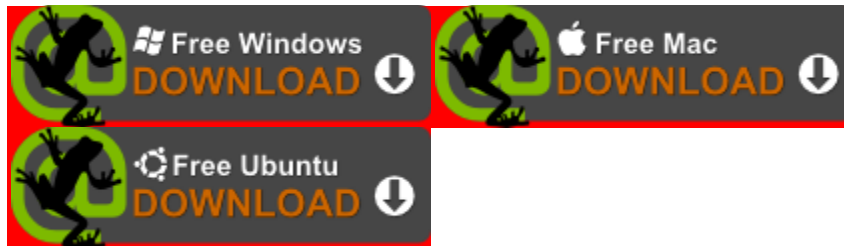




Screaming Frog SEO Analysis Cheat Sheet

Download Now – For Free!



By downloading, installing and using the **Screaming Frog** SEO Spider, you agree to the [terms and conditions](#).

Introduction and Background

The **Screaming Frog** SEO Spider is a small desktop program you can install on your PC or Mac which spiders websites' links, images, CSS, script and apps from an SEO perspective.

It fetches key onsite page elements for SEO, presents them in tabs by type and allows you to filter for common SEO issues, or slice and dice the data how you see fit by exporting into Excel. You can view, analyse and filter the crawl data as it's gathered and updated continuously in the program's user interface.

The **Screaming Frog** SEO Spider allows you to quickly analyse, audit and review a site from an onsite SEO perspective.

The spider allows you to export key onsite SEO elements (url, page title, meta description, headings etc) to Excel so it can easily be used as a base to make SEO recommendations from

What Information Does The Screaming Frog SEO Spider Tool Report?

A quick summary of some of the data collected -

- Errors – Client & server errors (No responses, 4XX, 5XX)
- Redirects – (3XX, permanent or temporary)
- External Links – All followed links and their subsequent status codes
- URI Issues – Non ASCII characters, underscores, uppercase characters, dynamic uris, long over 115 characters
- Duplicate Pages – Hash value / MD5checksums lookup for pages with duplicate content
- Page Title – Missing, duplicate, over 70 characters, same as h1, multiple
- Meta Description – Missing, duplicate, over 156 characters, multiple
- Meta Keywords – Mainly for reference as it's only (barely) used by Yahoo.
- H1 – Missing, duplicate, over 70 characters, multiple
- H2 – Missing, duplicate, over 70 characters, multiple
- Meta Robots – Index, noindex, follow, nofollow, noarchive, nosnippet, noodp, noydir etc
- Meta Refresh – Including target page and time delay
- Canonical link element & canonical HTTP headers
- X-Robots-Tag
- File Size
- Page Depth Level
- Inlinks – All pages linking to a URI
- Outlinks – All pages a URI links out to
- Anchor Text – All link text. Alt text from images with links
- Follow & Nofollow – At link level (true/false)
- Images – All URIs with the image link & all images from a given page. Images over 100kb, missing alt text, alt text over 100 characters
- User-Agent Switcher – Crawl as Googlebot, Bingbot, or Yahoo! Slurp
- Custom Source Code Search – The spider allows you to find anything you want in the source code of a website! Whether that's analytics code, specific text, or code etc. (Please note – This is not a data extraction or scraping feature yet.)



- XML Sitemap Generator – You can create a basic XML sitemap using the SEO spider.

It is a SEO tool built by real SEOs and its totally free to use and more than adequate for the vast majority of general SEOs and marketers.

But before you start to think this look a bit too much like hard work don't worry.

I have broken down several key factors that can have a major effect on the performance and overall ranking of your website and you will find an "Action" point under each feature with instructions on how to fix the issue.

So let's dive straight in and put the software to work. First of all let me provide a detailed explanation of each feature, I will then put all of this into layman's terms so everyone can apply the methods to get great ranking improvements.

Introduction to the individual tabs

Internal

The internal tab combines all data crawled from all other tabs except the external and custom tabs. So it combines data from the following tabs – response codes, uri, page titles, meta description, meta keywords, h1, h2, images, meta & canonical so data can be viewed or exported all together

- Address – The URI crawled.
- Content – The content type of the URI.
- Status Code – Http response code.
- Status – The http header response.
- Title 1 – The (first) page title.
- Title 1 Length – The character length of the page title.
- Meta Description 1 – The meta description.
- Meta Description Length 1 – The character length of the meta description.
- Meta Keyword 1 – The meta keywords.
- Meta Keywords Length – The character length of the meta keywords.
- h1 – 1 – The first h1 (heading) on the page.
- h1 – Len-1 – The character length of the h1.
- h2 – 1 – The first h2 (heading) on the page.
- h2 – Len-1 – The character length of the h2.
- Meta Data 1 – Meta robots data.



- Meta Refresh 1 – Meta refresh data.
- Canonical – The canonical link element data.
- Size – File or web page size. File size is in bytes; divide by 1024 to convert to kilobytes.
- Word Count – This is all 'words' inside the tag. This does not include Html mark-up. Our figures may not be exactly what doing this manually would find, as the parser performs certain fix-ups on invalid html. Our definition of a word is taking the text and splitting it by spaces.
- Level – Depth of the page from the start page (number of 'clicks' away from the start page).
- Inlinks – Number of internal inlinks to the URI. 'Internal in links' are links pointing to a given URI from the same sub domain that is being crawled.
- Outlinks – Number of internal outlinks from the URI. 'Internal outlinks' are links from a given URI to another URI on the same sub domain that is being crawled
- External Outlinks – Number of external outlinks from the URI. 'External outlinks' are links from a given URI to another subdomain.
- Hash – Hash value of the page. This is a duplicate content check. If two hash values match the pages are exactly the same in content.
- Title 2, meta description 2, h1-2, h2-2 etc – The spider will collect data from the first two elements it encounters in the source code. Hence, h1-2 is data from the second h1 heading on the page.

