



STEP-BY-STEP GUIDE
SCREAMING FROG
COMPETITIVE ANALYSIS
SET-UP GUIDE

STEP-BY-STEP GUIDE
SCREAMINGFROG
COMPETITIVE ANALYSIS
SET-UP GUIDE

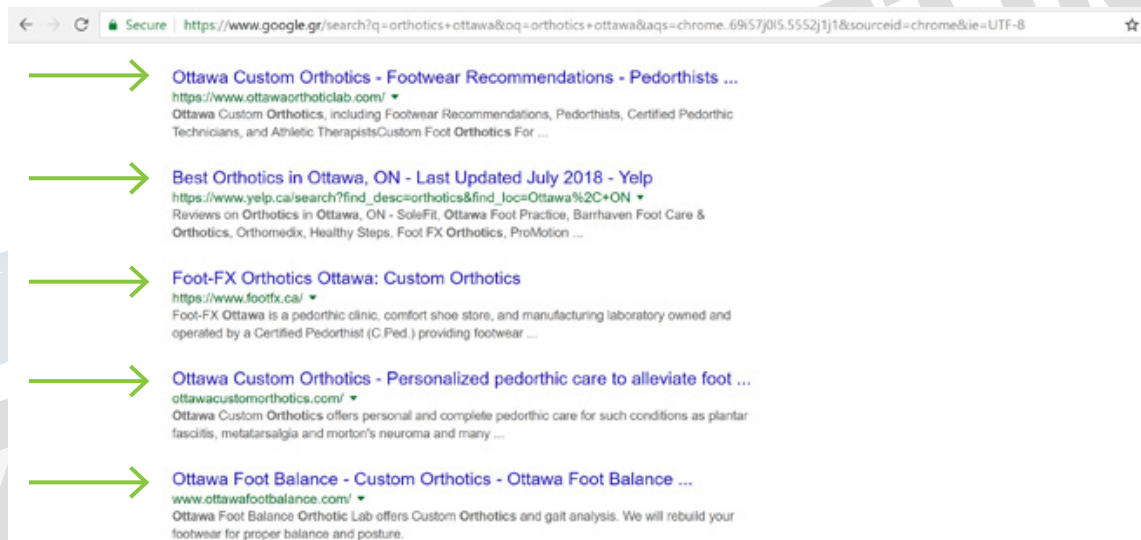
STEP 1, 2, 3, 4

Please follow the step below

Step-1: Download and install:

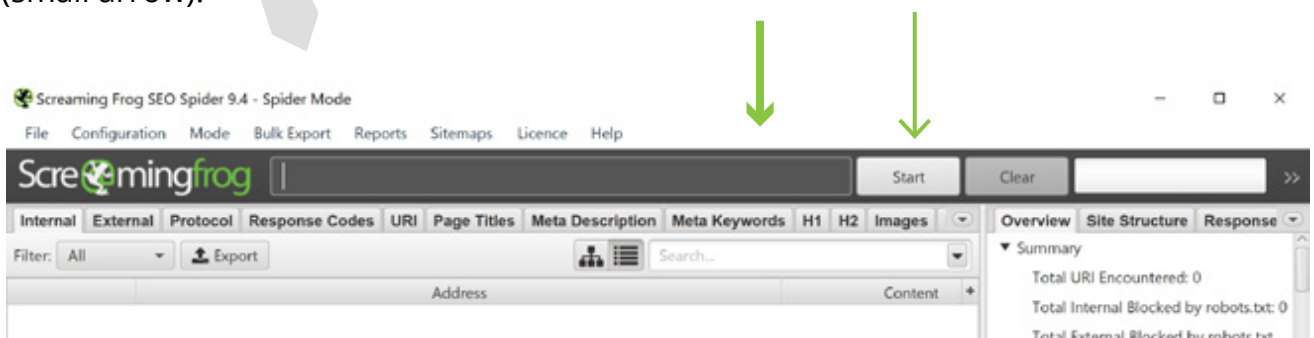
<http://www.screamingfrog.co.uk/seospider/#download>

Step-2: Go to www.google.com and input the search phrase provided (in our example we have used)



Step-3: Copy and paste the TOP 5 search results and record the URL's for the home page of each site.

Step-4: You will need to start the Screamingfrog program to access the screen noted below. You will want to enter your first URL into the box (large arrow) then click Start (small arrow).



STEP 5, 6, 7, 8

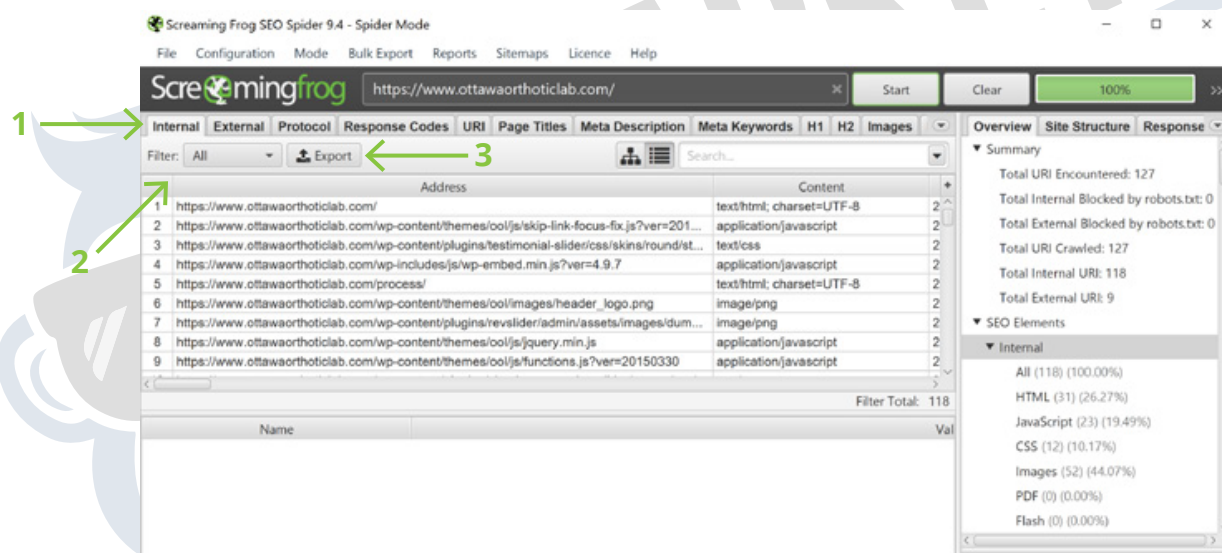
Step-5: The Screamingfrog program will then go out and grab all the important information from the site. For the purposes of this analysis we want you to follow these steps when the crawl has completed;

Step #1 - Click the tab marked Internal

Step #2 - Click the pull down menu and choose HTML

Step #3 - Click export.

Please save as file format Excel xlsx



Step-6: Repeat the above steps for the other 4 sites provided or the other 4 sites that you have mined from Google.

Step-7: Please copy and paste the information into separate tabs of the same excel spreadsheet. Label each tab the individual URL Name.

Step-8: E-mail back to me the Excel file with the data

CONGRATULATIONS THIS GUIDE IS NOW COMPLETE!