Screamingfrog

How to Check Website Accessibility Issues

Last time I visited the Netherlands

I am from the UK

I am from the UK

(Nobody is perfect…)

LOVERS canal cruises

LOVERS canal cruises

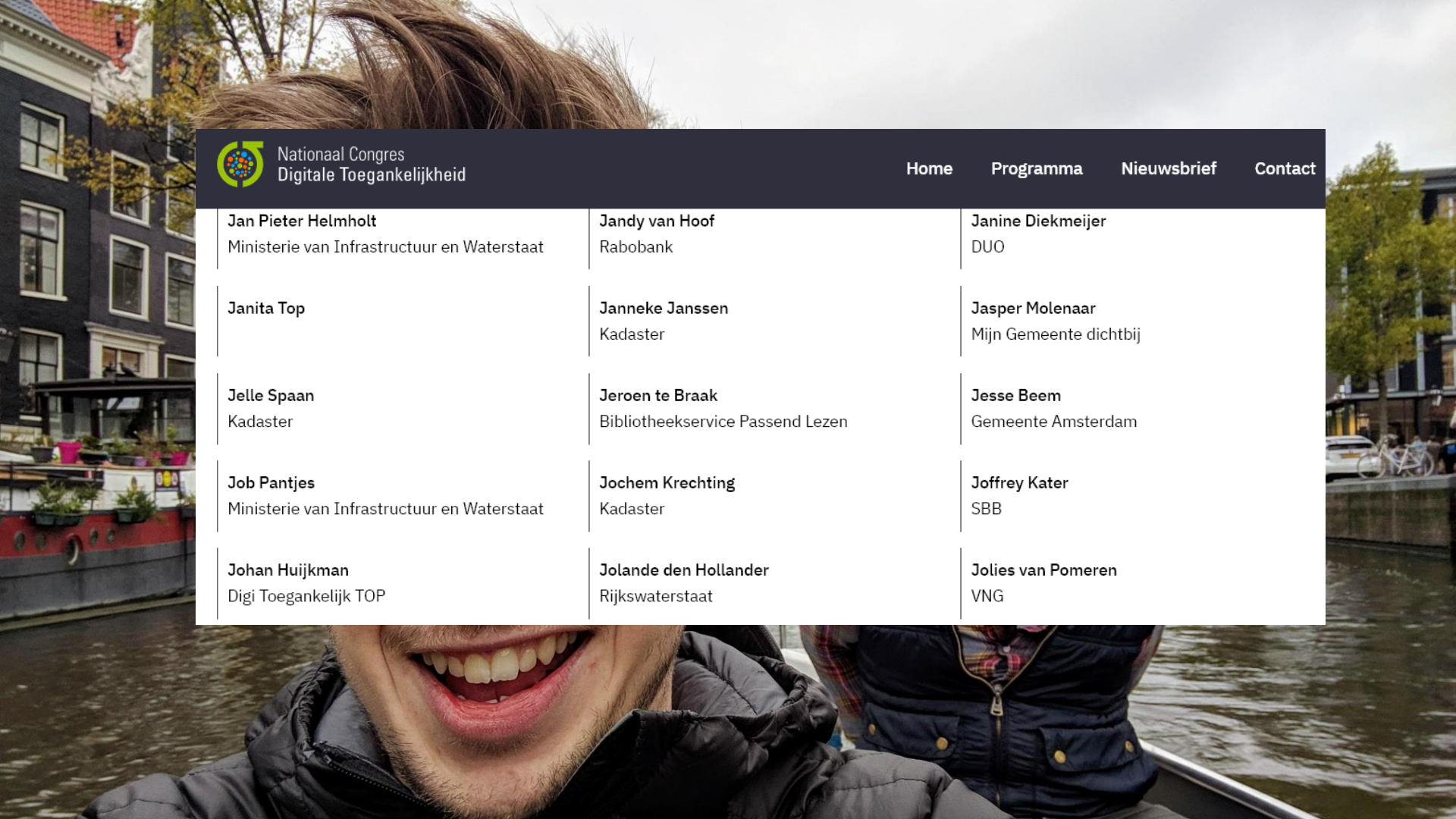
LOVERS canal cruises

cruises

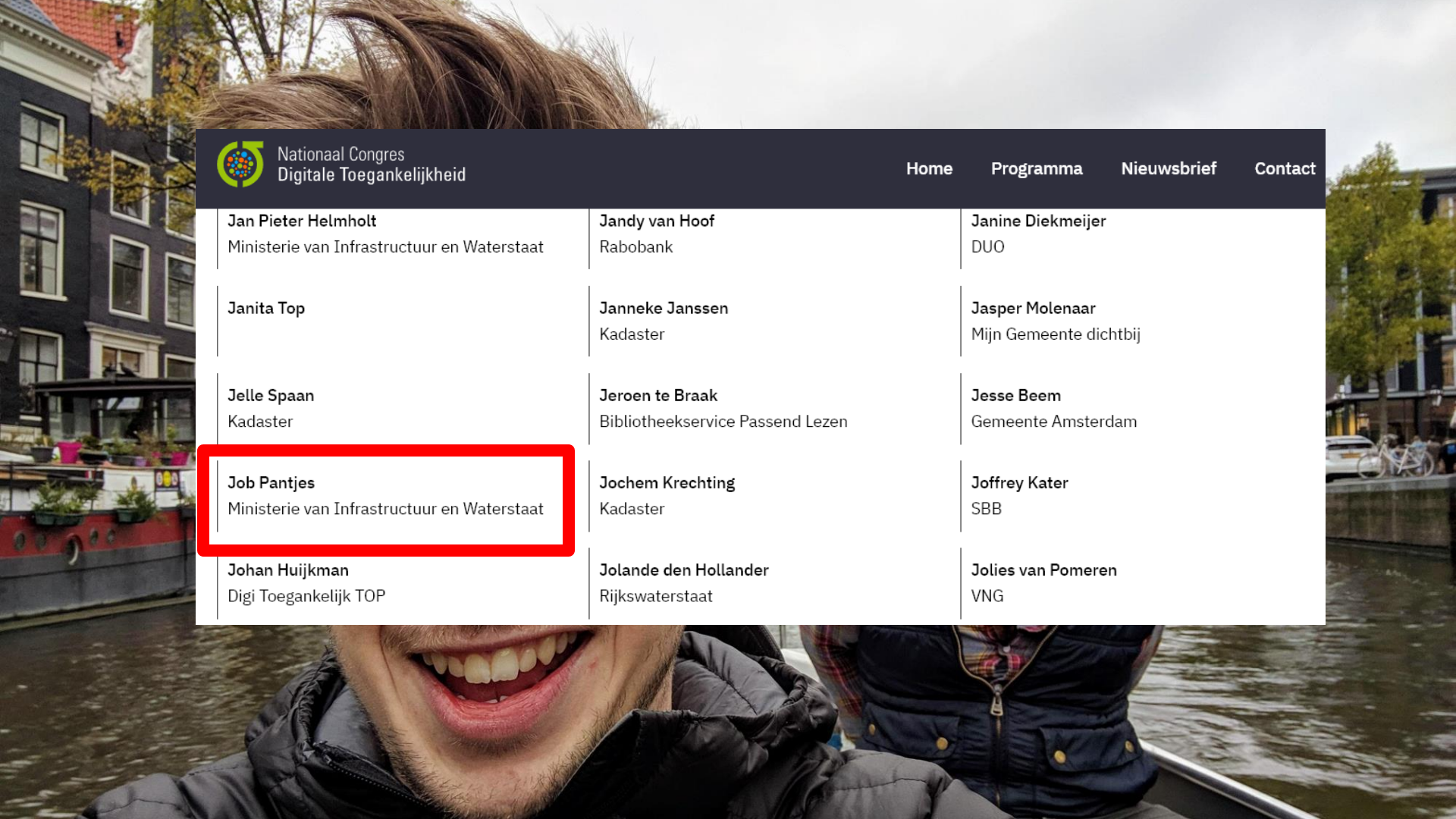
I upset the big orange boat.

Now I am back

Now I am back
(Don’t tell
the boat police…)



Jan Pieter Helmholt Ministerie van Infrastructuur en Waterstaat	**Jandy van Hoof** Rabobank	**Janine Diekmeijer** DUO
Janita Top	**Janneke Janssen** Kadaster	**Jasper Molenaar** Mijn Gemeente dichtbij
Jelle Spaan Kadaster	**Jeroen te Braak** Bibliotheekservice Passend Lezen	**Jesse Beem** Gemeente Amsterdam
Job Pantjes Ministerie van Infrastructuur en Waterstaat	**Jochem Krechting** Kadaster	**Joffrey Kater** SBB
Johan Huijkman Digi Toegankelijk TOP	**Jolande den Hollander** Rijkswaterstaat	**Jolies van Pomeren** VNG



Nationaal Congres
Digitale Toegankelijkheid

Home Programma Nieuwsbrief Contact

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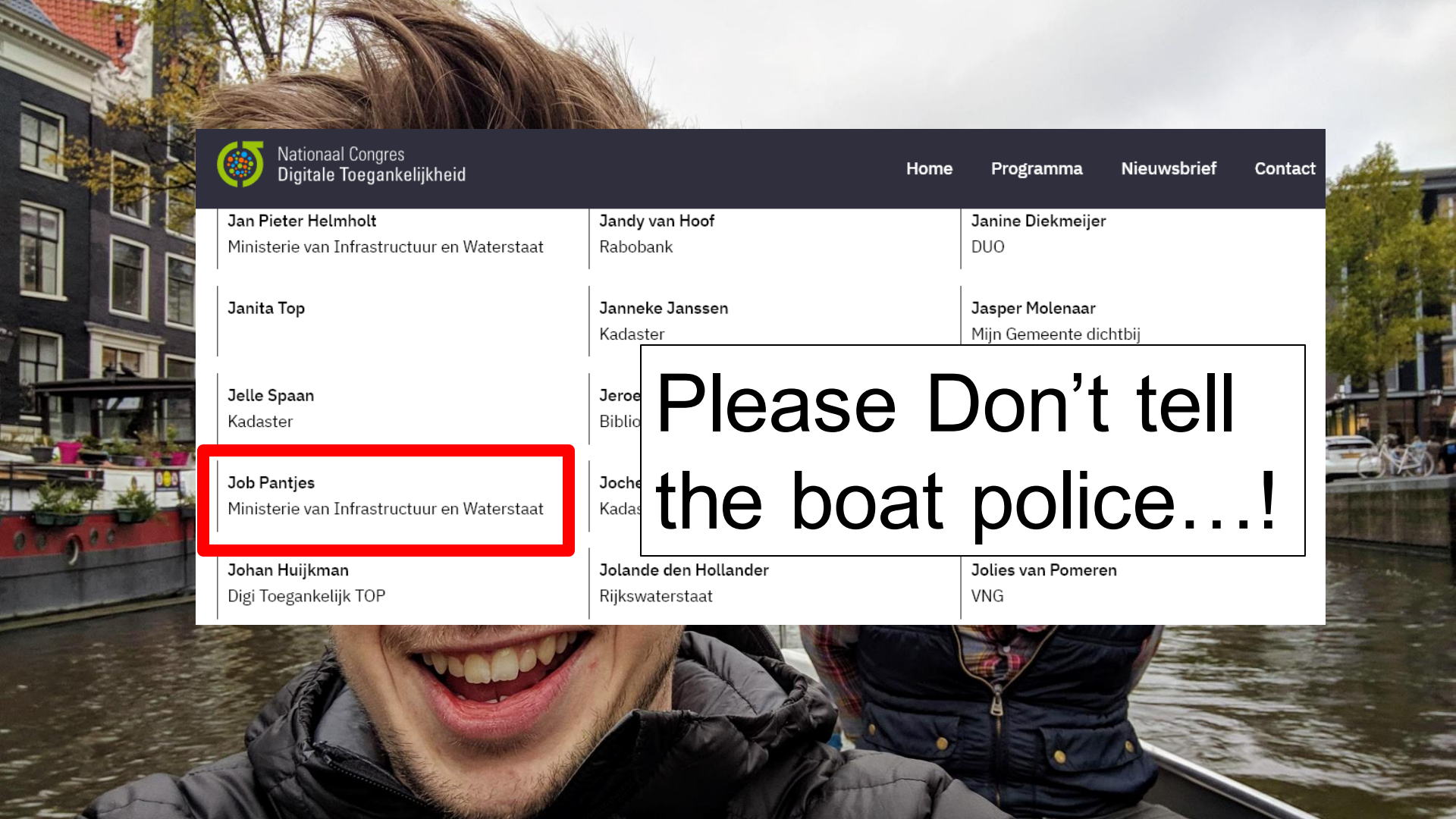
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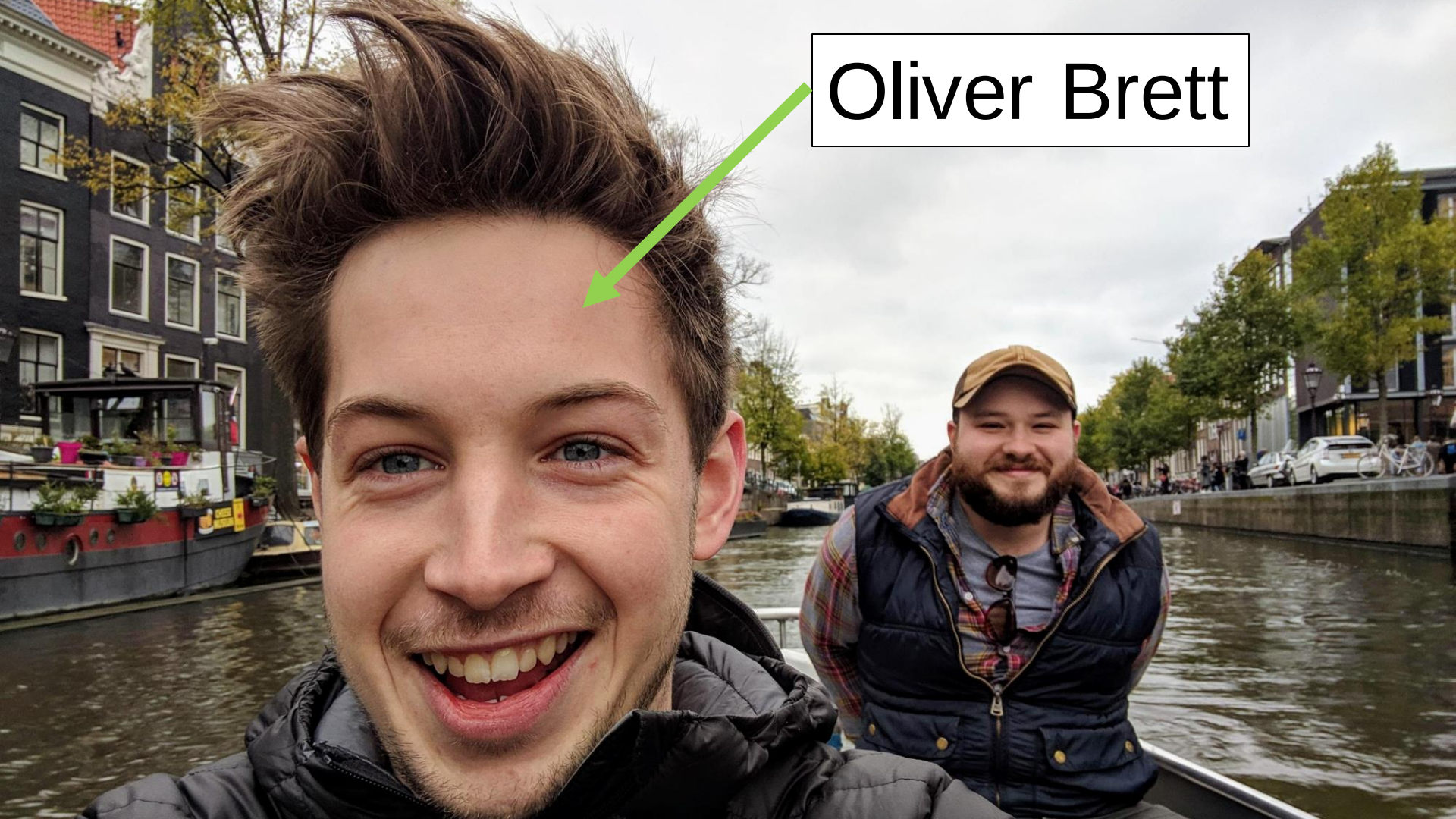
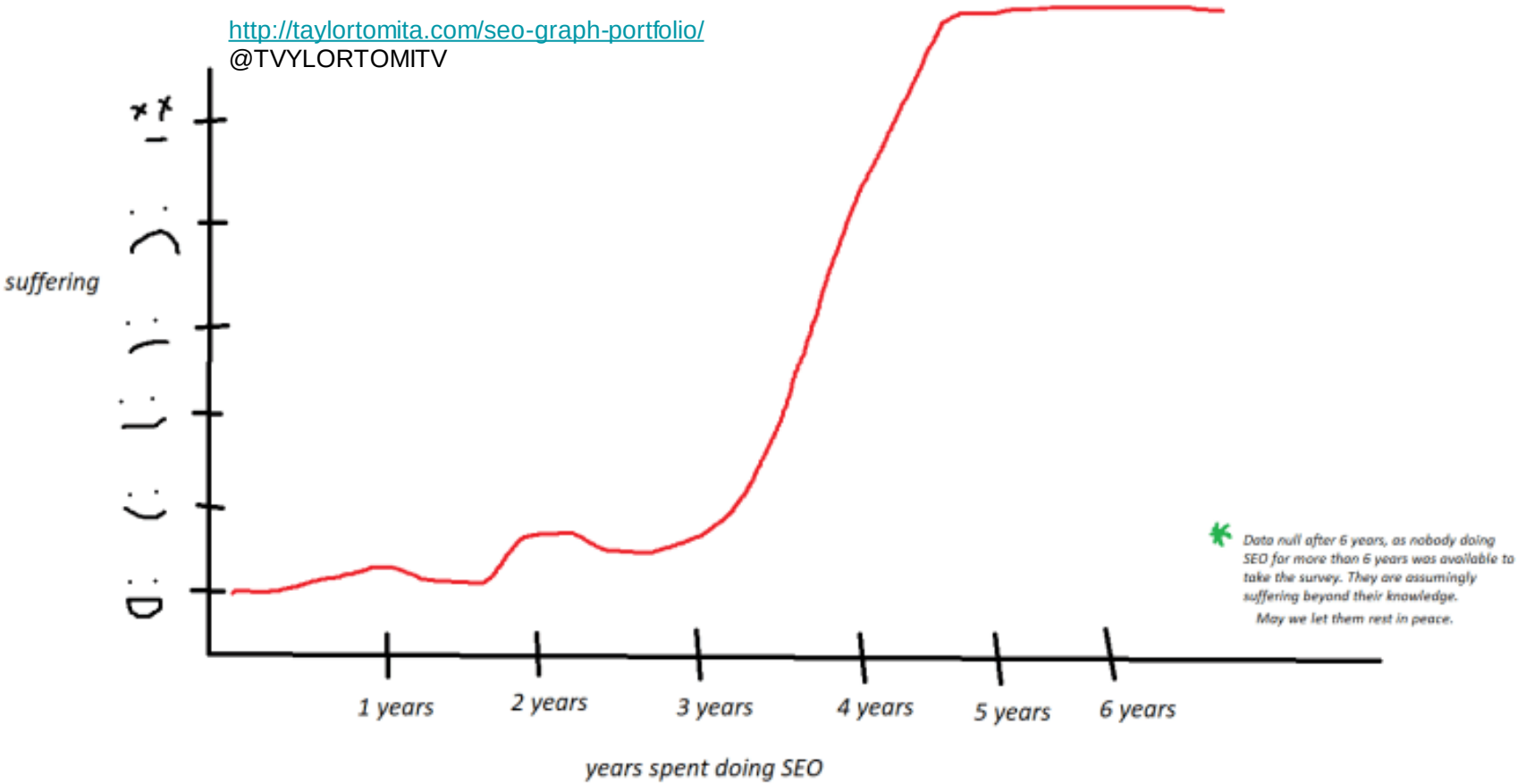
Jolies van Pomeren
VNG
Please Don't tell the boat police…!