Filter by -

- HTML – HTML pages.
- JavaScript – Any JavaScript
- Images – Any images.
- PDF – Any portable document files.

External

The external tab includes information about external URI.

- Address – The external URI address
- Content – The content type of the URI.
- Status Code – Http response code.
- Status – The http header response.
- Level – Depth of the page from the homepage or start page (number of 'clicks' away from the start page).
- Inlinks – Number of links found pointing to the external URI.

Filter by -



- HTML – HTML pages.
- JavaScript – Any JavaScript
- Images – Any images.
- PDF – Any portable document files.

Response Codes

The response codes tab includes response information from internal and external URI.

- Address – The URI crawled.
- Content – The content type of the URI.
- Status Code – Http response code.
- Status – The http header response.
- Redirect URI – If the address URI redirects, this column will include the redirect URI target. The status code above will display the type of redirect, 301, 302 etc.

Filter by -

- No Response – Where we receive no response to our request. Typically a malformed URI or a connection time out.
- Success (2XX) – The URI requested was received, understood, accepted and processed successfully.
- Redirection (3XX) – A redirection was encountered.
- Client Error (4xx) – Indicates a problem occurred with the request.
- Server Error (5XX) – The server failed to fulfil an apparently valid request.

W3.org offers a full list of [http status codes](http://www.w3.org/StatusCodes/) to find the exact description.

URI

The URI tab includes data related to the URLs requested.

- Address – The URI crawled.
- Content – The content type of the URI.
- Status Code – Http response code.
- Status – The http header response.
- Hash – Hash value of the page. This is a duplicate content check. If two hash values match the pages are exactly the same in content.
- Length – The character length of the URI.
- Canonical 1 – The canonical link element data.

Filter by -



- Non ASCII Characters – The URI has characters in it that are not included in the ASCII character encoding scheme.
- Underscores – The URI has underscores within it which are not always seen as word separators.
- Duplicate – This is a duplicate content check. It filters for all duplicate pages found via the hash value. If two hash values match the pages are exactly the same in content.
- Dynamic – The URI could be dynamic in nature (includes parameters such as '?' or '&' etc).
- Over 115 characters – The URI is over 115 characters in length (hence getting fairly long).

Page Titles

The page title tab includes data related to page titles.

- Address – The URI crawled.
- Occurrences – The number of page titles found on the page (maximum we find is 2).
- Title 1/2 – The page title.
- Title 1/2 length – The character length of the page title.

Filter by -

- Missing – Any pages which have a missing page title.
- Duplicate – Any pages which have duplicate page titles.
- Over 70 characters – Any pages which have page titles over 70 characters in length.
- Same as h1 – Any page titles which match their h1.
- Multiple – Any pages which have multiple page titles.

Meta Description

The meta description tab includes data related to meta descriptions.

- Address – The URI crawled.
- Occurrences – The number of meta descriptions found on the page (maximum we find is 2).
- Meta Description 1/2 – The meta description.
- Meta Description 1/2 length – The character length of the meta description.

Filter by -

- Missing – Any pages which have a missing meta description.



- Duplicate – Any pages which have duplicate meta description.
- Over 156 characters – Any pages which have meta descriptions over 156 characters in length.
- Multiple – Any pages which have multiple meta descriptions.

Meta Keyword

The meta keywords tab includes data related to meta keywords. PLEASE NOTE – We advise to ignore the meta keyword tag, it is widely ignored, and in particular Google does not consider it at all in their scoring of sites for ranking.

- Address – The URI crawled.
- Occurrences – The number of meta keywords found on the page (maximum we find is 2).
- Meta Keyword 1/2 – The meta keywords.
- Meta Keyword 1/2 length – The character length of the meta keywords.

Filter by -

- Missing – Any pages which have a missing meta keywords.
- Duplicate – Any pages which have duplicate meta keywords.
- Multiple – Any pages which have multiple meta keywords.

Title (Main Content title)

The h1 tab includes data related to the h1 heading.

- Address – The URI crawled.
- Occurrences – The number of h1s found on the page (maximum we find is 2).
- h1- 1/2 – The h1 data.
- h1-len- 1/2 – The character length of the h1.

Filter by -

- Missing – Any pages which have a missing h1.
- Duplicate – Any pages which have duplicate h1.
- Over 70 characters – Any pages which have h1 over 70 characters in length.
- Multiple – Any pages which have multiple h1.

-



H1, H2 (Main Header/2nd Header title)

The h2 tab includes data related to the h2 heading.

- Address – The URI crawled.
- Occurrences – The number of h2s found on the page (maximum we find is 2).
- h2- 1/2 – The h2 data.
- h2-len- 1/2 – The character length of the h2.

Filter by -

- Missing – Any pages which have a missing h2.
- Duplicate – Any pages which have duplicate h2.
- Over 70 characters – Any pages which have h2 over 70 characters in length.
- Multiple – Any pages which have multiple h2.

Images

The images tab includes data related to any images crawled.

- Address – The URI crawled.
- Content – The content type of the image (jpeg, gif, png etc).
- Size – Size of the image. File size is in bytes, divide by 1024 to convert to kilobytes.

