



SCREAMING FROG FROM ZERO TO HERO

Der Ablaufplan für den perfekten Crawl

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Markus Hövener

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

Die
Konfiguration

Analyse im
Frog

Was fehlt dann
noch?



DIE RICHTIGE
KONFIGURATION

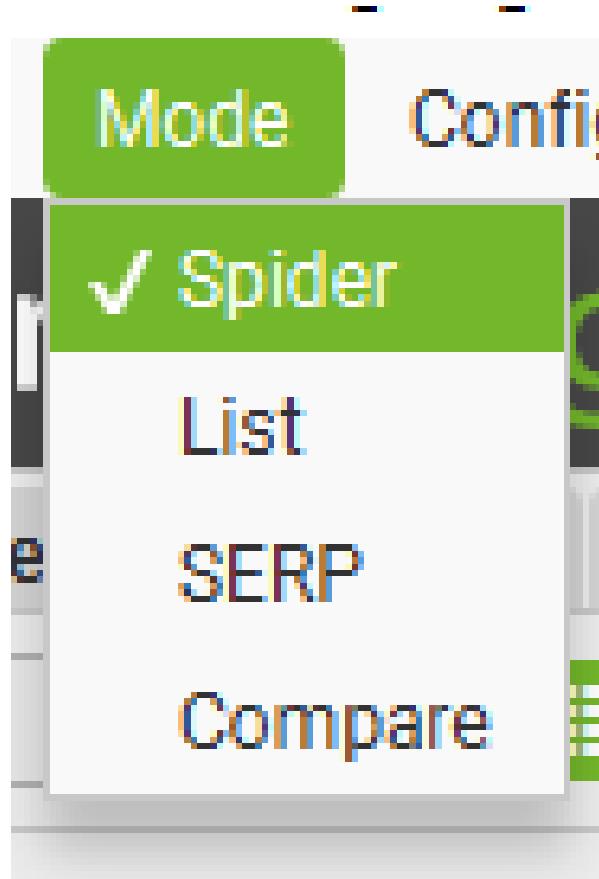
... ist schon die halbe Miete!

1

„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)



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

Content

- Content Area
- Duplicates
- Spelling & Grammar
- robots.txt
- URL Rewriting
- CDNs
- Include
- Exclude
- Speed
- User-Agent
- HTTP Header

