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buon

Come strutturare un SEO Audit...

...che non sia una noia mortale da leggere.



HASHTAG: #WMF15

**COVER ART by
Alessandro Pautasso**

www.nosurprises.it



2004 +/-

cose

e nel

poi

tantissime

2014

sono

successes

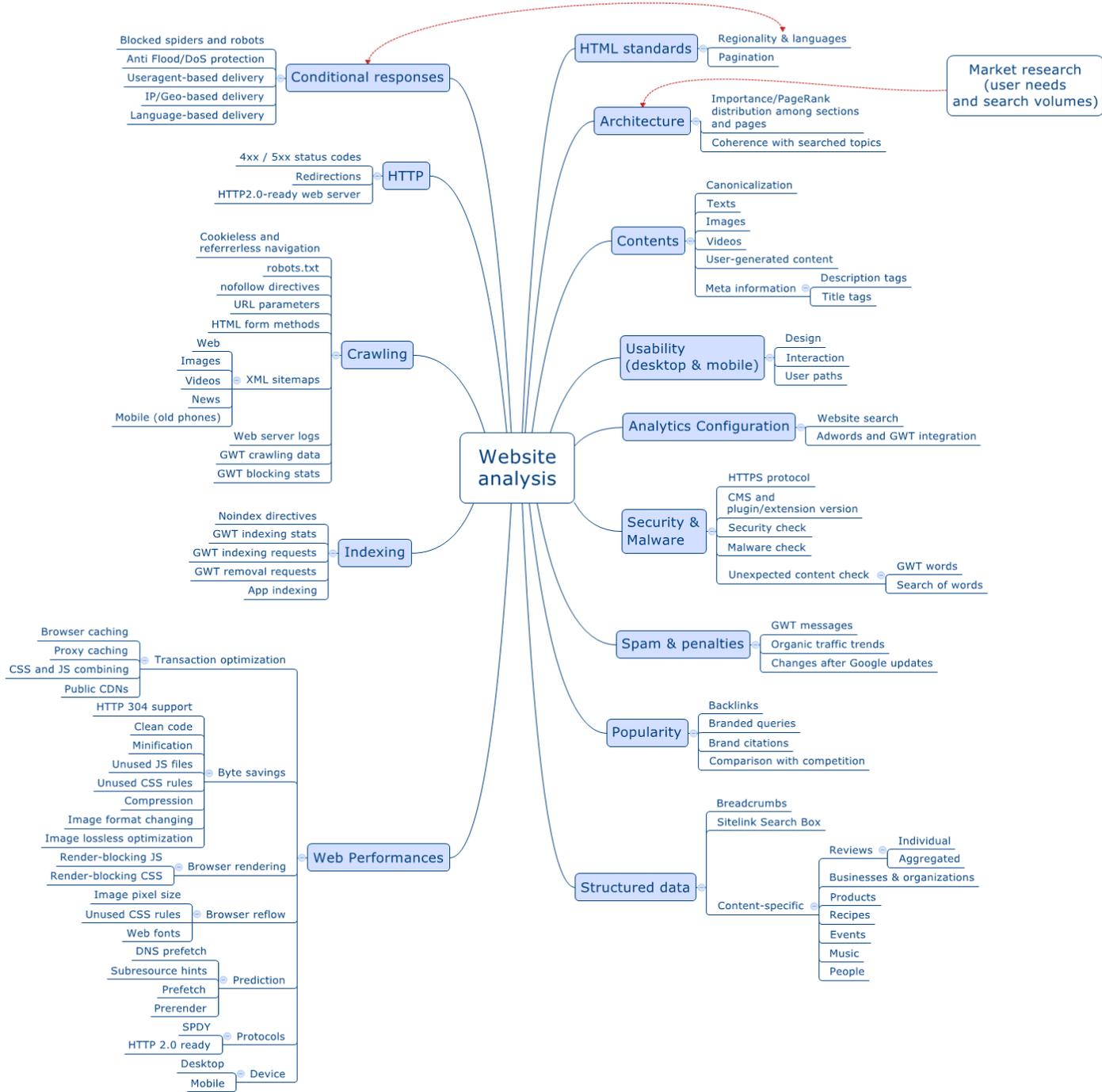
YOTTACOM!