Filter by -

- Over 100kb – Large images over 100kb in size.
- Missing Alt Text – Images that are missing alt text. Click the address (URI) of the image and then the 'image info' tab in the lower window pane to view which pages have the image on and which pages are missing alt text of the said image.
- Alt Text Over 100 Characters – Images which have one instance of alt text over 100 characters in length.

Directives

The directives tab includes all information related to meta data, canonical and rel="next" and rel="prev" link elements crawled by the SEO spider.

- Address – The URI crawled.
- Meta Data 1/2 etc – Meta data found on the URI. The spider will find all instances if there are multiple.



- Meta Refresh 1/2 etc – Meta Refresh found on the URI. The spider will find all instances if there are multiple.
- Canonical Link Element 1/2 etc – Canonical link element data on the URI. The spider will find all instances if there are multiple.
- HTTP Canonical 1/2 etc – Canonical issued via HTTP. The spider will find all instances if there are multiple.
- X-Robots-Tag 1/2 etc – X-Robots-tag data. The spider will find all instances if there are multiple.
- rel="next" and rel="prev" – The SEO Spider collects these html link elements designed to indicate the relationship between URLs in a paginated series.

Filter by -

- Canonical
- rel="next" and rel="prev"
- Index
- Noindex
- Follow
- Nofollow
- NoArchive
- NoSnippet
- NoODP
- NoYDIR
- NoImageIndex
- NoTranslate
- Unavailable_After
- Refresh

Custom

The custom tab works alongside the [‘custom’ configuration feature](#). This feature allows you to search the source code of html pages. You cannot ‘scrape’ or extract data from html elements using this feature at the moment. There are 10 filters under configuration which relate directly to the 10 filters in the custom report.

- Address – The URI crawled.
- Content – The content type of the URI.
- Status Code – Http response code.
- Status – The http header response.



- Occurrences – The number of times it appears within the source code of the URL.

Filter by -

- Filter -1-10 – Shows URI that either contain or do not contain the query string entered in the relevant custom filter.

URL Info

If you highlight a URI in the top window, this bottom window tab populates. This contains a very brief overview of the URL in question.

- URL – The URI crawled.
- Status Code – Http response code.
- Status – The http header response.
- Content – The content type of the URI.
- Size – File or web page size.
- Level – Depth of the page from the homepage or start page (number of 'clicks' away from the start page).
- Inlinks – Number of internal inlinks to the URI.
- Outlinks – Number of internal outlinks from the URI.

-

In Links

If you highlight a URI in the top window, this bottom window tab populates. This contains a list of internal links pointing to the URI.

- Type – The type of URI crawled (HREF, JS, CSS, IMG etc).
- From – The link pointing to the URI.
- To – The URI chosen in the top window.
- Anchor Text – The anchor or link text used, if any.
- Alt Text – The alt text used, if any.
- Follow – 'True' means the link is followed. 'False' means the link contains a 'nofollow' link
- attribute.

Out Links

If you highlight a URI in the top window, this bottom window tab populates. This contains a list of internal and external links on the URI pointing out.



- Type – The type of URI crawled (HREF, JS, CSS, IMG etc).
- From – The URI chosen in the top window.
- To – The link pointing out from the URI.
- Anchor Text – The anchor or link text used, if any.
- Alt Text – The alt text used, if any.
- Follow – 'True' means the link is followed. 'False' means the link contains a 'nofollow' link attribute.

Image Info

If you highlight a URI in the top window, this bottom window tab populates. This contains a list of images found on the URI.

- From – The URI chosen in the top window.
- To – The image link found on the URI.
- Alt Text – The alt text used, if any.

Step by Step Action Plan For Rapid Ranking Improvements

So that's the technical functionality explained in detail. The following section will provide an actionable guide to transferring the information you will find from a website crawl to the actual website admin to enable you to correct the issues found.

Starting your first search

General Information

When you open the software simply enter a URL and click start. The data will start to populate the window but please don't be tempted to click into any links or tabs until the software has completed the crawl. You will see a progress bar to the right of the start button, when this shows 100% the crawl is complete and you can start your analysis.

The software works by crawling all of the pages contained in a URL. It then provides a range of data in a series of tabs as you can see across the top of the software.



The main tab is the “Internal” tab and you will find all of the important data is contained in this tab. Simply scroll along to see the range available.

Please note:

I have picked a random blog from the finance sector which is a PR4 and with lots of traffic. Like the example on the sales page with Moz having missing information, this blog also has many missing bits of the jigsaw that is having a serious impact on general rankings.

If you are thinking of offering any type of SEO services, you can be confident of finding issues on almost every website live on line today.

Here is a screen shot of the internal page results

Enter url to spider:

Internal External Response Codes URI Page Titles Meta Description Meta Keywords H1 H2 Images Directives Custom

