A2 for an exact match (0). This is all the text in red.

The green text is the row information. It checks the first row (A4:C4) for whatever value it finds in D1, looking for an exact match (0).

Only want the value copied if the value is a certain amount? 1 = less than and -1 = more than.

If that doesn't seem all that exciting, just wait until you see what you can do with this next!

WORKING WITH DATA

Looking Up Values Using Two Customized Variables

G4 fx =INDEX(B2:C5,MATCH(G3,A2:A5,0),MATCH(G2,B1:C1,0))								
	A	B	C	D	E	F	G	H
1	Page	January	February	March	April			
2	Home	300	598			Month:	January	
3	Contact	400	2501			Page:	Contact	
4	Services	500	233			Traffic:	400	
5	Landing Page	600	459					

Sometimes, you just want to be able to look up a specific value.

In this example, we have monthly traffic numbers in the columns and pages in the rows. Now, we can use INDEX and MATCH to look up how much traffic the contact page (or any page) received in the month of January (or any month) just by typing in G2 and G3.

The formula you put in G4:

```
=INDEX(B2:C5,MATCH(G3,A2:A5,0),MATCH(G2,B1:C1,0))
```

INDEX needs to know what range it should look in. Then, it wants to know which column and row it needs to find. The MATCH functions act as the row and column numbers by looking for exact matches according to what you typed in G2 and G3.

That means, you can move that little typing section to a clean sheet and set up a dashboard, so that anyone on your team can look up data!

If you loved this, try it with SUMIFs and AVERAGEIFs, which sum (or average) data based on multiple criteria. This is perfect for quickly summing up your Google Analytics data based on specific criteria, such as traffic source, medium, and date range.

Create Pivot Tables

Pivot tables are likely one of the most important tools you'll have when trying to summarize large amounts of data and transform it into a more manageable format. Use it to speed up your reporting by:

Row Labels ▼	Sum of January
Contact	400
Home	300
Landing Page	600
Services	500
Grand Total	1800

- **Summarize** traffic data by product, category, or time period.
- **Analyze** traffic over time to identify seasonal trends.
- **Compare** data across different categories, such as bounce rates for the landing pages for different products or regions.
- **Filter** data to show only data for a specific product or region.
- **Calculate** metrics such as averages, counts, and percentages. For example, the average traffic per day for each product over the last 30 days.
- **Identify** outliers such as pages or products that are selling much more or much less than other products.

In Google Sheets:

Highlight the data you want to analyze.

To make the table:

Data > Pivot Table to open a new sheet with a blank pivot table.



Pro tip:

Have a large data set? Select the entire table by clicking on the top-left corner of the table.

Now, set up your pivot table.

In the “Rows” and “Columns” fields, select the fields you want to use as rows and columns. In the “Values” field, select the field you want to analyze.

Need something a little different? Customize your pivot table by changing the summary function (sum, average, count, for example), sort and filter the data, and add subtotals and grand totals.

In Excel:

Same as in sheets, start by highlighting the data you want to analyze. For a large data set, clicking on the top-left corner of the table works here, too.

Insert > Pivot Table > Insert the range where your data is that you want to analyze. Then, if you want the pivot table on a new sheet or in the existing one.

Create PivotTable

Choose the data that you want to analyze.

☒ **Select a table or range**

Table/Range:

☐ **Use an external data source**

No data fields have been retrieved.

Choose where to place the PivotTable.

☐ New worksheet

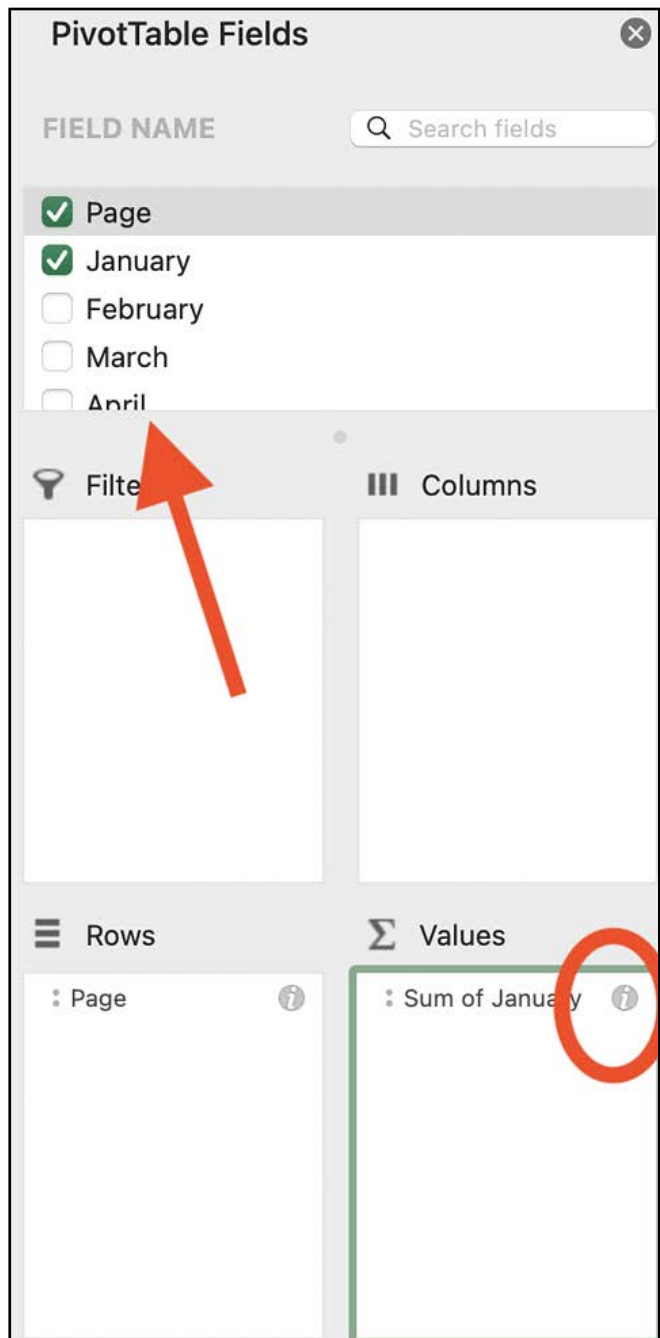
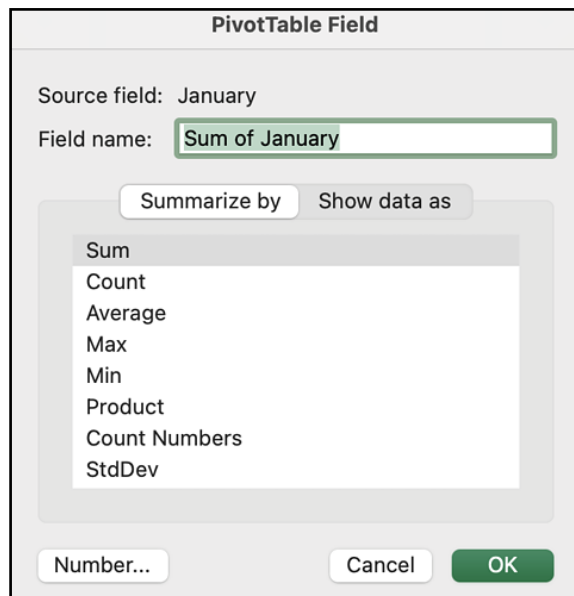
☒ **Existing worksheet**

Table/Range:

(If you accidentally selected an empty range, it will give you an error. So, if it complains, this is usually why.)

Now, set up your pivot table. Add whatever you want in the columns into the “Values” field, and the rows into the “Rows” field.

And if you need to change it (so it’s using average instead of sum, for example), change that using the information button on the appropriate value.



USE REGEXTRACT TO PULL INFORMATION FROM URLS

The screenshot shows a Google Sheet with a formula bar at the top displaying `=REGEXTRACT(A2,"^(?:https?://)?(?:[^\n]+@)?(?:www.)?([^\n]+)")`. Below the formula bar, a table is visible with columns A through F. In row 2, cell A2 contains the URL `https://docs.google.com/spreadsheets/d/1.../edit`. Cell B2 contains the same formula. The result of the formula, `docs.google.com`, is displayed in cell C2. The formula bar also shows the result of the formula being entered into cell B2.

	A	B	C	D	E	F
1						
2	<code>https://docs.google.com/spreadsheets/d/1.../edit</code>	<code>=REGEXTRACT(A2,"^(?:https?://)?(?:[^\n]+@)?(?:www.)?([^\n]+)")</code>	<code>docs.google.com</code>			
3						
4						

The Regextract formula extracts specific data from text strings using regular expressions. So, for example, you can use Regextract to extract the source and medium of your website traffic from Google Analytics reports.

To extract the domain from a URL in cell A2, you can use the following formula:

```
=REGEXTRACT(A2,"^(?:https?://)?(?:[^\n]+@)?(?:www.)?([^\n]+)")
```

Regular expressions can be complex, so it's important to test your formula with different examples to ensure it is extracting the correct data.

Minimizing Tables

To minimize a table, click on the small arrow icon in the top left corner of the table to collapse it and hide the data, leaving only the table header visible.

To expand the table again, simply click on the arrow icon.

You can also use the "Data" > "Group Rows" or "Group Columns" feature to group related rows or columns together and create collapsible sections.

Freezing Rows And Columns

Freezing rows and columns keeps specific rows or columns visible on the screen while you scroll through the rest of the spreadsheet.

In Google Sheets: Select the row or column you want to freeze. Click *View > Freeze > Up to current row or column* (or up to and including the current row/column)

In Excel: Select the row or column you want to freeze. Then, click *View > "Freeze Panes," "Freeze Top Row,"* or *"Freeze First Column."*

If you're really struggling with a large amount of data, try filters. This allows you to remove any irrelevant data and show only the data that meets certain criteria.

Extra Tips For Large Data Sets

Use named ranges to assign a specific name to a range of cells in your sheet. This can make it easier to refer to and analyze large data sets.

Avoid using too many formulas. These slow down your sheet's performance and can also make your life very difficult, particularly once you start chaining multiple formulas together.

Make use of conditional formatting:

In Google Sheets: Select the range of cells you want to apply conditional formatting to. Click *Format > Conditional Formatting*.

In the "Conditional format rules" panel on the right-hand side of the screen, select the type of formatting you want to apply. There are several options to choose from, including "Color scale," "Icon set," and "Custom formula is."

In Excel: Select the range of cells you want to apply conditional formatting to and click *Home > Styles > Conditional Formatting*.

In the drop-down menu, select the type of formatting you want to apply, including “Highlight Cells Rules,” “Top/Bottom Rules,” and “Data Bars.”

CONCLUSION

Excel and Google Sheets may look too simplistic to do much, or they might appear too complicated to learn, but neither of those assumptions is true. With a few formulas and tricks up your sleeve, you'll quickly find that it's one of the most powerful and important tools in your SEO toolbox.

THE SECRET TO A SUCCESSFUL SEO AUDIT

Sorting Your SEO Issues For Maximum Impact

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Wondering how to prioritize your SEO audit issues?

We recommend prioritizing SEO issues by the level of impact they have on your:

- ✓ Website traffic.
- ✓ Revenue.
- ✓ User experience.



Umair Malik

SEO Success Manager,
Conductor

First, take immediate action if your pages are inaccessible by search engine crawlers, your site is penalized, or there is a significant drop in traffic.

Then, prioritize issues on critical pages that rank for the terms most important to your business. Some issues may have a low impact on your website's health score and get deprioritized, but these add up, so make sure you have a plan in place to revisit them.