COS' È

UN SEO AUDIT?







COS'È (diventato)
UN SEO AUDIT?



← Footer





"i Seo audit sono tutti uguali"

MITO#1



"Non importa chi lo legge"

MITO#2



"Comprensione universale"

Principio #1



Voglio andare a casa!

Il Crawl Budget è importante perchè...

Di nuovo!

Due ore di riunione e siamo solo a pagina 3.

"Trasmissione di conoscenza"

Principio #2

Raccolta dati

Google WC

Google analytics

Crawl

Links

Operatori Avanzati

Screaming Frog

Visual Seo

Ahrefs

Majestic

Site:

inurl:



Raccolta dati

Google WC

Google analytics

Crawl

Operatori Avanzati



Screaming Frog

Visual Seo

Site:

inurl:



Raccolta dati

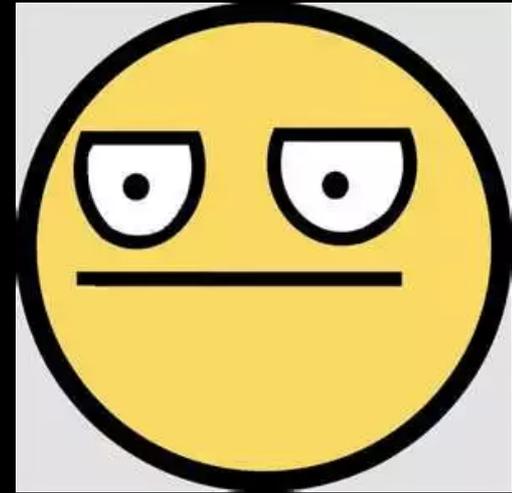
Google WC

Google analytics

Operatori Avanzati

Site:

inurl:



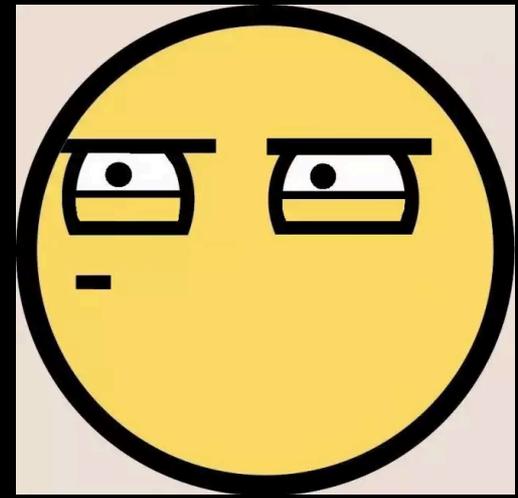
Raccolta dati

Google WC

Operatori Avanzati

Site:

inurl:



A skateboarder is captured mid-air, performing a trick at a skate park. The skateboarder's legs and feet, wearing dark sneakers with pink accents, are visible at the top of the frame. The skateboard is positioned below, tilted upwards. The background shows a concrete skate park with ramps and a person walking in the distance. The scene is set outdoors with trees and a clear sky.

Quanti in sala usano gli
operatori avanzati di Google?

