

SCREAMING FROG FROM ZERO TO HERO

Der Ablaufplan für den perfekten Crawl

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Heute: die kombinierte Erfahrung aus 1000+ Crawls mit dem Frog



Die
Konfiguration

Analyse im
Frog

Was fehlt dann
noch?

**DIE RICHTIGE
KONFIGURATION**

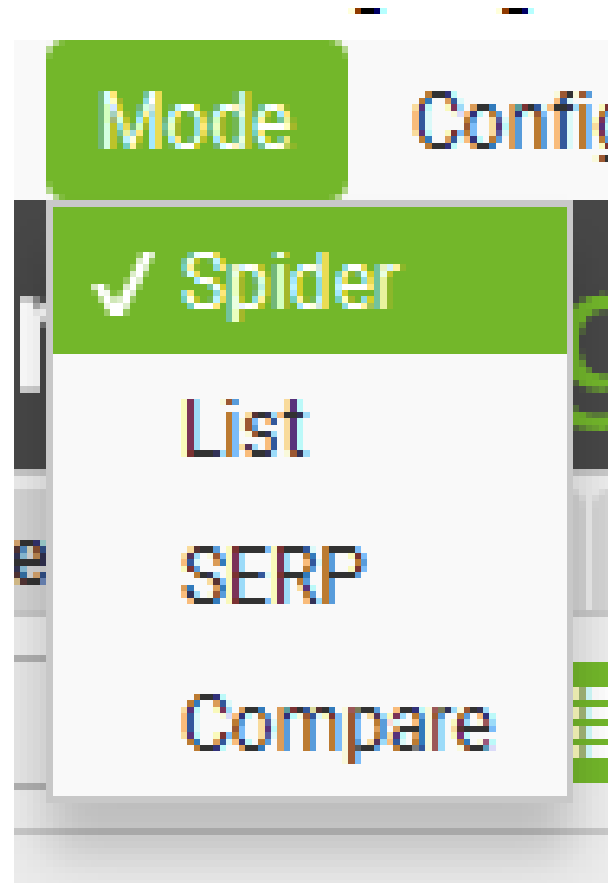
... ist schon die halbe Miete!



„Was sind die wichtigsten Konfigurationen für den Frog?“

Letztens, in einem Seminar

DIE WICHTIGSTE OPTION ...



ALSO ...



- Der ganz normale Crawl ohne ...
 - ... Automatisierung/Scheduling
 - ... Dashboards in Looker Studio
 - ... Data Analysis (ex Code Interpreter)

Search...

Spider

Crawl

Extraction

Limits

Rendering

Advanced

Preferences

Content

Content Area

Duplicates

Spelling & Grammar

robots.txt

URL Rewriting

CDNs

Include

Exclude

Speed

User-Agent

HTTP Header

Custom

Custom Search

Custom Extraction

Spider

Modify the crawling behaviour of the SEO Spider, data extracted, limit the size and scope of the crawl, enable JavaScript rendering, and configure advanced crawler settings.