Filter: All

Address	Content	Status Code	Status
http://www.thereformedbroker.com/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/wp-content/images/bws300x250.jpg	image/jpeg	200	OK
http://www.thereformedbroker.com/2013/09/24/bloomberg-markets-50-summit/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/2013/09/25/cliff-asness-pure-alpha-is-still-worth-it/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/wp-content/themes/Theme3/style.css	text/css	200	OK
http://www.thereformedbroker.com/wp-includes/js/jquery/jquery-migrate.min.js?ver=1.2.1	application/x-javascript	200	OK
http://www.thereformedbroker.com/2012/12/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/author/blaine-rollins/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/2013/02/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/wp-content/themes/Theme3/images/BSWSBanner.jpg	image/jpeg	301	Moved Permanently
http://www.thereformedbroker.com/wp-content/themes/Theme3/images/BSWSBanner.jpg	image/jpeg	200	OK
http://www.thereformedbroker.com/backstagewallstreet/	text/html; charset=UTF-8	200	Connection Timeout
http://www.thereformedbroker.com/wp-content/plugins/wpaudio-mp3-player/wpaudio.min.js	application/x-javascript	200	OK
http://www.thereformedbroker.com/author/brian-gil-martin/	text/html; charset=UTF-8	200	Connection Timeout
http://www.thereformedbroker.com/2013/07/	text/html; charset=UTF-8	200	Connection Timeout
http://www.thereformedbroker.com/2013/05/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/2012/12/30/adding-insult-to-injury/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/2013/05/30/the-new-rd-repurchases-and-dividends/	text/html; charset=UTF-8	200	OK
http://www.thereformedbroker.com/2012/12/page/2/	text/html; charset=UTF-8	200	Connection Timeout
http://www.thereformedbroker.com/2013/09/24/notes-from-the-bloomberg-markets-50-su...	text/html; charset=UTF-8	200	Connection Timeout
http://www.thereformedbroker.com/2012/12/27/own-the-robots-bro-trust-me/	text/html; charset=UTF-8	200	Connection Timeout
http://www.thereformedbroker.com/2013/05/28/clips-from-tonights-fast-money-15/	text/html; charset=UTF-8	200	Connection Timeout
http://www.thereformedbroker.com/2013/09/25/ten-reasons-why-you-must-attend-the-blo...	text/html; charset=UTF-8	200	OK

Highlight URL and get details in window below

Name	Value
Status	OK
Type	text/html; charset=UTF-8
Size	24338
Title	Cliff Asness: Pure Alpha is Still Worth It The Reformed Broker
Level	1
In Links	3
Out Links	29

URL Info In Links Out Links Image Info

Spider: Idle Average: 2.36 URI/s. Current: 3.20 URI/s.

The software works by providing a full range of data in the main window and provides more detailed information in the new window that opens below.

As you can see highlighted, simply click on a page URL in any of the main body of results and a new window opens at the bottom of the software with the relevant data for this page.

This provides the basic structure of the page. It has 4 tabs; the URL tab provides the following information

- Status
- Page type
- Page size
- Title
- Level
- Number of internal links to and from the page.

Checking the status of your web pages

HTTP Status codes are three-digit numbers returned by servers that indicate the status of a web element.

It is important to understand that the first digit of each three-digit status code begins with one of five numbers, 1 through 5. From the 100s through the 500s, status codes fall into the following categories:

- 100s - Informational: Request has been received and the process is continuing.
- 200s - Success: Request was received and processed successfully.
- 300s - Redirection: Request has been received, but needs to perform an additional step to complete the request.
- 400s - Client Error: Request was made by the client, but the page is not valid.
- 500s - Server Error: Valid request was made by the client, but the server failed to complete the request.

While there are many different HTTP status codes, most are not directly important to SEO.



Important HTTP Status Codes for SEOs and search engines

200 OK

Everything as it should be so all is well

301 Moved Permanently

Commonly known as a 301 redirect it means the page has been permanently moved and all has been set up correctly

302 Found

This is another method to redirect but not a good option. If you see this code you must change the redirect to a 301. The search engines will not pass on any link juice from the original page to the redirected page so big impact on rankings.

You can find free plugins to handle 301 redirects and they do it better than me trying to explain it here manually but it's very straight forward. Type in Google search, "301 redirect plug in"

404 File Not Found

The server has not found anything matching the Request-URI. No indication is given of whether the condition is temporary or permanent. This should occur any time the server can't find a matching page request.

410 Gone

The requested resource is no longer available at the server and no forwarding address is known. This condition is expected to be considered permanent.

503 Service Unavailable

The server is currently unable to handle the request due to a temporary overloading or maintenance of the server. The 503 should be used whenever there is a temporary outage (for example, if the server has to come down for a short period for maintenance). This ensures that the engines know to come back soon because the page/site is only down for a short time.



Here is an example of how you would find codes that needed more investigation following the codes above.