Sondaggio

Cache:

Inurl:

Google

Site:

allintitle:

<http://seoblog.giorgiotave.it/seo/operatori-ricerca>



ANNIELYTICS

Annielytics.com

[@AnnieCushing](https://twitter.com/AnnieCushing)

[Learn to create sexy, dynamic dashboards using the Google Analytics API.](#)

Check

Screaming Frog

GWT

Crawl Test

Find out keywords site is ranking for

<http://bit.ly/wmfseo1>



140-Page Self-Guided Site Audit Checklist



Dashboard

Messages (8)

- Search Appearance
- Search Traffic
 - Search Analytics** 1
 - Links to Your Site
 - Internal Links
 - Manual Actions
 - International Targeting
 - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

Search Analytics (beta)

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Go back to old "Search Analytics" report. 2 3 4

Clicks Impressions CTR Position

Queries Pages Countries Devices Search Type Dates

No filter - No filter - No filter - No filter - Web - 5 Apr 10 - May 7 -

Total clicks	Total impressions	Avg. CTR	Avg. Position
7,321,450	123,037,980	5.95%	6.9

Web 6
Image
Video

Filter by search type
Compare search types...
Reset (Web)

4/10/15 4/14/15 4/18/15 4/22/15 4/26/15 4/30/15 5/4/15

Queries Clicks Impressions CTR Position

<http://www.annielytics.com/resources/comprehensive-self-guided-site-audit-checklist/>



SEO Training Series

Learn the Art of Sustainable SEO

From Professional Consultant Alan Bleiweiss

Site Managers Guide to Analytics & Site Health

Level: Basic to Intermediate

<http://bit.ly/wmfseo2>



**Indice di
Google**

Contenuti

Link

Usabilità

**Web
Analytics**

Performance







<p>STARTER</p> <p>€60 / MO</p> <p>BUY</p>	<p>BASIC</p> <p>€180 / MO</p> <p>BUY</p>	<p>PRO</p> <p>€327 / MO</p> <p>BUY</p>	<p>ENTERPRISE</p> <p>€1,270 / MO</p> <p>BUY</p>
<p>1 USER</p> <p>UP TO 100,000 URLS</p>	<p>3 USERS</p> <p>UP TO 500,000 URLS</p>	<p>8 USERS</p> <p>UP TO 1,000,000 URLS</p>	<p>20 USERS</p> <p>UP TO 5,000,000 URLS</p>

Crawling sotto steroidi

Deepcrawl



1.048.756 righe!



SQL

Il limite

Invalidabile





Sondaggio

Problema

```
graph TD; A[Problema] --> B[Contesto]; B --> C[Soluzione]; C --> D[Priorità];
```