Finally, separate your issues into corresponding buckets to help your team understand which part of the website it impacts. Group issues together under common themes, like indexability, content, page speed, links, or schema. The easier you make it for your team to understand the issues, impact, and related effort, the faster you can work to resolve key issues.

 Pro tip:

[ContentKing](#) automatically sorts SEO issues by the impact each issue has on your website's health score.



USING CHROME DEVTOOLS TO DIAGNOSE SITE ISSUES IN AN AUDIT

Chrome DevTools is a free tool built into the Chrome browser. Its many features help you audit elements on your website in real time. Chrome DevTools is a powerful toolbox for technical SEO audits and is just a click away.



Ruth Everett

Senior SEO Testing
Consultant, SearchPilot

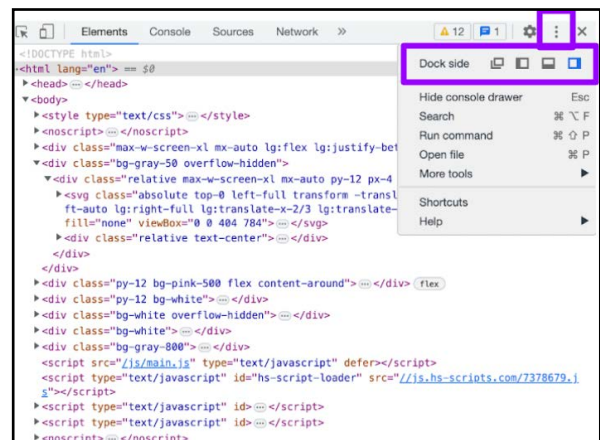
ACCESSING CHROME DEVTOOLS

Accessing the DevTools within the Chrome browser is as simple as right-clicking when on a webpage, and selecting inspect.

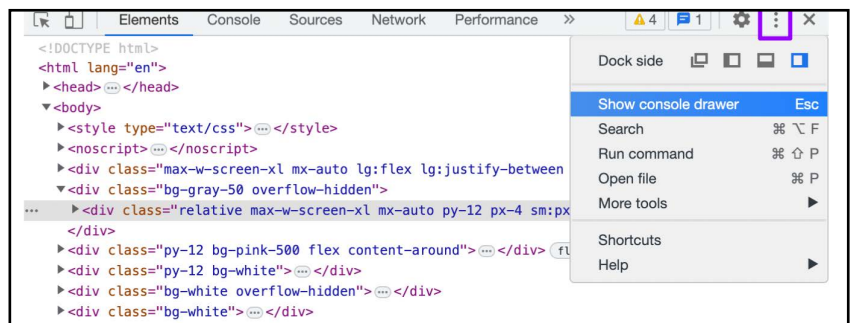
This will typically open on the right side of the screen. However, you can select to dock it at the bottom, on the left, or even open it in a separate window. Click on the three dots next to the settings cog and select your preferred dockside.

Building Your Console Drawer

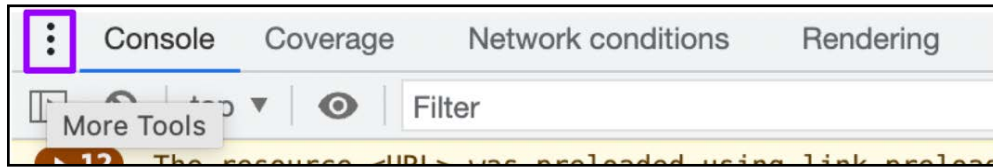
The console drawer is an additional panel containing tools that are hidden by default. The most useful ones for SEO are Coverage, Rendering, and Network Conditions.



You can access the console drawer by clicking the same three dots and selecting "Show console drawer." Once this is opened at the



bottom of the elements panel, clicking the three dots on there will provide the list of additional tools which can be added in a tab-like format.



SEO AUDITING OPPORTUNITIES

There are different ways to identify issues, validate findings, and review a website's accessibility for users and search engines.

Ensure Content Is Accessible

Search engines should be able to see and crawl your content. It's a basic check that's easy to overlook.

In the Elements panel of DevTools, you can view the [Document Object Model](#) (DOM) of your page. The DOM is the structure of an HTML document; it determines the content that should be on a page, as well as how all of the elements relate to each other. It also allows JavaScript to access and update the page.

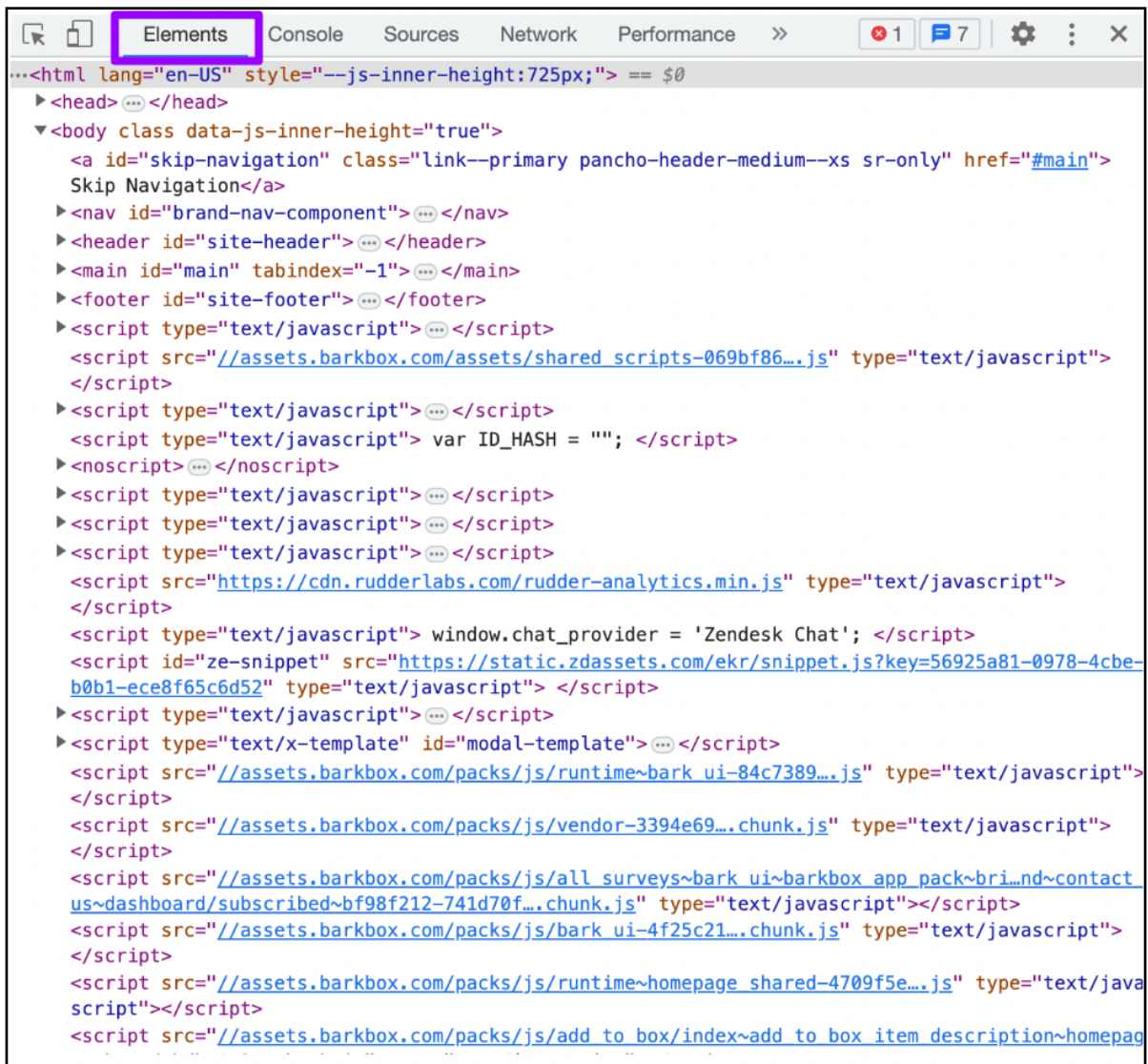
This panel shows various elements of content, including meta tags, canonicals, and hreflang tags, as well as the main body content and structure of the page.

The Elements tab shows the JavaScript-rendered version of the page, so you can use it to identify differences between the rendered page and the HTML source code.

Much of modern web content requires JavaScript to load. This can cause issues with the cached version of the page and impact how Google discovers and indexes content.

For example, if JavaScript is used to render a title tag, there will be different versions of it: one that is loaded in the HTML and a different one when JavaScript is rendered. This may make it difficult for Google to know which one to display in SERPs.

If you discover that Google is displaying your content unexpectedly in SERPs, this is a good way to check the page.



```

<html lang="en-US" style="--js-inner-height:725px;" == $0
  <head> ... </head>
  <body class data-js-inner-height="true">
    <a id="skip-navigation" class="link--primary pancho-header-medium--xs sr-only" href="#main">
      Skip Navigation</a>
    <nav id="brand-nav-component"> ... </nav>
    <header id="site-header"> ... </header>
    <main id="main" tabindex="1"> ... </main>
    <footer id="site-footer"> ... </footer>
    <script type="text/javascript"> ... </script>
    <script src="//assets.barkbox.com/assets/shared_scripts-069bf86...js" type="text/javascript">
      </script>
    <script type="text/javascript"> ... </script>
    <script type="text/javascript"> var ID_HASH = ""; </script>
    <noscript> ... </noscript>
    <script type="text/javascript"> ... </script>
    <script type="text/javascript"> ... </script>
    <script type="text/javascript"> ... </script>
    <script src="https://cdn.rudderlabs.com/rudder-analytics.min.js" type="text/javascript">
      </script>
    <script type="text/javascript"> window.chat_provider = 'Zendesk Chat'; </script>
    <script id="ze-snippet" src="https://static.zdassets.com/ekr/snippet.js?key=56925a81-0978-4cbe-
      b0b1-ece8f65c6d52" type="text/javascript"> </script>
    <script type="text/javascript"> ... </script>
    <script type="text/x-template" id="modal-template"> ... </script>
    <script src="//assets.barkbox.com/packs/js/runtime~bark ui-84c7389...js" type="text/javascript">
      </script>
    <script src="//assets.barkbox.com/packs/js/vendor-3394e69...chunk.js" type="text/javascript">
      </script>
    <script src="//assets.barkbox.com/packs/js/all_surveys~bark ui~barkbox_app_pack~bri~nd~contact
      us~dashboard/subscribed~bf98f212-741d70f...chunk.js" type="text/javascript"></script>
    <script src="//assets.barkbox.com/packs/js/bark ui-4f25c21...chunk.js" type="text/javascript">
      </script>
    <script src="//assets.barkbox.com/packs/js/runtime~homepage_shared-4709f5e...js" type="text/java
      script"></script>
    <script src="//assets.barkbox.com/packs/js/add to box/index~add to box item description~homepag
  
```


JavaScript Parity

A JavaScript Parity test can help you track down issues between the HTML and JavaScript versions of a page.

Right-click within the Elements tab and select *Copy > Copy element*. This copies the whole JavaScript code of the page. Select the HTML source code with Command or Ctrl+ A. Then use a [diffchecker](#) to identify any differences between the two.

You will see a lot of injected scripts within the JavaScript code, but the key things to look for are meta tags, canonicals, indexing tags such as noindex, and the main headings and content elements.