Pages

Crawl
 Extraction
 Limits
 Rendering
 Advanced
 Preferences

OK

Cancel

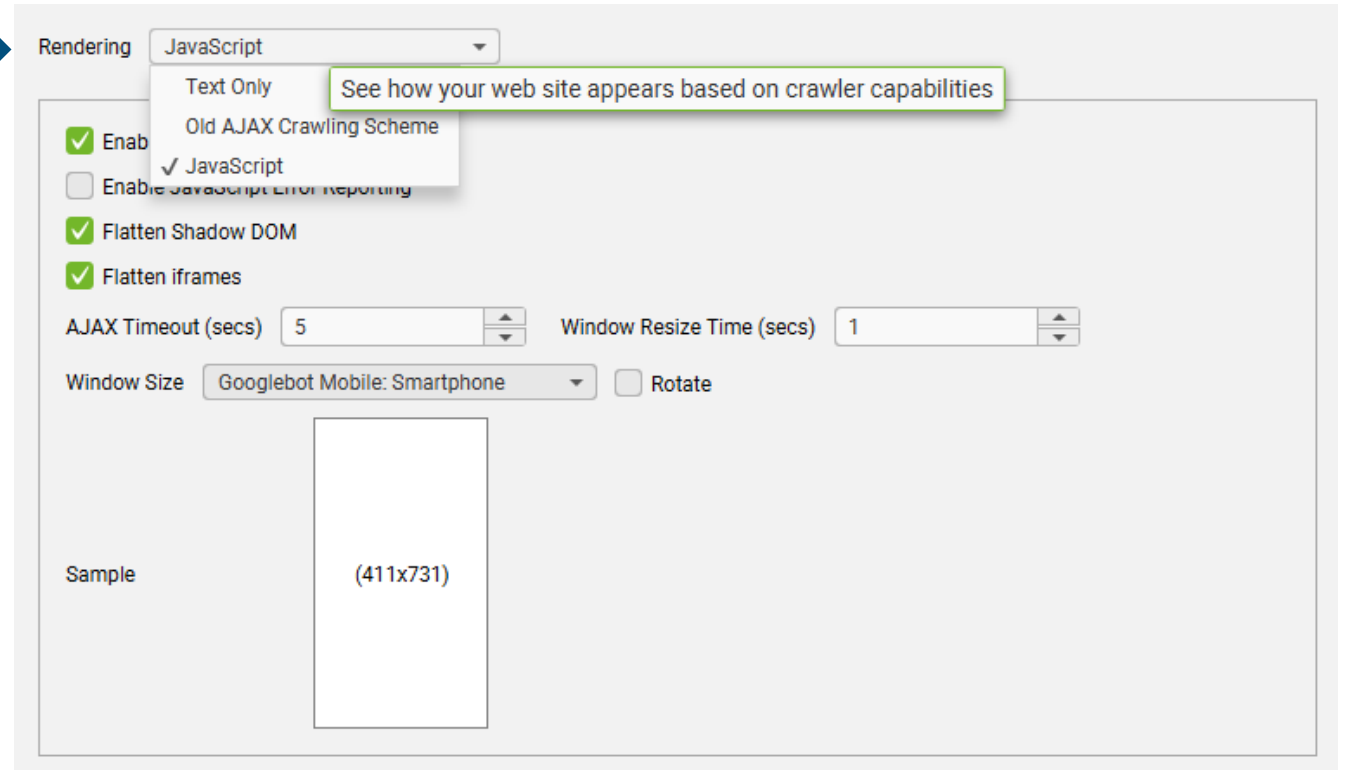
„HÄNGT DAVON AB“



- Der beste Standard:
 - Spider > Crawl > Page Links = alles anwählen
 - Spider > Extraction = alles anwählen
 - Spider > Limits = passt schon
 - Spider > Advanced > „Always follow ...“ = anwählen
 - Spider > Preferences = passt schon

#1: RENDERN ODER NICHT?

- Warum drüber nachdenken?
 - Frisst Zeit
 - Frisst Ressourcen
- Vor allem wichtig für:
 - JavaScript-lastige Websites
 - Optische Kontrolle



EINFACH AUSPROBIEREN



– X URLs rendern (aus GSC, SISTRIX & Co.)

JavaScript		
All	17	100%
Pages with Blocked Resources	0	0%
Contains JavaScript Links	3	17,65%
Contains JavaScript Content	3	17,65%
Noindex Only in Original HTML	0	0%
Nofollow Only in Original HTML	0	0%
Canonical Only in Rendered HTML	0	0%
Canonical Mismatch	0	0%
Page Title Only in Rendered HTML	0	0%
Page Title Updated by JavaScript	0	0%
Meta Description Only in Rendered HTML	0	0%
Meta Description Updated by JavaScript	0	0%
H1 Only in Rendered HTML	3	17,65%
H1 Updated by JavaScript	0	0%
Uses Old AJAX Crawling Scheme URLs	0	0%
Uses Old AJAX Crawling Scheme Meta Fragment Tag	0	0%
Pages with JavaScript Errors	0	0%
Pages with JavaScript Warnings	0	0%
Pages with Chrome Issues	0	0%

Contains JavaScript Content				Export
	Address	HTML Word Count	Rendered HTML Word Count	Word Count Change
1	https://www.dresdner-essenz.com/de/feste-duschpflege	5	28	23 ▲
2	https://www.dresdner-essenz.com/de/cremeduschen	5	68	63 ▲
3	https://www.dresdner-essenz.com/de/duschpeelings	5	32	27 ▲

	Address	HTML H1	Rendered HTML H1
1	https://www.dresdner-essenz.com/de/feste-duschpflege		Feste Duschen
2	https://www.dresdner-essenz.com/de/cremeduschen		Reichhaltige Cre...
3	https://www.dresdner-essenz.com/de/duschpeelings		Duschpeelings

Vorsicht! Immer erst die Content Areas (siehe #3) definieren!

#2: XML-SITEMAPS

- Immer hinterlegen → interne Verlinkung prüfen

XML Sitemaps

☒ Crawl Linked XML Sitemaps

Additionally:

☐ Auto Discover XML Sitemaps via robots.txt

☒ Crawl These Sitemaps:

`https://www.dresdner-essenz.com/de/sitemap_index.xml`

☒



Crawl Analysis [Read more in our user guide](#)

Some data and filters can only be calculated by analysing the crawl when it is paused or completed. To run crawl analysis, click 'Crawl Analysis > Start' from the top level menu, or enable 'Auto-analyse at End of Crawl' below. Resuming a paused crawl will clear data.

☒ Link Score
Assigns a Link Score to all internal URLs

☒ Response Codes
Internal Redirect Chain, Internal Redirect Loop

☒ Content
Near Duplicates

☒ Images
Background Images, Incorrectly Sized Images

☒ Canonicals
Unlinked

☒ Pagination
Unlinked Pagination URLs, Pagination Loop

☒ Hreflang
Unlinked hreflang URLs, Missing

☒ Links
Pages With High Crawl Depth, Follow & Nofollow Internal Inlinks To Page, Internal Nofollow Inlinks Only, Non-indexable Page Inlinks Only

☒ Sitemaps
URLs in Sitemap, URLs not in Sitemap, Orphan URLs, Non-indexable URLs in Sitemap, URLs in Multiple Sitemaps

☒ Analytics
Orphan URLs

☒ Search Console
Orphan URLs

☒ Auto-analyse at End of Crawl

FEHLER BEI DEN SITEMAPS? HMMM ...