Custom

- Custom Search
- Custom Extraction

OK Cancel

„HÄNGT DAVON AB“

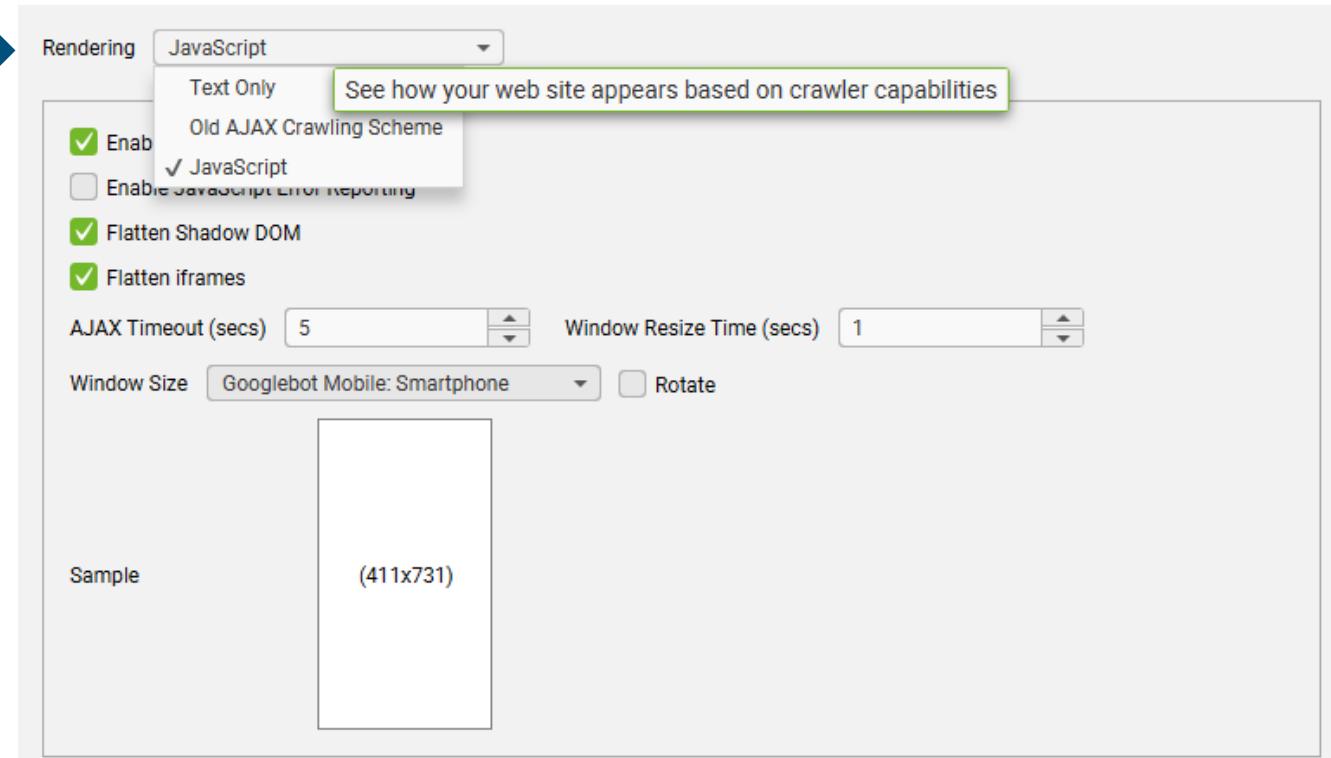


- Der beste Standard:
 - Spider > Crawl > Page Links = alles anwählen
 - Spider > Extraction = alles anwählen
 - Spider > Limits = passt schon
 - Spider > Advanced > „Always follow ...“ = anwählen
 - Spider > Preferences = passt schon

#1: RENDERN ODER NICHT?



- Warum darüber 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

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
Assign 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

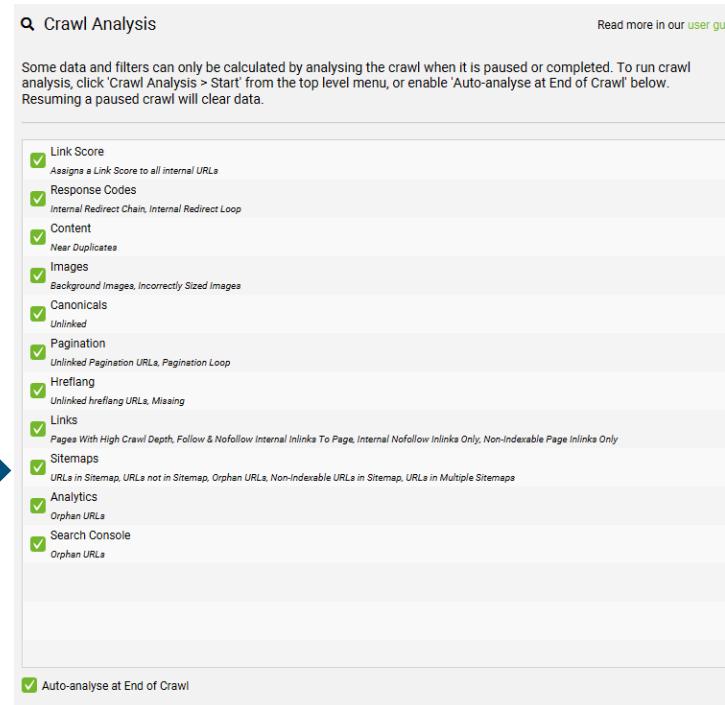
Links
Pages With High Crawl Depth, Follow & Nofollow Internal Inlinks To Page, Internal Nofollow Inlinks Only, Non-indexable Page Inlinks Only

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

The image shows the Screaming Frog SEO Spider interface. At the top, a navigation bar includes tabs for Internal, External, Security, Response Codes, URL, Page Titles, Meta Description, Meta Keywords, H1, H2, Content, Images, Canonicals, Pagination, Directives, Hreflang, JavaScript, and Links. Below this is a table with columns for Address, Content Type, Status Code, Status, Indexability, and Inc. The first row (Address: https://www.dresdner-essenz.com/web/sitemap/shop-1/sitemap-1.xml.gz, Content Type: application/x-gzip, Status Code: 200 OK, Status: OK, Indexability: Indexable) is highlighted in green. A large blue arrow points from the 'Content' tab in the navigation bar to this row. Below the table is another table titled 'XML Sitemap' with columns for Type, From, and To. The 'From' column lists various URLs, and the 'To' column lists their corresponding links. A large blue arrow points from the 'Outlinks' tab in the navigation bar to the 'To' column of this table. At the bottom of the interface, a navigation bar includes tabs for URLs, Outlinks, Image Details, Resources, SERP Snippet, Rendered Page, Chrome Console Log, View Source, HTTP Headers, Cookies, Duplicate Details, and Structured Data Details. The 'Outlinks' tab is currently selected.