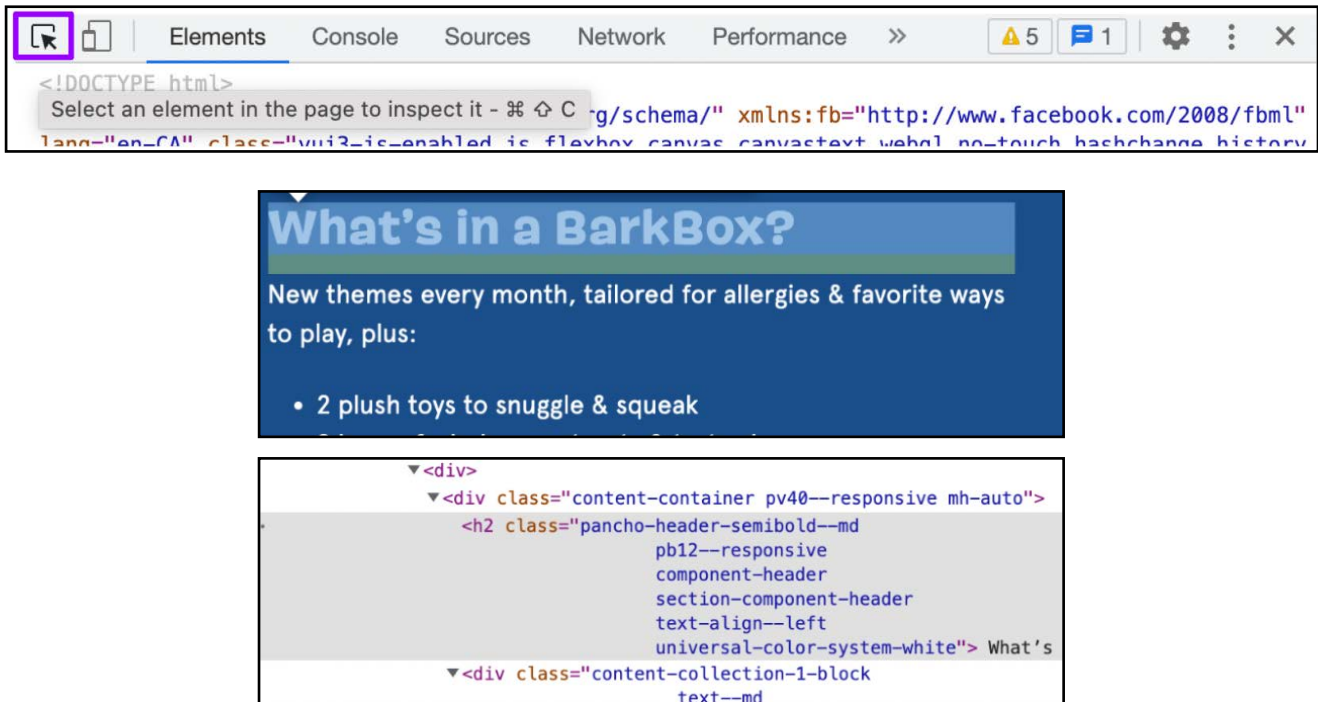
<pre>6 <title>BarkBox - The Monthly Dog Toy and Treat Box</title> 7 <meta name="description" content="BarkBox is the dog toy subscription ion box. A monthly surprise of dog toys, treats, and goodies! Subs cribe to BarkBox for your pup - or give BarkBox as the perfect dog gift."> 8 <link rel="canonical" href="https://www.barkbox.com/"> 9 <meta name="csrf-param" content="authenticity_token"> 10 <meta name="csrf-token" content="6xp9CMHrWdAbQrL9V0AN7IAwQ/9I5DrC oYoIou+17A7WLY0hAR5bghEJtyJm1KyQUNq9tvTQ652dHFy3p5kcw=="> 11 <link rel="shortcut icon" href="//assets.barkbox.com/assets/favico n/32x32_d-1b7621323625847e84521d7dff26d8efda4b1e6424d86261e3d0f6a1 ac3a76e7.png"> 12 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/144x144_d-08d55754583d3a57c50aaa7c37a569940289006 6dbbc0aa3cbb74bd3e8dd6c83.png" sizes="144x144"> 13 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/114x114_d-f8ad9389ec74bb749448c87582e6c69d83d51f3 2fc2ab18db9c934a6cddf0a91.png" sizes="114x114"> 14 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/72x72_d-a2e58bff525bd77b6fed92c813f11569b0b98cb25 59b72cd7a4036e89eea6384.png" sizes="72x72"> 15 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/57x57_d-a55a761d850301b63565bf12504ba2997702ae89 281d17cb23e2d09d32f2b0c.png"> 16 <link rel="publisher" href="https://plus.google.com/11627363639554 4361950"> 17 <meta name="p:domain_verify" content="e0a7b4c466aba98ab912949e543e 9cb3"> 18 <meta name="google-site-verification" content="U-3A0sU2M7Ih8dsXg xwe_n1VePHxQ43uCDTKAw0f2jI"> 19 <script type="text/javascript"></pre>	<pre>9 <title>BarkBox - The Monthly Dog Toy and Treat Box</title> 10 <meta name="description" content="BarkBox is the dog toy subscript ion box. A monthly surprise of dog toys, treats, and goodies! Subs cribe to BarkBox for your pup - or give BarkBox as the perfect dog gift."> 11 <link rel="canonical" href="https://www.barkbox.com/"> 12 <meta name="csrf-param" content="authenticity_token" /> 13 <meta name="csrf-token" content="6xp9CMHrWdAbQrL9V0AN7IAwQ/9I5DrC oYoIou+17A7WLY0hAR5bghEJtyJm1KyQUNq9tvTQ652dHFy3p5kcw==" /> 14 <link rel="shortcut icon" href="//assets.barkbox.com/assets/favico n/32x32_d-1b7621323625847e84521d7dff26d8efda4b1e6424d86261e3d0f6a1 ac3a76e7.png" /> 15 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/144x144_d-08d55754583d3a57c50aaa7c37a569940289006 6dbbc0aa3cbb74bd3e8dd6c83.png" sizes="144x144" /> 16 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/114x114_d-f8ad9389ec74bb749448c87582e6c69d83d51f3 2fc2ab18db9c934a6cddf0a91.png" sizes="114x114" /> 17 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/72x72_d-a2e58bff525bd77b6fed92c813f11569b0b98cb25 59b72cd7a4036e89eea6384.png" sizes="72x72" /> 18 <link rel="apple-touch-icon-precomposed" href="//assets.barkbox.co m/assets/favicon/57x57_d-a55a761d850301b63565bf12504ba2997702ae89 281d17cb23e2d09d32f2b0c.png" /> 19 <link rel="publisher" href="https://plus.google.com/11627363639554 4361950" /> 20 <meta name="p:domain_verify" content="e0a7b4c466aba98ab912949e543e 9cb3" /> 21 <meta name="google-site-verification" content="U-3A0sU2M7Ih8dsXg xwe_n1VePHxQ43uCDTKAw0f2jI" /> 22 <script type="53a4569ed1833cb429a5c55b-text/javascript"></pre>
---	--

Find And Validate Useful Tags For Search Engines

The Elements tab also helps you review tags that guide search engines on how to view and index the page. For example, you can use the search function to easily find title and meta tags, OG tags and canonicals, as well as hreflang configuration and robot meta tags.

```
<meta name="viewport" content="width=device-width,initial-scale=1.0">
<title>BarkBox - The Monthly Dog Toy and Treat Box</title>
<meta name="description" content="BarkBox is the dog toy subscription box. A mo
Box for your pup - or give BarkBox as the perfect dog gift.">
<link rel="canonical" href="https://www.barkbox.com/">
<meta name="csrf-param" content="authenticity_token">
<meta name="csrf-token" content="aw/H5v8yhHh80xMnB9jFB+x7Yq+NTJGDZeCgK326307TQ
<link rel="shortcut icon" href="//assets.barkbox.com/assets/favicon/32x32_d-1b7
<link rel="apple-touch-icon-precomposed" href="//assets.barkbox.com/assets/fav
html  body  header#site-header  div#site-header-inner
title
```

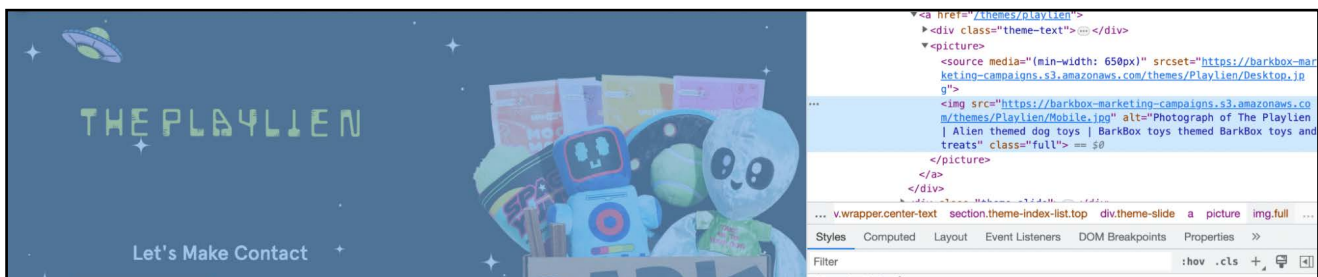

You can also identify the heading structure with the element inspector tool. Use it to verify H1 and H2 tags and their placement.



Verify Alt Text

Images on your page should contain an [alt text](#) that is logical, descriptive, and not stuffed full of keywords.

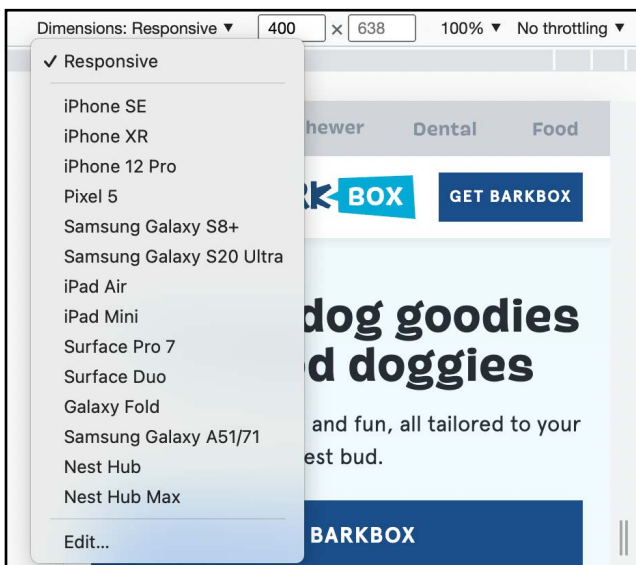
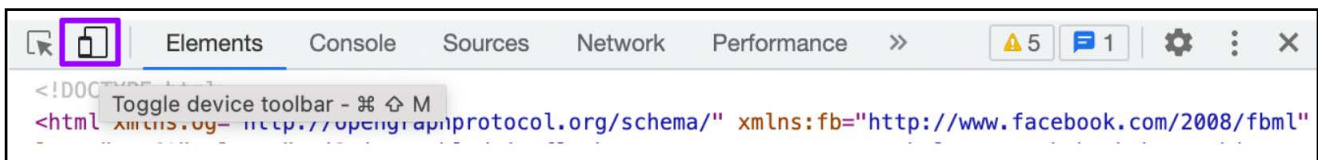
On the Elements tab, use the element selector, then click on the image to review its code and alt text.



Emulate Multi-Device Responsiveness

Ensuring your website is responsive, usable, and accessible across multiple devices is imperative for modern SEO.