- Wenn was schief läuft, erfahren wir es erst am Ende des Crawls.
- Also:
 - Crawl starten
 - Kurz warten
 - Auf Pause

Address	Content Type	Status Code	Status	Indexability
1 https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	application/x-gzip	200	OK	Indexable
2 https://www.dresdner-essenz.com/	text/html; charset=UTF-8	200	OK	Non-Indexable
3 https://www.dresdner-essenz.com/de/dreckspatz	text/html; charset=UTF-8	200	OK	Indexable
4 https://www.dresdner-essenz.com/de/waldbaden	text/html; charset=UTF-8	200	OK	Indexable

Type	From	To
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/refill-set
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/refill-set-pure-erfrischung
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/starterset-pulver-konzentrate
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/handseifen-pulver-konzentrate
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/pulver-set-sensitive
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/festes-shampoo-fruechte
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/seifensaeckchen
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/seifenschale
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/sprudelbad-entspannung-und-balance
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/handseife-aloe-vera
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/sandmaennchen-waschschaum
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/bundle-duschpeeling-fruechtetraum
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/pb-cherry-moments
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/blubberschaum-oskar
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/blubberschaum-stella
XML Sitemap	https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz	https://www.dresdner-essenz.com/de/sternenbad-skorpiion

#3: CONTENT AREAS



- Wichtig für:
 - Erkennung von internem Duplicate Content
 - Thin Content

HTML Elements

Add a list of HTML elements to be included, one per line

Mode ☒ Include ☐ Exclude

Include Tags

Include Classes

content-emotions

Include IDs

Other

Max URL Length Chars 115

Max H1 Length Chars 70

Max H2 Length Chars 70

Max Image Alt Text Chars 100

Max Image Size Kilobytes 100

Low Content Word Count 200

#4: LINK POSITIONS

- Kann man brauchen für:
 - Tiefergehende Analysen der internen Verlinkung

Link Path	Link Position
//body/div[@class='page-wrap']/header/div[@class='headnavi-wrap']/div[2]/nav/ul/li[1]/a	Navigation
//body/div[@class='page-wrap']/header/div[@class='headnavi-wrap']/div[2]/nav/ul/li[2]/div[@class='hint--bottom-left']/a	Navigation
//body/div[@class='page-wrap']/section/div/aside/div[@class='navigation-smartphone']/ul/li/a	Navigation
//body/div[@class='page-wrap']/section/div/aside/nav/ul/li[1]/a	Navigation


☒ Enable

Head	/head/	✓	✕
Navigation	nav	✓	✕
Header	header	✓	✕
Aside	aside	✓	✕
Footer	footer	✓	✕
Content	/	✓	✕

#5: SEGMENTS



- Seit V19
- Optimal für Seitentypen – aber nicht nur ...

 Segments Read more in our [user guide](#)

Set-up custom segments by template, page type or section of a website to efficiently identify and monitor SEO issues and opportunities and focus on priority areas.

↓↑

↑↓

▼

▲

Segment Name: #6a70bc

Austeller

Jobprofile

Local Pages

Portfolio

WP Content

Address

Contains (~)

+ AND

GOOD TO KNOW ...

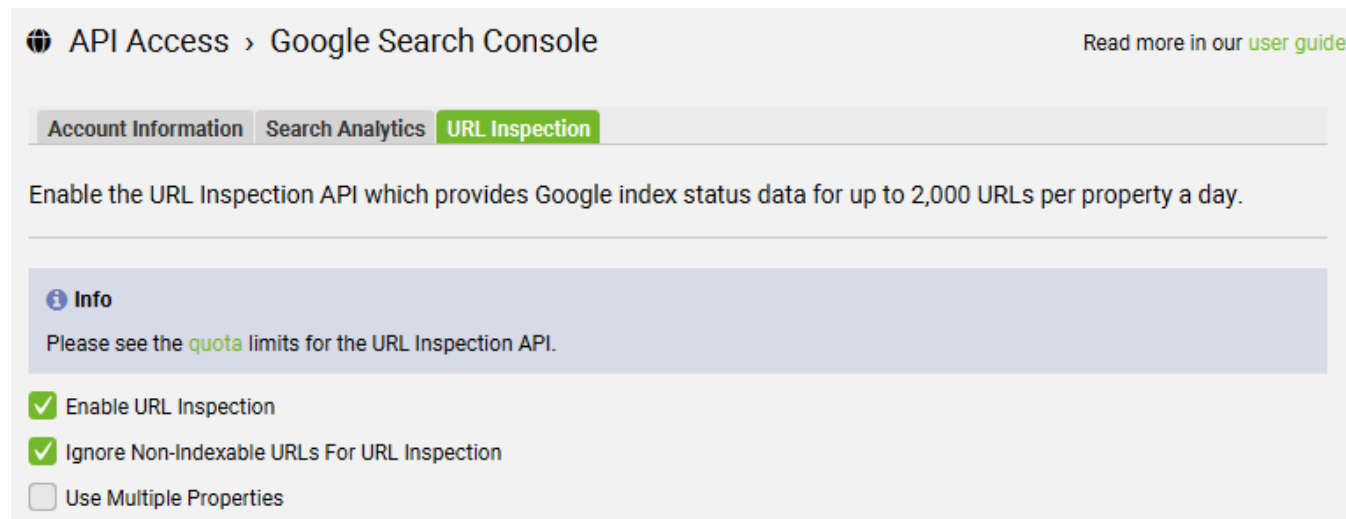


- Die Segmentierung kann auch nach einem Crawl vorgenommen werden.
- Eine Seite kann in beliebig vielen Segmenten liegen.
- Segmente können auf allen Daten basieren (z. B. auch Custom Extraction).