Oliver Brett

Oliver Brett
Head of Strategy
Screaming Frog

SEO Years vs. Level of Suffering

http://taylortomita.com/seo-graph-portfolio/
@TVYLORTOMITV



SEO Years vs. Level of Suffering

http://taylortomita.com/seo-graph-portfolio/
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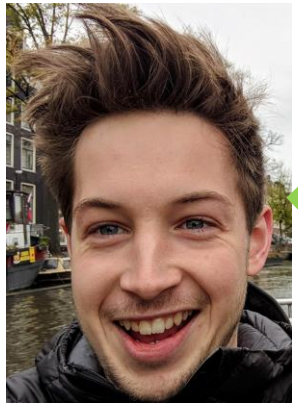

suffering

1 years
2 years
3 years
4 years
5 years
6 years

years spent doing SEO

Data null after 6 years, as nobody doing SEO for more than 6 years was available to take the survey. They are assumingly suffering beyond their knowledge.

May we let them rest in peace.

Independent research conducted by Taylor Tomita

Three things I’m not:

Screamingfrog

Three things I’m not:

1. Very technical

Screamingfrog

Three things I’m not:

1. Very technical

2. A sales guy

Screamingfrog

Three things I’m not:

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Screamingfrog

Three things I’m not:

1. Very technical

2. A sales guy

3. An accessibility expert

Screamingfrog

Three things I’m not:

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Screamingfrog

Screamingfrog

Screaming Frog:

Screaming Frog:

SEO Agency

Screaming Frog:

SEO Agency

Public Relations & Copywriting

Screaming Frog:

SEO Agency

Public Relations
& Copywriting

PPC
(Pay Per Click)

Screaming Frog:

SEO Agency

Public Relations
& Copywriting

PPC
(Pay Per Click)

Henley-on-Thames

Henley-on-Thames

Henley-on-Thames

1hour from London by train

Henley-on-Thames

1hour from London by train

Has No Scary Orange Boats

Henley-on-Thames

1hour from London by train

Has No Scary Orange Boats

Henley Royal Regatta

Henley Regatta:

Screamingfrog

Henley Regatta:

Henley Regatta:

Henley Regatta:

Screaming Frog

Screamingfrog

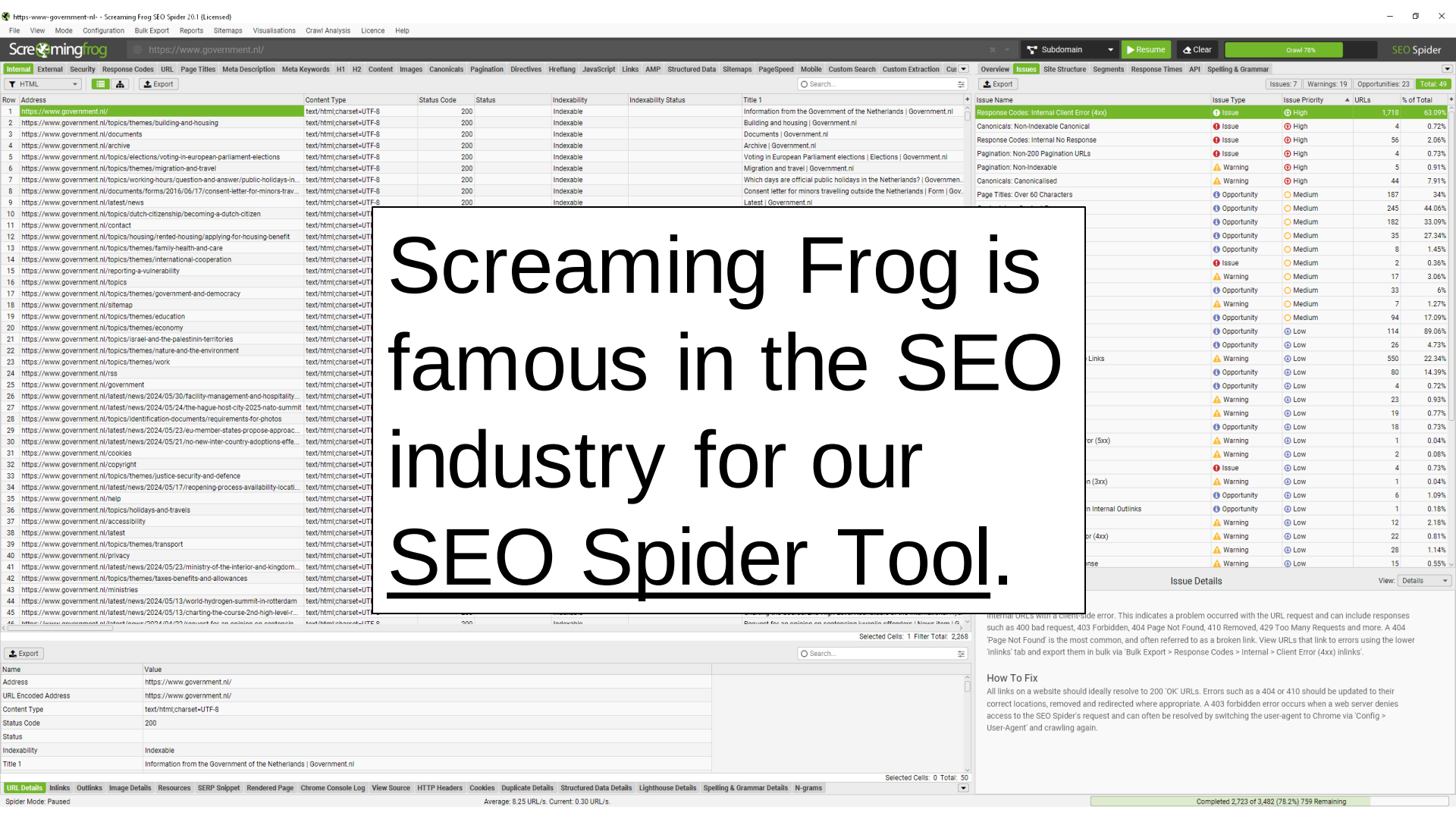
Screaming Frog

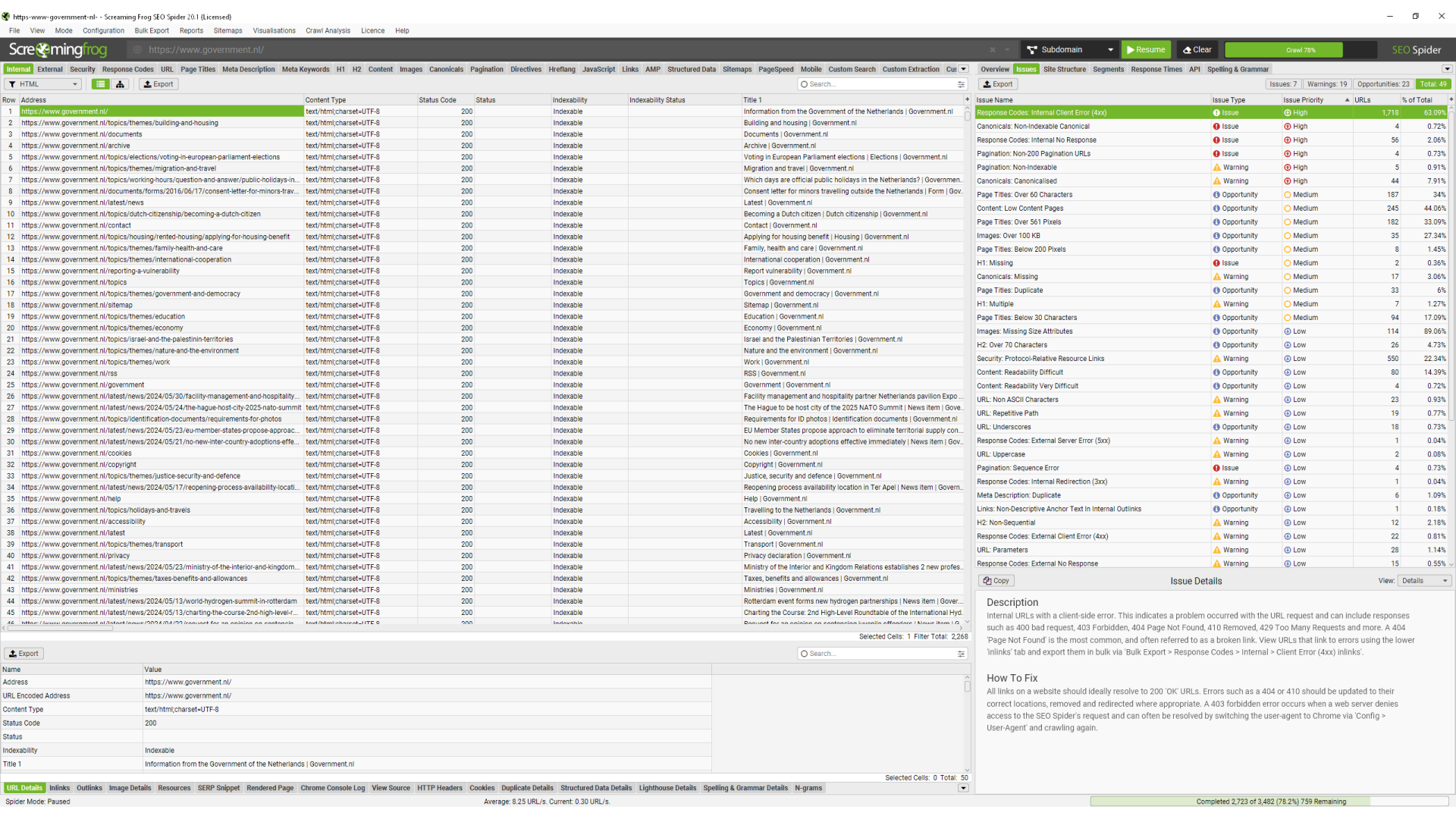
Screaming Frog

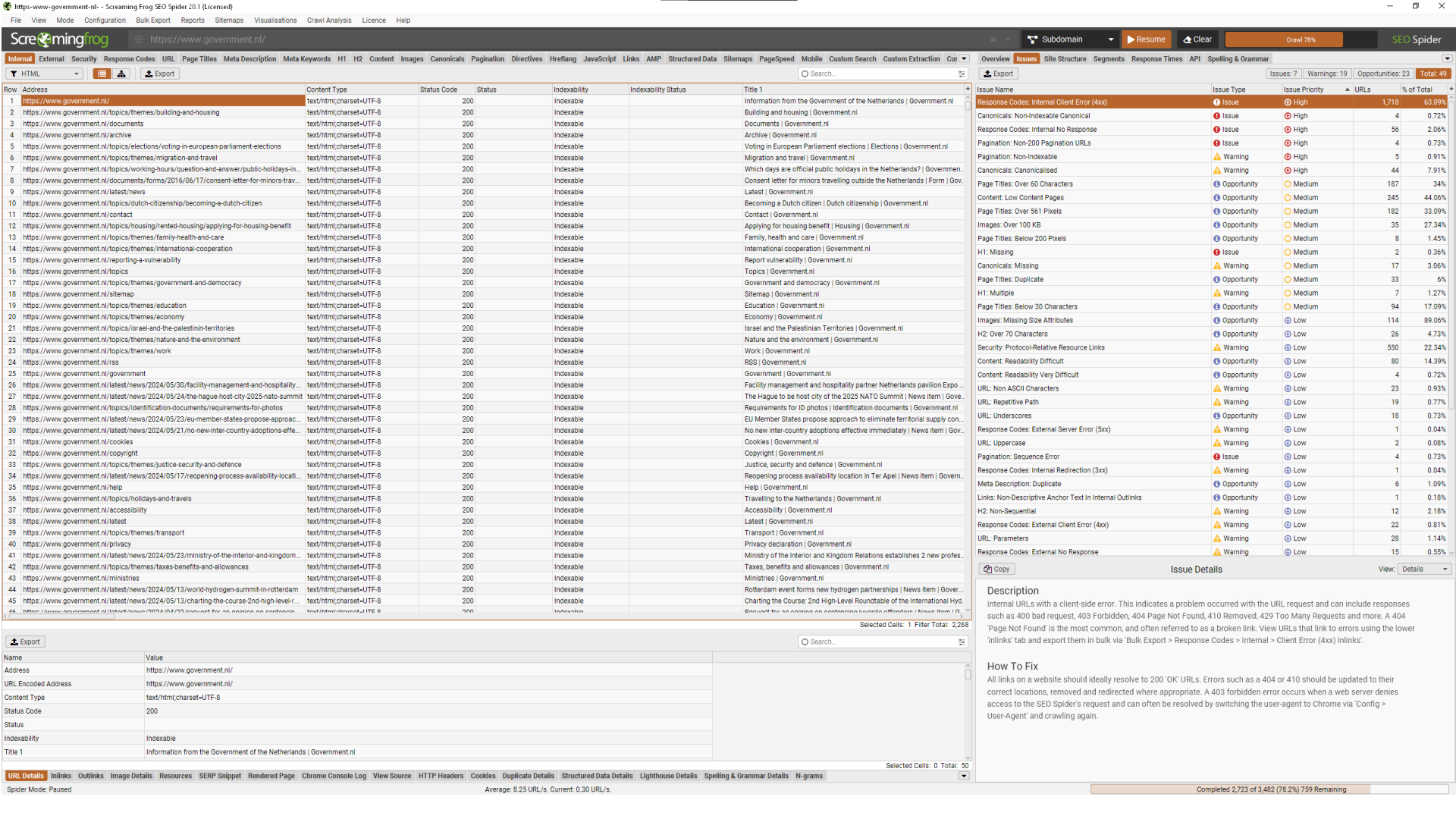
Weird Name?

Screaming Frog
name origin…

…A cat scared of a screaming frog.


Screaming Frog is famous in the SEO industry for our SEO Spider Tool.