Chrome DevTools makes it easy to audit mobile-friendliness with the Device toolbar. Click the “toggle device toolbar” option in the top left of the panel, and you will see the page displayed in a responsive format, with options at the top.



Select a device screen size to emulate or customize the exact screen size.

“Responsive” shows the responsiveness of the page, which is a much more effective method than resizing the browser window yourself.

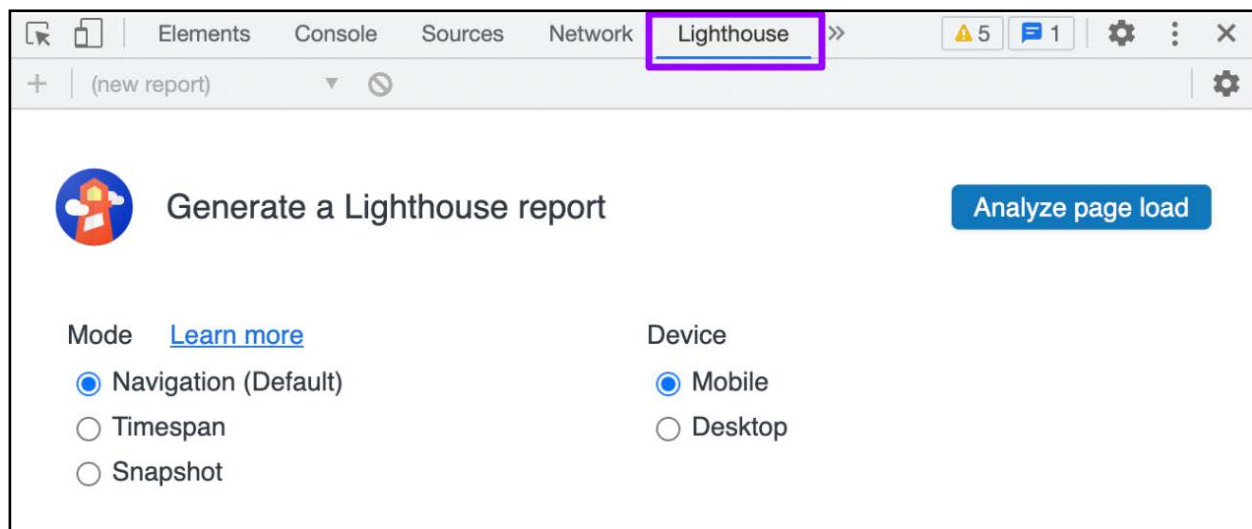
Ensure that elements load and perform properly on mobile devices and that there are no major differences between the content and links compared with the desktop version.

SITE SPEED AUDITS

One of the most powerful features in Chrome DevTools is the ability to audit site speed and performance to identify any issues, which may impact Core Web Vitals and the overall performance of the page.

Lighthouse Audits

Lighthouse is accessible in the top navigation bar of the DevTools window.



Once the page has been analyzed, Lighthouse will produce a performance score out of 100, which is based on a number of factors that Google updates over time. Check [Google's official documentation](#) for the most up-to-date weighting for Lighthouse audits.

The audit will also display the timing data for the core metrics that make up the performance scoring. Currently, these are First Contentful Paint, Time To Interactive, Speed Index, Total Blocking Time, Largest Contentful Paint, and Cumulative Layout Shift. Each of these will be color-coded depending on their performance, with red signifying poor, orange meaning needs improvement, and green meaning good.

METRICS		Expand view
▲ First Contentful Paint	8.1 s	
▲ Time to Interactive	10.7 s	
▲ Speed Index	8.1 s	
■ Total Blocking Time	430 ms	
▲ Largest Contentful Paint	14.1 s	
● Cumulative Layout Shift	0.092	

You will also see a visual of screenshots displaying the page load, with the elements loaded at each stage.

Below this is the opportunities list, which displays a list of improvements to increase the performance score. The list displays the biggest saving opportunity first, and each point can be expanded, providing further details and displaying examples of elements contributing to the score.

OPPORTUNITIES		Estimated Savings
Opportunity		
▲ Serve images in next-gen formats		13.05 s ▼
▲ Eliminate render-blocking resources		6.58 s ▼
▲ Reduce unused JavaScript		4.06 s ▼
▲ Properly size images		3.15 s ▼
▲ Preload Largest Contentful Paint image		1.05 s ▼
■ Preconnect to required origins		0.3 s ▼
■ Efficiently encode images		0.3 s ▼

Within the Lighthouse audit, you will also find an accessibility score. This is auditing elements, including colors and contrast, [ARIA elements](#), alt tags, names and labels for buttons, forms, and links, as well as navigation and heading structure.

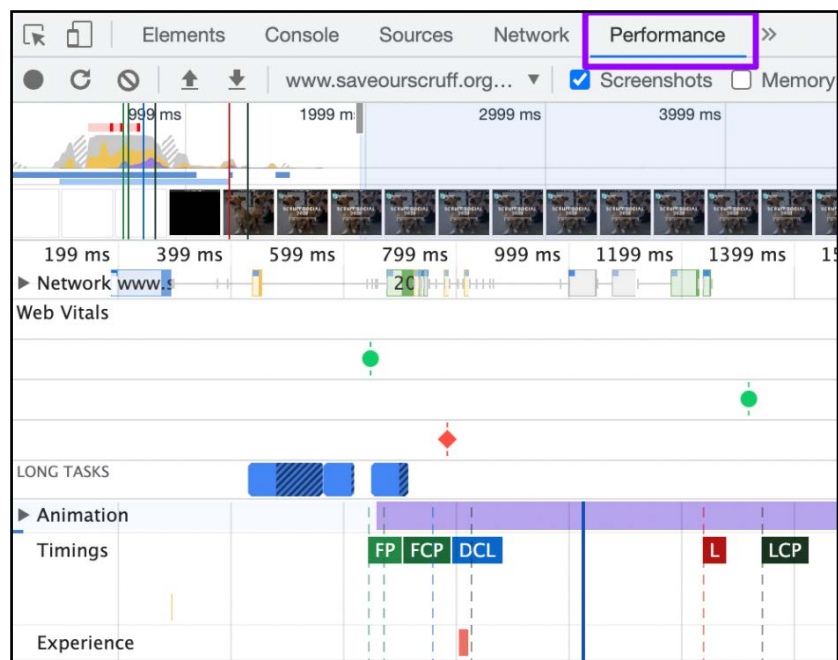
It's worth keeping in mind that this only displays a subset of issues, so further testing is necessary for accessibility purposes.

There is also an SEO section, which is based on SEO practices and includes top-level insights around elements such as titles and descriptions, indexability, crawlable links, HTTP status, and canonical tags.

Identify Performance Issues

The performance tab is a useful tool for assessing the load time of each element on the page. It can help you identify performance issues impacting speed and user experience.

Click “Start profiling and reload page” to record a reload of the page to check the load performance. The page will automatically reload and stop profiling once CPU and network activity on the page stops.



You can also test “runtime performance.” This records the page while it’s running and you’re interacting with it. Click the record button, and then navigate the page as you would expect a user to. Once you have finished, press the stop button to view the performance profile.

The performance tab contains many metrics, but for SEO, we're going to focus on Filmstrip, Web Vitals, Timings, Experience, and Summary.

The filmstrip displays a recording of the rendering progress of the page. However, you can hover over each step to see a screenshot from that point of the load. It will display when certain elements load and the order in which they are added to the page.

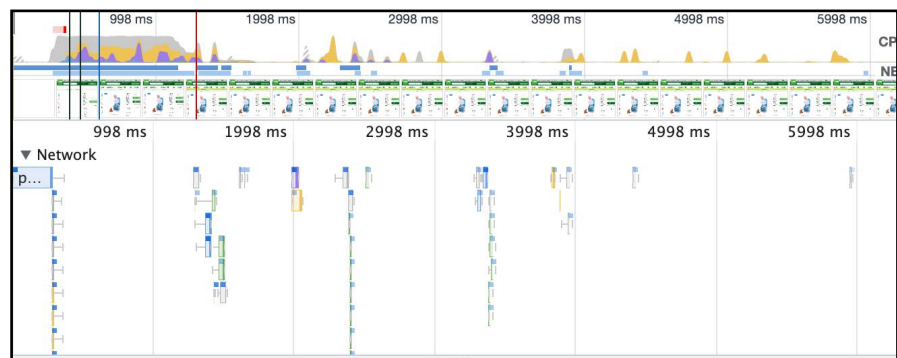
Tick the Web Vitals option at the top of the panel to display the moments during the load that each core web vital occurs and the timing for each.

Occurrences of layout shifts are also highlighted here. The Experience bar displays the elements that cause those shifts. Clicking on the occurrence within the Experience bar provides further details about the score, movement, and affected node.

The Timings section displays the load time of each element that is representative of the key [user-centric performance metrics](#):

- **First Paint (FP)** - the time taken by the first pixel when loaded.
- **First Contentful Paint (FCP)** - when the first piece of content renders.
- **Largest Contentful Paint (LCP)** - the time taken for the largest element on the page to load.
- **First Meaningful Paint (FMP)** - the time taken to provide the first piece of meaningful information to users.
- **DOMContentLoaded (DCL)** - when the HTML document has finished loading.

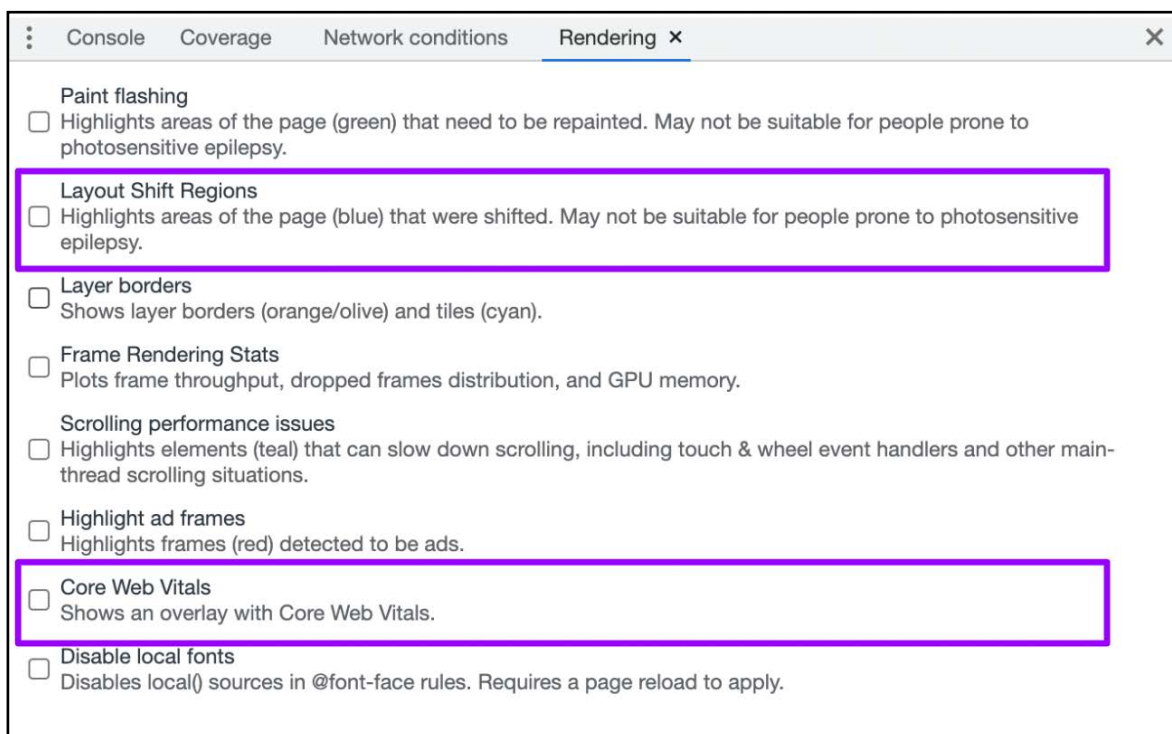
The Network Waterfall is another useful element to review. It displays useful insights on each resource, along with how much time it takes to load. This enables you to identify any resources, such as plugins or scripts, that slow the page down.