#6: APIS



- Search Console geht immer 😊
- URL Inspection auch:
 - Max. 2k URLs/Tag/Property
 - Verzögert natürlich



#7: CRAWLER VS. INDEX-SICHT



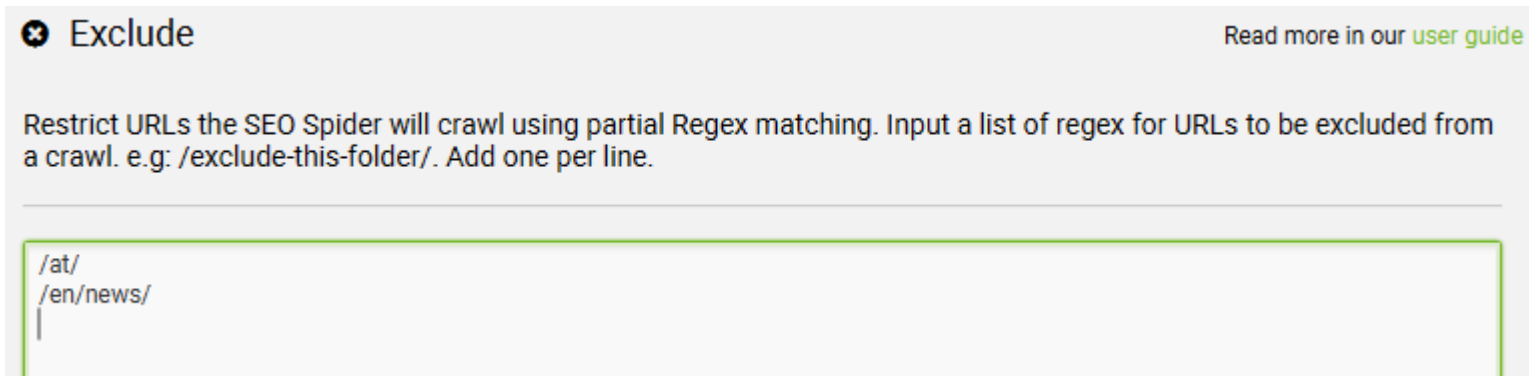
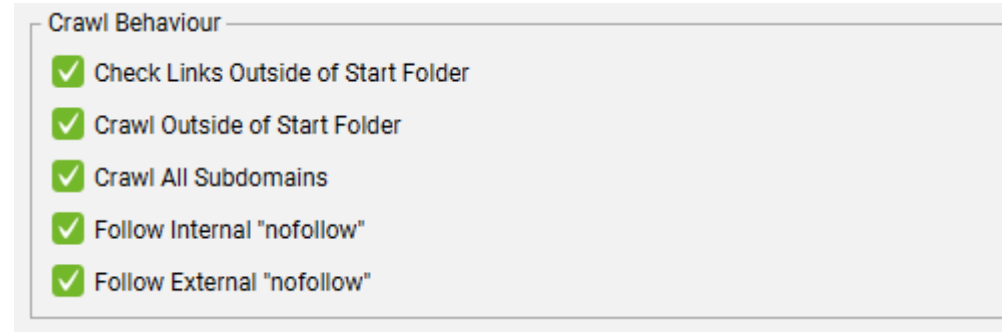
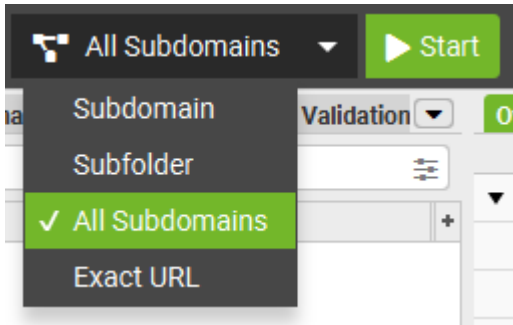
- Was will ich?
 - Z. B. Crawl-Budget optimieren → Crawler-Sicht
 - Z. B. Inhaltliche Optimierung → Index-Sicht

- ✓ Respect noindex
- ✓ Respect Canonicals

#8: SCOPE



– Viel besser #v19



#9: CDN



– Wer's hat, sollte es angeben!

Crawl Config

Search...

- Spider
- Content
- robots.txt
- URL Rewriting
- CDNs**
- Include
- Exclude
- Speed
- User-Agent
- HTTP Header
- Custom
- API Access
- Authentication
- Segments
- Crawl Analysis

CDNs [Read more in our user guide](#)

Enter a list of CDNs including subdomain and subfolder to be considered as Internal URLs. For example, entering cdn.com/example/ will cause URLs from that subdomain and subfolder to be considered Internal, even if the start URL of the crawl is 'www.example.com'. Add one per line.

cdn.pflege.de/ ✓

Start URL ✓

Test URL ✓

Result **Internal**

OK Cancel

... UND NOCH MEHR!



- Speed
 - je nach Server
- Authentication
 - vor allem für Staging Server (niemals „Forms Based“ nutzen!)
- Custom Extraction/Search
 - hilfreiches Universal-Werkzeug
- Page Speed
 - eher nicht im Rahmen eines normalen Crawls (frisst Zeit!)
- Spelling & Grammer
 - eher nicht für SEOs relevant

ANKERTEXTE ANPASSEN!

Links

High External Outlinks

High Internal Outlinks

High Crawl Depth

Non-Descriptive Anchor Text:

- click here
- click this
- find out more
- go
- here
- learn more
- more
- over here
- read here
- read more
- right here
- start
- this

hier
klicken
mehr erfahren
...

ÜBERSIEHT MAN GERNE



⚙ Spider > Preferences

Max URL Length Chars

Max H1 Length Chars

Max H2 Length Chars

Max Image Alt Text Chars

Max Image Size Kilobytes

Low Content Word Count

Soft 404 Phrases:

404 Not Found
404 error
410 Not Found
can't find the page
can't seem to find that page
couldn't find that page
couldn't find the page
couldn't find what you're looking for
error 404
error occurred
no products found
no results found
no results found

WENN MAN SICH SICHER IST: URL REWRITING




Remove Parameters

Supply a list of parameters to be automatically removed, such as session IDs, tracking strings or filters. Add one per line.

☐ Remove all

c
number
|

 Clear

DIE ANALYSE DER ERGEBNISSE



EMPFEHLUNGEN



- 1. Empfehlungen für gesamte Website
 - 1.1 robots.txt
 - 1.2 Page Speed
 - 1.3 BreadcrumbList Markup
 - ...

