



Real-time site monitoring



Trainer:

Mark Williams-Cook
Candour



Real-time site monitoring



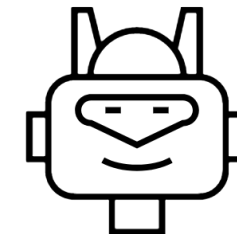
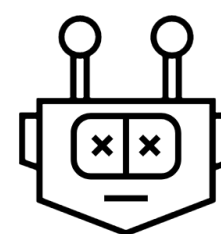
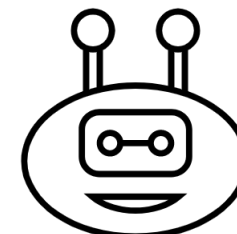
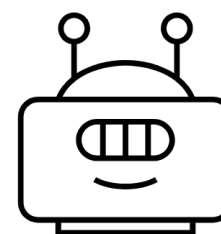
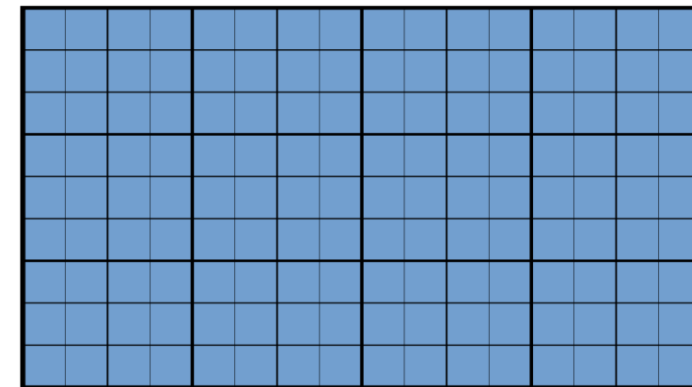
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 Little Warden



Screeningfrog

 Sitebulb



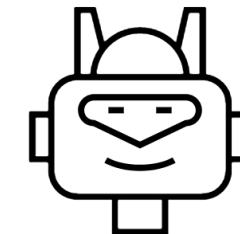
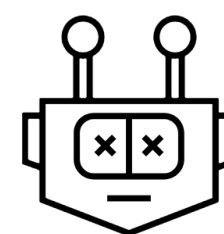
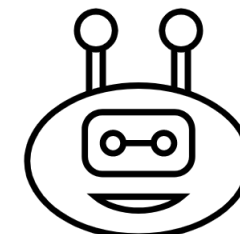
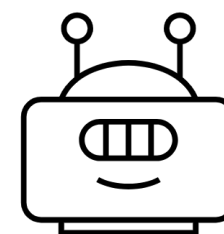
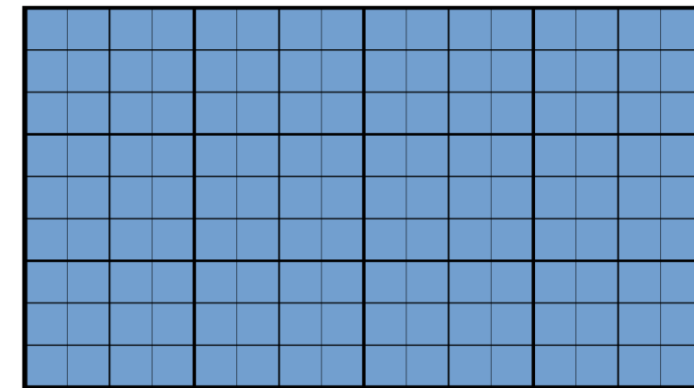
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Desktop-based tools