Layout Shifting Areas

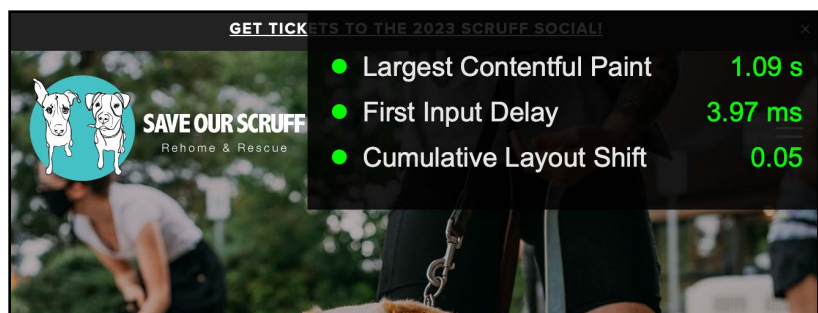
As images and ads load on the page, other content elements may jump around on the page. This is common during page loading, but it can be valuable to identify the exact elements that are causing these layout shifts.

Within the Rendering panel in our console drawer, there is an option called Layout Shift Regions. This will highlight areas of the page that undergo a layout shift as content is loaded.



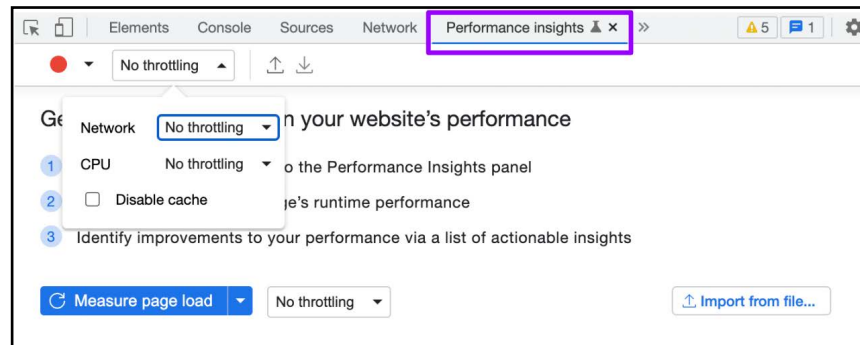
Core Web Vitals

Another option in the Rendering panel is Core Web Vitals. It will produce an overlay on the screen displaying the key Core Web Vitals metrics and timings for each element as you interact with the page.

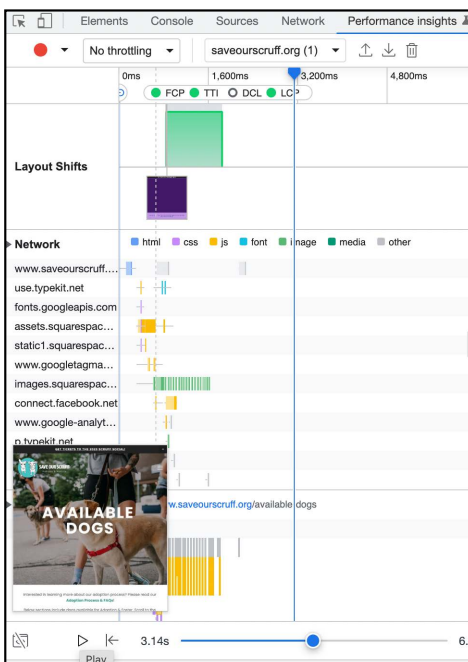


Performance Insights

The new Performance Insights panel has some similar features to the original Performance panel but contains additional useful insights. Click the two arrows along the top and select Performance Insights from the dropdown.

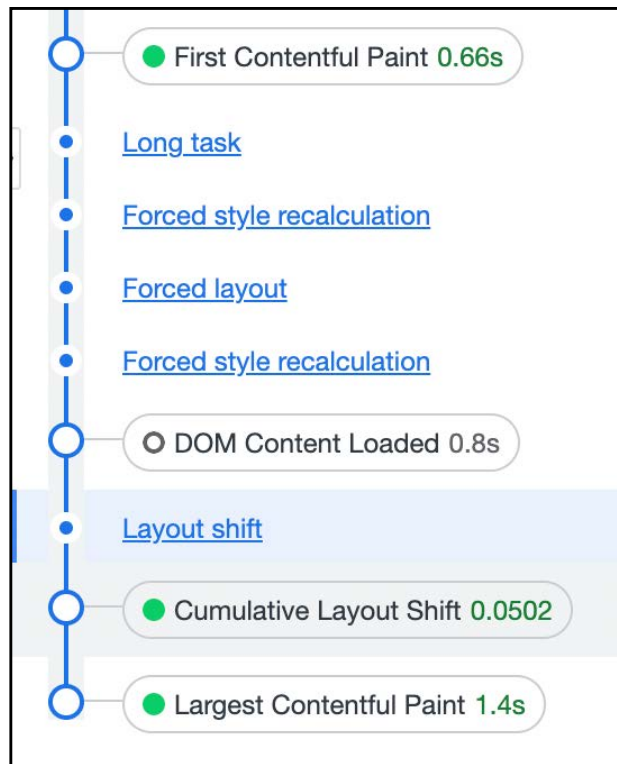


Clicking the measure page load button will reload the page and start recording performance. To get a better idea of how real-world users may experience the site, you can also enable network and CPU throttling, as well as disable the cache, which will provide a realistic insight into the performance for first-time visitors.



Once the page load has been completed, you will see a playback recording of the entire load, which will display a visual of the page loading. You can scroll to different moments and identify the different resources and functionality loading at each point.

The Performance Insights panel also displays a timeline of each step, with additional insights and details for each stage. For example, you can see any [render-blocking resources](#), when they occur, and what's causing them.



The Largest Contentful Paint load and layout shifting elements are also highlighted here, together with timings for other useful tasks.

Local Overrides

You can use Local Overrides in Chrome DevTools to make changes to a page and then keep those changes when reloading the page.

Some example use cases include changing CSS styling, testing to see how the page performs with render-blocking files removed, or checking whether your changes have improved layout shifts.

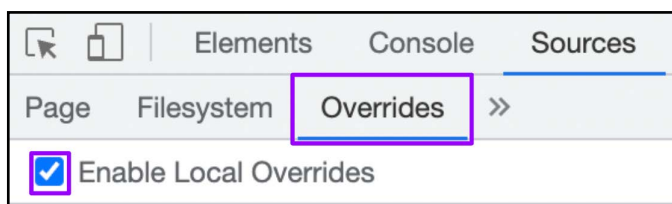
You can view a performance profile of the changes and compare it to the current performance of the page.

This works for Lighthouse audits, too, providing you with real-time feedback on your changes.

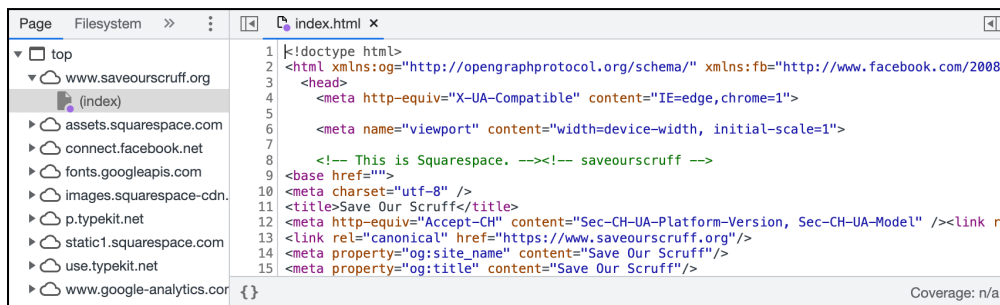
Set up and perform overrides in the Sources panel. Navigate to the overrides tab. Click “Select folder for overrides” to select a folder in your local environment to store the changes you make.



Once permission has been granted from Chrome to access this folder, you can tick the option to Enable Local Overrides.



Now, navigate back to the Pages tab. Right-click on a file you want to override, and click Save for Overrides. You will see a purple circle next to the file, which indicates it is being served locally, and changes can be made. Click on it to make changes.



More details on how Overrides work can be found within [this Google documentation](#).

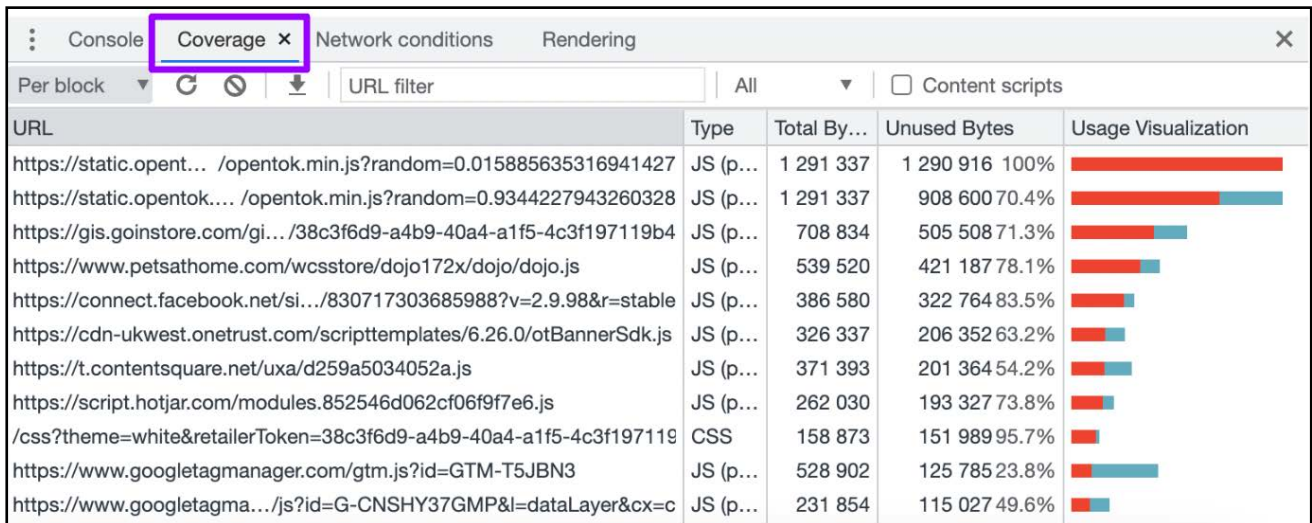
Review Resource Coverage And Identify Unused Code

Websites commonly ship a large number of unused codes, which can impact performance. Large CSS files can drastically slow down site speed.

You can use the [Coverage panel](#) within the console drawer to review and troubleshoot resources. Within this panel, you can record code coverage and either reload the page to see the code needed during the load, or interact with the page to see which code is used throughout.