#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

Setting	Value
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



#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: **Austeller** #6a70bc

Austeller Jobprofile Local Pages Portfolio WP Content

Address Contains (~) /aussteller/ AND

OR

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

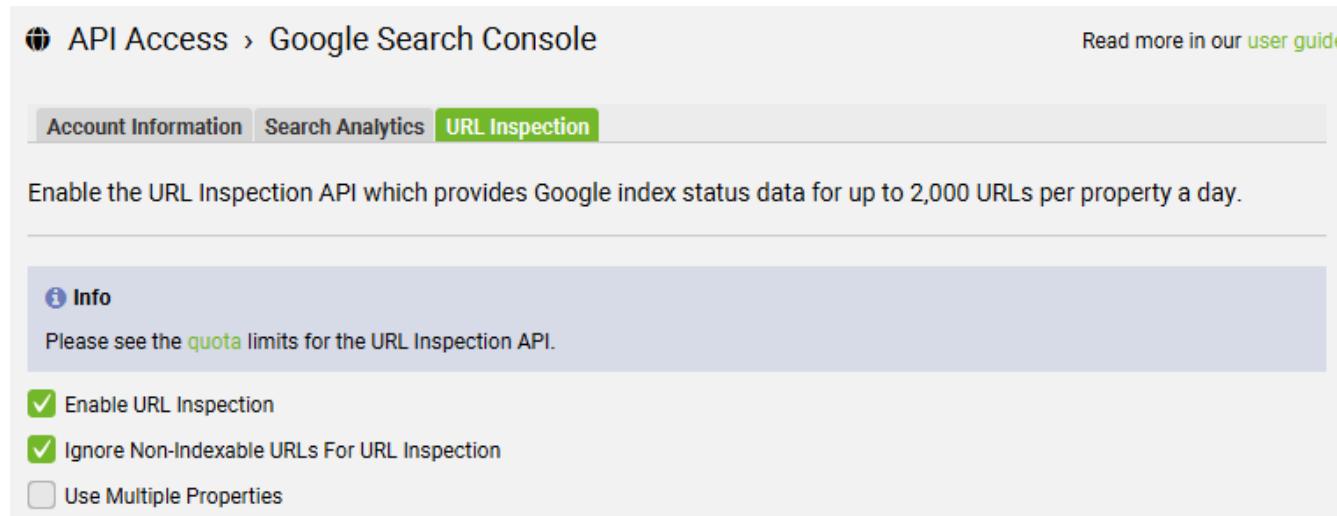
API Access › Google Search Console Read more in our [user guide](#)

[Account Information](#) [Search Analytics](#) **URL Inspection**

Enable the URL Inspection API which provides Google index status data for up to 2,000 URLs per property a day.

Info
Please see the [quota](#) limits for the URL Inspection API.

Enable URL Inspection
 Ignore Non-Indexable URLs For URL Inspection
 Use Multiple Properties



#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

The image shows the Screaming Frog SEO Spider software interface. On the left, the 'Scope' dropdown is set to 'All Subdomains'. The 'Crawl Behaviour' panel is open, showing the following options, all of which are checked:

- Check Links Outside of Start Folder
- Crawl Outside of Start Folder
- Crawl All Subdomains
- Follow Internal "nofollow"
- Follow External "nofollow"

Below this, the 'Exclude' section is shown. It contains a text input field with the following content:

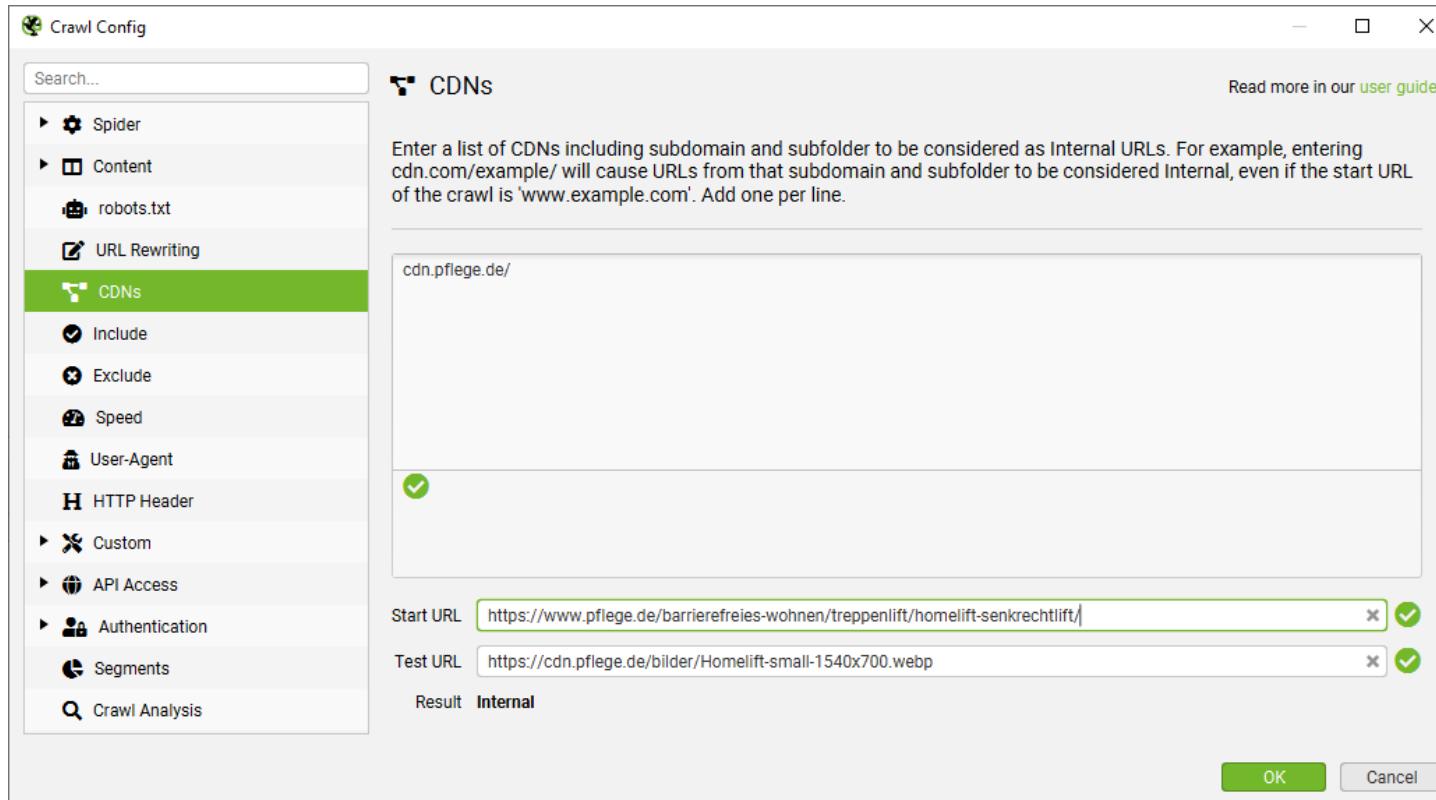
```
/at/  
/en/news/
```

There is a link 'Read more in our [user guide](#)' to the right of the input field.

#9: CDN



– Wer's hat, sollte es angeben!



... UND NOCH MEHR!



- Speed
- Authentication
- Custom Extraction/Search
- Page Speed
- Spelling & Grammer

- je nach Server
- vor allem für Staging Server
(niemals „Forms Based“ nutzen!)
- hilfreiches Universal-Werkzeug
- eher nicht im Rahmen eines normalen Crawls (frisst Zeit!)
- eher nicht für SEOs relevant

ANKERTEXTE ANPASSEN!

Links

High External Outlinks: 10

High Internal Outlinks: 1.000

High Crawl Depth: 3

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



ÜBERSIEHT MAN GERNE



Spider > Preferences

The screenshot shows the 'Preferences' section of the Screaming Frog Spider software. It includes the following settings:

Setting	Value
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

Below these settings is a list of '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



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

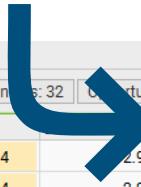
2.1 Startseite

2.2 Kategoriseiten

2.3 Detailseiten

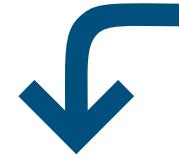
...

WAS GILT SITE-WIDE?



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?



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 ...