Contesto

Soluzione

Priorità



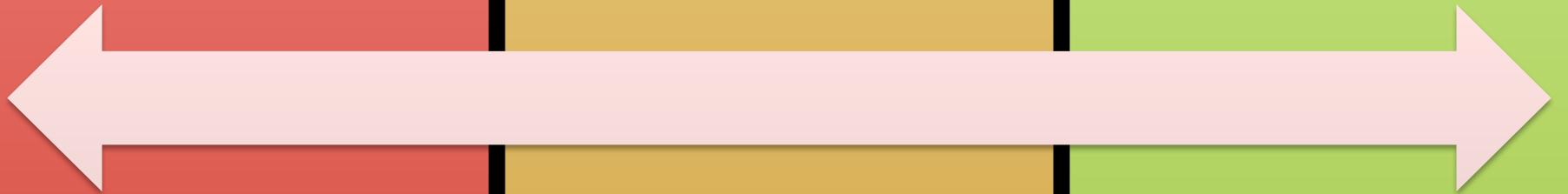
Alta

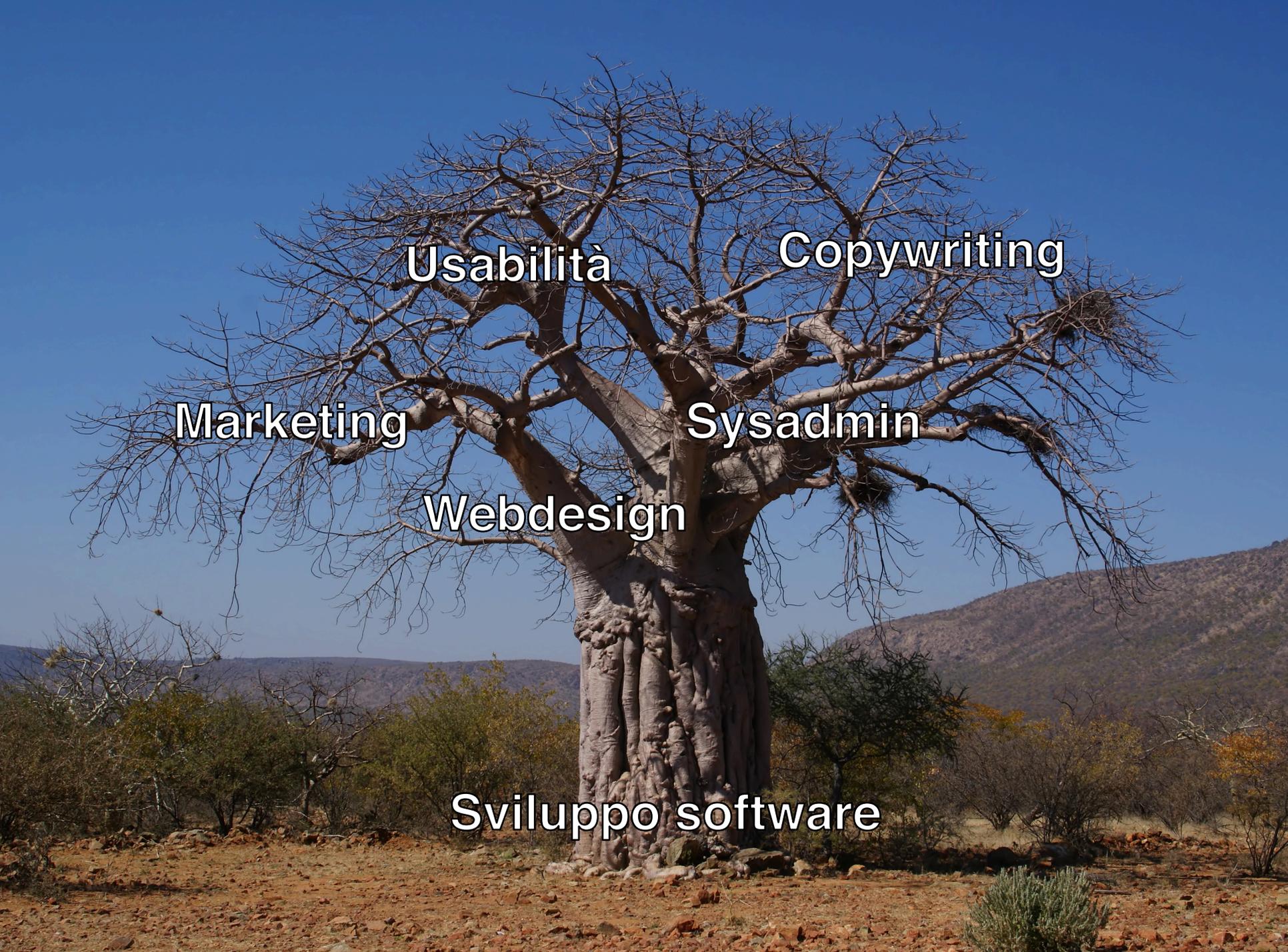


Media



Bassa





Usabilità

Copywriting

Marketing

Sysadmin

Webdesign

Sviluppo software

"...Ho trovato"