Internal	External	Response Codes	URI	Page Titles	Meta Description	Meta Keywords	H1	H2	Images	Directives	Custom	
Filter: All			Export									Search
Address			Content		Status Code	Status	Response Time		Redirected URI			
http://abnormalreturns.com/friday-links-nak-party-edition/			text/html; charset=UTF-8		200 OK	0.83						
http://about.me/joshuamorganbrown			text/html; charset=utf-8		200 OK	0.42						
http://ads.investingchannel.com/adtags/thereformedbroker/equities/300x250.js			text/javascript; charset=utf-8		200 OK	0.20						
http://ads.investingchannel.com/adtags/thereformedbroker/equities/728x90			text/javascript; charset=utf-8		200 OK	0.22						
http://ajax.googleapis.com/ajax/libs/jquery/1.2.5/jquery.min.js			text/javascript; charset=UTF-8		200 OK	0.03						
http://ajax.googleapis.com/ajax/libs/jquery/1.8.3/jquery.min.js			text/javascript; charset=UTF-8		200 OK	0.06						
http://alephblog.com/			text/html; charset=UTF-8		200 OK	0.20						
http://barbariancapital.blogspot.com/			text/html; charset=UTF-8		302 Moved Temporarily	0.11			http://barbariancapital.blogspot.co.uk/			
http://baselinescenario.com/			text/html; charset=UTF-8		200 OK	0.16						
http://bespokeinvest.typepad.com/			text/html; charset=utf-8		200 OK	0.76						
http://biggercapital.squarespace.com/			text/html; charset=UTF-8		200 OK	0.22						
http://blog.afraidttrade.com/			text/html; charset=UTF-8		200 OK	0.58						
http://blog.stocktwits.com/wp-content/uploads/2010/11/17/absolut			image/jpeg		200 OK	0.02						
http://blog.themstrading.com/			text/html; charset=UTF-8		200 OK	0.82						
http://blogs.barrons.com/techtraderdaily/			text/html; charset=UTF-8		200 OK	0.14						
http://blogs.forbes.com/joshuabrown/			text/html; charset=iso-8859-1		301 Moved Permanently	0.21			http://www.forbes.com/sites/joshuabrown			
http://blogs.reuters.com/felix-salmon/			text/html; charset=UTF-8		200 OK	0.27						
http://blogs.wsj.com/deals/			text/html; charset=UTF-8		200 OK	0.13						
http://blogs.wsj.com/financial-adviser/2010/11/17/absolut			text/html; charset=iso-8859-1		301 Moved Permanently	0.16			http://blogs.wsj.com/wealth-manager/2010/11/17/absolut			
http://blogs.wsj.com/financial-adviser/2011/07/21/the-good-lead			text/html; charset=iso-8859-1		301 Moved Permanently	0.16			http://blogs.wsj.com/wealth-manager/2011/07/21/the-good-lead			
http://blogs.wsj.com/marketbeat/			text/html; charset=UTF-8		200 OK	0.29						
http://blogs.wsj.com/moneybeat/2013/05/30/at-goldman-you-start-among-the-2/			text/html; charset=UTF-8		200 OK	0.27						
http://bondad.blogspot.com/			text/html; charset=UTF-8		302 Moved Temporarily	0.11			http://bondad.blogspot.co.uk/			

Response codes are very important and provide a quick overview of major errors

Response codes are very important and provide a quick overview of major errors

Level

Going back to the first screen shot, the level indicator is a very important navigation factor. Google mark down websites that have complicated navigation or have pages more than a maximum of 3 clicks from the home page. This report saves hours and hours and ensures your navigation always meets the criteria required.

Action: You should never have internal pages any more than 3 clicks from your home page. The “level” indicates the number, if this is 3 or more add a level of navigation to get to the home page from each page that is level 3 or more.

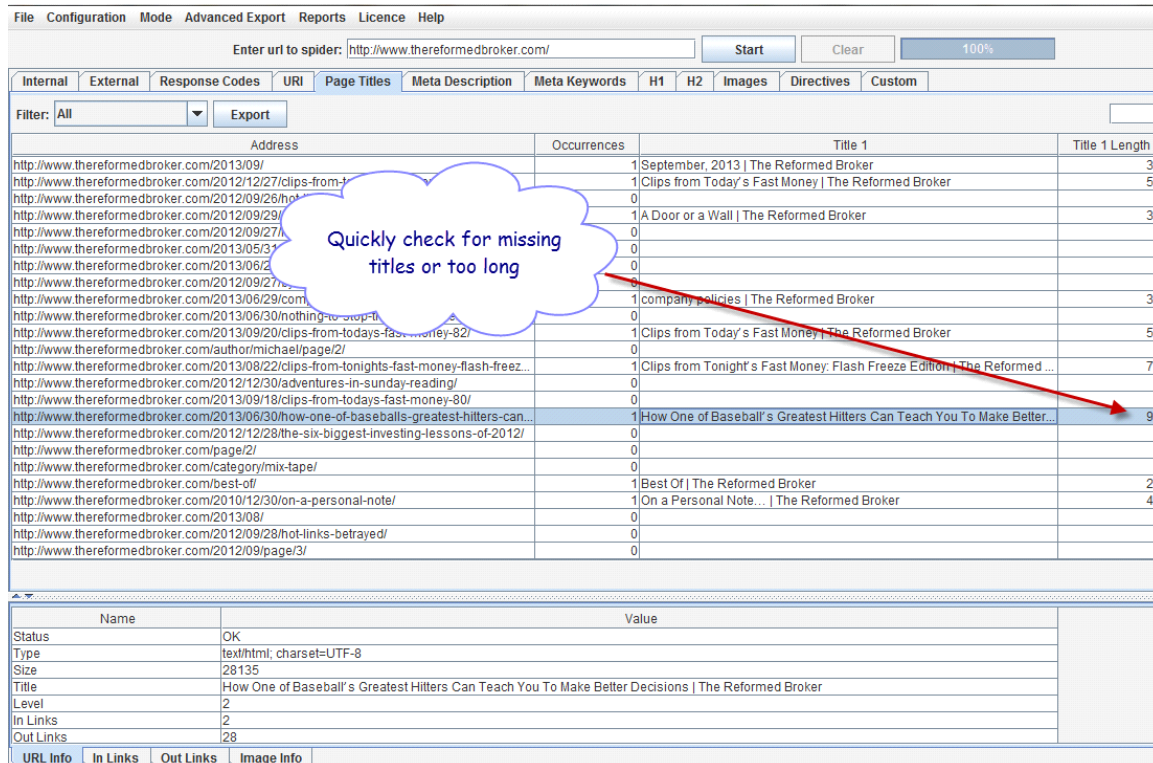
The in links and out links tabs provide details of the relevant pages linking internally.