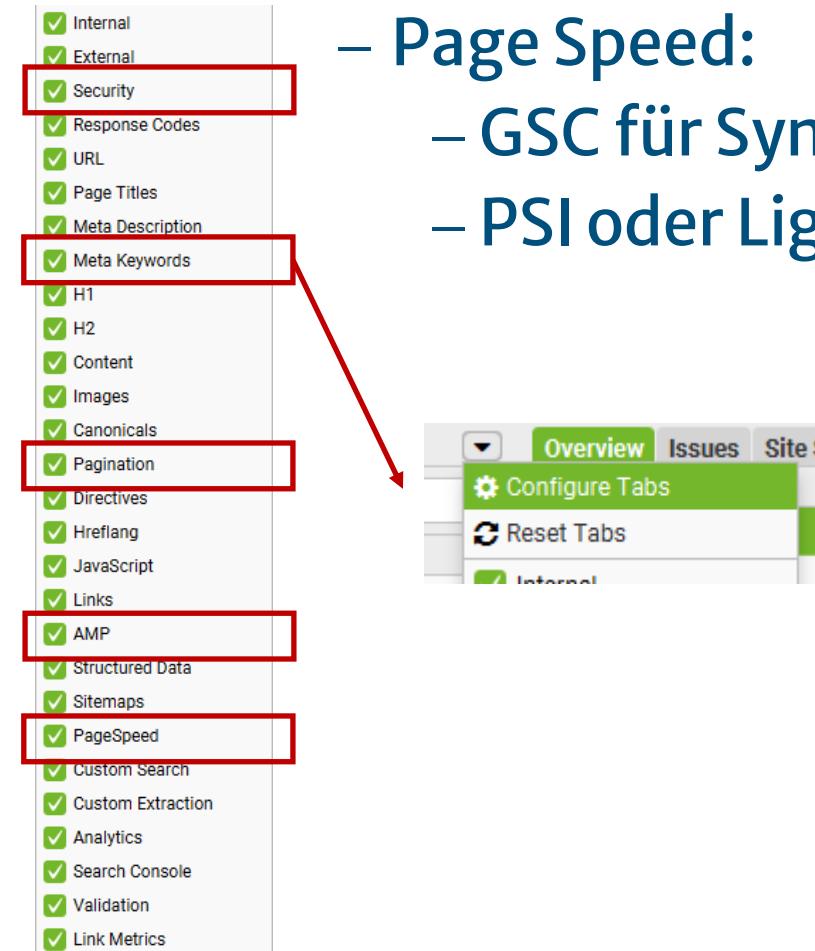
H1: Duplicate Opportu... Low 16 0,68%

Copy **Issue Details** View: Details

Description
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.

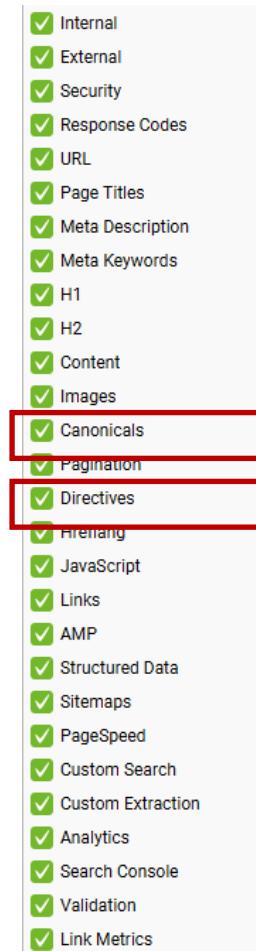
How To Fix
Update duplicate <h1>s as necessary, so important pages contain a unique and descriptive <h1> for users and search engines. If these are duplicate pages, then fix the duplicated pages by linking to a single version, and redirect or use canonicals where appropriate.

ÜBERWIEGEND NICHT SEO-RELEVANT



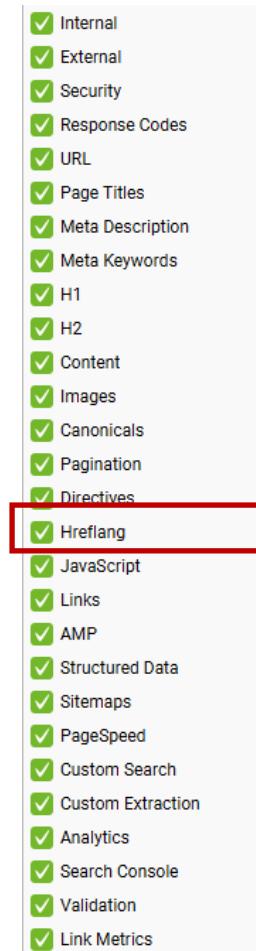
- Page Speed:
- GSC für Symptome
- PSI oder Lighthouse für Diagnose