- 2. Empfehlungen pro Seitentyp
 - 2.1 Startseite
 - 2.2 Kategorienseiten
 - 2.3 Detailseiten
 - ...

WAS GILT SITE-WIDE?



Overview **Issues** Site Structure Segments Response Times API Spelling & Grammar

Export Issues: 15 Warnings: 32 Opportunities: 26 Total: 73

Issue Name	Issue Type	Issue Priority	Segments	% of Total
Links: Internal Outlinks With No Anchor Text	Opportunity	Low	2341 2784	2.991 99,93%
Links: Internal Nofollow Outlinks	Warning	Low	2341 2784	2.990 99,9%
Links: Follow & Nofollow Internal Inlinks To Page	Warning	Low	2341 2784	2.990 99,9%
Security: Missing X-Content-Type-Options Header	Warning	Low	10785 8001	11.015 99,73%
Security: Missing Secure Referrer-Policy Header	Warning	Low	10785 8001	11.015 99,73%
Security: Missing X-Frame-Options Header	Warning	Low	10785 8001	11.015 99,73%
Security: Missing Content-Security-Policy Header	Warning	Low	10785 8001	11.015 99,73%
Security: Missing HSTS Header	Warning	Low	10773 7990	10.998 99,57%
H2: Missing	Warning	Low	2338 2665	2.691 89,91%
Images: Missing Alt Text	Issue	Low	4492 4492	4.492 56,63%
Content: Readability Difficult	Opportunity	Low	1337 1433	1.445 47,72%
Meta Description: Over 985 Pixels	Opportunity	Low	1289 1312	1.315 43,94%
Meta Description: Over 155 Characters	Opportunity	Low	1233 1256	1.261 42,13%
Content: Low Content Pages	Opportunity	Medium	826 1092	1.113 36,76%
Links: Pages With High Crawl Depth	Opportunity	Medium	465 266 792	814 27,2%
Security: Unsafe Cross-Origin Links	Warning	Low	2341 2784	2.990 27,07%
Search Console: Orphan URLs	Issue	Medium	201 324 586	739 24,18%
Page Titles: Below 30 Characters	Opportunity	Medium	599 624	638 21,32%
Sitemaps: Orphan URLs	Issue	Medium	202 266 529	551 17,91%
Pagination: Pagination URL Not in Anchor Tag	Issue	High	356 356	356 11,89%
Search Console: No Search Analytics Data	Warning	Low	2 198 276 2	291 9,52%
H1: Missing	Issue	Medium	266 266	272 9,09%
Canonicals: Canonicalised	Warning	High	2 90 92	254 8,39%
Page Titles: Over 561 Pixels	Opportunity	Medium	210 7 242	245 8,19%
Page Titles: Over 60 Characters	Opportunity	Medium	204 9 240	243 8,12%
Sitemaps: URLs not in Sitemap	Issue	Medium	236 236	237 7,7%
URL: Underscores	Opportunity	Low	1 356 357	386 3,49%
Pagination: Non-Indexable	Warning	High	90 90	90 3,01%
Pagination: Sequence Error	Issue	Low	90 90	90 3,01%

WAS GILT PRO SEITENTYP?




Subdomain Start Clear Crawl 100 % API Analysis 100 % Austeller SEO Spider				
Overview Issues Site Structure Segments Response Times API Spelling & Grammar				
Export Issues: 7 Warnings: 19 Opportunities: 18 Total: 44				
Issue Name	Issue Type	Issue Priority	URLs	% of Total
Links: Internal Nofollow Outlinks	Warning	Low	2.341	100%
Links: Internal Outlinks With No Anchor Text	Opportunity	Low	2.341	100%
Links: Follow & Nofollow Internal Inlinks To Page	Warning	Low	2.341	100%
H2: Missing	Warning	Low	2.338	99,87%
Security: Missing Content-Security-Policy Header	Warning	Low	2.341	99,49%
Security: Missing X-Frame-Options Header	Warning	Low	2.341	99,49%
Security: Missing X-Content-Type-Options Header	Warning	Low	2.341	99,49%
Security: Missing Secure Referrer-Policy Header	Warning	Low	2.341	99,49%
Security: Missing HSTS Header	Warning	Low	2.341	99,49%
Security: Unsafe Cross-Origin Links	Warning	Low	2.341	99,49%
Content: Readability Difficult	Opportunity	Low	1.337	57,11%
Meta Description: Over 985 Pixels	Opportunity	Low	1.289	55,06%
Meta Description: Over 155 Characters	Opportunity	Low	1.233	52,67%
Content: Low Content Pages	Opportunity	Medium	826	35,28%
Page Titles: Below 30 Characters	Opportunity	Medium	599	25,59%
Links: Pages With High Crawl Depth	Opportunity	Medium	465	19,86%
Page Titles: Over 561 Pixels	Opportunity	Medium	210	8,97%
Page Titles: Over 60 Characters	Opportunity	Medium	204	8,71%
Sitemaps: Orphan URLs	Issue	Medium	202	8,58%
Search Console: Orphan URLs	Issue	Medium	201	8,54%
Content: Readability Very Difficult	Opportunity	Low	82	3,5%
Search Console: No Search Analytics Data	Warning	Low	74	3,14%
Page Titles: Below 200 Pixels	Opportunity	Medium	56	2,39%
Search Console: URL is Not on Google	Warning	Low	29	1,23%
Search Console: Indexable URL Not Indexed	Warning	High	28	1,19%
H1: Over 70 Characters	Opportunity	Low	23	0,98%
Page Titles: Duplicate	Opportunity	Medium	16	0,68%
Meta Description: Duplicate	Opportunity	Low	16	0,68%
H1: Duplicate	Opportunity	Low	16	0,68%

Es bleibt ein altes, großes
Problem: Was ist nur ein Hint,
was ist ein echter Hebel?