Page titles

You will be amazed at how many posts and pages do not have a basic title to the content. This is the most important single aspect that tells the search engines what your content is all about. Here is a screen shot of this data

Use this tab to quickly check for missing or incorrect length titles



The screenshot shows a web crawler interface with a menu bar (File, Configuration, Mode, Advanced Export, Reports, Licence, Help) and a search bar. The 'Page Titles' tab is selected. A table lists URLs, occurrences, titles, and title lengths. A callout bubble points to the 'Page Titles' tab with the text 'Quickly check for missing titles or too long'. A red arrow points to a title that is 99 characters long, which is highlighted in blue.

Address	Occurrences	Title 1	Title 1 Length
http://www.thereformedbroker.com/2013/09/	1	September, 2013 The Reformed Broker	37
http://www.thereformedbroker.com/2012/12/27/clips-from-t...	1	Clips from Today's Fast Money The Reformed Broker	51
http://www.thereformedbroker.com/2012/09/26/hot-links-betrayed/	0		0
http://www.thereformedbroker.com/2012/09/29/	1	A Door or a Wall The Reformed Broker	38
http://www.thereformedbroker.com/2012/09/27/	0		0
http://www.thereformedbroker.com/2013/05/31/	0		0
http://www.thereformedbroker.com/2013/06/2/	0		0
http://www.thereformedbroker.com/2012/09/27/	0		0
http://www.thereformedbroker.com/2013/06/29/com...	1	company policies The Reformed Broker	38
http://www.thereformedbroker.com/2013/06/30/nothing-to-stop-t...	0		0
http://www.thereformedbroker.com/2013/09/20/clips-from-todays-fast-money-82/	1	Clips from Today's Fast Money The Reformed Broker	51
http://www.thereformedbroker.com/author/michael/page/2/	0		0
http://www.thereformedbroker.com/2013/08/22/clips-from-tonights-fast-money-flash-freez...	1	Clips from Tonight's Fast Money: Flash Freeze Edition The Reformed ...	75
http://www.thereformedbroker.com/2012/12/30/adventures-in-sunday-reading/	0		0
http://www.thereformedbroker.com/2013/09/18/clips-from-todays-fast-money-80/	0		0
http://www.thereformedbroker.com/2013/06/30/how-one-of-baseball's-greatest-hitters-can...	1	How One of Baseball's Greatest Hitters Can Teach You To Make Better...	99
http://www.thereformedbroker.com/2012/12/28/the-six-biggest-investing-lessons-of-2012/	0		0
http://www.thereformedbroker.com/page/2/	0		0
http://www.thereformedbroker.com/category/mix-tape/	0		0
http://www.thereformedbroker.com/best-of/	1	Best Of The Reformed Broker	29
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/	1	On a Personal Note... The Reformed Broker	41
http://www.thereformedbroker.com/2013/08/	0		0
http://www.thereformedbroker.com/2012/09/28/hot-links-betrayed/	0		0
http://www.thereformedbroker.com/2012/09/page/3/	0		0

Below the table, there is a section for 'URL Info' with tabs for 'In Links', 'Out Links', and 'Image Info'. The 'URL Info' tab is selected, showing details for the selected URL:

Name	Value
Status	OK
Type	text/html; charset=UTF-8
Size	28135
Title	How One of Baseball's Greatest Hitters Can Teach You To Make Better Decisions The Reformed Broker
Level	2
In Links	2
Out Links	28

Action: This report function provides a list of missing titles and you should keep the length of you title to a maximum number of characters of 71 which includes spaces. Make sure to add a keyword to the title if practical.



Meta Descriptions

Here is a screenshot of the data provided

Internal	External	Response Codes	URI	Page Titles	Meta Description	Meta Keywords	H1	H2	Images	Directives	Custom
Filter: All			Export								
Address				Occurrences	Meta Description 1	Meta Description Length					
http://www.thereformedbroker.com/2013/09/18/clips-from-todays-fast-money-80/				0							
http://www.thereformedbroker.com/2013/06/30/how-one-of-baseballs-greatest-hitters-can...				0							
http://www.thereformedbroker.com/2012/12/28/the-six-biggest-investing-lessons-of-2012/				0							
http://www.thereformedbroker.com/page/2/				0							
http://www.thereformedbroker.com/category/mix-tape/				0							
http://www.thereformedbroker.com/best-of/				0							
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				1	2010 turned out to be one of the most important years of my life.	66					
http://www.thereformedbroker.com/2013/08/				0							
http://www.thereformedbroker.com/2012/09/28/hot-links-betrayed/				0							
http://www.thereformedbroker.com/2012/09/page/3/				0							
http://www.thereformedbroker.com/2012/09/27/market-recon-092				0							
http://www.thereformedbroker.com/2010/11/04/dont-get-stockblo				1	It's a bull market in amateur financial blogging right now, don't let it...	100					
http://www.thereformedbroker.com/2012/12/27/a-word-on-sector-sele				0							
http://www.thereformedbroker.com/2011/08/07/and-then-all-of-a-sudden				0							
http://www.thereformedbroker.com/2012/11/21/good-luck-with-that/				0							
http://www.thereformedbroker.com/2012/12/24/enter-the-financial-blogosphere/				0							
http://www.thereformedbroker.com/2013/01/23/two-word-investment-outlooks/				0							
http://www.thereformedbroker.com/2011/12/20/dear-jamie-dimon/				0							
http://www.thereformedbroker.com/2010/04/09/on-stocks-and-the-costanza-paradox/				1	If George Costanza was running a hedge fund right now, he'd be absol...	85					
http://www.thereformedbroker.com/2012/03/05/how-to-make-financial-content/				1	How To Make Financial Content	29					
http://www.thereformedbroker.com/2009/12/14/decoding-fund-brochures/				1	Fund Brochure Says: Balanced. What it Really Means: We Will Underpe...	131					
http://www.thereformedbroker.com/2012/02/05/get-your-shit-together/				0							
http://www.thereformedbroker.com/2011/06/12/bloggers-as-the-conscience-of-wall-street/				1	We are market professionals and we are blogging about our industry in...	128					
http://www.thereformedbroker.com/2009/12/30/in-2009-i-learned-that/				0							
Filter											
From				To				Alt Text			
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				http://blog.stocktwits.com/wp-content/uploads/buttons.jpg				StockTwits			
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				http://www.thereformedbroker.com/wp-content/images/bws300x250.jpg							
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				http://stocktwits.com/images/web2/StockTwits-Blog-Ad.jpg				Join StockTwits			
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				http://js41.sitemeter.com/meter.asp?site=s41thereformedbroker				Site Meter			
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				http://in.getclicky.com/244969ns.gif				Clicky			
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				http://pixel.quantserve.com/pixelip-e7BooXV8mdHeU.gif				Quantcast			
http://www.thereformedbroker.com/2010/12/30/on-a-personal-note/				http://in.getclicky.com/244969ns.gif				Clicky			

