



# Auditing page titles & canonical issues



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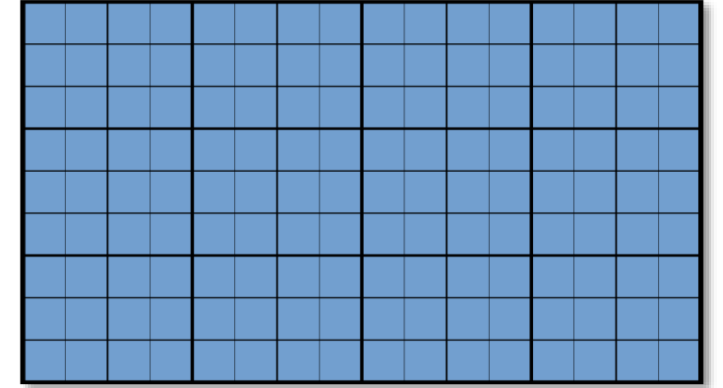
# Challenge



What kind of issues with page titles do you think automated tools such as Screaming Frog might miss?

# Key concept

Missing, duplicate and non-specific titles are usually the most important optimisations to tackle – tools don't understand context!

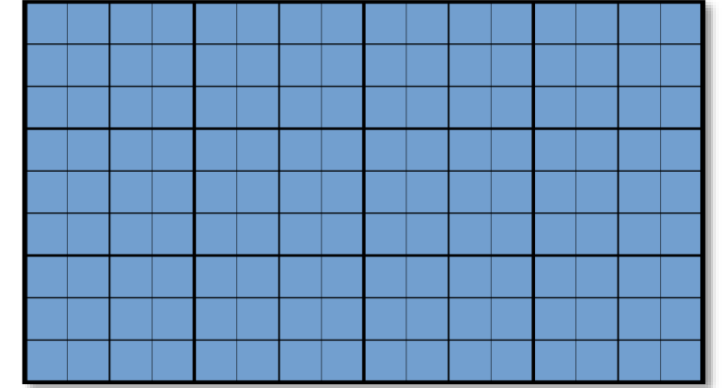


# Challenge



What are the potential problems with having the same product on multiple URLs linked to within the website, even if they are correctly canonicalised?

# Key concept

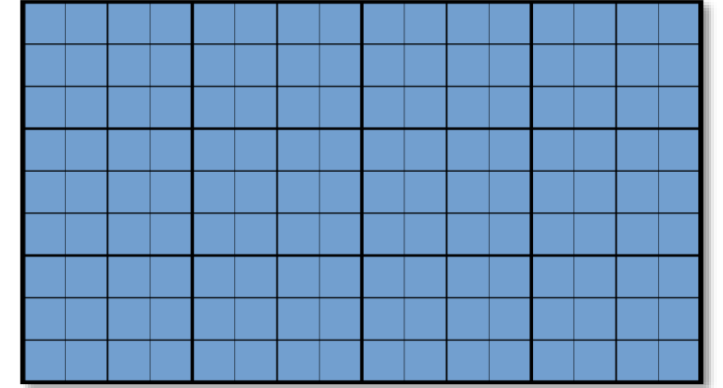


Duplicate titles within your crawl are usually a sign of underlying issues that can be optimised



# Key concept

Canonical tags are a **hint** and Google uses many signals for canonicalising URLs



# Challenge



Complete a Screaming Frog crawl of your own website and see what title tag issues are listed!