Real-time site monitoring

Real-time site monitoring



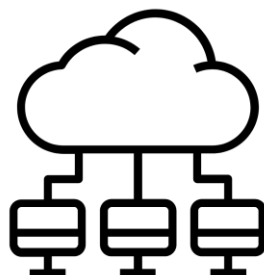
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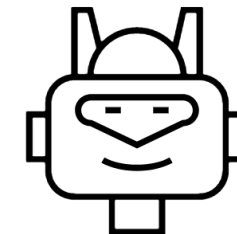
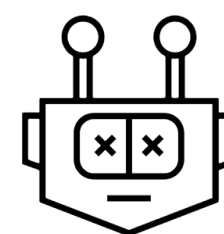
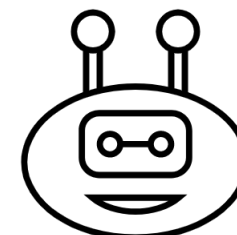
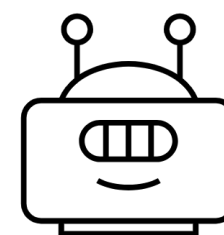
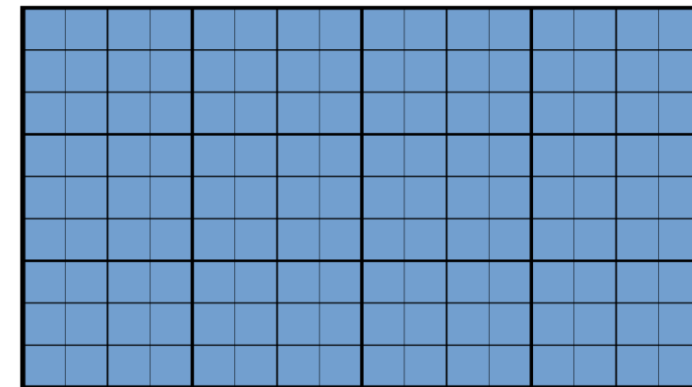
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Cloud-based tools



Real-time site monitoring

Desktop vs cloud tools

Desktop tools

Cheaper for large sites

More control over data

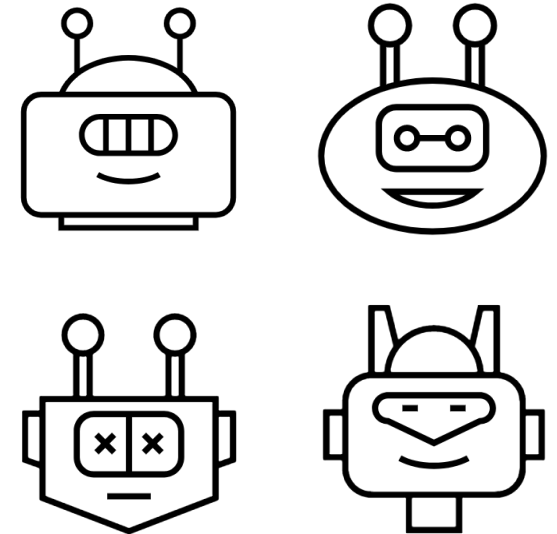
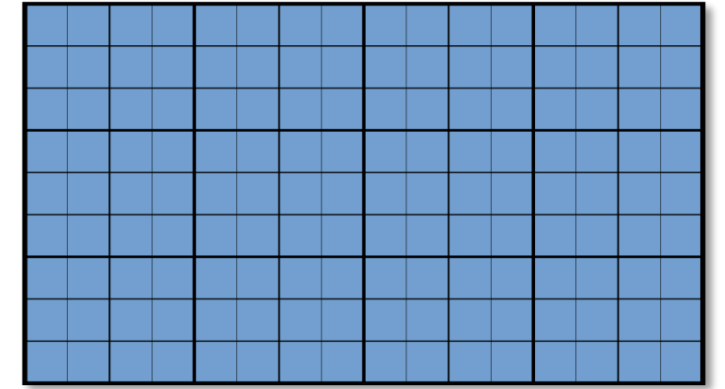
Faster for specific analysis jobs

Cloud tools

Are 'always-on'

