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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

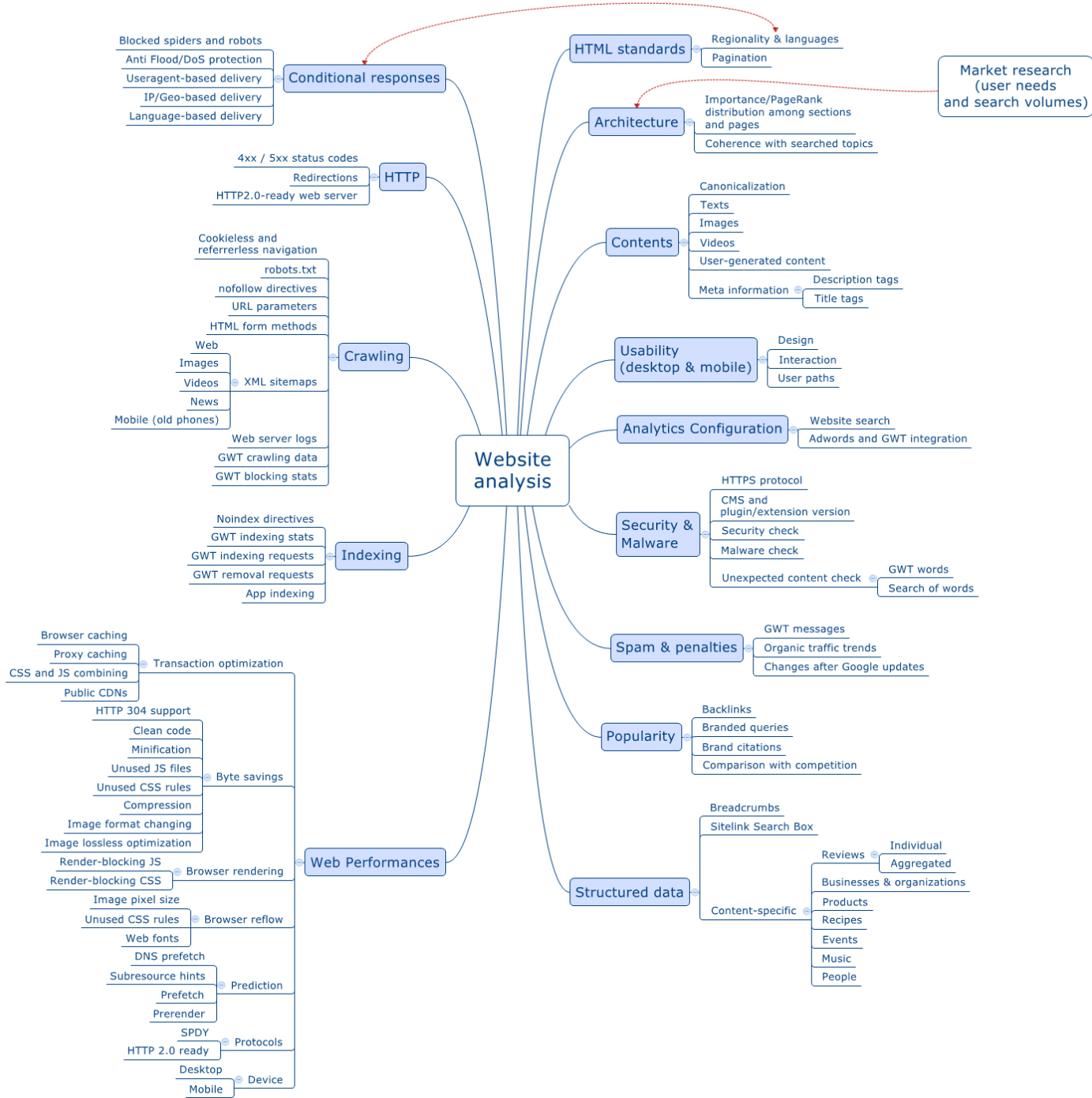
YOTTACOM!