Check for missing descriptions, look to improve or replace

After the title of the page the description is what should provide the search engines with the relevant information about what the page is all about and the more accurate this description is the better it will rank. Use your primary keyword where applicable and add 1 maybe 2 LSI keywords in there.

Make sure you do not exceed 156 characters including spaces.

Action: Make sure you run this report along with the title and h1/h2 report on a regular basis depending on the amount of content you produce.

Descriptions should have a clear indication of exactly what the page is about and the primary keyword should be included.

The length of a description should be 156 characters including spaces. Any more than this and the search engines don't see it.

As you can see from the screen shot the vast majority of blogs and websites do have lots of missing data which has a major impact on rankings simply because the search engines do not know where to index and rank the content.



Headings h1, h2

Next in line for importance after the title and descriptions. You must make the relevant content easy to identify to help the search engines index and rank it accordingly.

The use of clever headings that include keywords can really improve your overall ranking factors and it requires an additional couple of minutes to make sure the headings are spot on.

This is equally important for all headers.

Here are a couple of examples of missing or incorrect headers

Internal	External	Response Codes	URI	Page Titles	Meta Description	Meta Keywords	H1	H2	Images	Directives	Custom
Filter: All Export											
Address				Occurrences	H1-1		H1-len-1				
http://www.thereformedbroker.com/				2	Ten Reasons Why You Must Attend the Big Picture Conference!		59				
http://www.thereformedbroker.com/2013/09/24/bloomberg-markets-50-summit/				2	Bloomberg Markets 50 Summit		27				
http://www.thereformedbroker.com/2013/09/25/cliff-asness-pure-alpha-is-still-worth-it/				2	Cliff Asness: Pure Alpha is Still Worth It		42				
http://www.thereformedbroker.com/2012/12/				2	Archive for December, 2012		26				
http://www.thereformedbroker.com/author/blaine-rollins/				0			0				
http://www.thereformedbroker.com/2013/02/				0			0				
http://www.thereformedbroker.com/backstagewallstreet/				0			0				
http://www.thereformedbroker.com/author/				0			0				
http://www.thereformedbroker.com/2013/05/				0			0				
http://www.thereformedbroker.com/2013/05/				2	Archive for May, 2013		21				
http://www.thereformedbroker.com/2013/05/				2	adding insult to injury		23				
http://www.thereformedbroker.com/2013/05/				2	The New R&D: Repurchases and Dividends		38				
http://www.thereformedbroker.com/2013/05/				0			0				
http://www.thereformedbroker.com/2013/05/				0			0				
http://www.thereformedbroker.com/2013/05/				0			0				
http://www.thereformedbroker.com/2013/05/				0			0				
http://www.thereformedbroker.com/2013/05/				2	Ten Reasons Why You Must Attend the Big Picture Conference!		59				
http://www.thereformedbroker.com/2013/05/				2	Author Archive		14				
http://www.thereformedbroker.com/2013/05/				0			0				
http://www.thereformedbroker.com/2013/05/				2	Archive for September, 2012		27				
http://www.thereformedbroker.com/2013/05/30/				0	4-day growth-net-of-bu...		0				
http://www.thereformedbroker.com/2013/05/29/clips-from-todays-fast-money-52/				0			0				
http://www.thereformedbroker.com/2013/01/				0			0				

Headers are vital, check for any missing or too long in length

Action: Make sure you check all of your content and go back to add the correct headers throughout your content. Make sure you keep them to a maximum of 70 characters for optimum benefits. Add the keyword or LSI keyword to header if possible and applicable



Images

Google is now placing much more emphasis on image ALT tags and using the data to help in decide rank.

This is probably the biggest missing element of any on page SEO requirements done by a private marketer not a professional SEO.