WICHTIG, ABER FAST NICHT PROBLEME



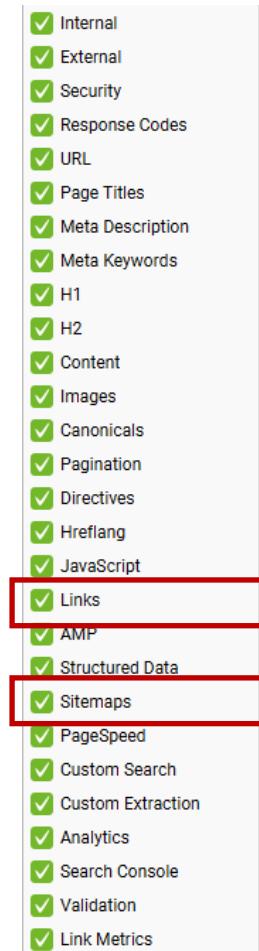
- Oft fehlt:
 - **max-snippet**
 - **max-image-preview**
 - **max-video-preview**
- Diskussionsthema:
 - Noindex bei paginierten Seiten

OFT FEHLER, ABER KEIN ECHTER HEBEL



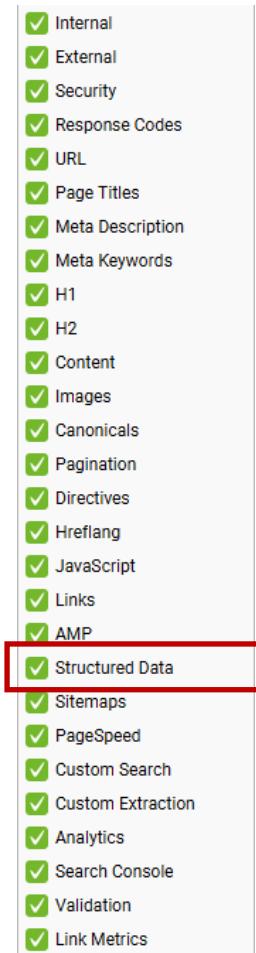
- Häufig:
 - Hreflang ≠ Canonical URL
 - X-default fehlt
 - Länder/Sprachen, die es nicht gibt
 - ...
- Bringt aber alles nicht mehr Traffic!

INTERNE VERLINKUNG: OFT UNTERSCHÄTZT

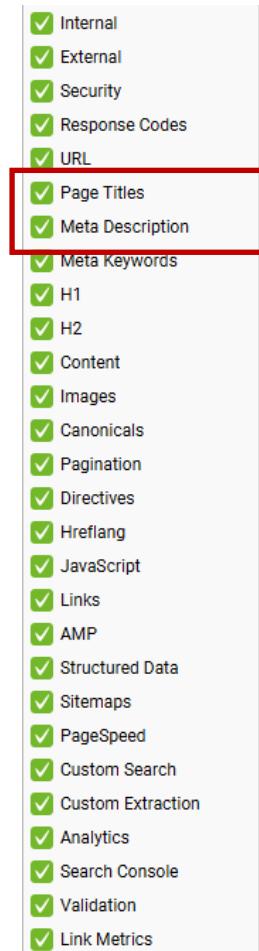


– Oft:

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



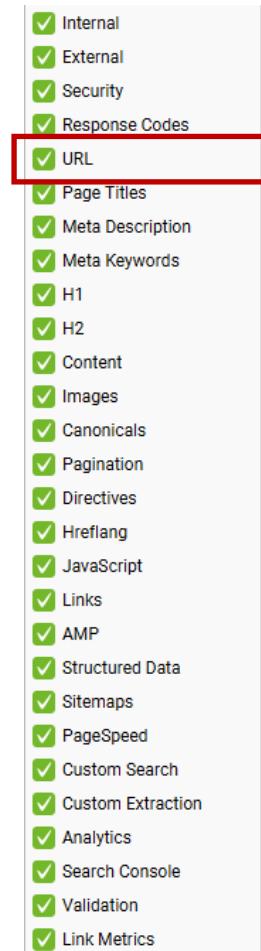
- Google kann das immer anders sehen
 - GSC, Rich Results Tester
- Obacht:
 - Die GSC zeigt nicht alle Google-relevanten Markups an



- 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.