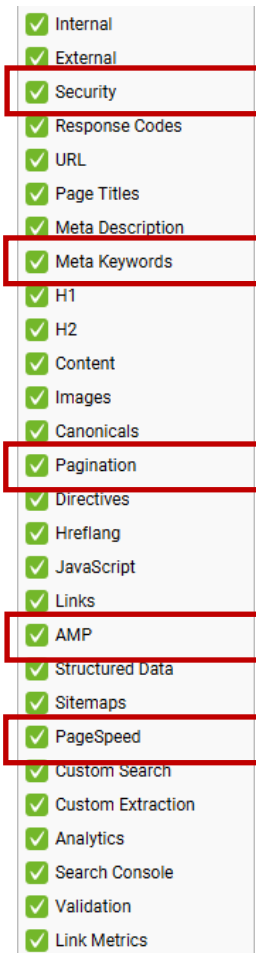
Fixe nur etwas, wenn Du genau verstehst, worum es geht!

WITH A LITTLE HELP FROM MY FROG ...

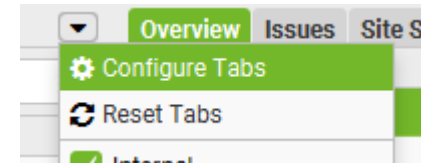


H1: Duplicate	Opportu...	Low	16	0,68%
<div> Copy</div> <div>Issue Details</div> <div>View: Details</div> <div><h3>Description</h3><p>Pages which have duplicate <h1>s. It's important to have distinct, unique and useful main headings. If every page has the same <h1>, then it can make it more challenging for users and the search engines to understand one page from another.</p><h3>How To Fix</h3><p>Update duplicate <h1>s as necessary, so important pages contain a unique and descriptive <h1> for users and search engines. If these are duplicate pages, then fix the duplicated pages by linking to a single version, and redirect or use canonicals where appropriate.</p></div>				

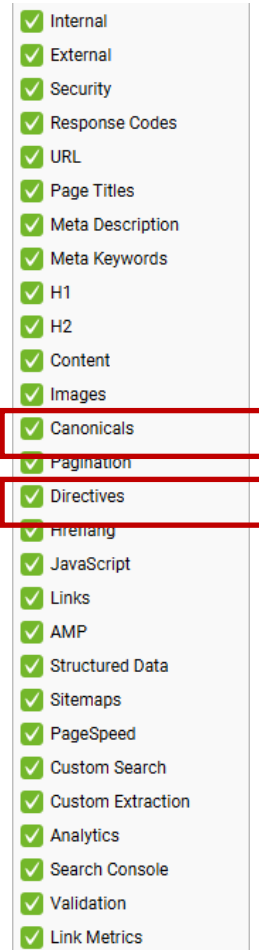
ÜBERWIEGEND NICHT SEO-RELEVANT



- Page Speed:
 - GSC für Symptome
 - PSI oder Lighthouse für Diagnose

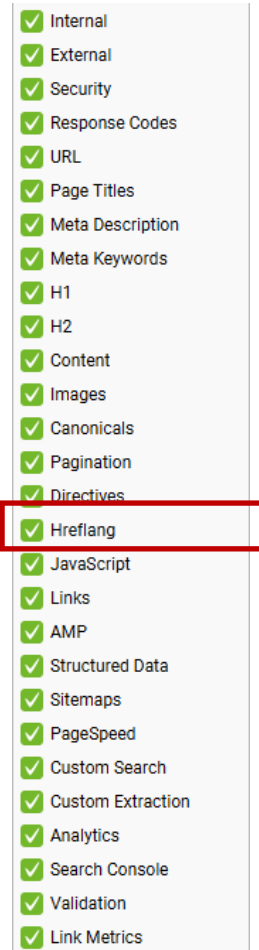


WICHTIG, ABER FAST NIE PROBLEME



- Oft fehlt:
 - max-snippet
 - max-image-preview
 - max-video-preview
- Diskussionsthema:
 - Noindex bei paginierten Seiten

OFT FEHLER, ABER KEIN ECHTER HEBEL

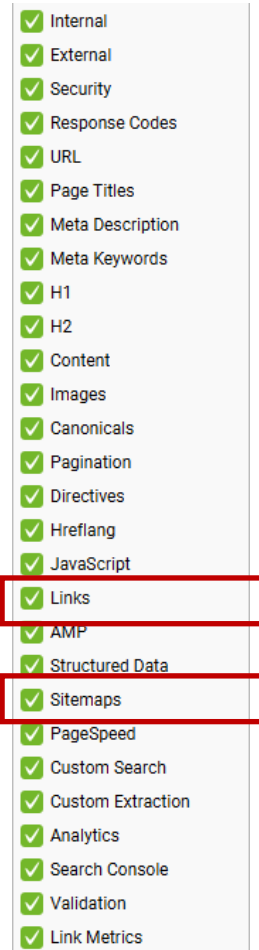


– Häufig:

- Hreflang ≠ Canonical URL
- X-default fehlt
- Länder/Sprachen, die es nicht gibt
- ...