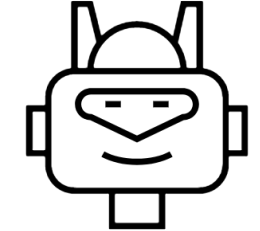
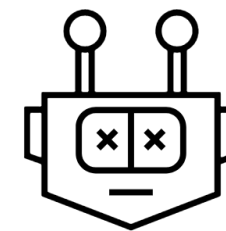
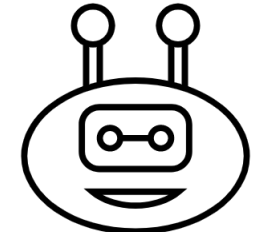
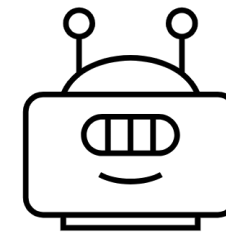
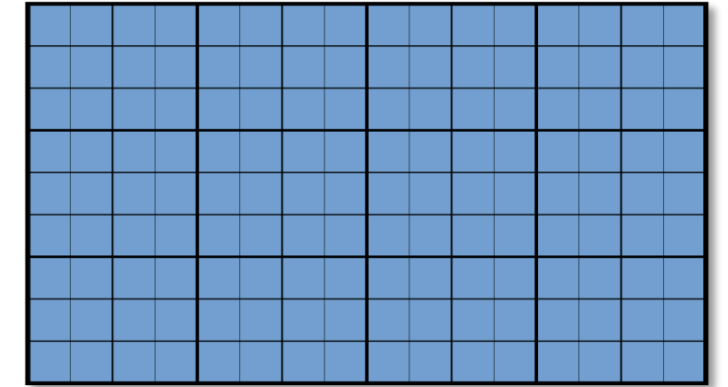
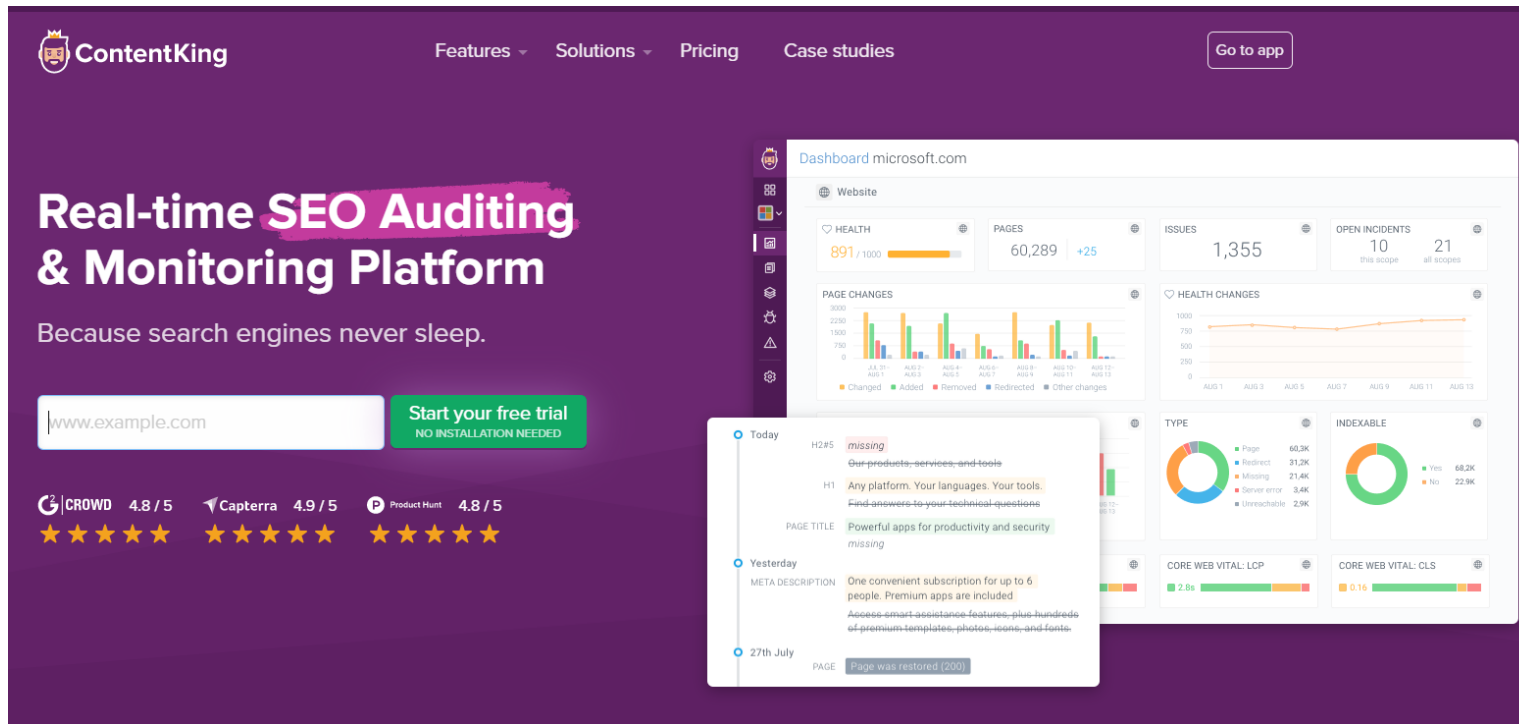
Scale to massive sites better