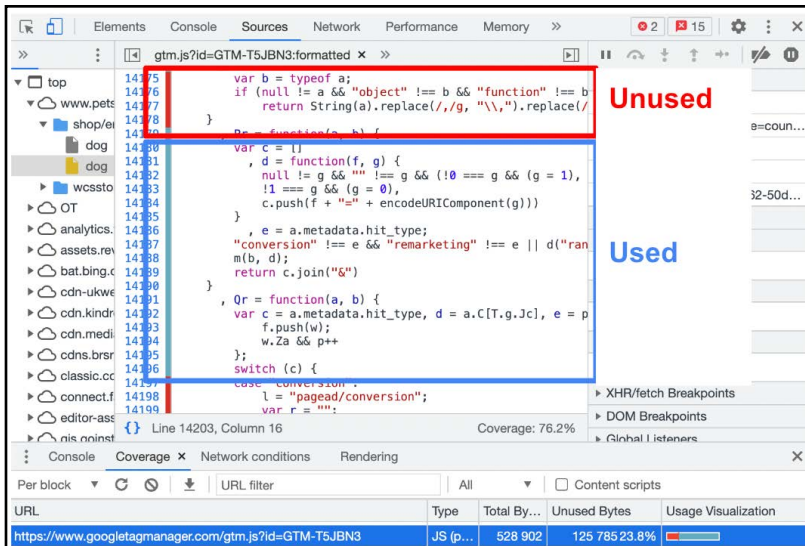
The code coverage table displays the analyzed resources and how much code is used within each. The columns are:

- **URL** - displaying the URL of the resource.
- **Type** - detailing whether the resource contains CSS, JavaScript, or both.
- **Total bytes** - the total size of the resource in bytes.
- **Unused bytes** - the number of bytes that weren't used.
- **A visualization of total bytes and unused bytes** - the red bar is displayed unused bytes, with the blue displaying the used bytes.



URL	Type	Total By...	Unused Bytes	Usage Visualization
https://static.opentok... /opentok.min.js?random=0.015885635316941427	JS (p...	1 291 337	1 290 916 100%	
https://static.opentok... /opentok.min.js?random=0.9344227943260328	JS (p...	1 291 337	908 600 70.4%	
https://gis.goinstore.com/gi... /38c3f6d9-a4b9-40a4-a1f5-4c3f197119b4	JS (p...	708 834	505 508 71.3%	
https://www.petsathome.com/wcsstore/dojo172x/dojo/dojo.js	JS (p...	539 520	421 187 78.1%	
https://connect.facebook.net/si... /830717303685988?v=2.9.98&r=stable	JS (p...	386 580	322 764 83.5%	
https://cdn-ukwest.onetrust.com/scripttemplates/6.26.0/otBannerSdk.js	JS (p...	326 337	206 352 63.2%	
https://t.contentsquare.net/uxa/d259a5034052a.js	JS (p...	371 393	201 364 54.2%	
https://script.hotjar.com/modules.852546d062cf06f9f7e6.js	JS (p...	262 030	193 327 73.8%	
/css?theme=white&retailerToken=38c3f6d9-a4b9-40a4-a1f5-4c3f197119	CSS	158 873	151 989 95.7%	
https://www.googletagmanager.com/gtm.js?id=GTM-T5JBN3	JS (p...	528 902	125 785 23.8%	
https://www.googletagma... /js?id=G-CNSHY37GMP&l=dataLayer&cx=c	JS (p...	231 854	115 027 49.6%	

You can click on a row to open the resource in the Sources panel, which displays a line-by-line breakdown of the code. Anything in the red block is the unused code, with the code used for the loading or functionality within the blue block.

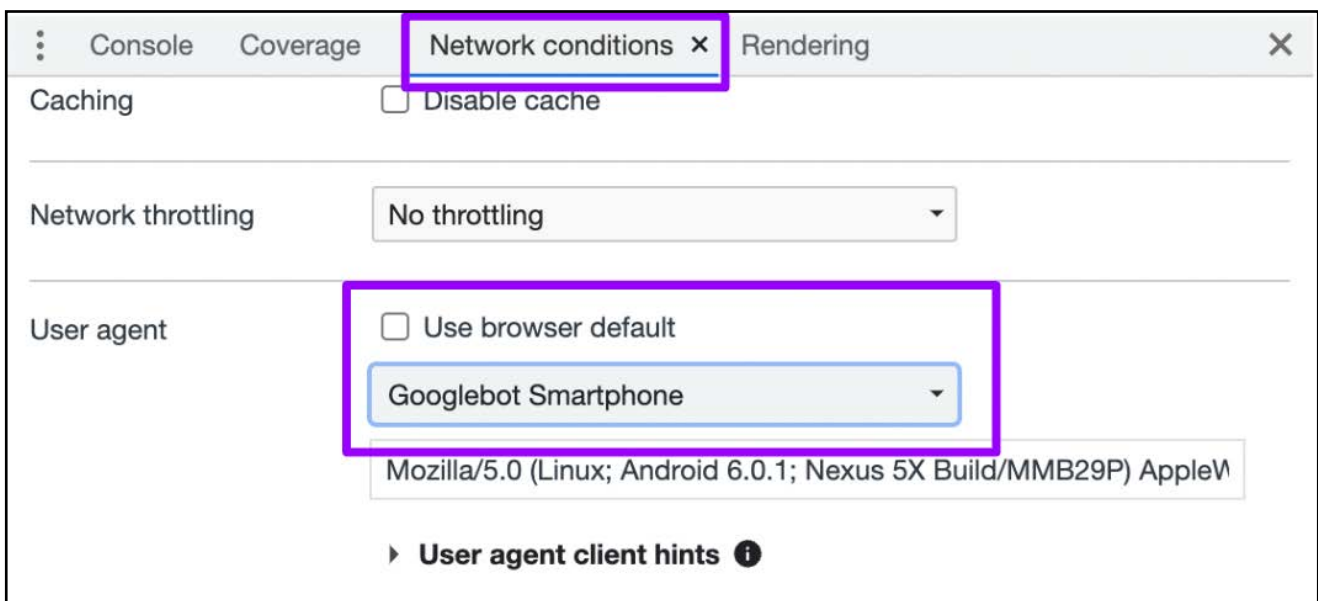


It's worth keeping in mind that refactoring a codebase to avoid unused code will depend highly on the technology stack used. While acting on this information may fall outside our scope as an SEO professional, you will be armed with the information you need to share with developers.

Switch User Agent

Chrome DevTools also provides the ability to change the user agent and [view how a page loads for different user agents](#), which may crawl the page.

This will enable you to review how Googlebot views the page and the tags, headers, and content it sees. You will also be able to identify if there is any cloaking on the site, where different content is shown to Googlebot versus users.



As the user agent is changed within the browser, you can spot issues in real time on the page. Crawlers may view things differently, so this is a helpful live test.

To switch the user agent, go to Network Conditions in the Console Drawer, then uncheck the “Use browser default” checkbox within the user agent section and select the user agent from the dropdown list of predetermined options.

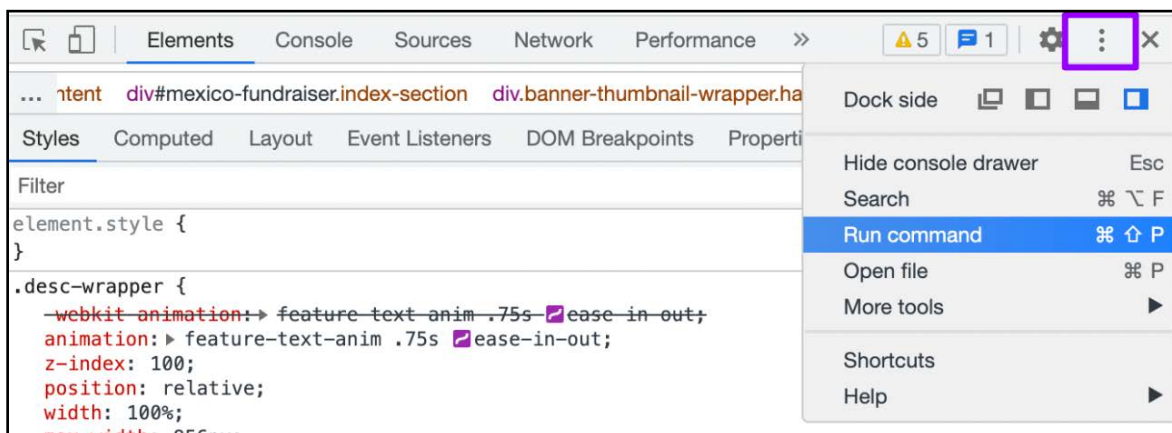
Disable JavaScript

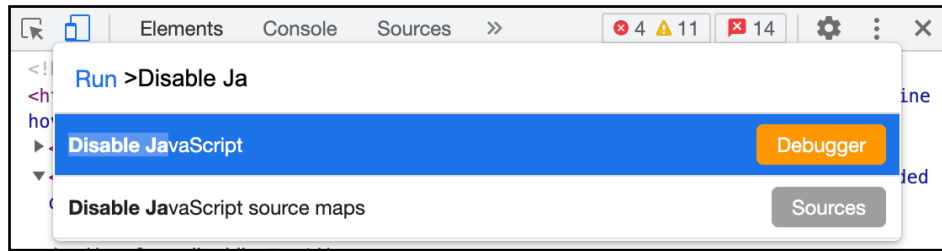
While Google has said it can index and rank Javascript content much easier than in the past, you should still ensure that important elements can load without JavaScript.

By disabling JavaScript within the browser, you can see how a page loads and how its interactive elements function without it.

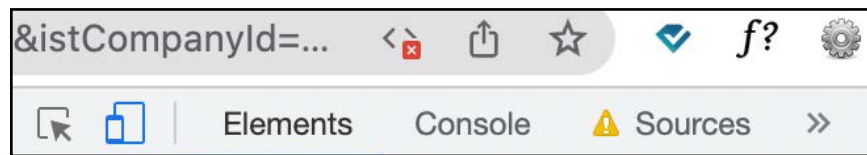
Check that everything displays as it should and that content, such as carousels, run without JavaScript. Consider recommending that any elements which don’t display as they should get added to the HTML source code.

Click the three dots and select the Run command. This will pop up a command panel where you can type JavaScript and select Disable JavaScript.





When JavaScript is disabled, you will see a yellow warning icon next to the Sources tab, as well as an icon within the URL bar. It will remain disabled in the tab while DevTools is open, which means you can reload the page to see how it loads without JavaScript.