https-www-government-nl- - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Resume
Clear
Crawl 78%
SEO Spider
Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction
HTML
Export
Search...
Row Address Content Type Status Code Status Indexability Indexability Status Title 1
1 https://www.government.nl/ text/html;charset=UTF-8 200 Indexable Information from the Government of the Netherlands | Government.nl
2 https://www.government.nl/topics/themes/building-and-housing text/html;charset=UTF-8 200 Indexable Building and housing | Government.nl
3 https://www.government.nl/documents text/html;charset=UTF-8 200 Indexable Documents | Government.nl
4 https://www.government.nl/archive text/html;charset=UTF-8 200 Indexable Archive | Government.nl
5 https://www.government.nl/topics/elections/voting-in-european-parliament-elections text/html;charset=UTF-8 200 Indexable Voting in European Parliament elections | Elections | Government.nl
6 https://www.government.nl/topics/themes/migration-and-travel text/html;charset=UTF-8 200 Indexable Migration and travel | Government.nl
7 https://www.government.nl/topics/working-hours/question-and-answer/public-holidays-in... text/html;charset=UTF-8 200 Indexable Which days are official public holidays in the Netherlands? | Governmen...
8 https://www.government.nl/documents/forms/2016/06/17/consent-letter-for-minors-trav... text/html;charset=UTF-8 200 Indexable Consent letter for minors travelling outside the Netherlands | Form | Gov...
9 https://www.government.nl/latest/news text/html;charset=UTF-8 200 Indexable Latest | Government.nl
10 https://www.government.nl/topics/dutch-citizenship/becoming-a-dutch-citizen text/html;charset=UTF-8 200 Indexable Becoming a Dutch citizen | Dutch citizenship | Government.nl
11 https://www.government.nl/contact text/html;charset=UTF-8 200 Indexable Contact | Government.nl
12 https://www.government.nl/topics/housing/rented-housing/applying-for-housing-benefit text/html;charset=UTF-8 200 Indexable Applying for housing benefit | Housing | Government.nl
13 https://www.government.nl/topics/themes/family-health-and-care text/html;charset=UTF-8 200 Indexable Family, health and care | Government.nl
14 https://www.government.nl/topics/themes/international-cooperation text/html;charset=UTF-8 200 Indexable International cooperation | Government.nl
15 https://www.government.nl/reporting-a-vulnerability text/html;charset=UTF-8 200 Indexable Report vulnerability | Government.nl
16 https://www.government.nl/topics text/html;charset=UTF-8 200 Indexable Topics | Government.nl
17 https://www.government.nl/topics/themes/government-and-democracy text/html;charset=UTF-8 200 Indexable Government and democracy | Government.nl
18 https://www.government.nl/sitemap text/html;charset=UTF-8 200 Indexable Sitemap | Government.nl
19 https://www.government.nl/topics/themes/education text/html;charset=UTF-8 200 Indexable Education | Government.nl
20 https://www.government.nl/topics/themes/economy text/html;charset=UTF-8 200 Indexable Economy | Government.nl
21 https://www.government.nl/topics/israel-and-the-palestinin-territories text/html;charset=UTF-8 200 Indexable Israel and the Palestinian Territories | Government.nl
22 https://www.government.nl/topics/themes/nature-and-the-environment text/html;charset=UTF-8 200 Indexable Nature and the environment | Government.nl
23 https://www.government.nl/topics/themes/work text/html;charset=UTF-8 200 Indexable Work | Government.nl
24 https://www.government.nl/rss text/html;charset=UTF-8 200 Indexable RSS | Government.nl
25 https://www.government.nl/government text/html;charset=UTF-8 200 Indexable Government | Government.nl
26 https://www.government.nl/latest/news/2024/05/30/facility-management-and-hospitality... text/html;charset=UTF-8 200 Indexable Facility management and hospitality partner Netherlands pavilion Expo ...
27 https://www.government.nl/latest/news/2024/05/24/the-hague-host-city-2025-nato-summit text/html;charset=UTF-8 200 Indexable The Hague to be host city of the 2025 NATO Summit | News item | Gove...
28 https://www.government.nl/topics/identification-documents/requirements-for-photos text/html;charset=UTF-8 200 Indexable Requirements for ID photos | Identification documents | Government.nl
29 https://www.government.nl/latest/news/2024/05/23/eu-member-states-propose-approac... text/html;charset=UTF-8 200 Indexable EU Member States propose approach to eliminate territorial supply con...
30 https://www.government.nl/latest/news/2024/05/21/no-new-inter-country-adoptions-effe... text/html;charset=UTF-8 200 Indexable No new inter-country adoptions effective immediately | News item | Gov...
31 https://www.government.nl/cookies text/html;charset=UTF-8 200 Indexable Cookies | Government.nl
32 https://www.government.nl/copyright text/html;charset=UTF-8 200 Indexable Copyright | Government.nl
33 https://www.government.nl/topics/themes/justice-security-and-defence text/html;charset=UTF-8 200 Indexable Justice, security and defence | Government.nl
34 https://www.government.nl/latest/news/2024/05/17/reopening-process-availability-locati... text/html;charset=UTF-8 200 Indexable Reopening process availability location in Ter Apel | News item | Govern...
35 https://www.government.nl/help text/html;charset=UTF-8 200 Indexable Help | Government.nl
36 https://www.government.nl/topics/holidays-and-travels text/html;charset=UTF-8 200 Indexable Travelling to the Netherlands | Government.nl
37 https://www.government.nl/accessibility text/html;charset=UTF-8 200 Indexable Accessibility | Government.nl
38 https://www.government.nl/latest text/html;charset=UTF-8 200 Indexable Latest | Government.nl
39 https://www.government.nl/topics/themes/transport text/html;charset=UTF-8 200 Indexable Transport | Government.nl
40 https://www.government.nl/privacy text/html;charset=UTF-8 200 Indexable Privacy declaration | Government.nl
41 https://www.government.nl/latest/news/2024/05/23/ministry-of-the-interior-and-kingdom... text/html;charset=UTF-8 200 Indexable Ministry of the Interior and Kingdom Relations establishes 2 new profes...
42 https://www.government.nl/topics/themes/taxes-benefits-and-allowances text/html;charset=UTF-8 200 Indexable Taxes, benefits and allowances | Government.nl
43 https://www.government.nl/ministries text/html;charset=UTF-8 200 Indexable Ministries | Government.nl
44 https://www.government.nl/latest/news/2024/05/13/world-hydrogen-summit-in-rotterdam text/html;charset=UTF-8 200 Indexable Rotterdam event forms new hydrogen partnerships | News item | Gover...
45 https://www.government.nl/latest/news/2024/05/13/charting-the-course-2nd-high-level-r... text/html;charset=UTF-8 200 Indexable Charting the Course: 2nd High-Level Roundtable of the International Hyd...
Selected Cells: 1 Filter Total: 2,268
Export
Search...
Name Value
Address https://www.government.nl/
URL Encoded Address https://www.government.nl/
Content Type text/html;charset=UTF-8
Status Code 200
Status
Indexability Indexable
Title 1 Information from the Government of the Netherlands | Government.nl
Selected Cells: 0 Total: 50
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams
Spider Mode: Paused
Average: 8.25 URL/s. Current: 0.30 URL/s.
Completed 2,723 of 3,482 (78.2%) 759 Remaining
Overview Issues Site Structure Segments Response Times API Spelling & Grammar
Export
Issues: 7 Warnings: 19 Opportunities: 23 Total: 49
Issue Name Issue Type Issue Priority URLs % of Total
Response Codes: Internal Client Error (4xx) Issue High 1,718 63.09%
Canonicals: Non-Indexable Canonical Issue High 4 0.72%
Response Codes: Internal No Response Issue High 56 2.06%
Pagination: Non-200 Pagination URLs Issue High 4 0.73%
Pagination: Non-Indexable Warning High 5 0.91%
Canonicals: Canonicalised Warning High 44 7.91%
Page Titles: Over 60 Characters Opportunity Medium 187 34%
Content: Low Content Pages Opportunity Medium 245 44.06%
Page Titles: Over 561 Pixels Opportunity Medium 182 33.09%
Images: Over 100 KB Opportunity Medium 35 27.34%
Page Titles: Below 200 Pixels Opportunity Medium 8 1.45%
H1: Missing Issue Medium 2 0.36%
Canonicals: Missing Warning Medium 17 3.06%
Page Titles: Duplicate Opportunity Medium 33 6%
H1: Multiple Warning Medium 7 1.27%
Page Titles: Below 30 Characters Opportunity Medium 94 17.09%
Images: Missing Size Attributes Opportunity Low 114 89.06%
H2: Over 70 Characters Opportunity Low 26 4.73%
Security: Protocol-Relative Resource Links Warning Low 550 22.34%
Content: Readability Difficult Opportunity Low 80 14.39%
Content: Readability Very Difficult Opportunity Low 4 0.72%
URL: Non ASCII Characters Warning Low 23 0.93%
URL: Repetitive Path Warning Low 19 0.77%
URL: Underscores Opportunity Low 18 0.73%
Response Codes: External Server Error (5xx) Warning Low 1 0.04%
URL: Uppercase Warning Low 2 0.08%
Pagination: Sequence Error Issue Low 4 0.73%
Response Codes: Internal Redirection (3xx) Warning Low 1 0.04%
Meta Description: Duplicate Opportunity Low 6 1.09%
Links: Non-Descriptive Anchor Text In Internal Outlinks Opportunity Low 1 0.18%
H2: Non-Sequential Warning Low 12 2.18%
Response Codes: External Client Error (4xx) Warning Low 22 0.81%
URL: Parameters Warning Low 28 1.14%
Response Codes: External No Response Warning Low 15 0.55%
Copy
Issue Details
View: Details
Description
Internal URLs with a client-side error. This indicates a problem occurred with the URL request and can include responses such as 400 bad request, 403 Forbidden, 404 Page Not Found, 410 Removed, 429 Too Many Requests and more. A 404 'Page Not Found' is the most common, and often referred to as a broken link. View URLs that link to errors using the lower 'inlinks' tab and export them in bulk via 'Bulk Export > Response Codes > Internal > Client Error (4xx) inlinks'.
How To Fix
All links on a website should ideally resolve to 200 'OK' URLs. Errors such as a 404 or 410 should be updated to their correct locations, removed and redirected where appropriate. A 403 forbidden error occurs when a web server denies access to the SEO Spider's request and can often be resolved by switching the user-agent to Chrome via 'Config > User-Agent' and crawling again.


https-www-government-nl- - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Resume
Clear
Crawl 78%
SEO Spider
Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction Cus
Overview Issues Site Structure Segments Response Times API Spelling & Grammar
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Row Address Content Type Status Code Status Indexability Indexability Status Title 1
1 https://www.government.nl/ text/html;charset=UTF-8 200 Indexable Information from the Government of the Netherlands | Government.nl
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3 https://www.government.nl/documents text/html;charset=UTF-8 200 Indexable Documents | Government.nl
4 https://www.government.nl/archive text/html;charset=UTF-8 200 Indexable Archive | Government.nl
5 https://www.government.nl/topics/elections/voting-in-european-parliament-elections text/html;charset=UTF-8 200 Indexable Voting in European Parliament elections | Elections | Government.nl
6 https://www.government.nl/topics/themes/migration-and-travel text/html;charset=UTF-8 200 Indexable Migration and travel | Government.nl
7 https://www.government.nl/topics/working-hours/question-and-answer/public-holidays-in... text/html;charset=UTF-8 200 Indexable Which days are official public holidays in the Netherlands? | Governmen...
8 https://www.government.nl/documents/forms/2016/06/17/consent-letter-for-minors-trav... text/html;charset=UTF-8 200 Indexable Consent letter for minors travelling outside the Netherlands | Form | Gov...
9 https://www.government.nl/latest/news text/html;charset=UTF-8 200 Indexable Latest | Government.nl
10 https://www.government.nl/topics/dutch-citizenship/becoming-a-dutch-citizen text/html;charset=UTF-8 200 Indexable Becoming a Dutch citizen | Dutch citizenship | Government.nl
11 https://www.government.nl/contact text/html;charset=UTF-8 200 Indexable Contact | Government.nl
12 https://www.government.nl/topics/housing/rented-housing/applying-for-housing-benefit text/html;charset=UTF-8 200 Indexable Applying for housing benefit | Housing | Government.nl
13 https://www.government.nl/topics/themes/family-health-and-care text/html;charset=UTF-8 200 Indexable Family, health and care | Government.nl
14 https://www.government.nl/topics/themes/international-cooperation text/html;charset=UTF-8 200 Indexable International cooperation | Government.nl
15 https://www.government.nl/reporting-a-vulnerability text/html;charset=UTF-8 200 Indexable Report vulnerability | Government.nl
16 https://www.government.nl/topics text/html;charset=UTF-8 200 Indexable Topics | Government.nl
17 https://www.government.nl/topics/themes/government-and-democracy text/html;charset=UTF-8 200 Indexable Government and democracy | Government.nl
18 https://www.government.nl/sitemap text/html;charset=UTF-8 200 Indexable Sitemap | Government.nl
19 https://www.government.nl/topics/themes/education text/html;charset=UTF-8 200 Indexable Education | Government.nl
20 https://www.government.nl/topics/themes/economy text/html;charset=UTF-8 200 Indexable Economy | Government.nl
21 https://www.government.nl/topics/israel-and-the-palestinin-territories text/html;charset=UTF-8 200 Indexable Israel and the Palestinian Territories | Government.nl
22 https://www.government.nl/topics/themes/nature-and-the-environment text/html;charset=UTF-8 200 Indexable Nature and the environment | Government.nl
23 https://www.government.nl/topics/themes/work text/html;charset=UTF-8 200 Indexable Work | Government.nl
24 https://www.government.nl/rss text/html;charset=UTF-8 200 Indexable RSS | Government.nl
25 https://www.government.nl/government text/html;charset=UTF-8 200 Indexable Government | Government.nl
26 https://www.government.nl/latest/news/2024/05/30/facility-management-and-hospitality... text/html;charset=UTF-8 200 Indexable Facility management and hospitality partner Netherlands pavilion Expo ...
27 https://www.government.nl/latest/news/2024/05/24/the-hague-host-city-2025-nato-summit text/html;charset=UTF-8 200 Indexable The Hague to be host city of the 2025 NATO Summit | News item | Gove...
28 https://www.government.nl/topics/identification-documents/requirements-for-photos text/html;charset=UTF-8 200 Indexable Requirements for ID photos | Identification documents | Government.nl
29 https://www.government.nl/latest/news/2024/05/23/eu-member-states-propose-approac... text/html;charset=UTF-8 200 Indexable EU Member States propose approach to eliminate territorial supply con...
30 https://www.government.nl/latest/news/2024/05/21/no-new-inter-country-adoptions-effe... text/html;charset=UTF-8 200 Indexable No new inter-country adoptions effective immediately | News item | Gov...
31 https://www.government.nl/cookies text/html;charset=UTF-8 200 Indexable Cookies | Government.nl
32 https://www.government.nl/copyright text/html;charset=UTF-8 200 Indexable Copyright | Government.nl
33 https://www.government.nl/topics/themes/justice-security-and-defence text/html;charset=UTF-8 200 Indexable Justice, security and defence | Government.nl
34 https://www.government.nl/latest/news/2024/05/17/reopening-process-availability-locati... text/html;charset=UTF-8 200 Indexable Reopening process availability location in Ter Apel | News item | Govern...
35 https://www.government.nl/help text/html;charset=UTF-8 200 Indexable Help | Government.nl
36 https://www.government.nl/topics/holidays-and-travels text/html;charset=UTF-8 200 Indexable Travelling to the Netherlands | Government.nl
37 https://www.government.nl/accessibility text/html;charset=UTF-8 200 Indexable Accessibility | Government.nl
38 https://www.government.nl/latest text/html;charset=UTF-8 200 Indexable Latest | Government.nl
39 https://www.government.nl/topics/themes/transport text/html;charset=UTF-8 200 Indexable Transport | Government.nl
40 https://www.government.nl/privacy text/html;charset=UTF-8 200 Indexable Privacy declaration | Government.nl
41 https://www.government.nl/latest/news/2024/05/23/ministry-of-the-interior-and-kingdom... text/html;charset=UTF-8 200 Indexable Ministry of the Interior and Kingdom Relations establishes 2 new profes...
42 https://www.government.nl/topics/themes/taxes-benefits-and-allowances text/html;charset=UTF-8 200 Indexable Taxes, benefits and allowances | Government.nl
43 https://www.government.nl/ministries text/html;charset=UTF-8 200 Indexable Ministries | Government.nl
44 https://www.government.nl/latest/news/2024/05/13/world-hydrogen-summit-in-rotterdam text/html;charset=UTF-8 200 Indexable Rotterdam event forms new hydrogen partnerships | News item | Gover...
45 https://www.government.nl/latest/news/2024/05/13/charting-the-course-2nd-high-level-r... text/html;charset=UTF-8 200 Indexable Charting the Course: 2nd High-Level Roundtable of the International Hyd...
Selected Cells: 1 Filter Total: 2,268
Export
Search...
Name Value
Address https://www.government.nl/
URL Encoded Address https://www.government.nl/
Content Type text/html;charset=UTF-8
Status Code 200
Status
Indexability Indexable
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Selected Cells: 0 Total: 50
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams
Spider Mode: Paused
Average: 8.25 URL/s. Current: 0.30 URL/s.
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Issue Name Issue Type Issue Priority URLs % of Total
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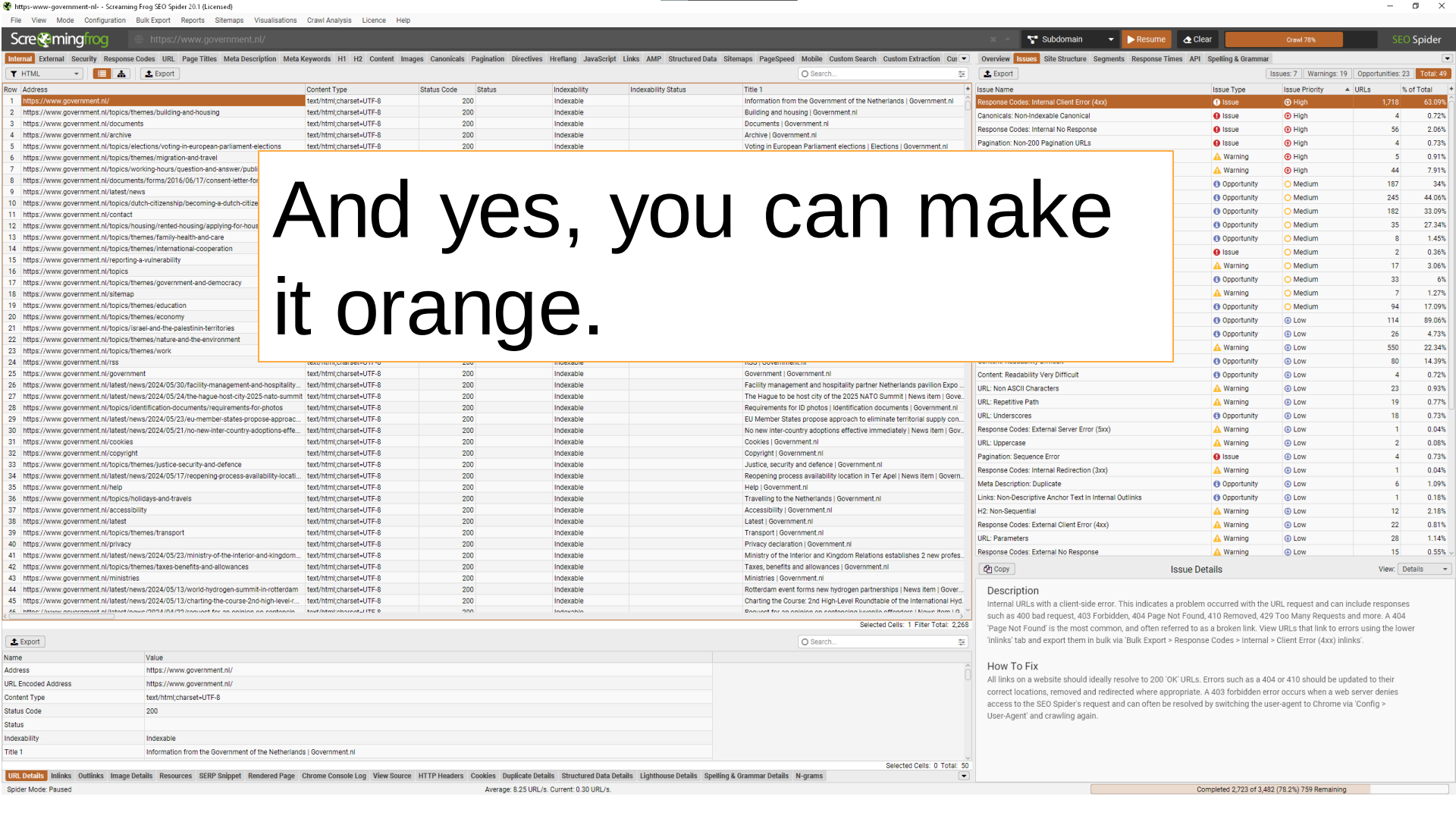
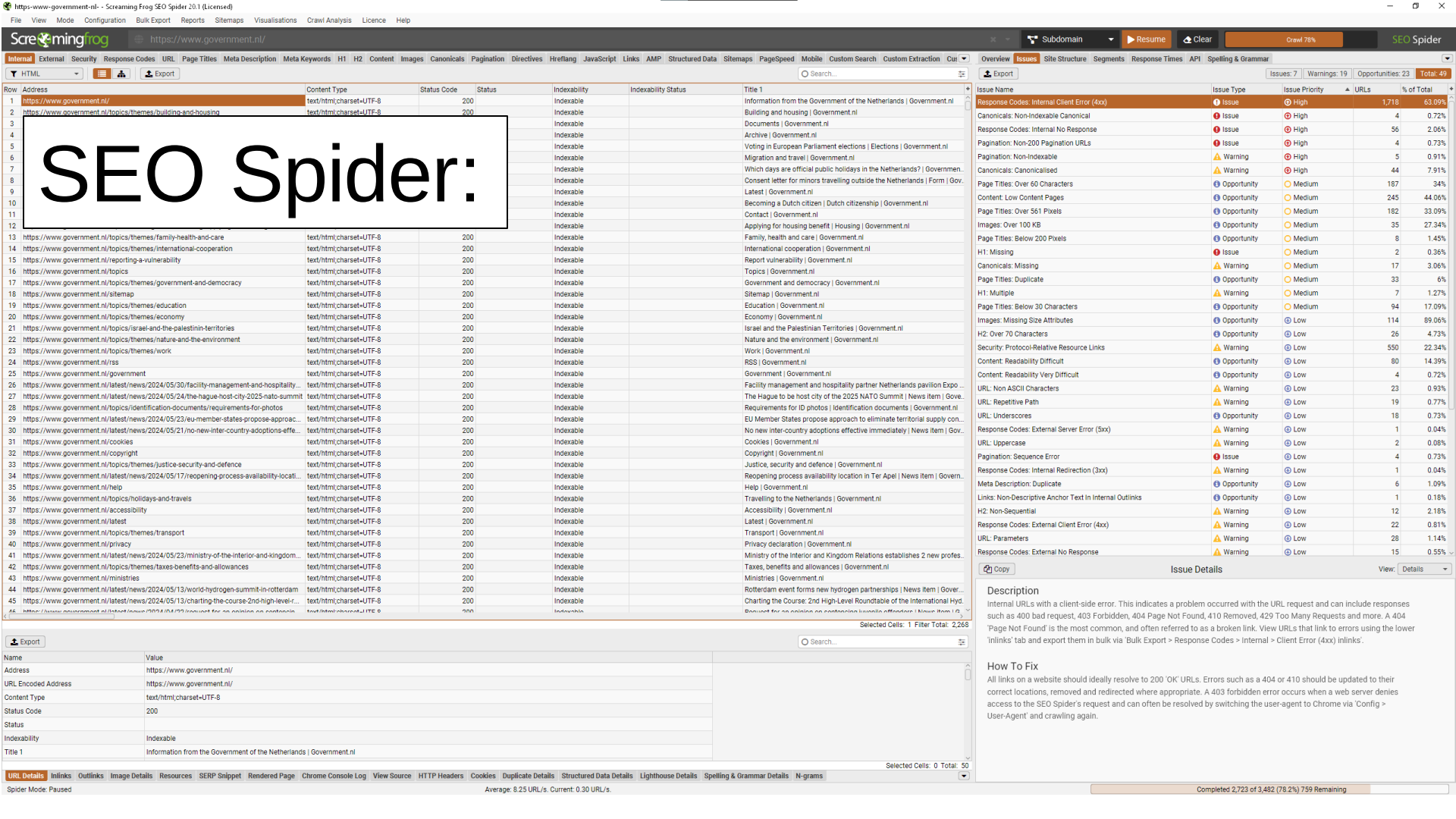
Response Codes: Internal No Response Issue High 56 2.06%
Pagination: Non-200 Pagination URLs Issue High 4 0.73%
Pagination: Non-Indexable Warning High 5 0.91%
Canonicals: Canonicalised Warning High 44 7.91%
Page Titles: Over 60 Characters Opportunity Medium 187 34%
Content: Low Content Pages Opportunity Medium 245 44.06%
Page Titles: Over 561 Pixels Opportunity Medium 182 33.09%
Images: Over 100 KB Opportunity Medium 35 27.34%
Page Titles: Below 200 Pixels Opportunity Medium 8 1.45%
H1: Missing Issue Medium 2 0.36%
Canonicals: Missing Warning Medium 17 3.06%
Page Titles: Duplicate Opportunity Medium 33 6%
H1: Multiple Warning Medium 7 1.27%
Page Titles: Below 30 Characters Opportunity Medium 94 17.09%
Images: Missing Size Attributes Opportunity Low 114 89.06%
H2: Over 70 Characters Opportunity Low 26 4.73%
Security: Protocol-Relative Resource Links Warning Low 550 22.34%
Content: Readability Difficult Opportunity Low 80 14.39%
Content: Readability Very Difficult Opportunity Low 4 0.72%
URL: Non ASCII Characters Warning Low 23 0.93%
URL: Repetitive Path Warning Low 19 0.77%
URL: Underscores Opportunity Low 18 0.73%
Response Codes: External Server Error (5xx) Warning Low 1 0.04%
URL: Uppercase Warning Low 2 0.08%
Pagination: Sequence Error Issue Low 4 0.73%
Response Codes: Internal Redirection (3xx) Warning Low 1 0.04%
Meta Description: Duplicate Opportunity Low 6 1.09%
Links: Non-Descriptive Anchor Text In Internal Outlinks Opportunity Low 1 0.18%
H2: Non-Sequential Warning Low 12 2.18%
Response Codes: External Client Error (4xx) Warning Low 22 0.81%
URL: Parameters Warning Low 28 1.14%
Response Codes: External No Response Warning Low 15 0.55%
Copy
Issue Details
View: Details
Description
Internal URLs with a client-side error. This indicates a problem occurred with the URL request and can include responses such as 400 bad request, 403 Forbidden, 404 Page Not Found, 410 Removed, 429 Too Many Requests and more. A 404 'Page Not Found' is the most common, and often referred to as a broken link. View URLs that link to errors using the lower 'inlinks' tab and export them in bulk via 'Bulk Export > Response Codes > Internal > Client Error (4xx) inlinks'.
How To Fix
All links on a website should ideally resolve to 200 'OK' URLs. Errors such as a 404 or 410 should be updated to their correct locations, removed and redirected where appropriate. A 403 forbidden error occurs when a web server denies access to the SEO Spider's request and can often be resolved by switching the user-agent to Chrome via 'Config > User-Agent' and crawling again.