API integrations



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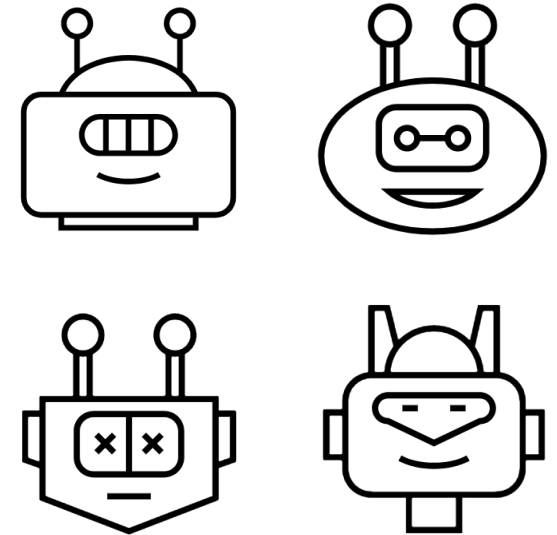
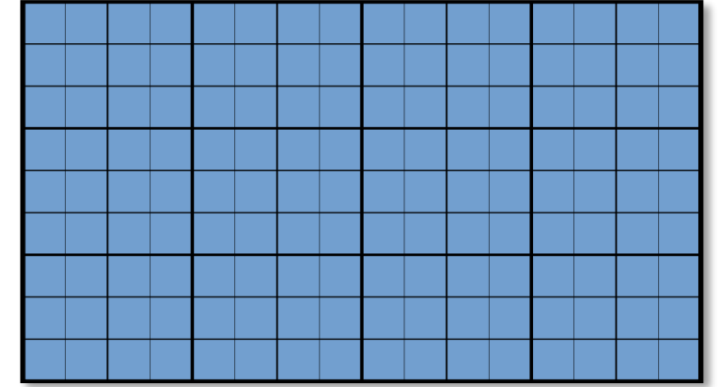
Challenge



Use the link in the lecture resources to use a free trial of ContentKing to setup and scan your website

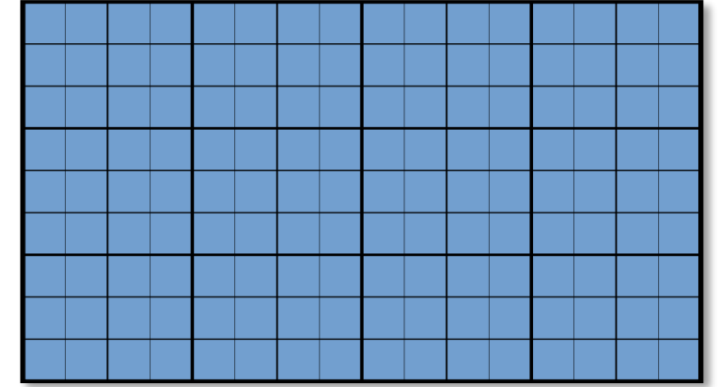
Key aspects of real-time monitoring

- 1) Content changes
- 2) SEO auditing
- 3) Health checking



Key concept

The main advantage that real-time monitoring offers is **prevention** over cure



Do you need it?

- 1) Do you directly control the content on the site or are there other internal/external teams?
- 2) Are site changes all checked for SEO considerations pre/post launch?
- 3) Is your site large (>100,000 pages)

