



CENTER FOR ONLINE  
EVANGELISM

## **Beginning Walk-Through** **SCREAMING FROG SEO SPIDER**

*Recommended free software that detects common website errors*

## **Screaming Frog SEO Spider will help you check your website for any errors that can hamper user experience or even prevent Google from properly crawling your site.**

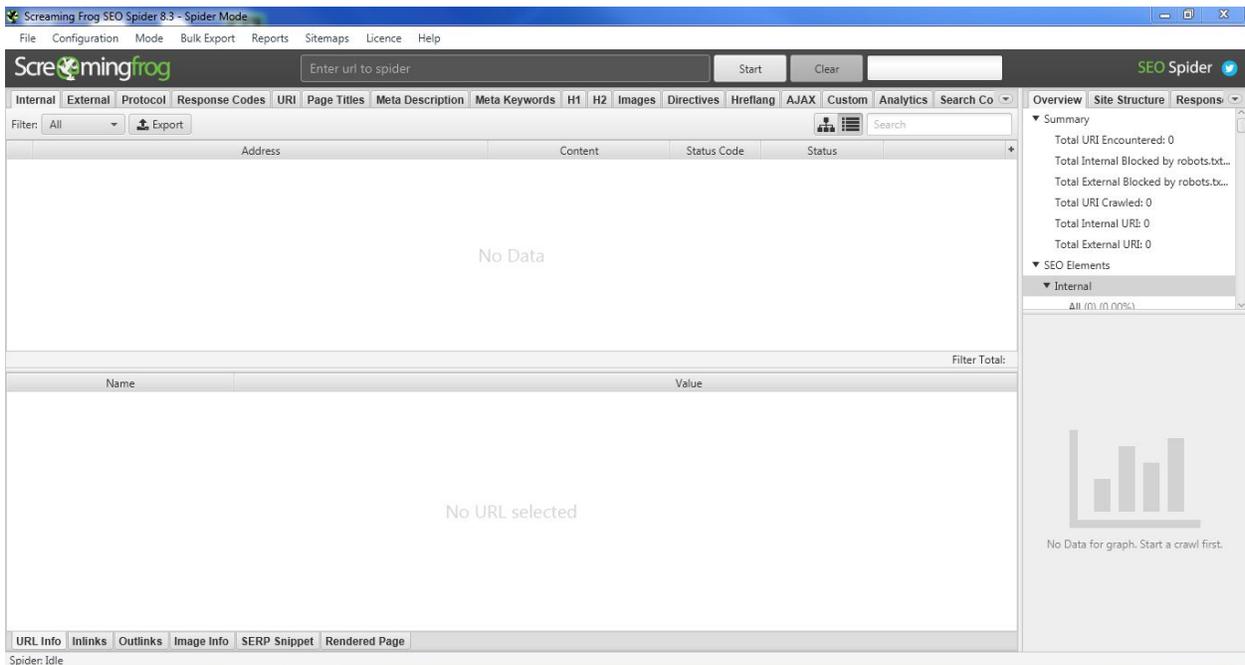
Evaluate your onsite SEO by checking your links, images, CSS, scripts and apps to enhance user experience.

**This free software saves you time from testing each page, link or image manually.** You download this software onto your hard drive, open the program, and type in your organization's website information. The software will "crawl" the website to pull data to populate the program's chart for you to see. You can export the data into an Excel spreadsheet, if preferred.

**1. If you haven't already, download Screaming Frog's SEO Spider tool at <https://www.screamingfrog.co.uk/seo-spider/>**

The free version should be all your organization needs at this time.