And yes, you can make it orange.

And yes, you can make it orange.

Screamingfrog


SEO Spider:

SEO Spider:

Used to audit websites

Screamingfrog

SEO Spider:

Used to audit websites

Usually from a tech SEO perspective

Screamingfrog

SEO Spider:

Used to audit websites

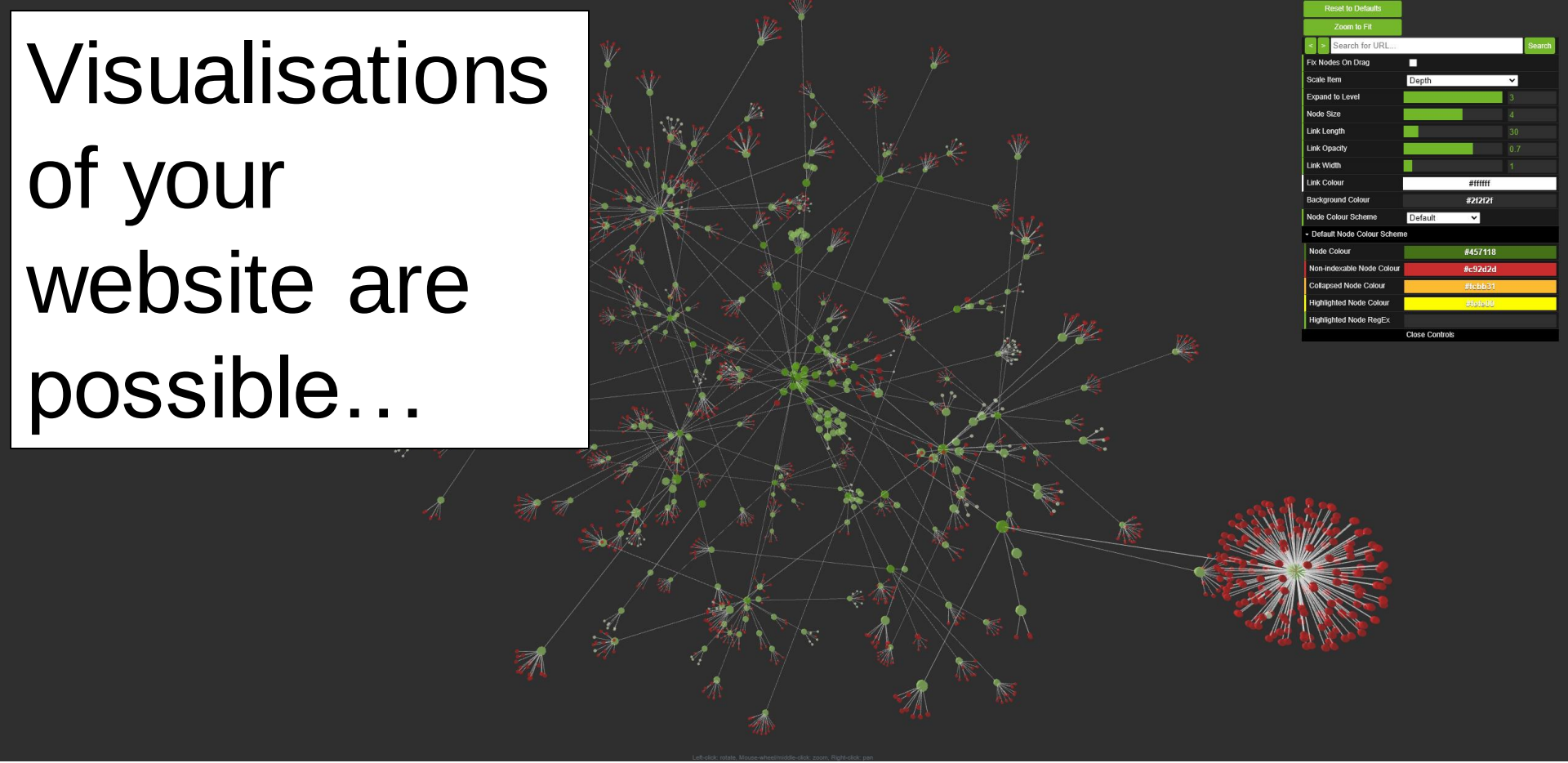
Usually from a tech SEO perspective

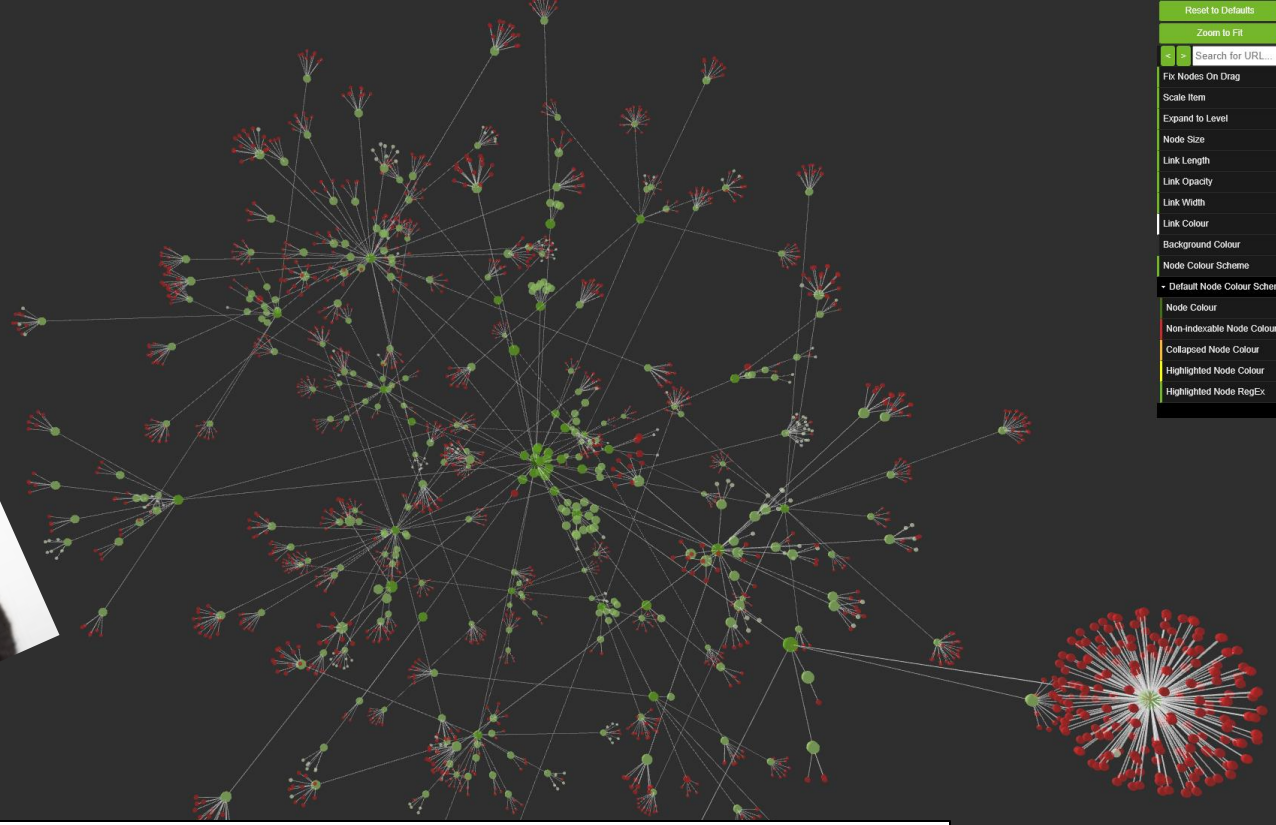
20 big updates since 2011

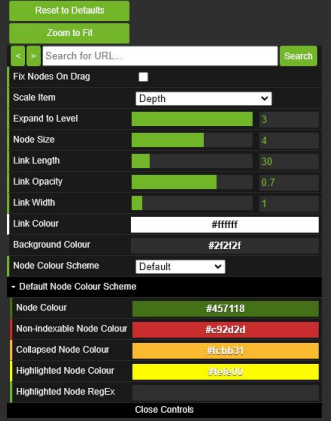
Screamingfrog

SUPPORT@
SCREAMINGFROG.CO.UK
imgflip.com

Visualisations of your website are possible…

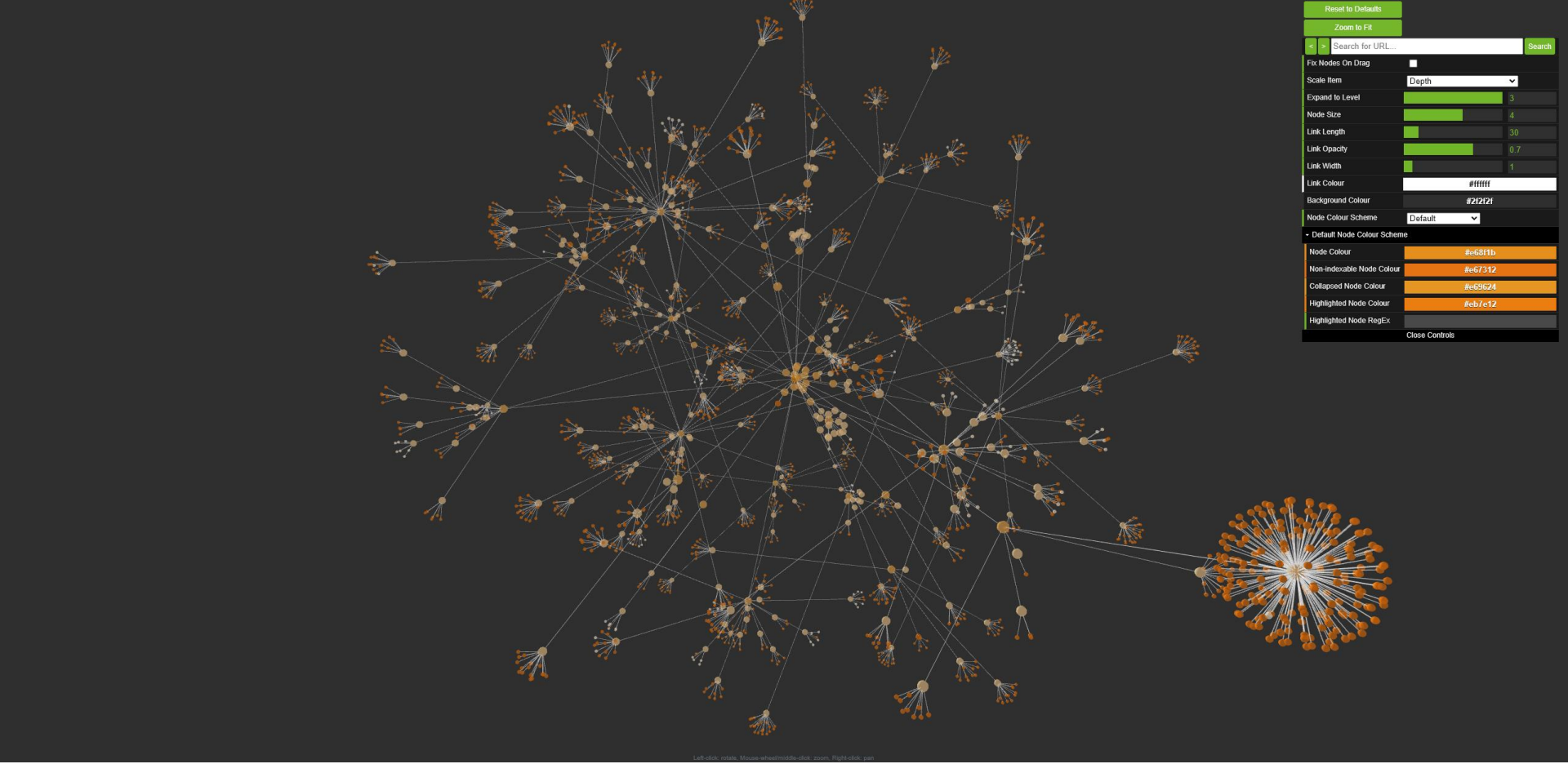






But this is a bit confusing

Screamingfrog



Screamingfrog

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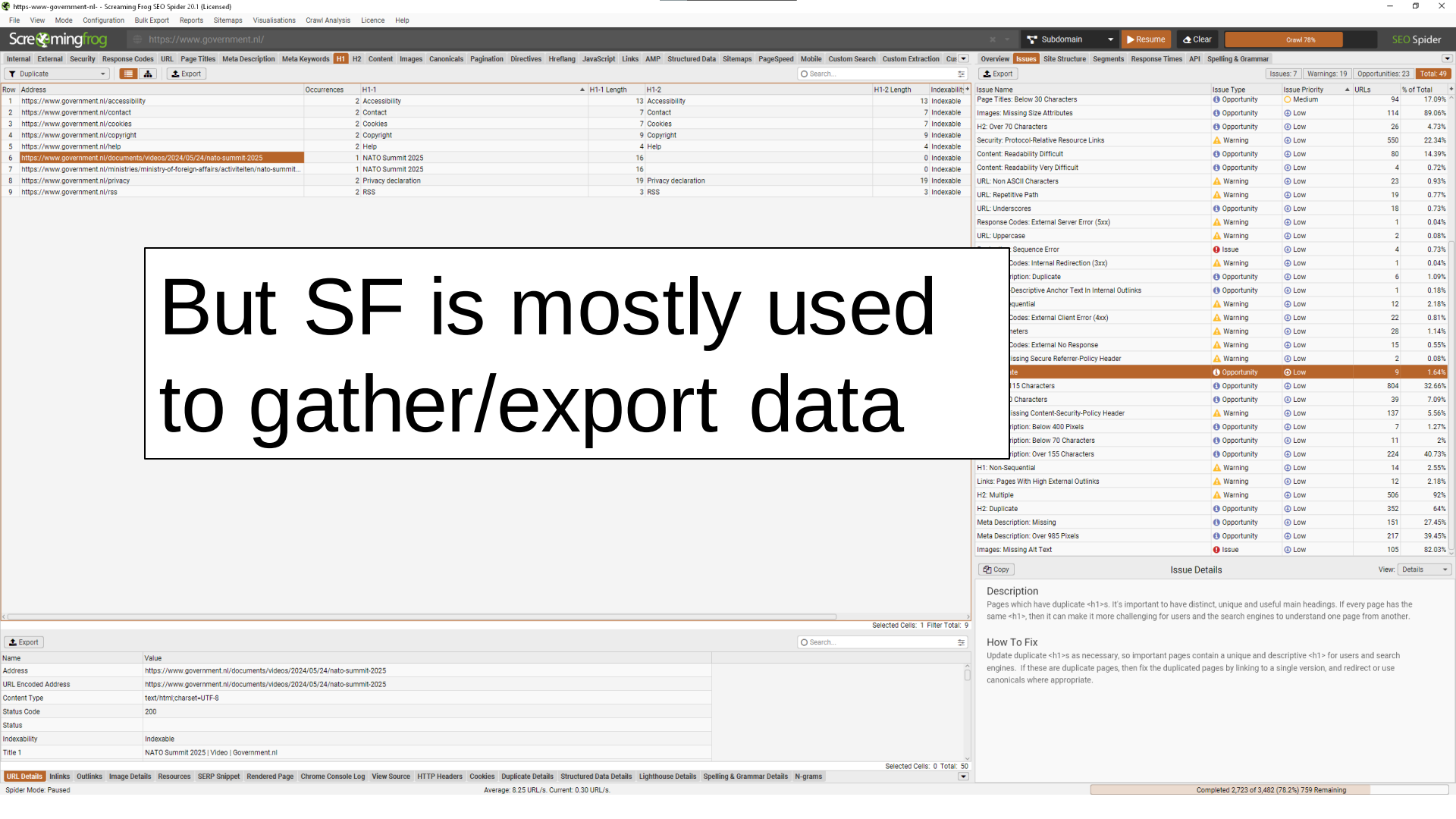
Screamingfrog


But SF is mostly used to gather/export data

Screamingfrog

How to crawl a website

Step 0-

Screamingfrog

Step 0-

Get the IT Department's Permission to install the tool.