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

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Screaming Frog

Visual Seo

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Raccolta dati

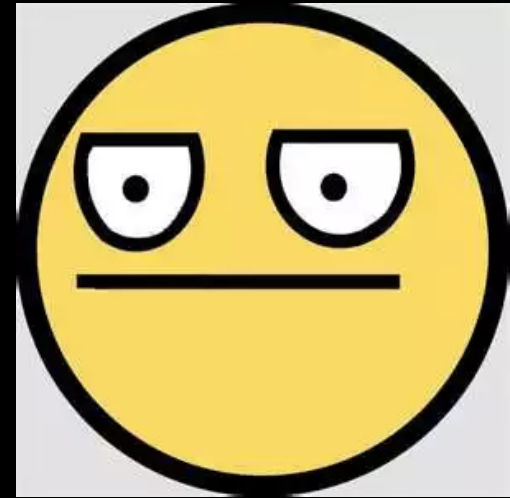
Google WC

Google analytics

Operatori Avanzati

Site:

inurl:



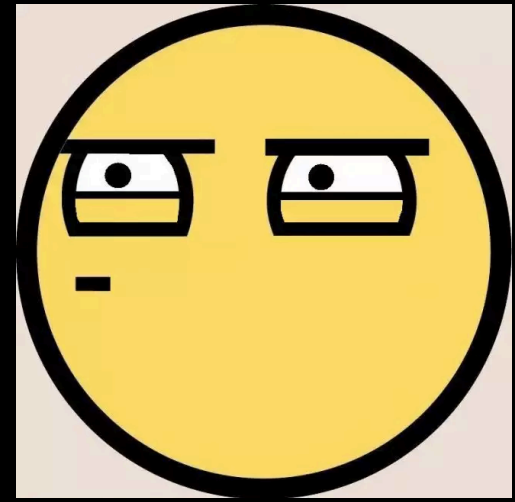
Raccolta dati


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

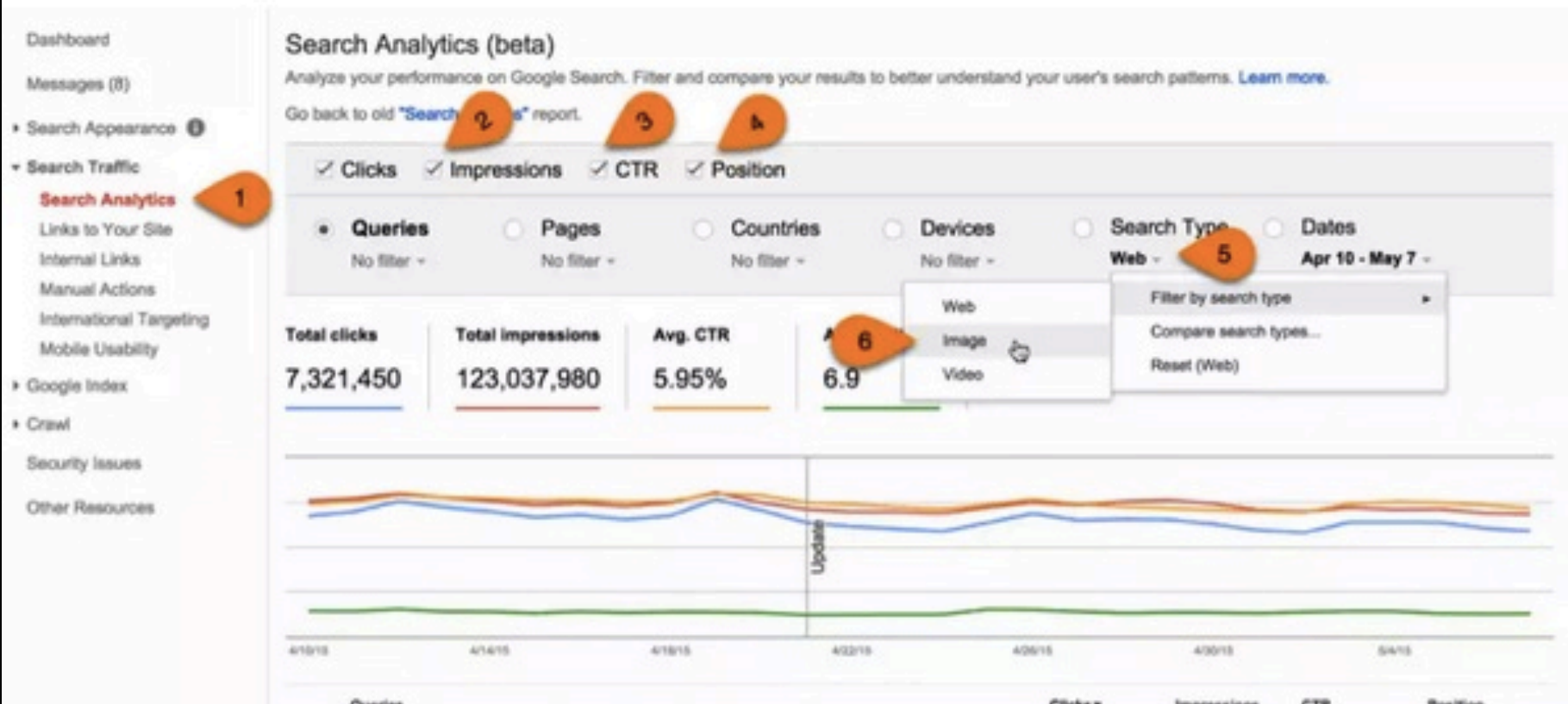
Crawl Test

Find out keywords site is ranking for

<http://bit.ly/wmfseo1>



140-Page Self-Guided Site Audit Checklist



<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

... and I played all the time; he liked me so
... Now we were in the bed. I was a
... There was
... I was ready for him.
... and tied a man to a tree and beat
... One night the Oxie went mad in the roadhouse
... I was asleep at the time and only heard about it. From
... then on I carried a big stick with me in the tent in case they got the idea we
... Mexicans were fouling up their trail camp. They thought I was a Mexican, of
... But now it was getting on in October and getting much colder
... and I am. The Oxie family had a woodstove and planned to stay for the winter.
