Screaming Frog SEO Tool

Introduction

- It is a known fact that Google hates anything 'duplicate' and links that lead to a dead-end (ie. 404)
- Hence, important areas for on-page SEO audit are to check for:
  - Duplicate Title Tags
  - Duplicate Meta Description
  - Duplicate H1
  - Duplicate Pages
  - Broken Links & Link Redirect Status
  - Canonical Link Elements and Canonical HTTP Headers
  - Meta Robots (Follow, NoFollow, Index, NoIndex etc.)
  - Hreflang Headers
- Screaming Frog helps audit all of the above and even integrates with Google Search Console and Google Analytics!
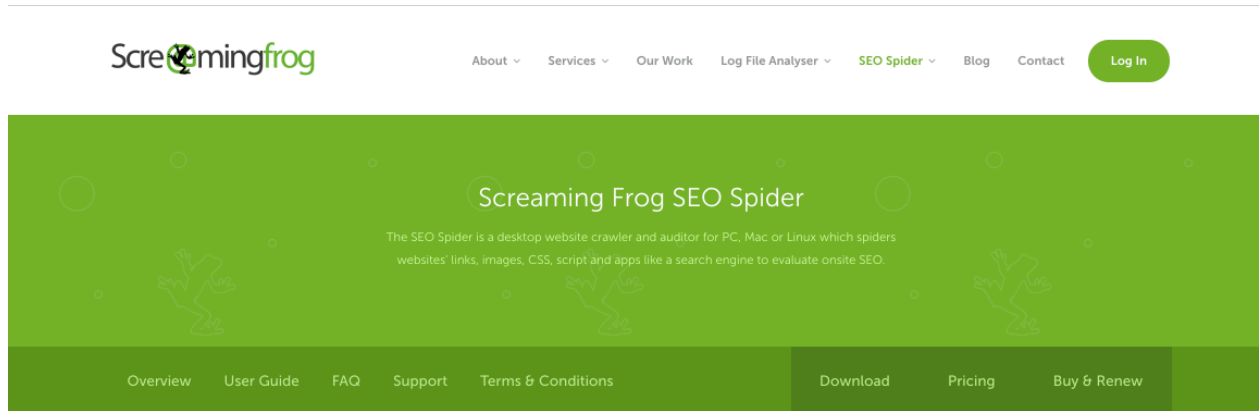
World Internet Academy
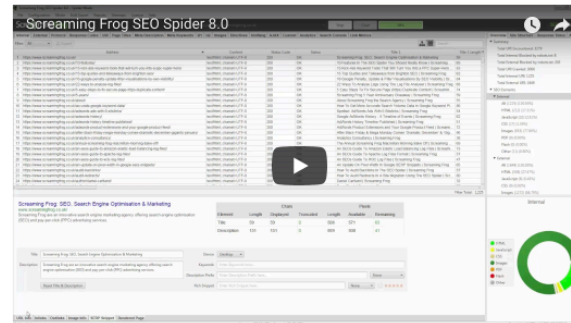World Class Internet Marketing Training

Getting Started

Downloading Screaming Frog

https://www.screamingfrog.co.uk/seo-spider/

Screaming Frog Interface

Live Demo