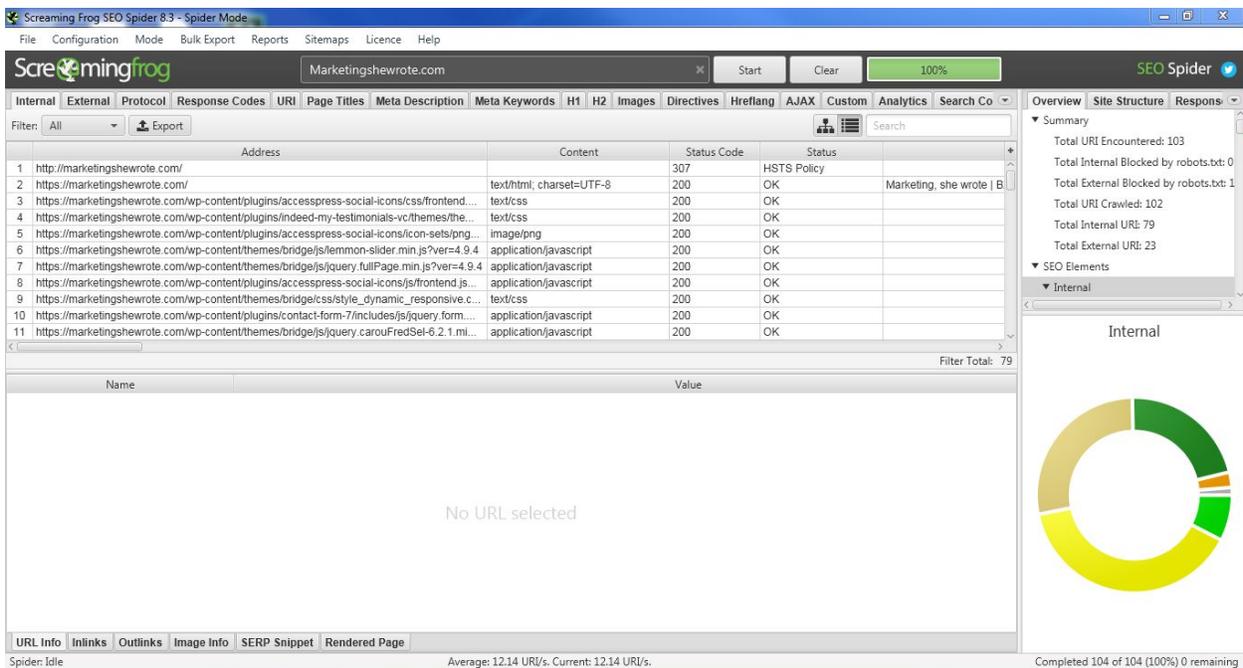
**2. Open the program to view your dashboard:**



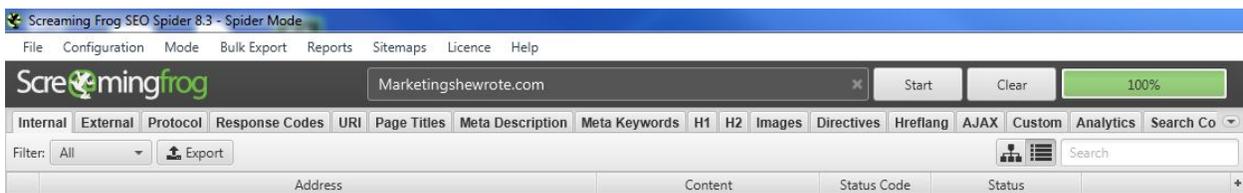
### 3. Fill in your website's address in the top box and press start.



### 4. When your site is done being crawled, your dashboard will look similar to this.



### 5. Let's look at the tabs at the top of the page. In this lesson we'll cover the most important items in the crawl report:



### Internal tab

- With this tab selected, sort by “**outlinks**.” This will show you the pages on your site that list the most links. Pages with over 100 links are regarded as suspicious to Google, so if you have any pages with over 100 links, you may want to determine why that page has so many links, if all are needed, and if the total amount can be minimized.

### Response Codes tab

- Sort by “**status code**.” Here are the ones to look out for:
  - **200 range—Successful.** You want to see lots of these!
  - **300 range—Redirects.** A link may have been updated or changed, with a new URL. Seeing this code means a redirect has been set up to take the user from the old URL to the new one.
    - **301—Permanent Redirect.** This is good, simply meaning, “*This information now resides in this new location.*”
    - **302—Temporary Redirect.** If you see these codes, determine if this redirect is to a permanent or long-term new page, or if it will eventually be removed (such as if a page is under construction). Ideally, any redirects should be 301s.
    - **303+—**Some redirects may be sending users to homepages or unsecure pages. These links need to be checked to determine where they are intended to send the user.
  - **404, or 400s—These links are “broken,” or do not send the user to the intended page. Users will instead see an error message.**
  - **500s—Server errors.** These can be considered urgent fixes, as users are not able to access these areas of your site at all. While server errors can happen, they can frustrate your users and ding your credibility if it happens frequently or for a prolonged time.

### Meta Description tab

- You will see the “[meta description](#)” for each page on your website. *Every page should have a meta description*, which summarizes the content of your page to help the user click on them from search results. It also helps Google determine the topic of your page and help with proper ranking in search results.

### **Page Titles tab**

- This will show each of your website's page's [title tags](#), which is how the page is titled in search results. Make sure each page is titled clearly and directly, guiding the user to the content they need. A good place for keywords

### **H1 tab**

- H1 tags are a webpage's headline. They are a great place for major keywords, and they are probably the first item a user sees on the page to help them decide if they want to read on. Here you can see if each of your pages have an appropriate H1 tag.

### **Images tab**

- In this tab, sort by ALT to make sure all images have [ALT text](#) that properly describes the image to both Google and visually impaired users.

These charts will give you a working overview of any major site errors that can deter users or Google's ability to crawl your site.

If you'd like to dig deeper, Screaming Frog's user guide has a detailed explanation for each of these tabs:

<https://www.screamingfrog.co.uk/seo-spider/user-guide/tabs/>.