SERPS
Wettbewerber
Suchintention
SERP-Snippets
Snippet-Vergleich
Featured Snippets
SERP-Umfeld

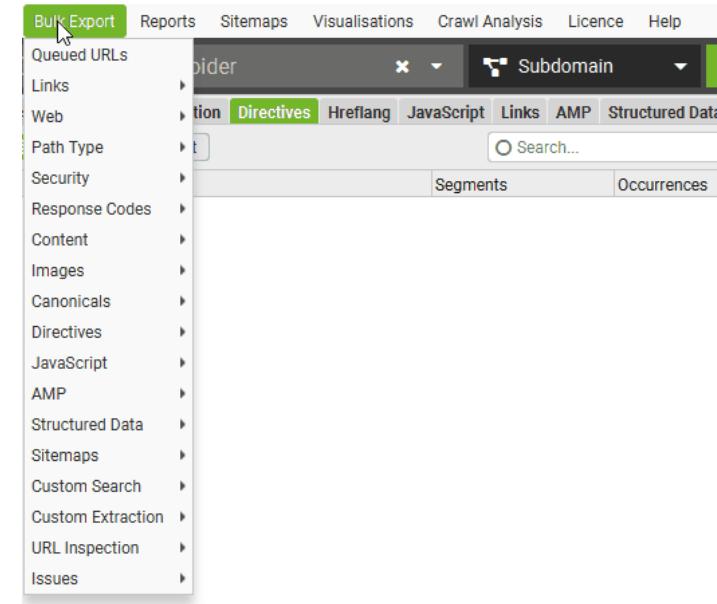


- Häufig:
 - Umlaute in URLs
 - Repetitive Path
 - URL zu lang
- Lohnt oft nicht + stellt ein Risiko dar.
- Steht bald eh ein URL-Update an?



BULK EXPORT + REPORTS





No data

Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links Custom Extraction Analytics Search Console Validation Link Metrics

Near Duplicates Export

Address	Canonical Link Element 1
1 https://tamaris.com/en-EE/bootie/1-1-25216-27.html	https://tamaris.com/en-EE/bootie/1-1-25216-27.html
2 https://tamaris.com/en-IE/bootie/1-1-25216-27.html	https://tamaris.com/en-IE/bootie/1-1-25216-27.html
3 https://tamaris.com/en-SK/bootie/1-1-25216-27.html	https://tamaris.com/en-SK/bootie/1-1-25216-27.html
4 https://tamaris.com/en-SE/bootie/1-1-25216-27.html	https://tamaris.com/en-SE/bootie/1-1-25216-27.html
5 https://tamaris.com/en-BG/bootie/1-1-25216-27.html	https://tamaris.com/en-BG/bootie/1-1-25216-27.html
6 https://tamaris.com/en-LT/bootie/1-1-25216-27.html	https://tamaris.com/en-LT/bootie/1-1-25216-27.html
7 https://tamaris.com/en-HR/bootie/1-1-25216-27.html	https://tamaris.com/en-HR/bootie/1-1-25216-27.html
8 https://tamaris.com/en-ES/bootie/1-1-25216-27.html	https://tamaris.com/en-ES/bootie/1-1-25216-27.html
9 https://tamaris.com/en-PT/bootie/1-1-25216-27.html	https://tamaris.com/en-PT/bootie/1-1-25216-27.html
10 https://tamaris.com/en-FI/bootie/1-1-25216-27.html	https://tamaris.com/en-FI/bootie/1-1-25216-27.html
11 https://tamaris.com/en-DK/bootie/1-1-25216-27.html	https://tamaris.com/en-DK/bootie/1-1-25216-27.html
12 https://tamaris.com/en-SI/bootie/1-1-25216-27.html	https://tamaris.com/en-SI/bootie/1-1-25216-27.html
13 https://tamaris.com/en-LV/bootie/1-1-25216-27.html	https://tamaris.com/en-LV/bootie/1-1-25216-27.html
14 https://tamaris.com/en-HU/bootie/1-1-25216-27.html	https://tamaris.com/en-HU/bootie/1-1-25216-27.html
15 https://tamaris.com/en-GR/bootie/1-1-25216-27.html	https://tamaris.com/en-GR/bootie/1-1-25216-27.html