... We had nothing, and besides the tent for the tent was due. Bes and I bitterly
... has decided we'd have to leave. "Go back to your family" I gashed "For God's sake
... you can't be having around tents with a baby like Raymond; the poor little tyke
... is cold." Bes cried because I was criticizing her motherly instincts; I meant no
... each thing. When Ponce came in the truck one gray afternoon we decided to see her
... family about the situation. But I mustn't be seen and would have to hide in the
... vineyard. We started for Selma; the truck broke down and simultaneously it started
... to rain wildly. We sat in the old truck during. Ponce got out and called in the
... rain. He was a good old guy after all. We promised each other one big more bar.
... Old we went to a rickety bar in Selma. Haxson and spent an hour smoking me the
... was through with my course in the country. I would feel the fall of

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Problema

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

Contesto

Soluzione

Priorità



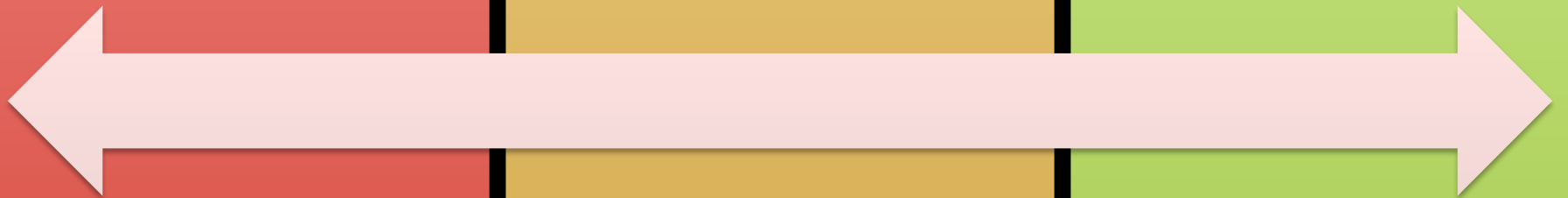
Alta



Media



Bassa





Usabilità

Copywriting

Marketing

Sysadmin

Webdesign

Sviluppo software

"...Ho trovato"