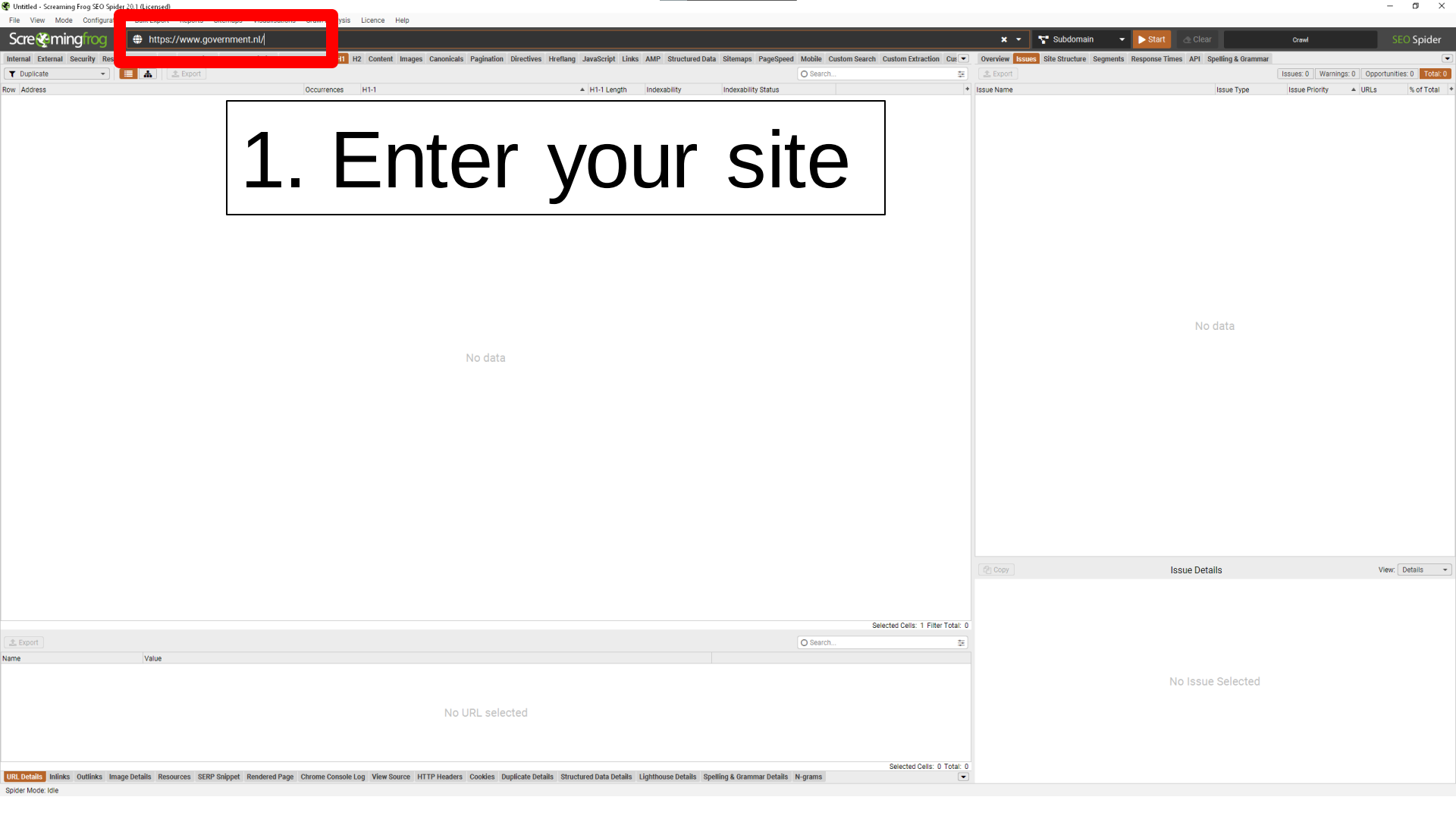
Step 0, B-

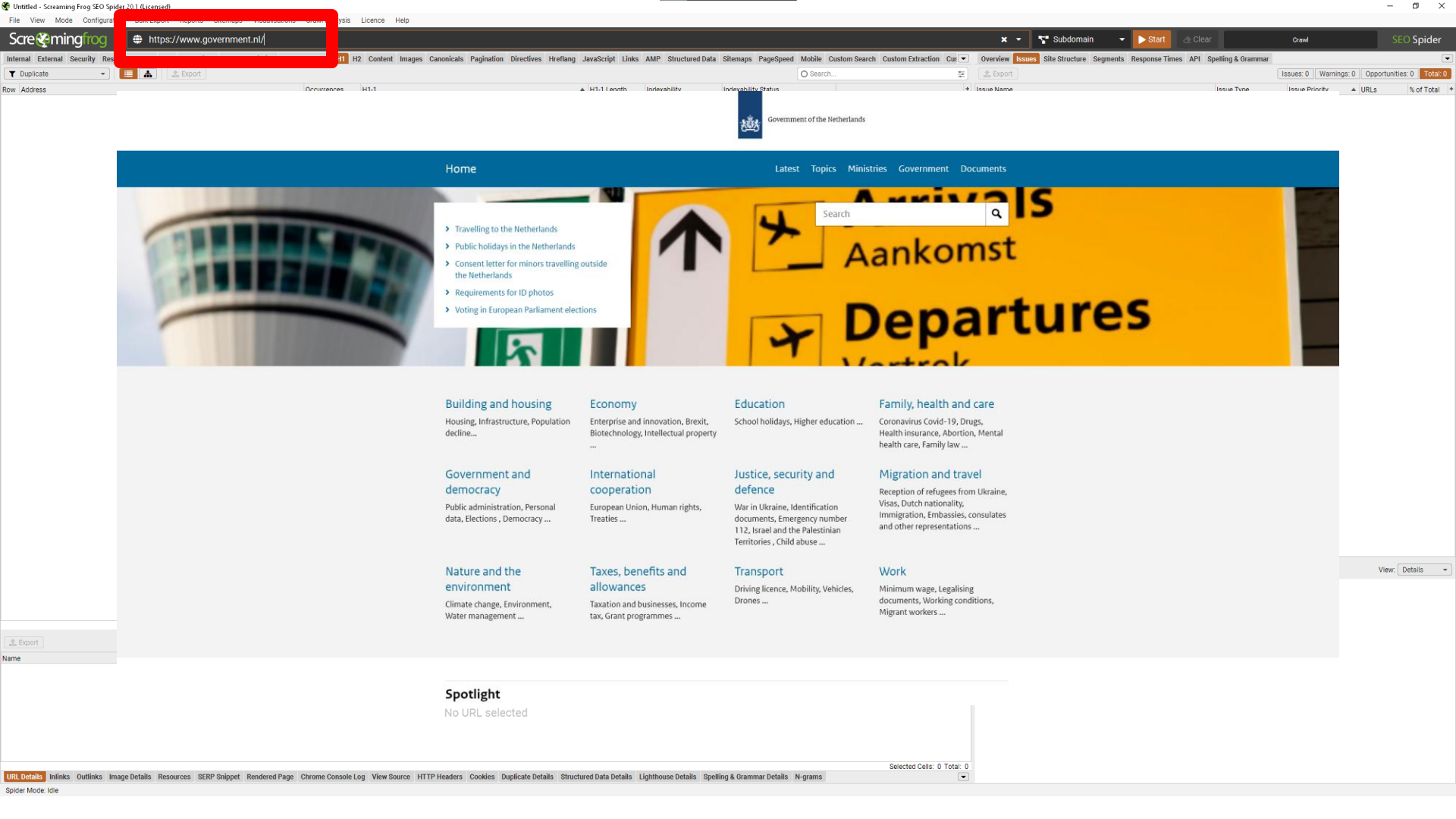
Hire an SEO to do it for you.

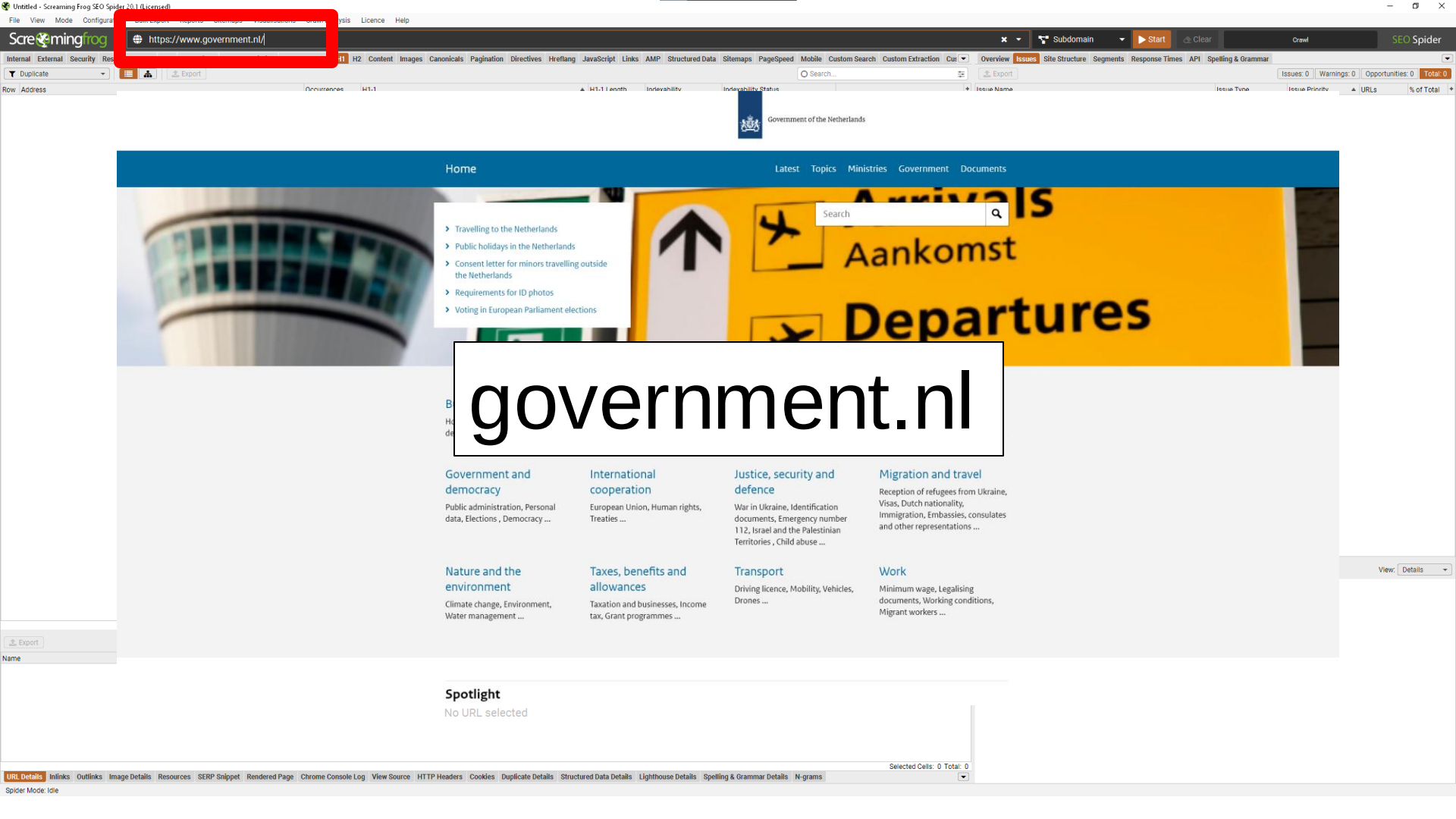
Screamingfrog

Screaming Frog isn't many gigabytes and saves data locally.

Screaming Frog isn't many gigabytes and saves data locally. GDPR shouldn't be an issue.


Untitled - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configura Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Start
Clear
Crawl
SEO Spider
Internal External Security Res H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction
Overview Issues Site Structure Segments Response Times API Spelling & Grammar
Duplicate
Export
Search...
Issues: 0 Warnings: 0 Opportunities: 0 Total: 0
Row Address Occurrences H1-1 H1-1 Length Indexability Indexability Status
Issue Name Issue Type Issue Priority URLs % of Total
1. Enter your site
No data
Selected Cells: 1 Filter Total: 0
Copy
Issue Details
View: Details
Name Value
No URL selected
No Issue Selected
Selected Cells: 0 Total: 0
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams
Spider Mode: Idle


Untitled - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configura Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Start
Clear
Crawl
SEO Spider
Internal External Security Res H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction Cur
Overview Issues Site Structure Segments Response Times API Spelling & Grammar
Duplicate
Export
Search...
Issues: 0 Warnings: 0 Opportunities: 0 Total: 0
Row Address Occurrences H1-1 H1-1 Length Indexability Indexability Status Issue Name Issue Type Issue Priority URLs % of Total
Government of the Netherlands
Home
Latest Topics Ministries Government Documents
Travelling to the Netherlands
Public holidays in the Netherlands
Consent letter for minors travelling outside the Netherlands
Requirements for ID photos
Voting in European Parliament elections
Search
Aankomst
Departures
Building and housing
Housing, Infrastructure, Population decline...
Economy
Enterprise and innovation, Brexit, Biotechnology, Intellectual property ...
Education
School holidays, Higher education ...
Family, health and care
Coronavirus Covid-19, Drugs, Health insurance, Abortion, Mental health care, Family law ...
Government and democracy
Public administration, Personal data, Elections , Democracy ...
International cooperation
European Union, Human rights, Treaties ...
Justice, security and defence
War in Ukraine, Identification documents, Emergency number 112, Israel and the Palestinian Territories , Child abuse ...
Migration and travel
Reception of refugees from Ukraine, Visas, Dutch nationality, Immigration, Embassies, consulates and other representations ...
Nature and the environment
Climate change, Environment, Water management ...
Taxes, benefits and allowances
Taxation and businesses, Income tax, Grant programmes ...
Transport
Driving licence, Mobility, Vehicles, Drones ...
Work
Minimum wage, Legalising documents, Working conditions, Migrant workers ...
View: Details
Export
Name
Spotlight
No URL selected
Selected Cells: 0 Total: 0
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams
Spider Mode: Idle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File View Mode Configura Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Start
Clear
Crawl
SEO Spider
Internal External Security Res H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction Cu
Overview Issues Site Structure Segments Response Times API Spelling & Grammar
Duplicate
Export
Search...
Issues: 0 Warnings: 0 Opportunities: 0 Total: 0
Row Address Occurrences H1-1 H1-1 Length Indexability Indexability Status Issue Name Issue Type Issue Priority URLs % of Total
Government of the Netherlands
Home
Latest Topics Ministries Government Documents
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Search
Aankomst
Departures
government.nl
Government and democracy
Public administration, Personal data, Elections , Democracy ...
International cooperation
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War in Ukraine, Identification documents, Emergency number 112, Israel and the Palestinian Territories , Child abuse ...
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Reception of refugees from Ukraine, Visas, Dutch nationality, Immigration, Embassies, consulates and other representations ...
Nature and the environment
Climate change, Environment, Water management ...
Taxes, benefits and allowances
Taxation and businesses, Income tax, Grant programmes ...
Transport
Driving licence, Mobility, Vehicles, Drones ...
Work
Minimum wage, Legalising documents, Working conditions, Migrant workers ...
View: Details
Export
Name
Spotlight
No URL selected
Selected Cells: 0 Total: 0
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams
Spider Mode: Idle

Untitled - Screaming Frog SEO Spider 20.1 (Licensed)

File View Mode Configura... Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screaming frog https://www.government.nl/ Subdomain Start Clear Crawl SEO Spider

Internal External Security Res... H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction Cu... Overview Issues Site Structure Segments Response Times API Spelling & Grammar

Duplicate Export Search... Export Issues: 0 Warnings: 0 Opportunities: 0 Total: 0

Row Address Occurrences H1-1 H1-1 Length Indexability Indexability Status Issue Name Issue Type Issue Priority URLs % of Total

Government of the Netherlands

Home Latest Topics Ministries Government Documents

- Travelling to the Netherlands
- Public holidays in the Netherlands
- Consent letter for minors travelling outside the Netherlands
- Requirements for ID photos
- Voting in European Parliament elections

Search

Aankomst

Departures

government.nl

Government and democracy
Public administration, Personal data, Elections , Democracy ...

International cooperation
European Union, Human rights, Treaties ...

Justice, security and defence
War in Ukraine, Identification documents, Emergency 112, Israel and the Territories , Child a...