~~"è stato rilevato"~~

Scontro di personalità

Forma verbale



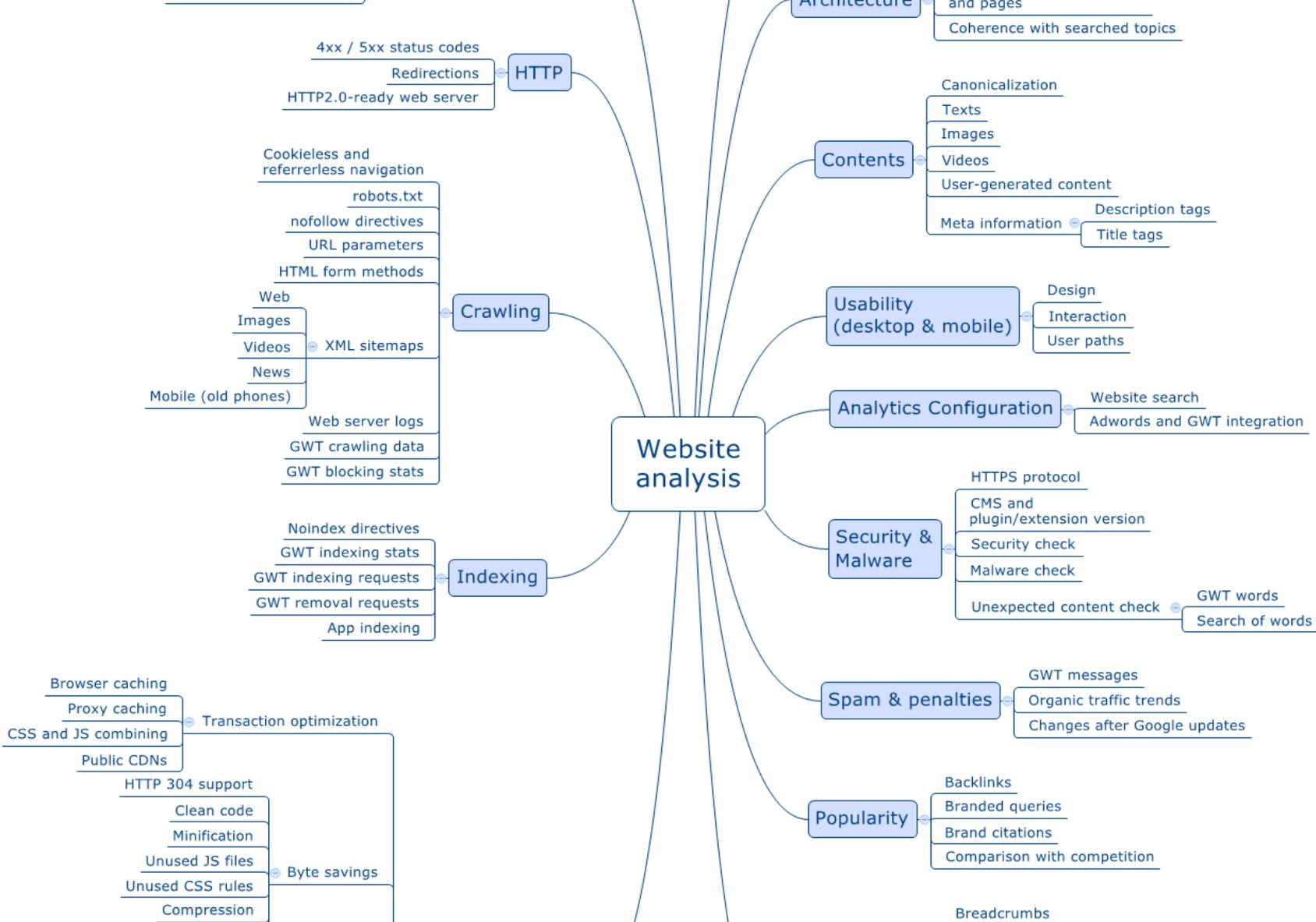




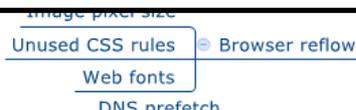
È tutto molto soggettivo

Conclusione #1





<http://it.enricoaltavilla.com/pubblicazioni/ebook-mappa-analisi/>





Creare valore!

Conclusione #2

Question time



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