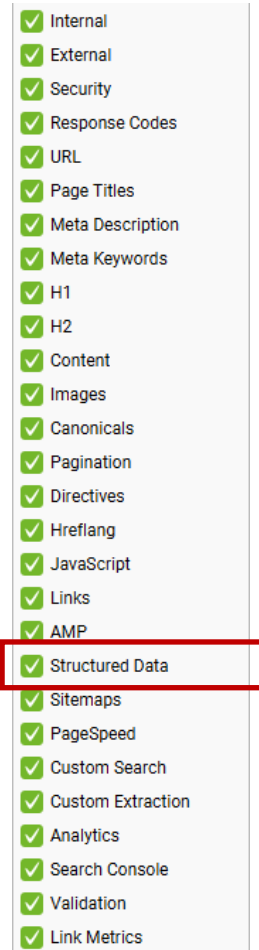
– Bringt aber alles nicht mehr Traffic!

INTERNE VERLINKUNG: OFT UNTERSCHÄTZT

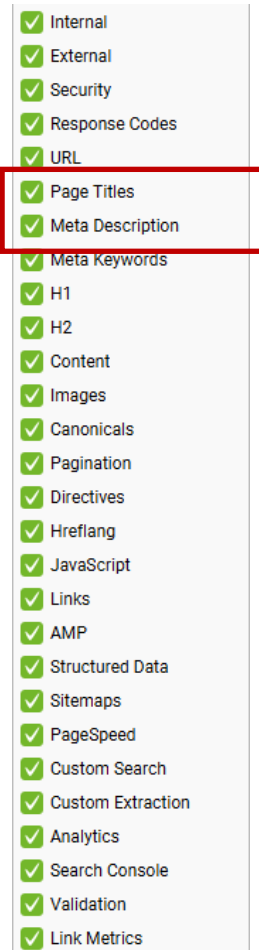


– Oft:

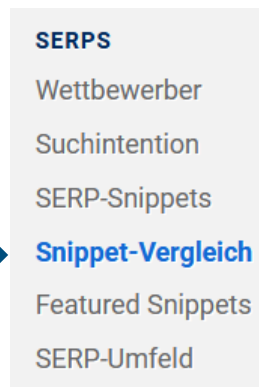
- Inhalte haben zu hohe Klicktiefe
- Inhalte werden gar nicht intern verlinkt (Orphans)
- Nicht-deskriptive Ankertexte

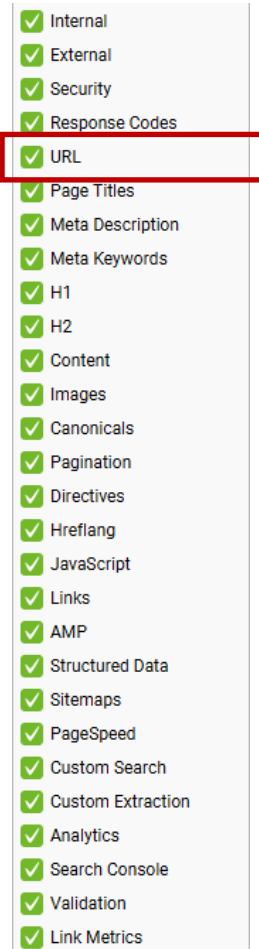


- Google kann das immer anders sehen
 - GSC, Rich Results Tester
- Obacht:
 - Die GSC zeigt nicht alle Google-relevanten Markups an



- Gary von Google spricht:
 - „You want to rely on 10 blue links“
<https://searchengineland.com/google-expect-more-simplification-of-search-results-432305>
- Aber:
 - Der Frog sieht nicht, was Google ausspielt → SISTRIX & Co.



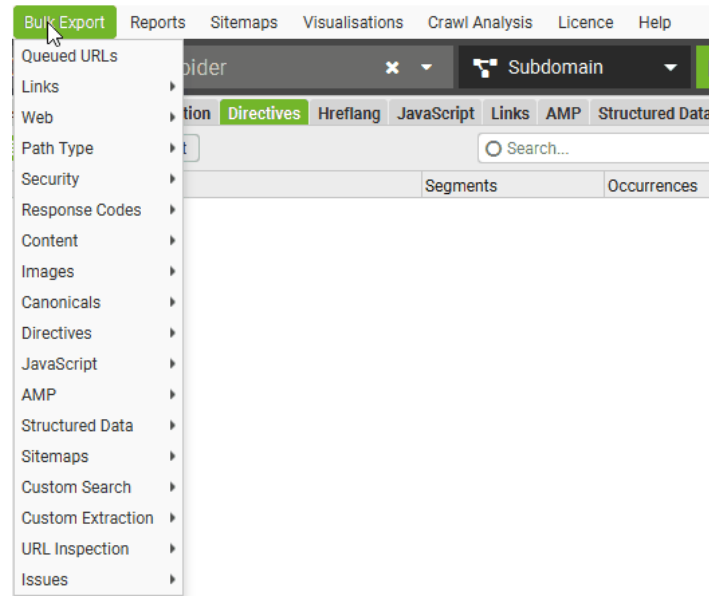


- Häufig:
 - Umlaute in URLs
 - Repetitive Path
 - URL zu lang
- Lohnt oft nicht + stellt ein Risiko dar.
- Steht bald eh ein URL-Update an?



BULK EXPORT + REPORTS





No data

The screenshot shows the Screaming Frog SEO Spider interface. The top navigation bar includes tabs for Internal, External, Security, Response Codes, URLs, Page Titles, Meta Description, Meta Keywords, H1, H2, Content, Images, Canonicals, Pagination, Directives, Hreflang, JavaScript, Links, Custom Extraction, Analytics, Search Console, Validation, and Link Metrics. The 'Content' tab is currently selected.

Below the navigation bar, there is a dropdown menu for 'Near Duplicates' and an 'Export' button. A blue arrow points from the 'Near Duplicates' dropdown to the 'Export' button.

The main content area displays a table of URLs. The first column is 'Address', and the second column is 'Canonical Link Element 1'. The table lists 15 URLs, all starting with 'https://tamaris.com/en-EE/bootie/1-1-25216-27.html'.