Migration and travel
Reception of...

Nature and the environment
Climate change, Environment, Water management ...

Taxes, benefits and allowances
Taxation and businesses, Income tax, Grant programmes ...

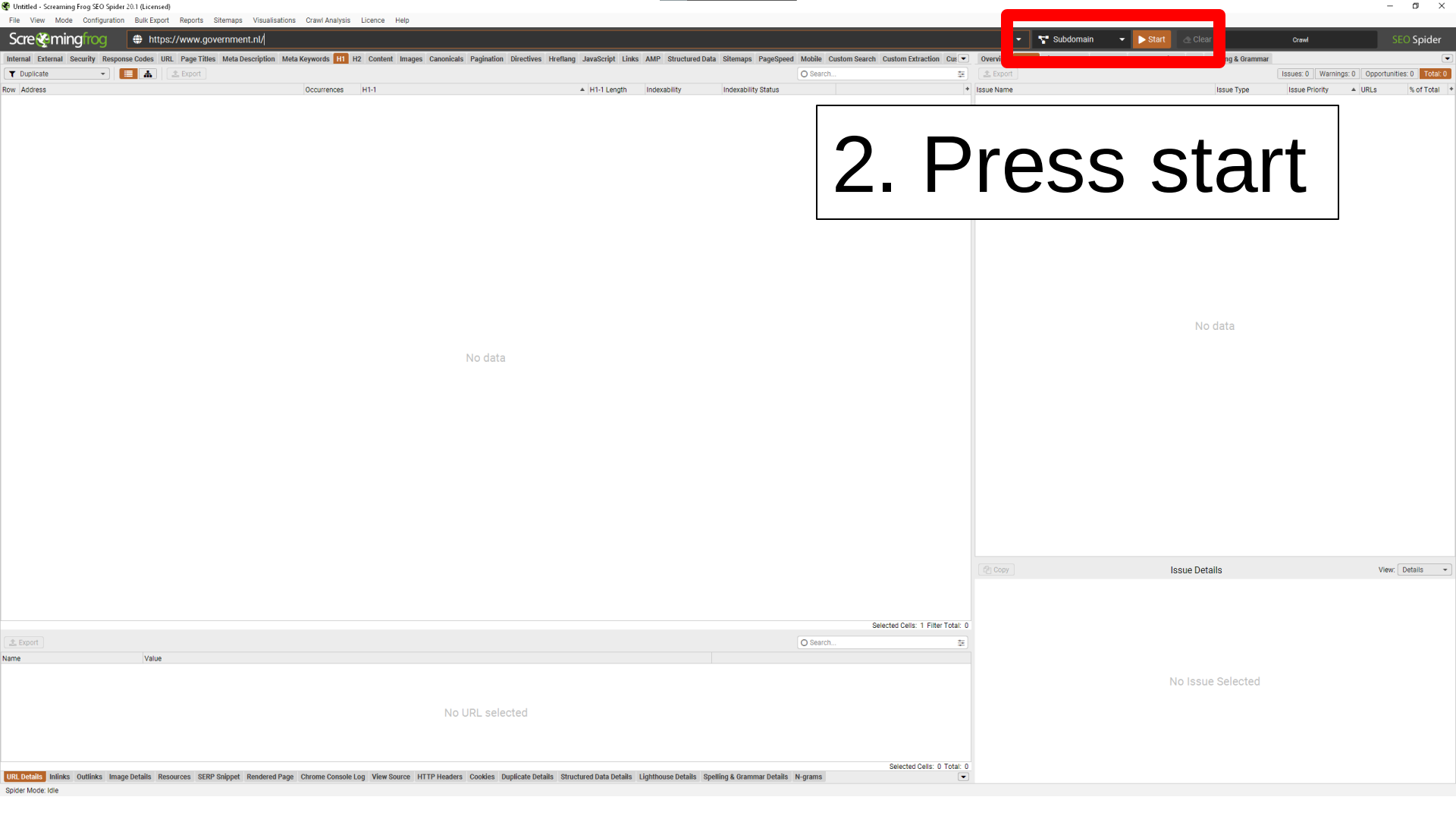
Transport
Driving licence, Mobili... Drones ...

Spotlight
No URL selected

Export Name

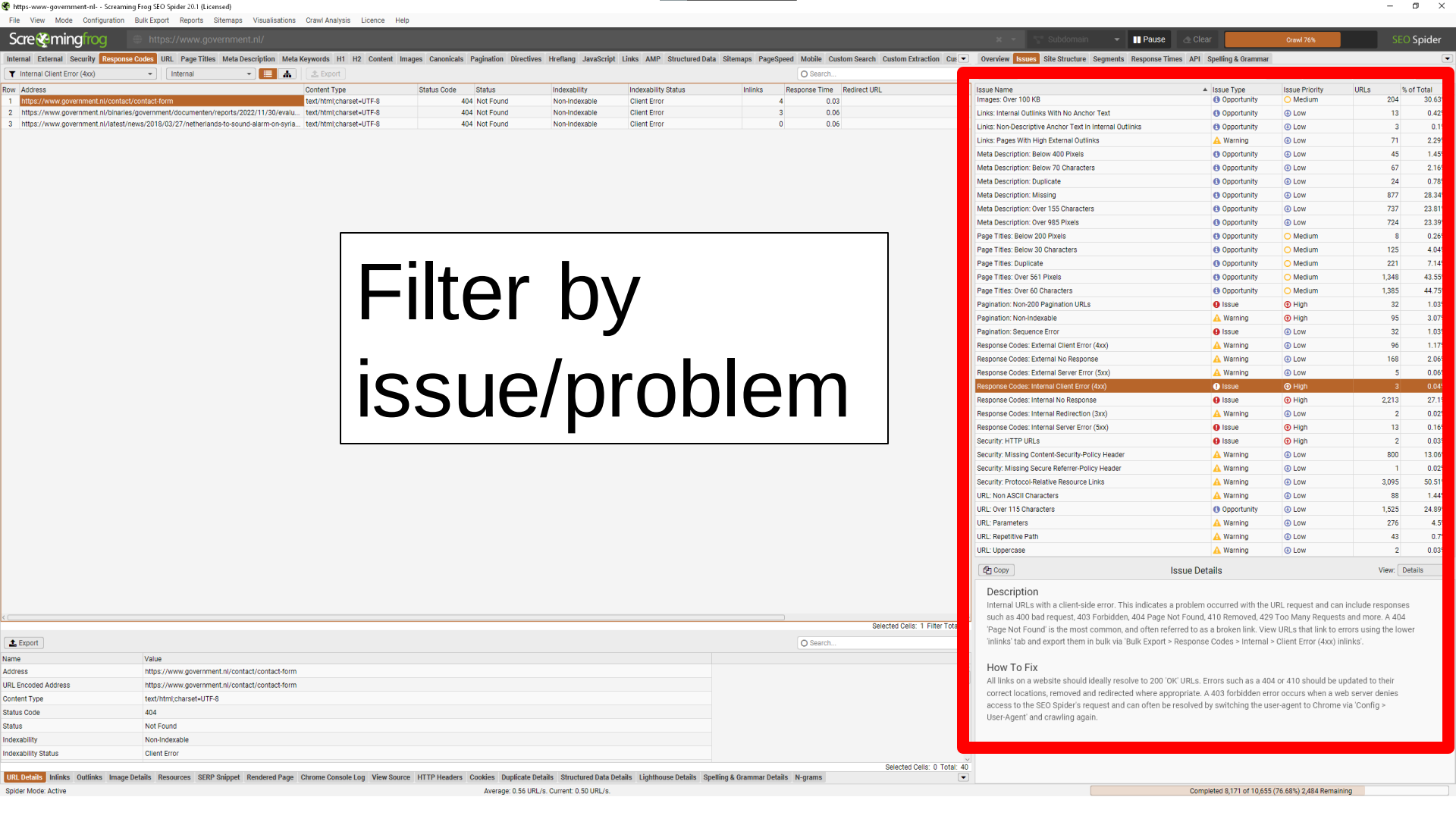
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams

Spider Mode: Idle



2. Press start

3. There is no step 3


https-www-government-nl- - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Pause
Clear
Crawl 76%
SEO Spider
Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction
Overview Issues Site Structure Segments Response Times API Spelling & Grammar
Internal Client Error (4xx)
Internal
Export
Search...
Row Address Content Type Status Code Status Indexability Indexability Status Inlinks Response Time Redirect URL
1 https://www.government.nl/contact/contact-form text/html;charset=UTF-8 404 Not Found Non-Indexable Client Error 4 0.03
2 https://www.government.nl/binaries/government/documenten/reports/2022/11/30/evalu... text/html;charset=UTF-8 404 Not Found Non-Indexable Client Error 3 0.06
3 https://www.government.nl/latest/news/2018/03/27/netherlands-to-sound-alarm-on-syria... text/html;charset=UTF-8 404 Not Found Non-Indexable Client Error 0 0.06
Filter by issue/problem
Issue Name Issue Type Issue Priority URLs % of Total
Images: Over 100 KB Opportunity Medium 204 30.63
Links: Internal Outlinks With No Anchor Text Opportunity Low 13 0.42
Links: Non-Descriptive Anchor Text In Internal Outlinks Opportunity Low 3 0.1
Links: Pages With High External Outlinks Warning Low 71 2.29
Meta Description: Below 400 Pixels Opportunity Low 45 1.45
Meta Description: Below 70 Characters Opportunity Low 67 2.16
Meta Description: Duplicate Opportunity Low 24 0.78
Meta Description: Missing Opportunity Low 877 28.34
Meta Description: Over 155 Characters Opportunity Low 737 23.81
Meta Description: Over 985 Pixels Opportunity Low 724 23.39
Page Titles: Below 200 Pixels Opportunity Medium 8 0.26
Page Titles: Below 30 Characters Opportunity Medium 125 4.04
Page Titles: Duplicate Opportunity Medium 221 7.14
Page Titles: Over 561 Pixels Opportunity Medium 1,348 43.55
Page Titles: Over 60 Characters Opportunity Medium 1,385 44.75
Pagination: Non-200 Pagination URLs Issue High 32 1.03
Pagination: Non-Indexable Warning High 95 3.07
Pagination: Sequence Error Issue Low 32 1.03
Response Codes: External Client Error (4xx) Warning Low 96 1.17
Response Codes: External No Response Warning Low 168 2.06
Response Codes: External Server Error (5xx) Warning Low 5 0.06
Response Codes: Internal Client Error (4xx) Issue High 3 0.04
Response Codes: Internal No Response Issue High 2,213 27.1
Response Codes: Internal Redirection (3xx) Warning Low 2 0.02
Response Codes: Internal Server Error (5xx) Issue High 13 0.16
Security: HTTP URLs Issue High 2 0.03
Security: Missing Content-Security-Policy Header Warning Low 800 13.06
Security: Missing Secure Referrer-Policy Header Warning Low 1 0.02
Security: Protocol-Relative Resource Links Warning Low 3,095 50.51
URL: Non ASCII Characters Warning Low 88 1.44
URL: Over 115 Characters Opportunity Low 1,525 24.89
URL: Parameters Warning Low 276 4.5
URL: Repetitive Path Warning Low 43 0.7
URL: Uppercase Warning Low 2 0.03
Copy
Issue Details
View: Details
Description
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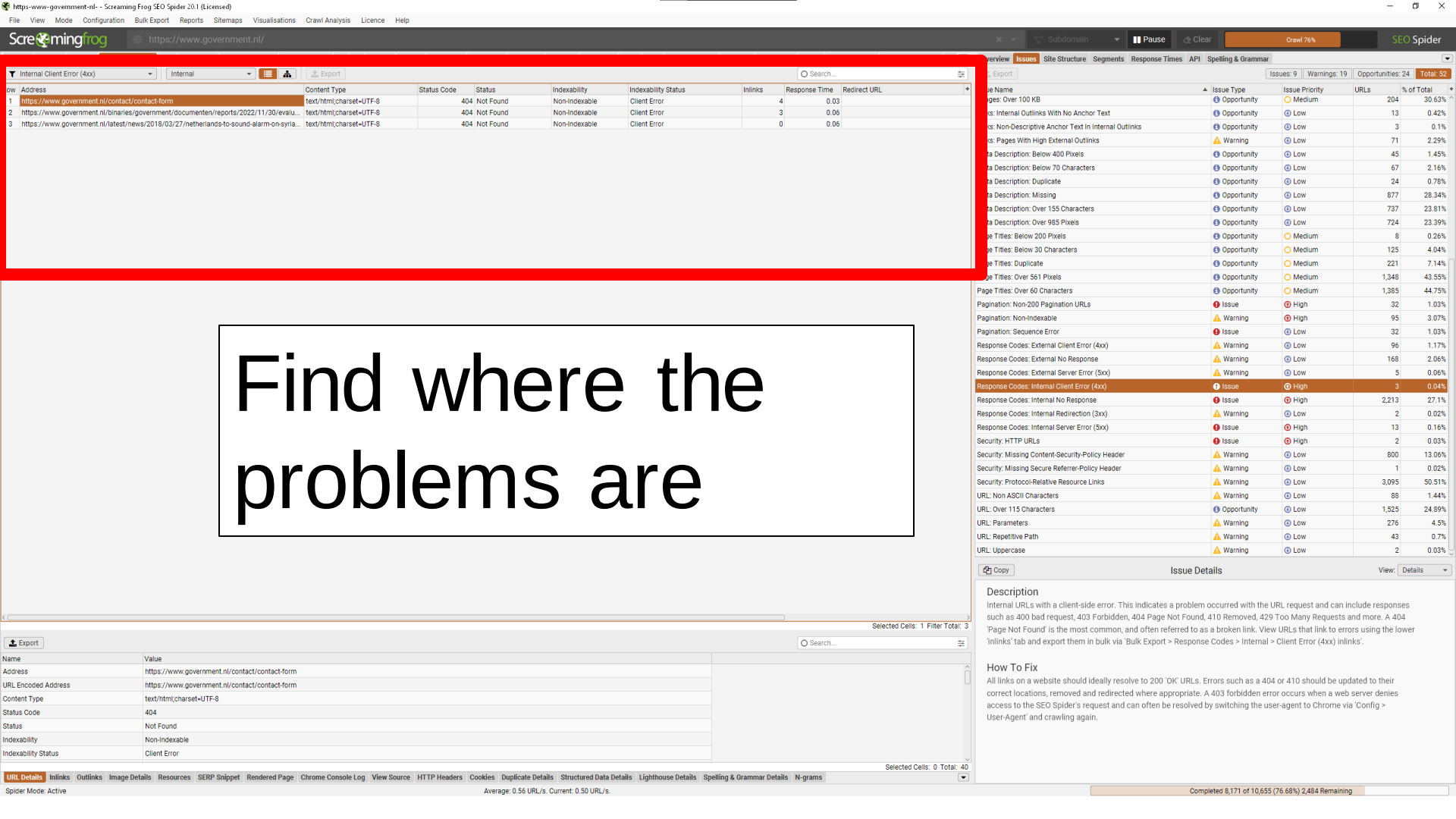
Selected Cells: 1 Filter Total
Export
Search...
Name Value
Address https://www.government.nl/contact/contact-form
URL Encoded Address https://www.government.nl/contact/contact-form
Content Type text/html;charset=UTF-8
Status Code 404
Status Not Found
Indexability Non-Indexable
Indexability Status Client Error
Selected Cells: 0 Total: 40
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams
Spider Mode: Active
Average: 0.56 URL/s. Current: 0.50 URL/s.
Completed 8,171 of 10,655 (76.68%) 2,484 Remaining