~~"è stato rilevato"~~

Scontro di personalità

Forma verbale



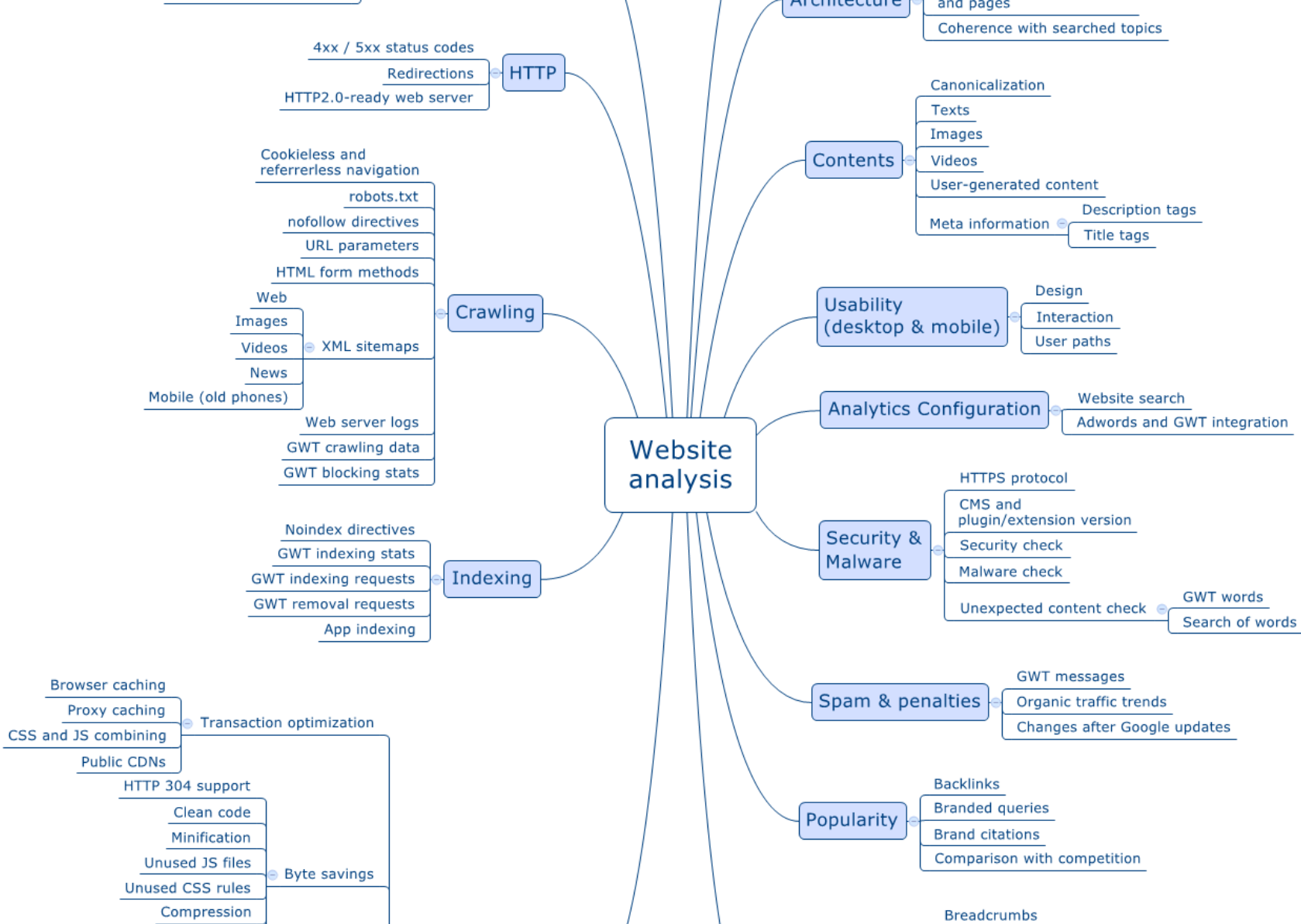




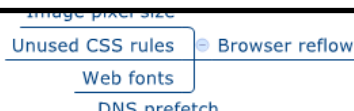
È tutto molto soggettivo

Conclusione #1





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

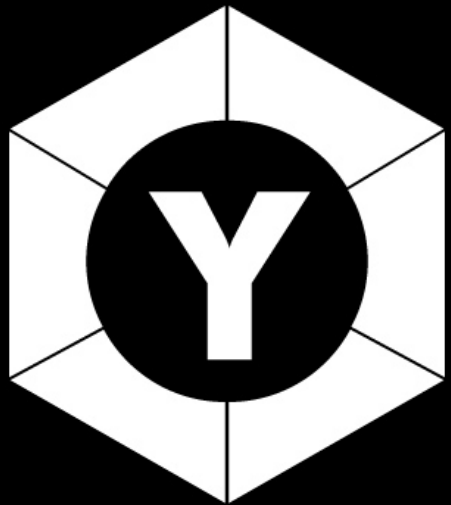




Creare valore!

Conclusione #2

Question time



WHATEVER WORKS
YOTTACOM

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