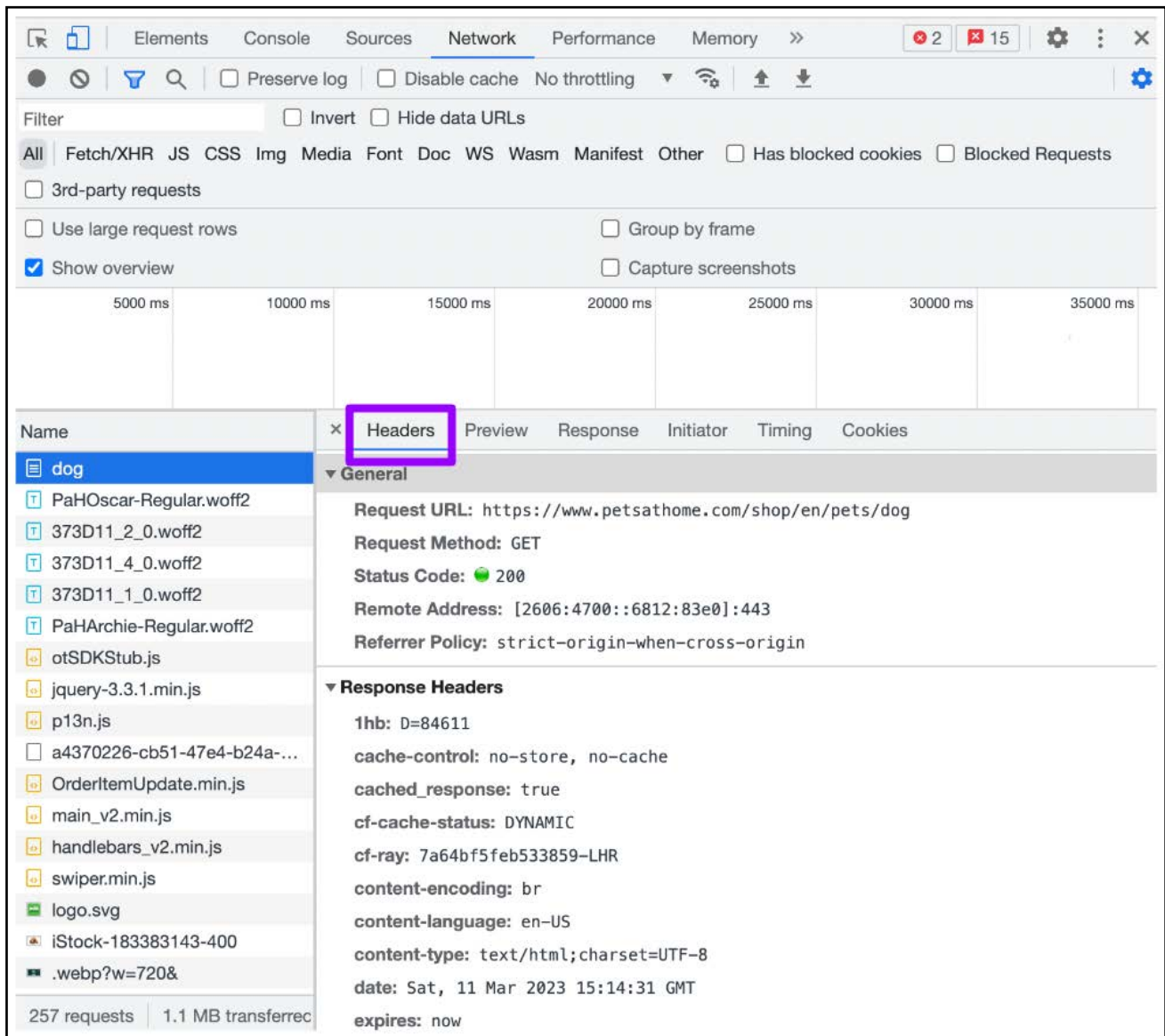


View Header Response

HTTP headers display information exchanged between the server and the browser, including the status code, robots rules, canonicals, content type, and cache headers for the page.

You can view the HTTP response of a page in the Network tab. Click on the desired resource, navigate to the headers tab, and review the details. This can also be filtered by different content types, which means you can also check the header response of CSS and JavaScript resources.

The details to focus on within this tab are the request URL, request method, status code, content encoding, and last modified date.



Reviewing the server header response is an important way of ensuring you display the correct information to browsers. You can also ensure that cache control works as expected and verify that you're sending user agents the correct status code.

A common error you can audit here is for soft 404s, where the page is loading as expected but serving a 404 code in the HTTP response.

WORKING WITH JAVASCRIPT

The console panel provides the ability to enter custom JavaScript code which can be used to extract a number of useful things on the page.

Find All Links On A Page

[Chris Johnson](#) did a [great talk at BrightonSEO](#), where he shared useful JavaScript commands which can be run on the console to query and return certain elements.

There are several different queries that can be used here, and they can be combined to extract useful information.

One such function is to audit all outlinks on a certain page. This can help you to identify where you are currently linking to from the page and find any additional linking opportunities.

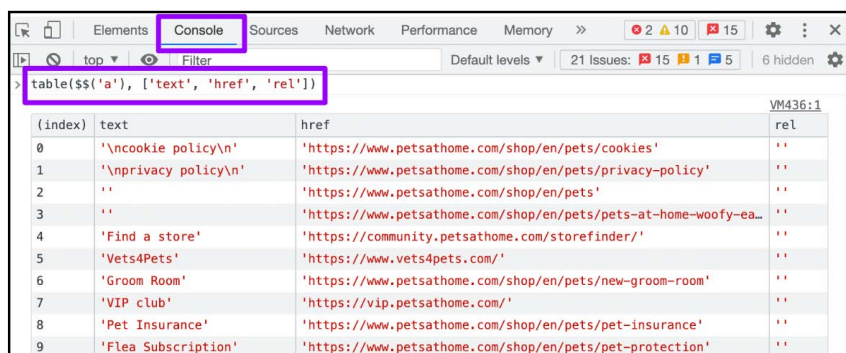
To start, `querySelectorAll(selector)` will return all matching elements. In this example, we will type `querySelectorAll('a')` to find all anchor links. Using `$$` before the selector will display an array of elements.

You can then also use the `table(data)` command to display the array in a table – for example, `table($$('a'))`. This displays a lot of information, so to extract useful columns only, we can add them as arguments within square brackets after the command.

Therefore,

`table($$('a'), ['text', 'href', 'rel'])`

will display the anchor text, the page being linked to, and if `nofollow` or `sponsored` tags are added within the console itself.



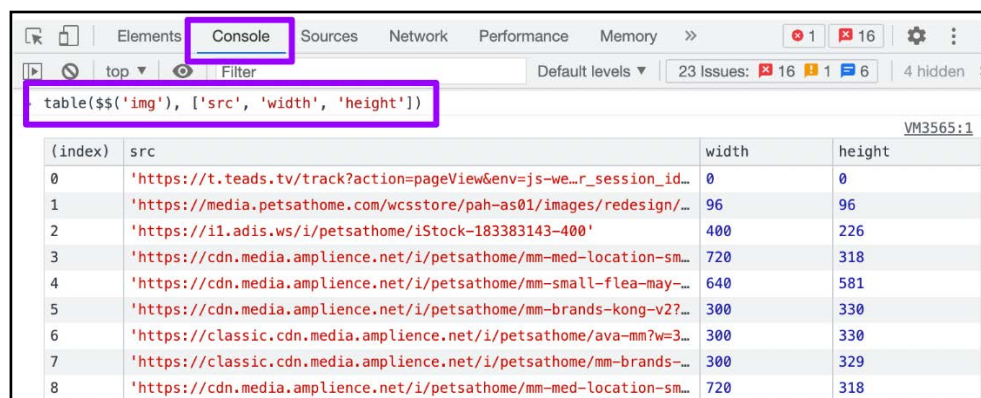
(index)	text	href	rel
0	'\ncookie policy\n'	'https://www.petsathome.com/shop/en/pets/cookies'	''
1	'\nprivacy policy\n'	'https://www.petsathome.com/shop/en/pets/privacy-policy'	''
2	''	'https://www.petsathome.com/shop/en/pets'	''
3	''	'https://www.petsathome.com/shop/en/pets/pets-at-home-woofy-ea...	''
4	'Find a store'	'https://community.petsathome.com/storefinder/'	''
5	'Vets4Pets'	'https://www.vets4pets.com/'	''
6	'Groom Room'	'https://www.petsathome.com/shop/en/pets/new-groom-room'	''
7	'VIP club'	'https://vip.petsathome.com/'	''
8	'Pet Insurance'	'https://www.petsathome.com/shop/en/pets/pet-insurance'	''
9	'Flea Subscription'	'https://www.petsathome.com/shop/en/pets/pet-protection'	''

Find Images – Their Height And Width

Another use of the console tab is to find images and their [width and height dimensions](#).

Defining height and width for images ensures that sufficient space is allocated on the page before the browser starts fetching images. If an image doesn't have width and height dimensions, it can cause layout shifts. The page reformats as images are downloaded – if there's no space allocated for them.

You can use the console to view a table with images and their height and width by writing: **`table($$('img'), ['src', 'width', 'height'])`**

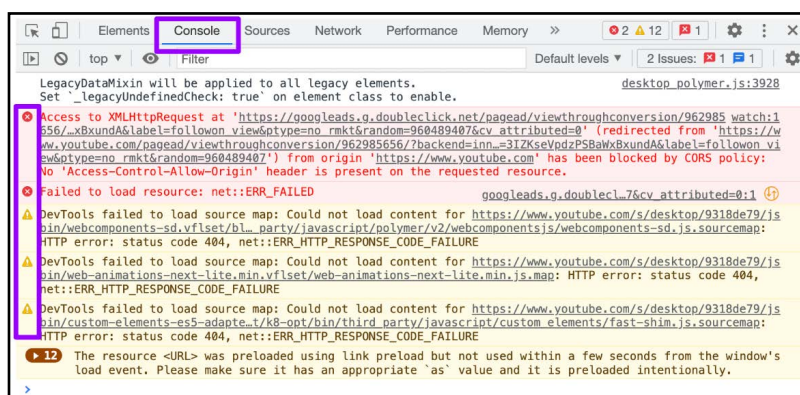


The screenshot shows the Chrome DevTools Console with the command `table($$('img'), ['src', 'width', 'height'])` entered. The console displays a table with 4 columns: (index), src, width, and height. The table contains 9 rows of image data.

(index)	src	width	height
0	'https://t.teads.tv/track?action=pageView&env=js-we...r_session_id...	0	0
1	'https://media.petsathome.com/wcsstore/pah-as01/images/redesign/...	96	96
2	'https://i1.adis.ws/i/petsathome/iStock-183383143-400'	400	226
3	'https://cdn.media.amplience.net/i/petsathome/mm-med-location-sm...	720	318
4	'https://cdn.media.amplience.net/i/petsathome/mm-small-flea-may-...	640	581
5	'https://cdn.media.amplience.net/i/petsathome/mm-brands-kong-v2?...	300	330
6	'https://classic.cdn.media.amplience.net/i/petsathome/ava-mm?w=3...	300	330
7	'https://classic.cdn.media.amplience.net/i/petsathome/mm-brands-...	300	329
8	'https://cdn.media.amplience.net/i/petsathome/mm-med-location-sm...	720	318

Find JavaScript Errors

[JavaScript errors](#) can block content from loading and obstruct Googlebot's ability to crawl the site.



Errors will be shown in the console, where you can add a filter to display only errors. Clicking the error itself will take you to the sources tab, where you can display where in the script the error is occurring.

Sometimes, warnings shown here are not something we need to worry about as SEO pros, but when you find an error, the first thing to do is see whether it affects how the page renders and is indexed by Google.

Code errors mean that the code itself is broken, which can impact usability, which will, in turn, impact user experience and SEO.

