Screaming Frog SEO Spider: Beginner’s Workshop

# Workshop Outline

Audience: MMD SEO beginners

👥 Format: Pair Group, hands-on session with mini tasks

session 1: Getting Started + First Crawl

- Install Screaming Frog (free version)

- Interface overview: Tabs, menus, settings

- First crawl: Identifying broken links and missing metadata

session 2: SEO Analysis & Technical Checks

- Duplicate content (titles, descriptions, H1s)

- Internal linking & orphan pages

session 3: Reporting & Hands-On Audit

- Exporting crawl data and creating mini audit reports

- Presenting audit findings and group feedback

# Step-by-Step: Reviewing Crawl Results in Screaming Frog

## 1. Response Codes (404, 301, 200)

1. Click on the “Response Codes” tab in Screaming Frog.

2. Use the filter dropdown to select specific types (e.g., Client Error 4xx for broken links).

3. Click on any URL to see details at the bottom.

4. Export the data using Bulk Export > Response Codes.

Tips:

- Investigate and fix 404s.

## 2. Page Titles & Meta Descriptions

1. Click on the “Page Titles” tab.

2. Use filters to find missing, duplicate, or overly long titles.

3. Click on the “Meta Description” tab and repeat the process.

4. Export using Bulk Export if needed.

## Duplicate Content (Titles, Descriptions, H1s)

### How to Check:

1. Click on **“Page Titles”** tab.
   * Use filters like Duplicate, Missing, or Over 60 Characters.
2. Click on **“Meta Description”** tab – same process.
3. Go to the **“H1”** tab for checking heading tag issues.

### Fix:

* Every page should have a **unique title and H1**.
* Avoid copy-pasting descriptions.

### To Create an XML Sitemap:

1. Finish your crawl.
2. Go to **Sitemaps > XML Sitemap**.
3. Click the sitemap icon
4. Configure which URLs to include (only indexable, HTML pages).
5. Click **“Export”** to download the sitemap.