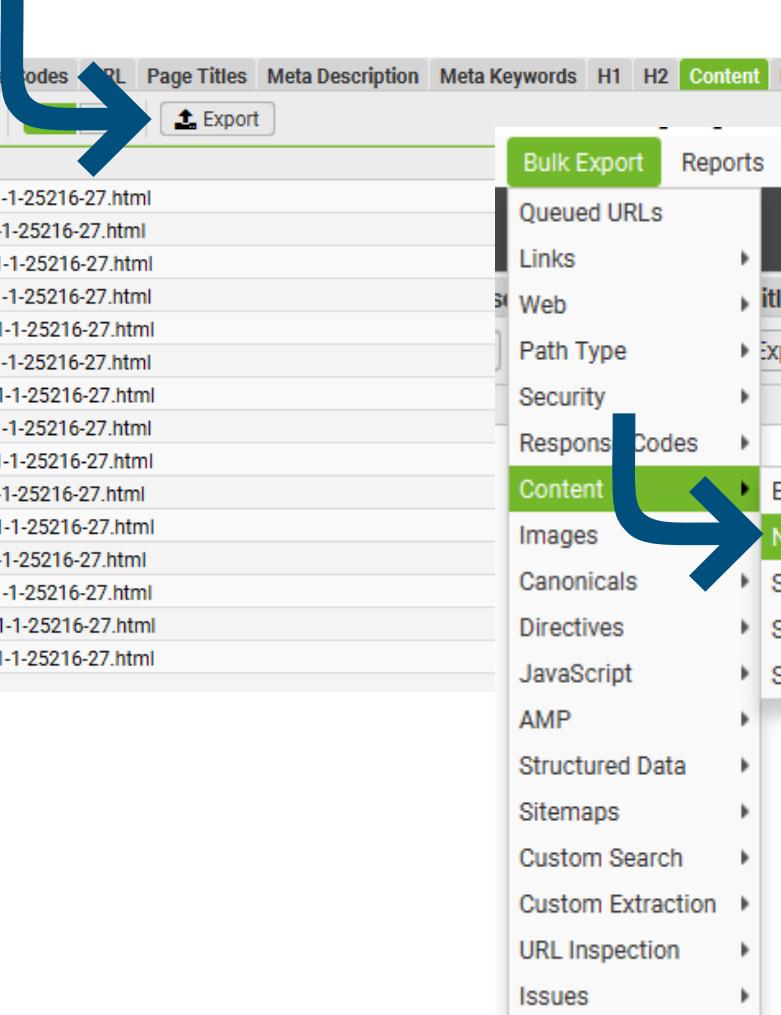
Bulk Export Reports Sitemaps Visualisations Crawl Analytics Status

Queued URLs
Links
Web
Path Type
Security
Response Codes
Content
Images
Canonicals
Directives
JavaScript
AMP
Structured Data
Sitemaps
Custom Search
Custom Extraction
URL Inspection
Issues

Exact Duplicates
Near Duplicates
Soft 404 Inlinks
Spelling & Grammar Errors
Spelling & Grammar Errors Summary

Export

Title 1



AUSNAHME #1



Reports Sitemaps Visualisations Crawl Analysis

 Crawl Overview

 Issues Overview

Redirects All Redirects **H1**

 Canonicals Redirect Chains

 Pagination Redirect & Canonical Chains

 Hreflang

 Insecure Content

 SERP Summary

 Orphan Pages

 Structured Data

 Javascript

 PageSpeed

 HTTP Headers

 Cookies

Chain ID	Number of Redirects	Temp Redirect in Chain	Address	Final Indexable	Final Content	Final Status Code
HTTP Redirect	1	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200
HTTP Redirect	0	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200
HTTP Redirect	1	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200
HTTP Redirect	0	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200
HTTP Redirect	0	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200
HTTP Redirect	1	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200
HTTP Redirect	0	FALSCH	https://https://	Indexable	text/html; charset=UTF-8	200
HTTP Redirect	1	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 Validation Errors & Warnings Summary

	A	B	C	D	E	F	G	H	I	J	K	L
PageSpeed	Rich Results Feature	URLs	Occurrences	% Eligible	Eligible URLs	Error URLs	Warning URLs	Unique Errors	Unique Warnings	Total Errors	Total Warnings	Sample URL
HTTP Headers	Google Breadcrumb	2992	2997	99	2990	2	0	1	0	4	0	xxx
Cookies	Google Sitelinks Searchbox	2992	2997	100	2992	0	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



The screenshot shows the 'Links' section of the Screaming Frog interface. The main menu bar includes 'Bulk Export', 'Reports', 'Sitemaps', 'Visualisations', 'Crawl Analysis', and 'Li'. The 'Links' section is currently selected, highlighted with a green bar. Sub-options under 'Links' include 'All Inlinks', 'All Outlinks', 'All Anchor Text' (which is also highlighted with a green bar), 'External Links', 'Internal Nofollow Outlinks', 'Internal Outlinks With No Anchor Text', 'Non-Descriptive Anchor Text In Internal Outlinks', 'Follow & Nofollow Internal Inlinks To Page', 'Internal Nofollow Inlinks Only', and 'Outlinks To Localhost'.

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 gib 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!

HERZLICH WILLKOMMEN



Markus Hövener
SEO Advocate, Gründer
Kontakt: bloo.link/mh