A secondary menu is open, showing options for Bulk Export, Reports, Sitemaps, Visualisations, and Crawl Analysis. The 'Content' option is highlighted, and a blue arrow points from it to the 'Near Duplicates' option in the main menu.

AUSNAHME #1

Reports Sitemaps Visualisations Crawl Analysis

- Crawl Overview
- Issues Overview
- Redirects 11
 - All Redirects
 - Redirect Chains
 - Redirect & Canonical Chains
- Canonicals
- Pagination
- Hreflang
- Insecure Content
- SERP Summary
- Orphan Pages
- Structured Data
- Javascript
- PageSpeed
- HTTP Headers
- Cookies

A	B	C	D	E	F	G	H	I	J
Chain	Number of Redirects/Steps	Is Temp Redirect	Temp Redirect in Chain	Address	Final Indexability	Final Content	Final Status Code		
HTTP Redirect	1	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		
	0	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		
HTTP Redirect	1	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		
	0	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		
	0	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		
HTTP Redirect	1	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		
	0	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		
HTTP Redirect	1	FALSCH	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200		

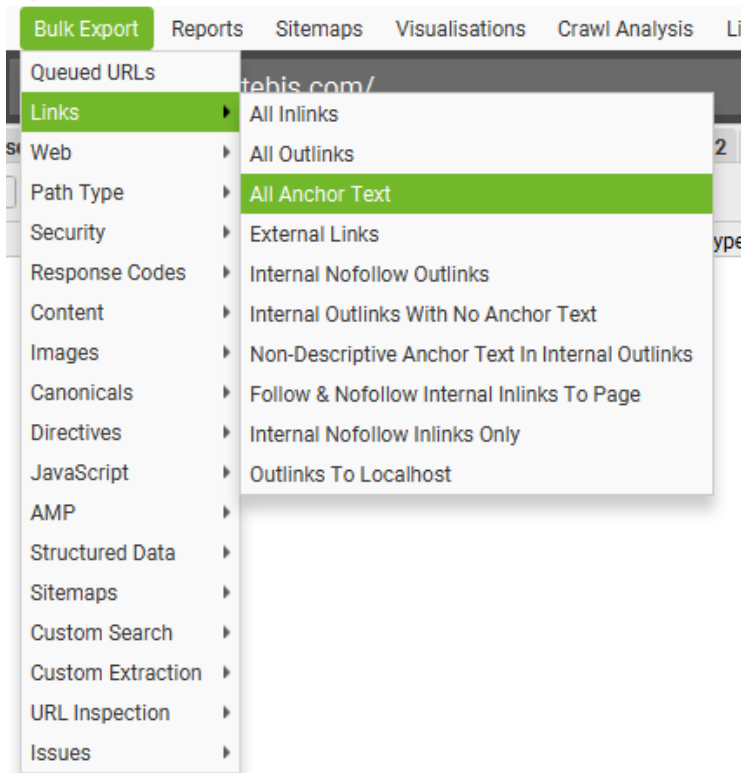
AUSNAHME #2



Reports	Sitemaps	Visualisations	Crawl Analysis	Licenc
Crawl Overview				
Issues Overview				
Redirects				
Canonicals				
Pagination				
Hreflang				
Insecure Content				
SERP Summary				
Orphan Pages				
Structured Data				
JavaScript				
PageSpeed				
HTTP Headers				
Cookies				

A	B	C	D	E	F	G	H	I	J	K	L
Rich Results Feature	URLs	Occurrences	% Eligible	Eligible URLs	Error URLs	Warning URLs	Unique Errors	Unique Warnings	Total Errors	Total Warnings	Sample URL
Google Breadcrumb	2992	2997	99	2990	2	0	1	0	4	0	xxx
Google Sitelinks Searchbox	2992	2997	100	2992	0	0	0	0	0	0	xxx
Google Job Posting	61	61	0	0	61	61	2	5	61	305	xxx
Google Article	8	109	100	8	0	8	0	8	0	377	xxx


AUSNAHME #3



Data Analysis ▾



 You

 all_anchor_text.xlsx
Kalkulationstabelle

Die Tabelle enthält zwei Spalten: Destination und Anchor. Ignoriere bitte alle Zeilen, bei denen der Anchor leer ist.

Erstelle mir eine Tabelle mit allen Anchor und geb in einer zweiten Spalte an, bei wie vielen Destination dieser Anchor vorkommt. Sortiere danach die Tabelle nach der zweiten Spalte absteigend.



1	Anchor	Destination_Count
2	Mehr erfahren	162
3	Read more	141
4	Más información	117
5	En savoir plus	102
6	More...	96
7	Mais informação	74
8	詳しく見る	72
9	Maggiori informazioni	68
10	更多.....	66
11	Webinar jetzt ansehen	55
12	Please select a desired date to book your event	55
13	Read full story	46
14	阅读全文	46
15	了解更多	45
16	Anwenderbericht lesen	45
17	Download	38



BIN ICH JETZT DURCH?



MIT DEM FROG: JA!



- Aber das reicht in der Regel nicht!
 - Bewertung von Content-Qualität
 - Conversions/Customer Journey vs. Sichtbarkeit/Klicks
 - Markups, die fehlen + sinnvoll sind
 - Seitentitel ohne angehängte Brand
 - Standardumleitung (http → https, non-www. → www.)
 - IP Redirect
 - Interstitials
 - ...

FAZIT



FAZIT



- Wie gesagt: Die Konfiguration ist die halbe Miete!
- Hints abarbeiten – Verständnis vorausgesetzt!
- Der Frog liefert Euch viel – aber definitiv nicht alles!



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