Here is a screen shot of the data

Internal	External	Response Codes	URI	Page Titles	Meta Description	Meta Keywords	H1	H2	Images	Directives	Custom	
Filter: All Export												
Address									Content	Size		
http://www.thereformedbroker.com/wp-content/images/bws300x250.jpg									image/jpeg	94088		
http://www.thereformedbroker.com/wp-content/themes/Theme3/images/BSWSBanner.jpg									image/jpeg	41179		
http://www.thereformedbroker.com/wp-content/uploads/2012/09/stocktoberfest_logo.jpg									image/jpeg	159725		
http://www.thereformedbroker.com/wp-content/uploads/2012/09/chicago-pmi.jpg									image/jpeg	39206		
http://www.thereformedbroker.com/wp-content/uploads/2009/06/sausage-300x300.jpg									image/jpeg	11358		
http://www.thereformedbroker.com/wp-content/uploads/2013/09/The-Big-Picture-Conf-flye...									image/jpeg	72119		
http://www.thereformedbroker.com/wp-content/uploads/2010/05/joshbrown.jpg									image/jpeg	5328		
http://www.thereformedbroker.com/wp-content/uploads/2013/06/binder.strip_gif									image/gif	53422		
http://www.thereformedbroker.com/wp-content/uploads/2010/12/joshbrown.png									image/png	189543		
http://www.thereformedbroker.com/wp-content/uploads/2010/12/joshbrown-300x169.png									image/png	73502		
http://www.thereformedbroker.com/wp-content/uploads/2010/04/costanza-300x300.jpg									image/jpeg	2		
http://www.thereformedbroker.com/wp-content/uploads/2010/04/costanza.jpg									image/jpeg	2		
http://www.thereformedbroker.com/wp-content/uploads/2009/12/Decoding-Fund-Brochur...									image/jpeg	2		
http://www.thereformedbroker.com/wp-content/uploads/2011/08/Swedish-House-Mafia-C...									image/jpeg	2		
http://www.thereformedbroker.com/wp-content/uploads/2011/08/michelle-rodriguez-pictu...									image/jpeg	2		
http://www.thereformedbroker.com/wp-content/uploads/2011/08/frank-the-tank.jpg									image/jpeg	2		
http://www.thereformedbroker.com/wp-content/uploads/2011/06/sac-214x300.jpg									image/jpeg	2		
http://www.thereformedbroker.com/wp-content/uploads/2011/12/Investing-Fads-and-The...									image/png	2		
http://www.thereformedbroker.com/wp-content/uploads/2011/06/boiler-room-newlinecine...									image/jpeg	21776		
http://www.thereformedbroker.com/wp-content/uploads/2009/01/hot-huds-on-city.jpg?w=1...									image/jpeg	36779		
http://www.thereformedbroker.com/wp-content/uploads/2009/01/sad-bank1.jpg?w=128									image/jpeg	81470		
http://www.thereformedbroker.com/wp-content/uploads/2009/01/bank-scar.jpg?w=123									image/jpeg	60537		
http://www.thereformedbroker.com/wp-content/uploads/2009/01/paulson.jpg?w=73									image/jpeg	130384		
http://www.thereformedbroker.com/wp-content/uploads/2009/01/new-bank.jpg?w=128									image/jpeg	218777		
F												
From									To		Alt Text	
http://www.thereformedbroker.com/2011/08/02/leaving-the-party-early/									http://www.thereformedbroker.com/wp-content/uploads/2011/08/Swedish-House-Mafia-C...			

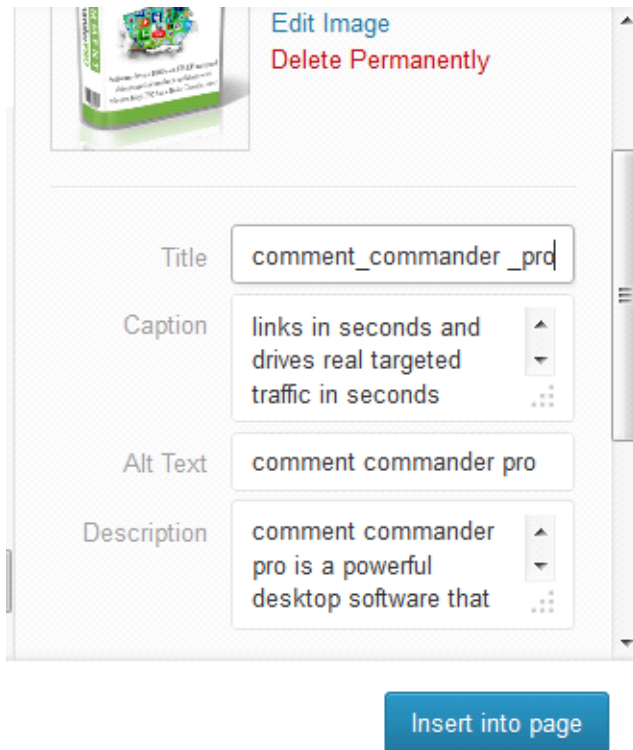
Action: If you use word press it is very simple to add the keyword to the image and a description should also be added for even better results

Always add a caption text and description for all images, you will be amazed now on the impact of image only search and the traffic it can produce which is all for less than 1 minutes work.

Image search is just gaining traction in the search engines, it does depend on the image as to the traffic you can get and more importantly what quality it will be but for a minutes work its got to be worth doing right.



Here is an example of adding the correct keyword as ALT text below using word press



So there you have some easy fixes to string of the most common SEO issues stopping websites ranking as high as they might do.

Make sure to run this report immediately while still on your mind and try to run it ever month or so, even though you may be making a conscious effort to complete the steps outline here you will always find something that can be improved.

This cheat sheet guide has hardly skimmed the surface however as to the power and capabilities of the software but it can get quite technical after this point.

I do encourage all the budding SEOs though to really spend time getting to know how to use all of the features and it will give you the best ever introduction to professional SEO.