https-www-government-nl- - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Pause
Clear
Crawl 76%
SEO Spider
Internal Client Error (4xx)
Internal
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ow Address Content Type Status Code Status Indexability Indexability Status Inlinks Response Time Redirect URL
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Find where the problems are
Selected Cells: 1 Filter Total: 3
Export
Search...
Name Value
Address https://www.government.nl/contact/contact-form
URL Encoded Address https://www.government.nl/contact/contact-form
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Overview Issues Site Structure Segments Response Times API Spelling & Grammar
Export
Issues: 9 Warnings: 19 Opportunities: 24 Total: 52
Name Issue Type Issue Priority URLs % of Total
ges: Over 100 KB Opportunity Medium 204 30.63%
ks: Internal Outlinks With No Anchor Text Opportunity Low 13 0.42%
ks: Non-Descriptive Anchor Text In Internal Outlinks Opportunity Low 3 0.1%
ks: Pages With High External Outlinks Warning Low 71 2.29%
ta Description: Below 400 Pixels Opportunity Low 45 1.45%
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Pagination: Non-200 Pagination URLs Issue High 32 1.03%
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Response Codes: External Client Error (4xx) Warning Low 96 1.17%
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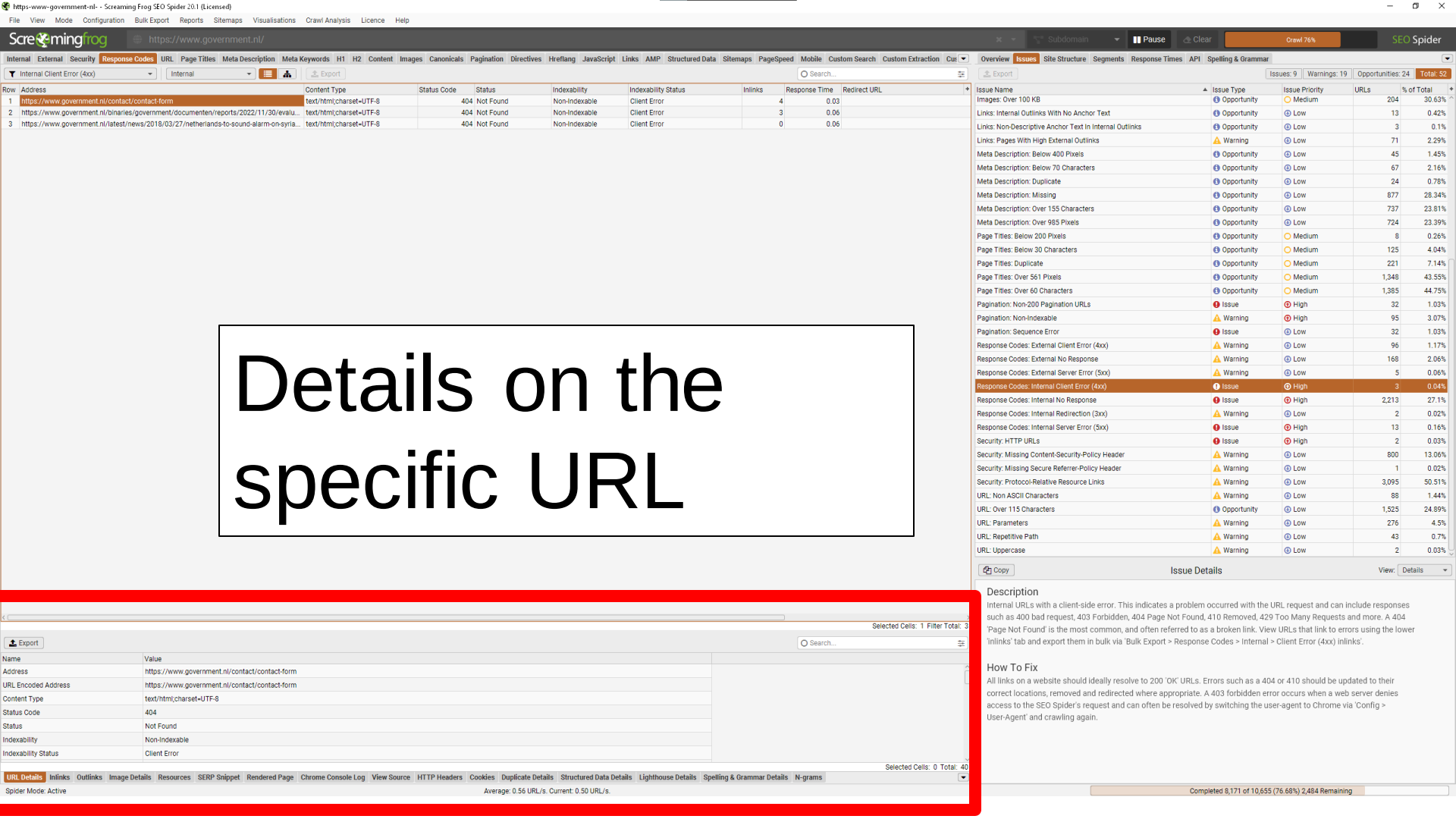
https-www-government-nl- - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Screaming frog
https://www.government.nl/
Subdomain
Pause
Clear
Crawl 76%
SEO Spider
Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction
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Internal Client Error (4xx)
Internal
Export
Search...
Issues: 9 Warnings: 19 Opportunities: 24 Total: 52
Row Address Content Type Status Code Status Indexability Indexability Status Inlinks Response Time Redirect URL
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Security: HTTP URLs Issue High 2 0.03%
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URL: Parameters Warning Low 276 4.5%
URL: Repetitive Path Warning Low 43 0.7%
URL: Uppercase Warning Low 2 0.03%
Copy
Issue Details
View: Details
Details on the specific URL
Description
Internal URLs with a client-side error. This indicates a problem occurred with the URL request and can include responses such as 400 bad request, 403 Forbidden, 404 Page Not Found, 410 Removed, 429 Too Many Requests and more. A 404 'Page Not Found' is the most common, and often referred to as a broken link. View URLs that link to errors using the lower 'inlinks' tab and export them in bulk via 'Bulk Export > Response Codes > Internal > Client Error (4xx) inlinks'.
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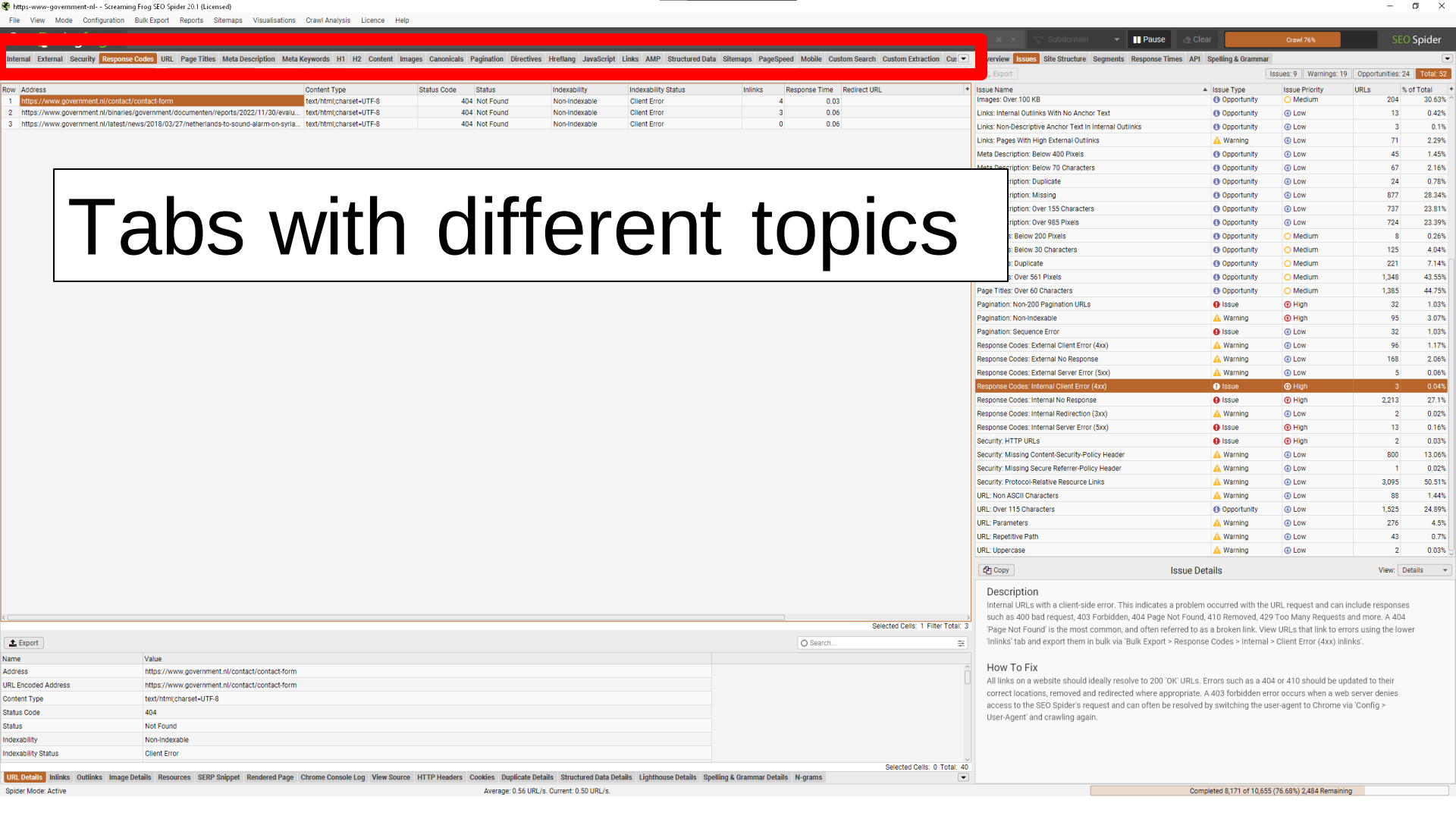
Selected Cells: 1 Filter Total: 3
Export
Search...
Name Value
Address https://www.government.nl/contact/contact-form
URL Encoded Address https://www.government.nl/contact/contact-form
Content Type text/html;charset=UTF-8
Status Code 404
Status Not Found
Indexability Non-Indexable
Indexability Status Client Error
Selected Cells: 0 Total: 40
URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details Structured Data Details Lighthouse Details Spelling & Grammar Details N-grams
Spider Mode: Active
Average: 0.56 URL/s. Current: 0.50 URL/s.
Completed 8,171 of 10,655 (76.68%) 2,484 Remaining


https-www-government-nl- - Screaming Frog SEO Spider 20.1 (Licensed)
File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help
Pause
Clear
Crawl 76%
SEO Spider
Internal External Security Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structured Data Sitemaps PageSpeed Mobile Custom Search Custom Extraction
verview Issues Site Structure Segments Response Times API Spelling & Grammar
Export
Issues: 9 Warnings: 19 Opportunities: 24 Total: 52
Row Address Content Type Status Code Status Indexability Indexability Status Inlinks Response Time Redirect URL
1 https://www.government.nl/contact/contact-form text/html;charset=UTF-8 404 Not Found Non-Indexable Client Error 4 0.03
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3 https://www.government.nl/latest/news/2018/03/27/netherlands-to-sound-alarm-on-syria... text/html;charset=UTF-8 404 Not Found Non-Indexable Client Error 0 0.06
Tabs with different topics
Issue Name Issue Type Issue Priority URLs % of Total
Images: Over 100 KB Opportunity Medium 204 30.63%
Links: Internal Outlinks With No Anchor Text Opportunity Low 13 0.42%
Links: Non-Descriptive Anchor Text In Internal Outlinks Opportunity Low 3 0.1%
Links: Pages With High External Outlinks Warning Low 71 2.29%
Meta Description: Below 400 Pixels Opportunity Low 45 1.45%
Meta Description: Below 70 Characters Opportunity Low 67 2.16%
ription: Duplicate Opportunity Low 24 0.78%
ription: Missing Opportunity Low 877 28.34%
ription: Over 155 Characters Opportunity Low 737 23.81%
ription: Over 985 Pixels Opportunity Low 724 23.39%
s: Below 200 Pixels Opportunity Medium 8 0.26%
s: Below 30 Characters Opportunity Medium 125 4.04%
s: Duplicate Opportunity Medium 221 7.14%
: Over 561 Pixels Opportunity Medium 1,348 43.55%
Page Titles: Over 60 Characters Opportunity Medium 1,385 44.75%
Pagination: Non-200 Pagination URLs Issue High 32 1.03%
Pagination: Non-Indexable Warning High 95 3.07%
Pagination: Sequence Error Issue Low 32 1.03%
Response Codes: External Client Error (4xx) Warning Low 96 1.17%
Response Codes: External No Response Warning Low 168 2.06%
Response Codes: External Server Error (5xx) Warning Low 5 0.06%
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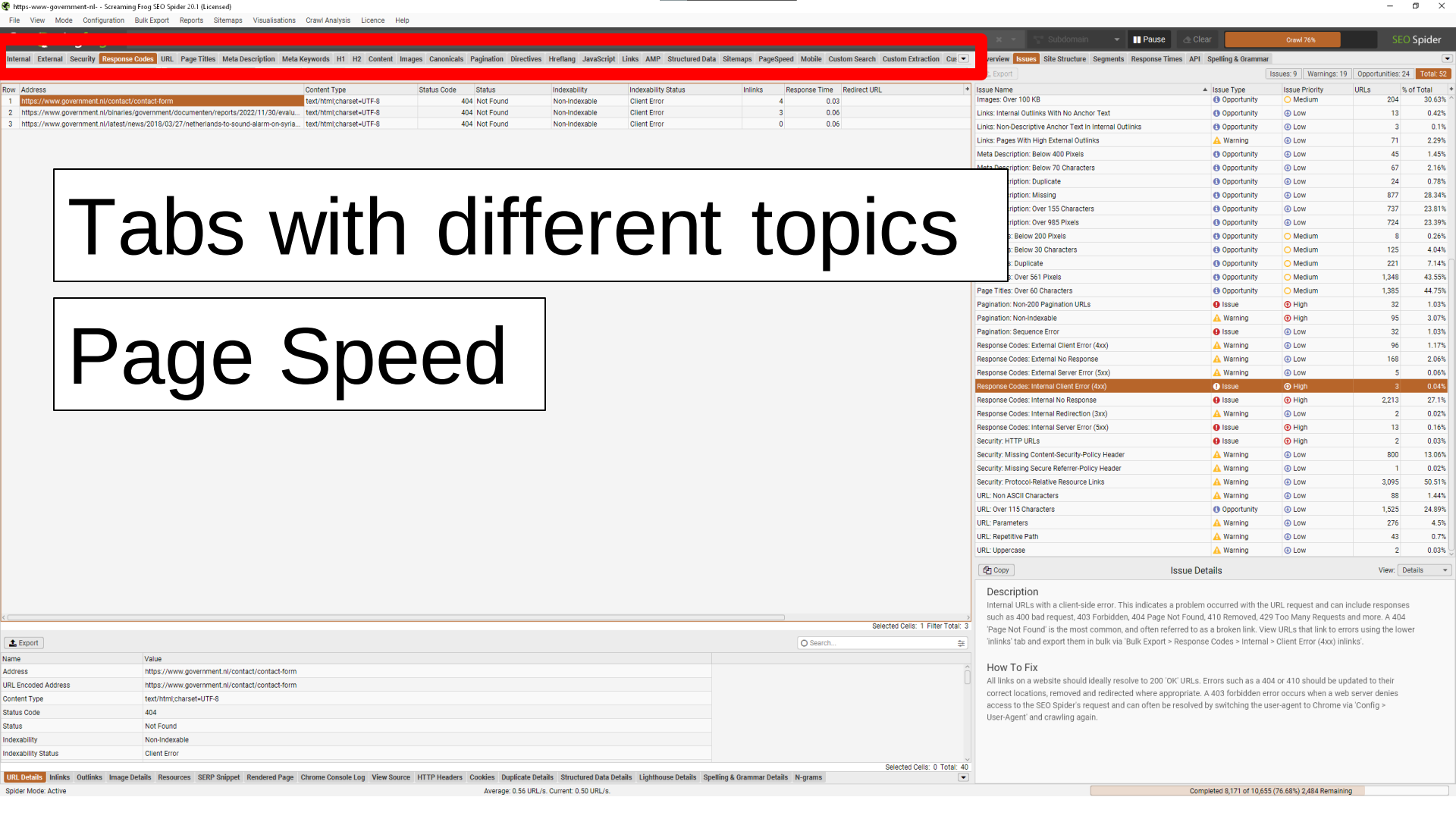
https-www-government-nl- - Screaming Frog SEO Spider 20.1 (Licensed)
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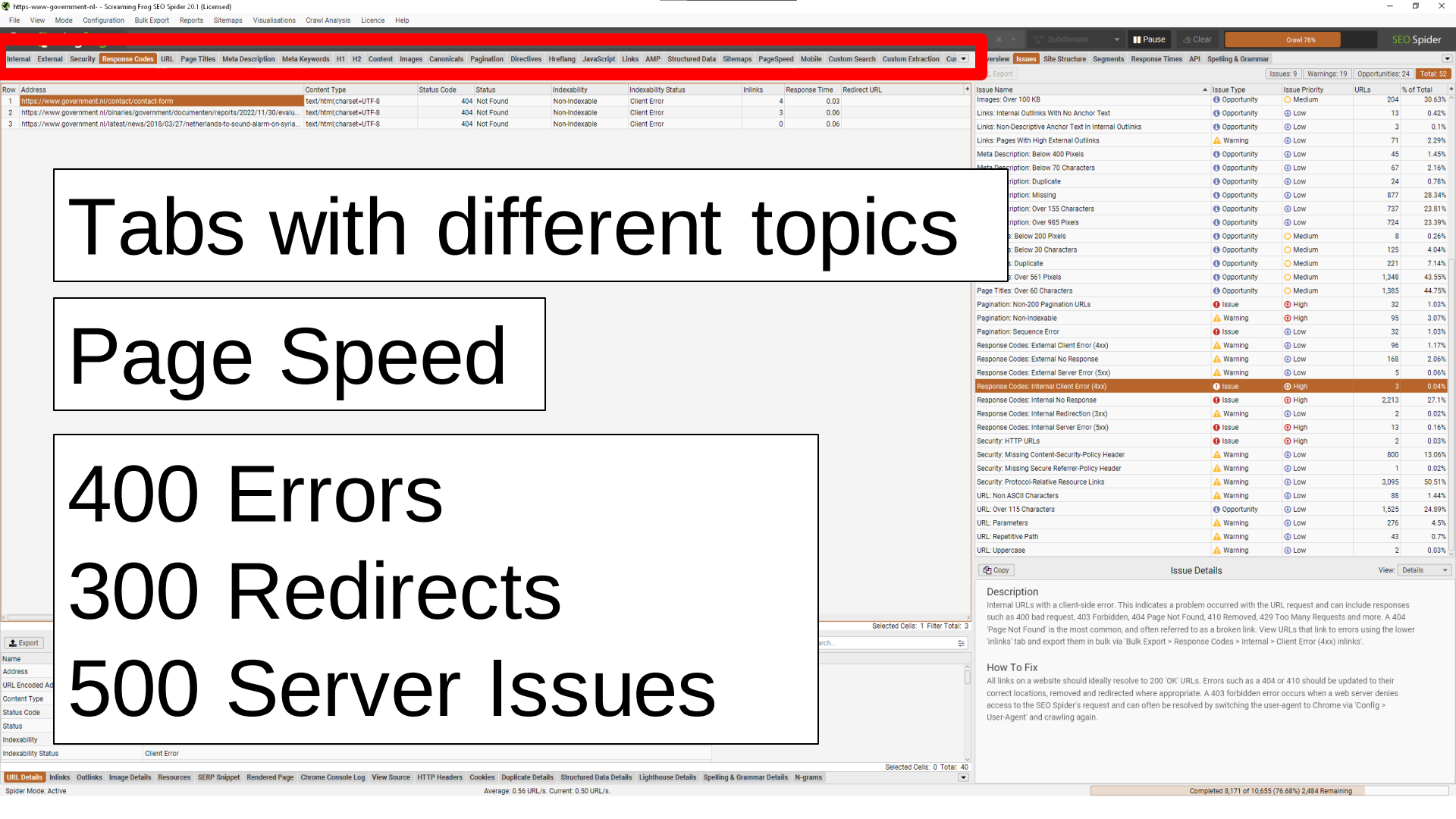
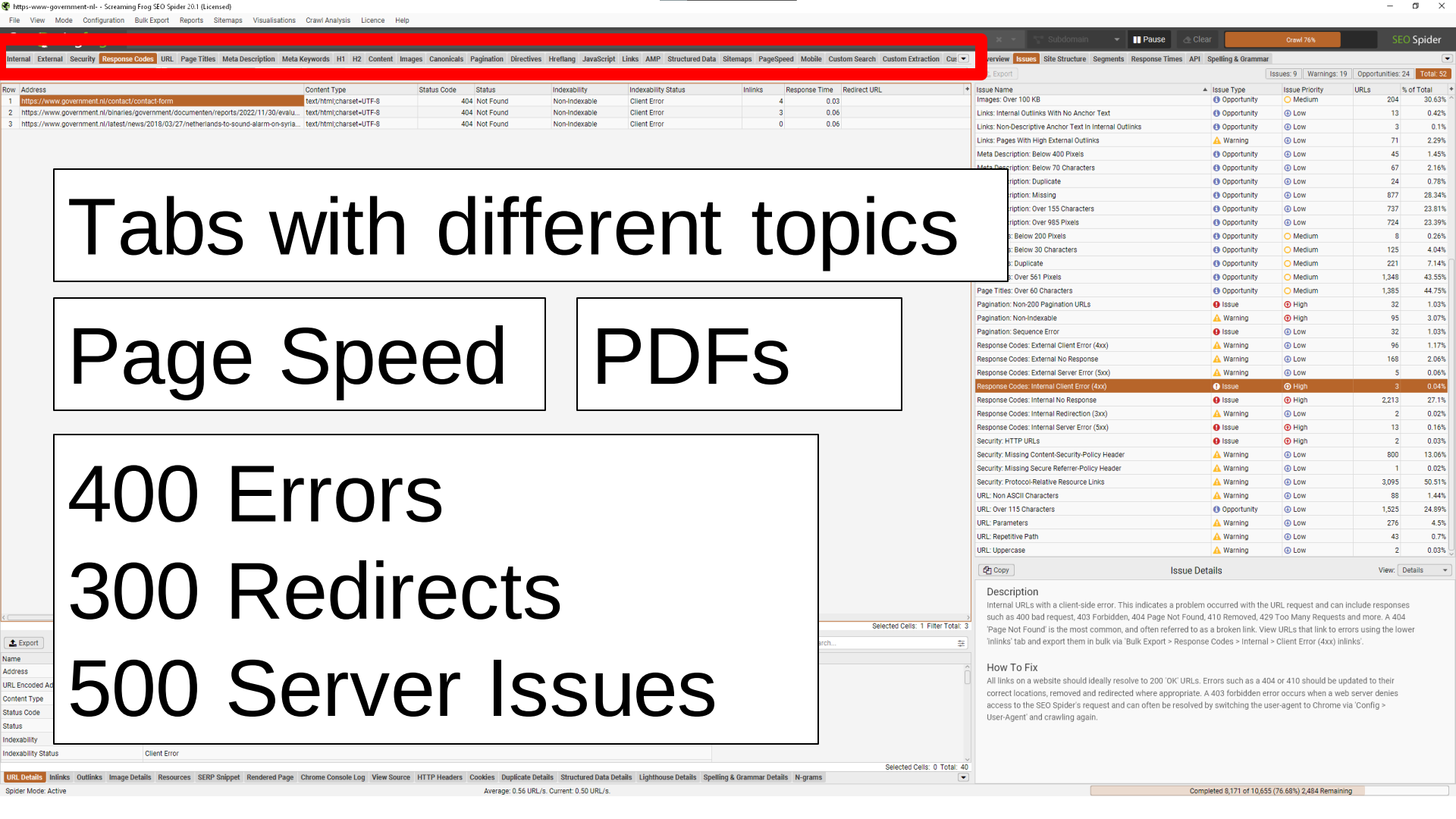

Tabs with different topics
Page Speed
400 Errors
300 Redirects
500 Server Issues


Tabs with different topics
Page Speed
PDFs
400 Errors
300 Redirects
500 Server Issues

Introductie pdf-technieken van de PDF Association

door Iacobien Riezebosch van Documenten en toegankelijkheid

De Accessibility Werkgroep van de PDF Association ontwikkelde nieuwe pdf-technieken als alternatief voor de verouderde pdf-technieken van het W3C. Een pdf-techniek is een beschrijving van hoe een specifiek aspect van een toegankelijke pdf of juist een ontoegankelijke pdf in elkaar zit met daarbij tests en voorbeelden. Iacobien geeft een introductie.