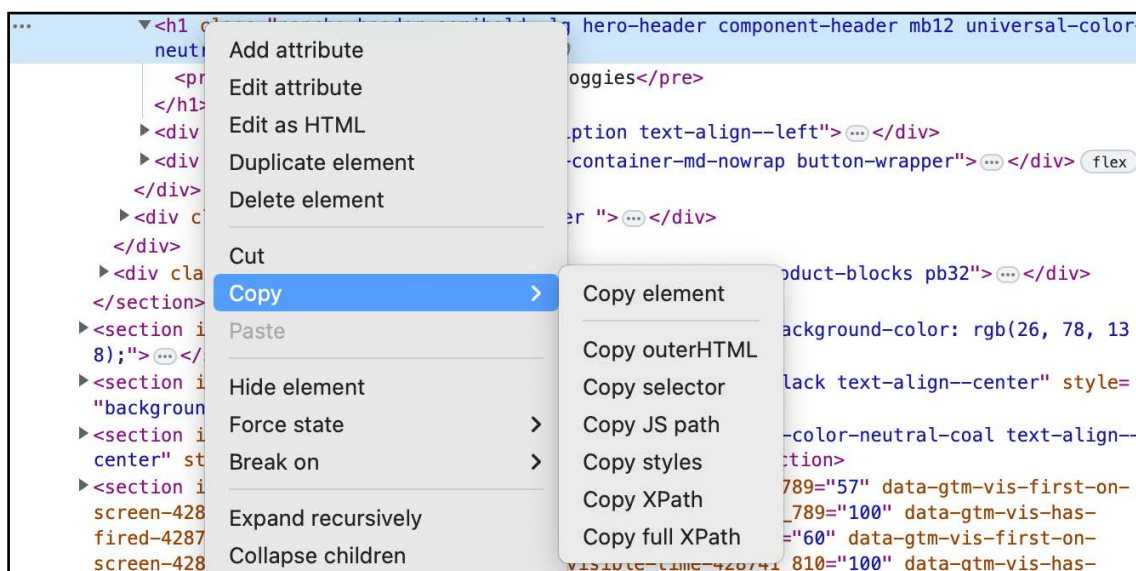
SEO errors won't affect users, but they can impact how search engines crawl the site. Since they aren't visible to users, they're more difficult to identify. This is where the console helps.

We can share these insights with developers with all of the information needed.

HELPFUL & FUN EXTRAS

Copy XPath Or CSS Selectors For Scraping/Crawling

Working with multiple CSS selectors and XPaths when crawling or scraping a website can be challenging. However, with the Elements panel in Chrome DevTools, both can be easily copied to the clipboard and then pasted into your crawling tool of choice.

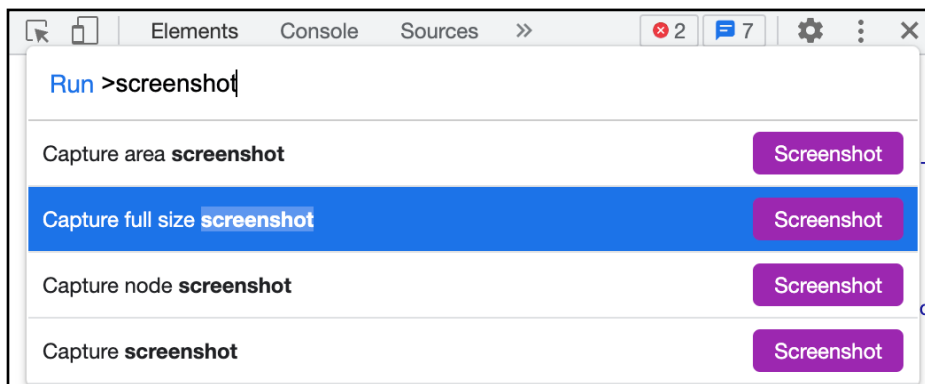


Make Edits To Elements

Using the Elements tab, you can edit the code and visually see how this will look on the page. For example, if you're thinking of editing the text in the H1 tag, you can easily do this and see in real time how it will look.



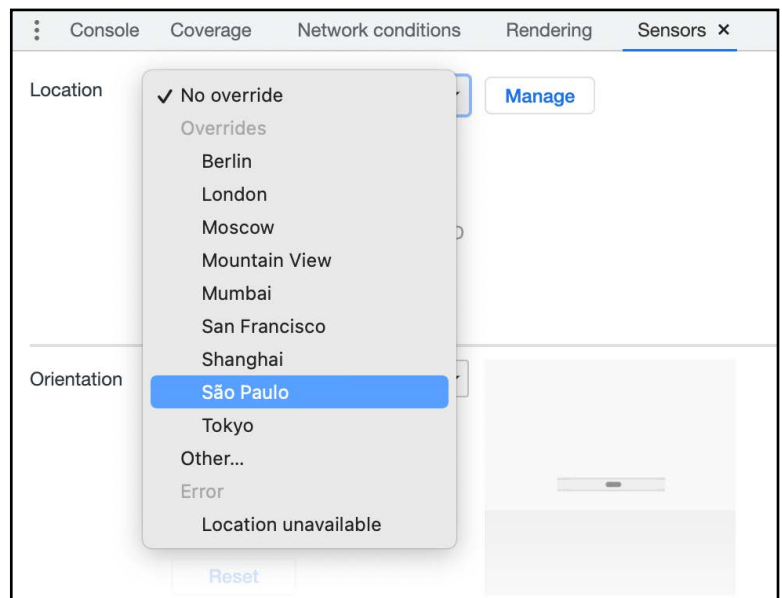
Take Full-Page Screenshots



Once you've made edits and if you want to share them with your developers, you can take a full-page screenshot using Chrome DevTools.

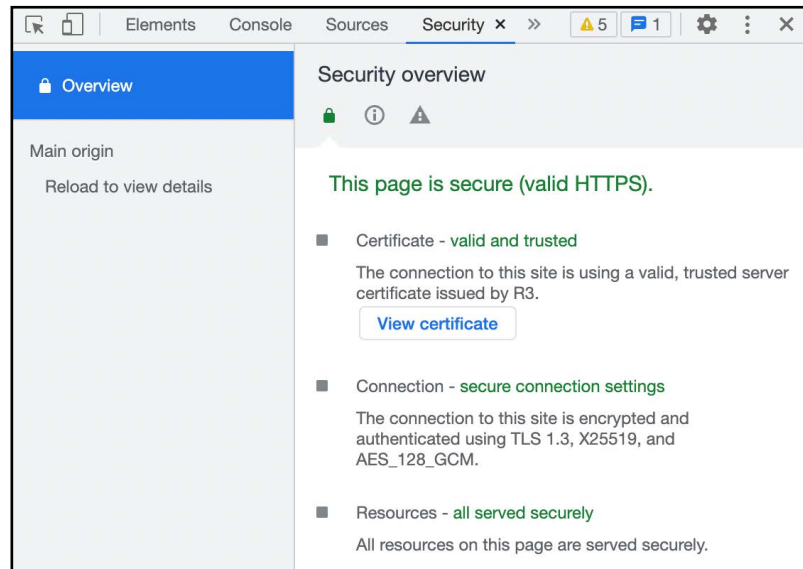
Switch Location

We often have to review how things look on websites for users in different locales. While there are lots of VPN tools available, you can simply modify the browsing location within Chrome DevTools.



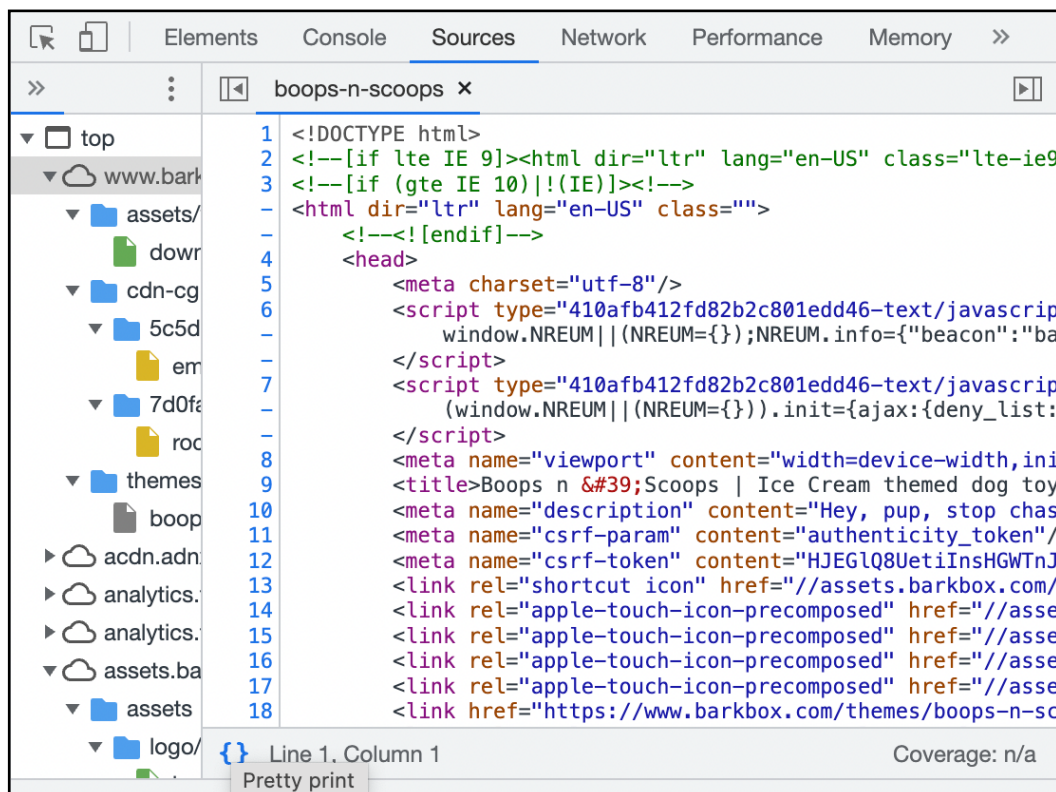
Find Non-Secure Resources

Using the Security panel, you can verify whether the page is secure with a valid HTTPS certificate. In addition, if there are any mixed content issues due to unsecure resources, you'll see them here.



Beautify Code For Easy Review

The Sources panel allows you to review code snippets of different elements of the page. However, it is often minified, and therefore, can be hard to read and understand. When viewing an asset, you will see two curly brackets at the bottom left of the panel. Clicking on { } will beautify the minified code to make it easier to parse.





NEXT STEPS FOR SITE AUDITS

A site audit may not be complete without a backlink audit or a content audit, depending on the site and how long it's been since you last did it.

We considered those beyond the scope here, but here are some resources to get you started.

Backlink Audit Resources

You may want to rely on an SEO tool to run your audit, especially if your website has been around for a while or you expect there to be many links to crawl.

You can also view and export backlink data in [Google Search Console](#).

If you want to try some analysis by yourself instead of relying on a tool, check out this piece about [visualizing your backlink analysis with Python](#) by Andreas Voniatis.

Content Audit Resources

Ashley Segura Ward wrote this fantastic [step-by-step guide to content audits](#). This is a great place to start.

Then, you should read this article on [prioritizing your content audit findings](#) by Zack Kadish.

As always, we'd love to hear your feedback.

Get in touch with the team at editor@searchenginejournal.com. You can also [Ask An SEO](#), and one of the featured experts may answer your question in a column.

Thanks for reading!

THE IMPORTANCE OF CONVERSIONS AS A KPI

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Chris Todd

Senior Manager of
Demand Generation,
CallTrackingMetrics

As you complete the rest of your site audits, one thing to keep in mind is accurate KPIs and how they correlate to a successful website.

The key to increasing your SEO success is to start tracking conversions from your key pages, not just keyword rankings.

Tracking conversions helps you measure business-oriented goals and monitor the relevance of new visitors.

Relevant visitors convert – in the end, conversions are the ultimate end goal.

Ensure that your SEO strategy:

- ✓ Focuses on pages that are driving organic conversions.
- ✓ Leverages SEO tools and techniques that increase conversion-focused visitors via forms, phone calls, lead magnets, and more.

As you adjust your SEO approach, [measuring those interactions](#) helps keep you on track to influencing revenue, and not just a lift in traffic.



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