Naar een professionele aanpak van het pdf-vraagstuk

door Saskia Schrijver van Inhoud telt

Pdf is al jaren het probleemkind binnen digitale toegankelijkheid. Geleidelijk aan beseffen organisaties dat een meer centrale aanpak nodig is en dat professionaliteit in de organisatie essentieel is. Meer centraliseren en meer kennis in huis. Saskia vertelt wat er in de organisatie nodig is om echt te professionaliseren.

Screamingfrog

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Please don't tell the PDF Police.

Naar een professionele aanpak van het

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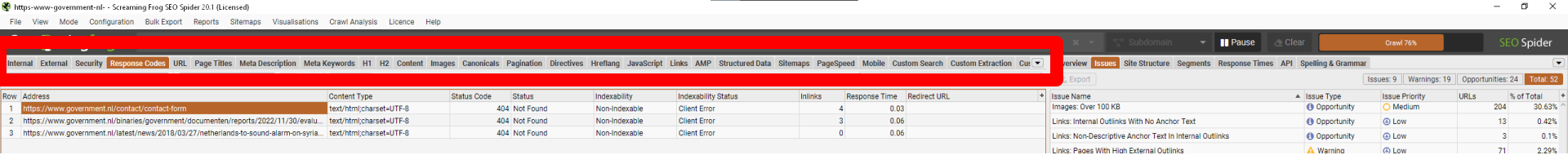
Screamingfrog



Tabs with different topics

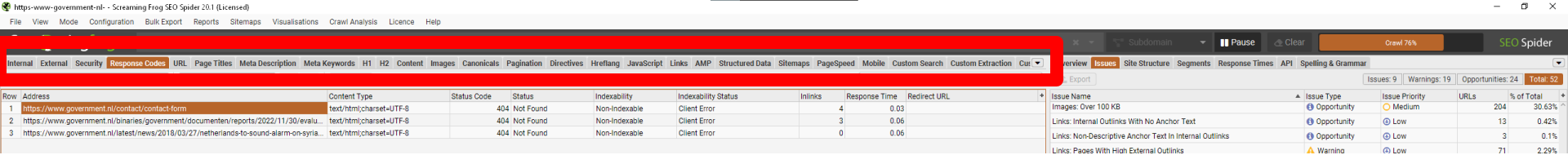
Page Speed

PDFs

400 Errors
300 Redirects
500 Server Issues

Big Images

Screamingfrog



Tabs with different topics

Page Speed

PDFs

400 Errors
300 Redirects
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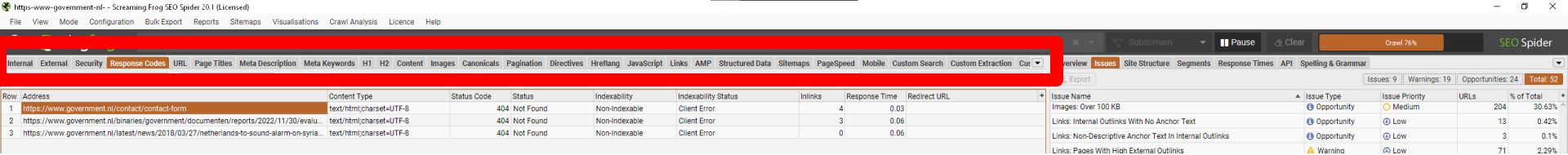
Big Images

Page Titles

Screamingfrog



Tabs with different topics

Page Speed

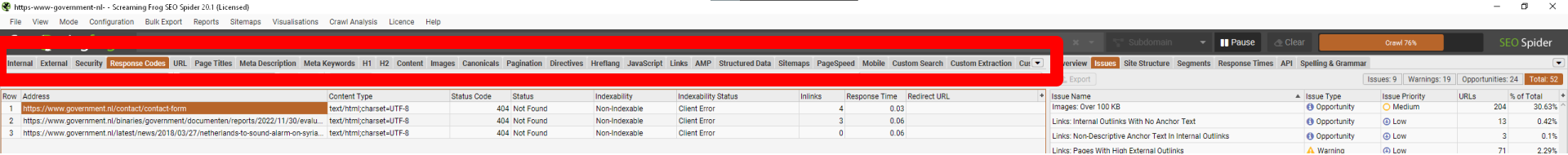
PDFs

400 Errors
300 Redirects
500 Server Issues

Big Images

Page Titles

Word Counts



Tabs with different topics

Mobile Friendly

Page Speed

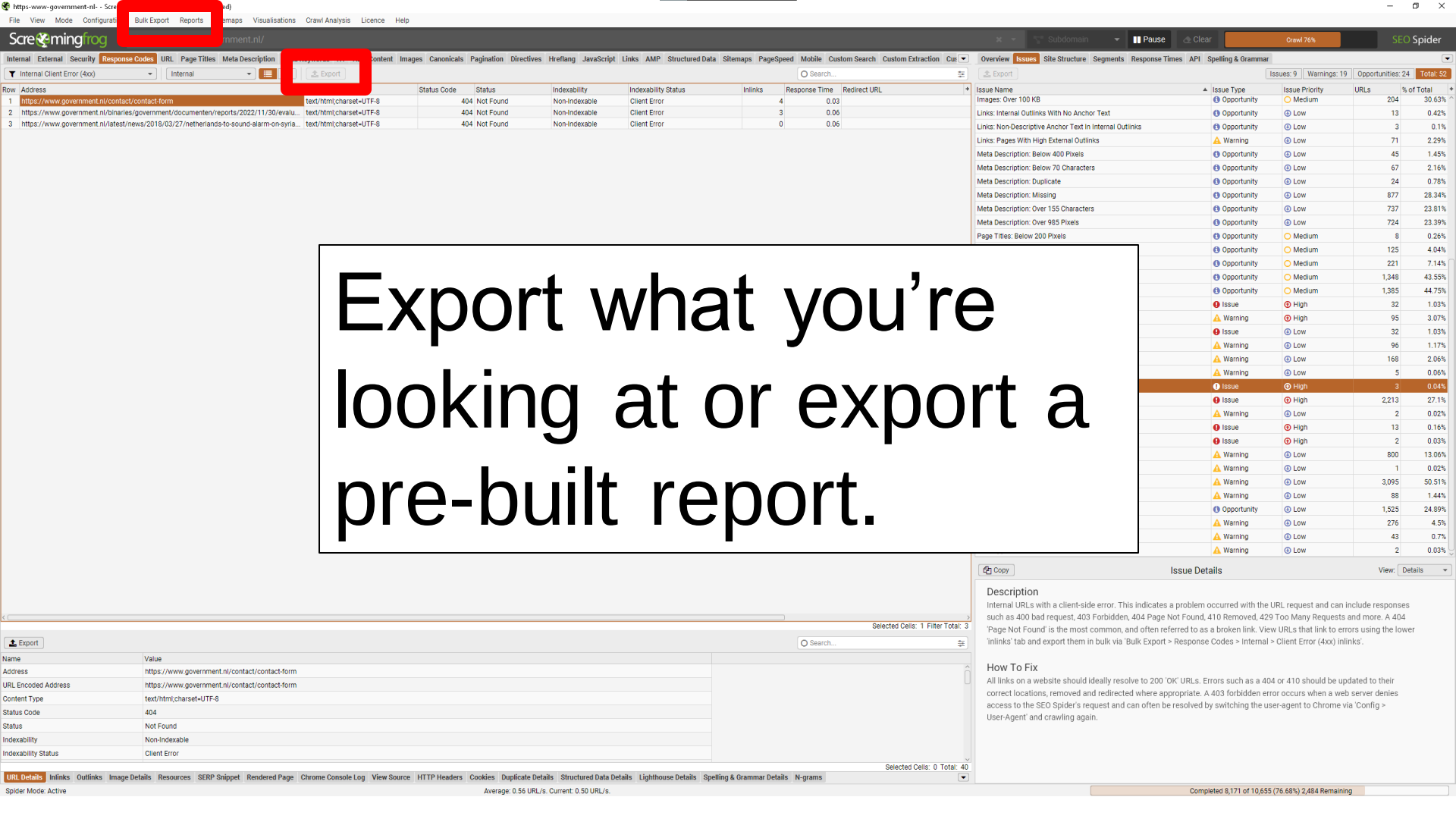
PDFs

400 Errors
300 Redirects
500 Server Issues

Big Images

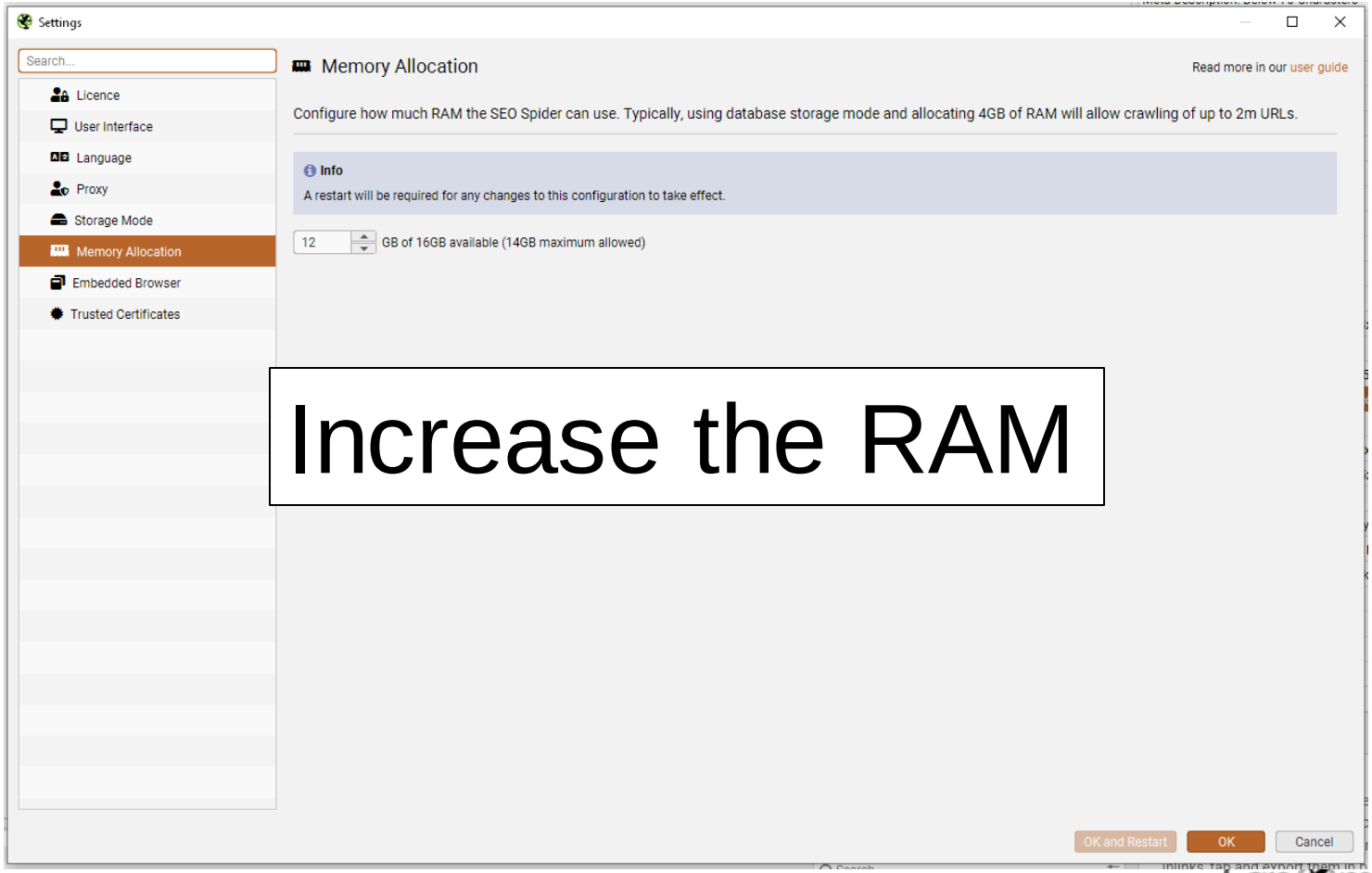
Page Titles

Word Counts


Bulk Export
Reports
Export what you're looking at or export a pre-built report.

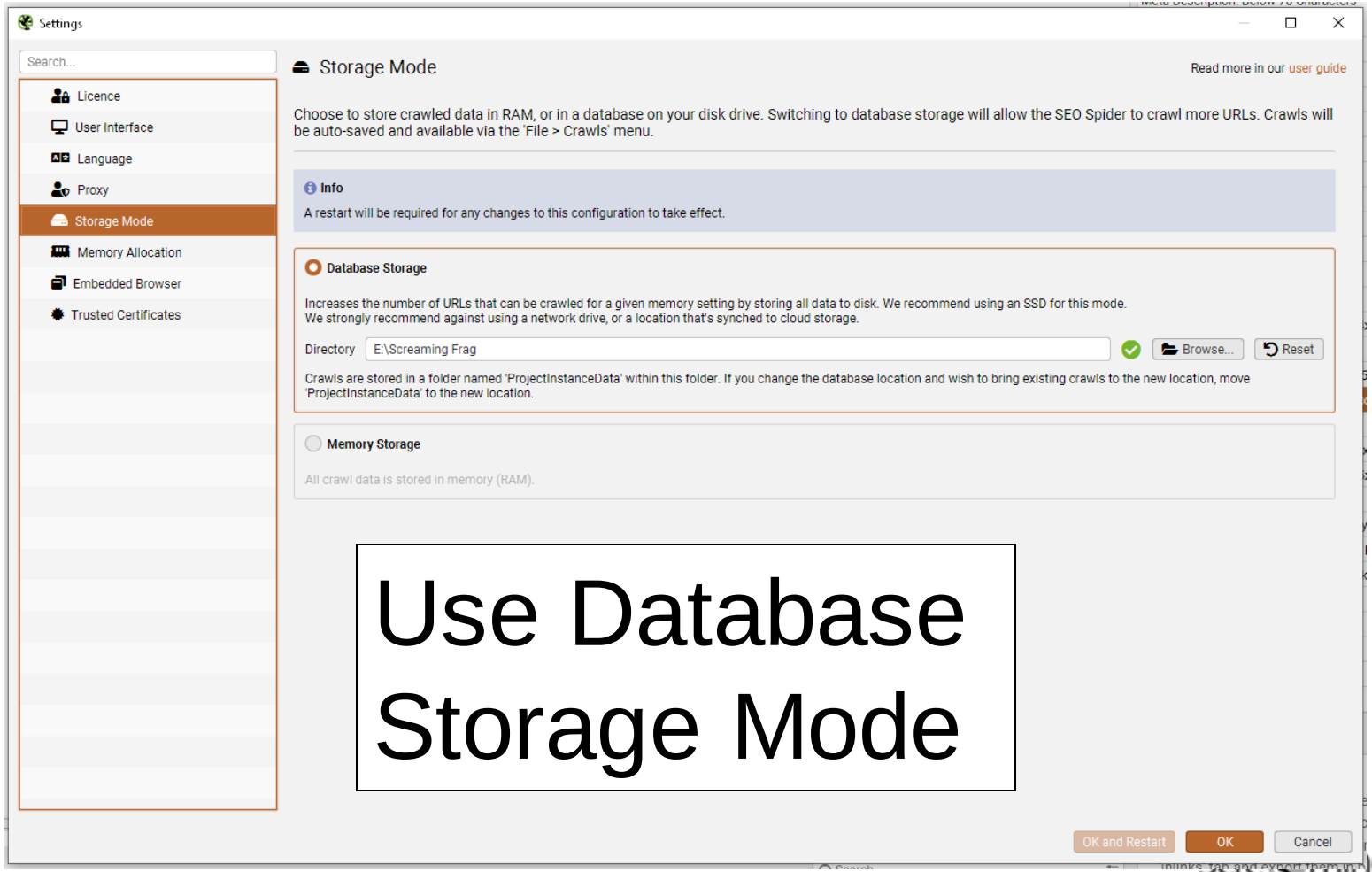
Screamingfrog

Advanced Setup



Increase the RAM

Screamingfrog



Use Database Storage Mode

Screamingfrog

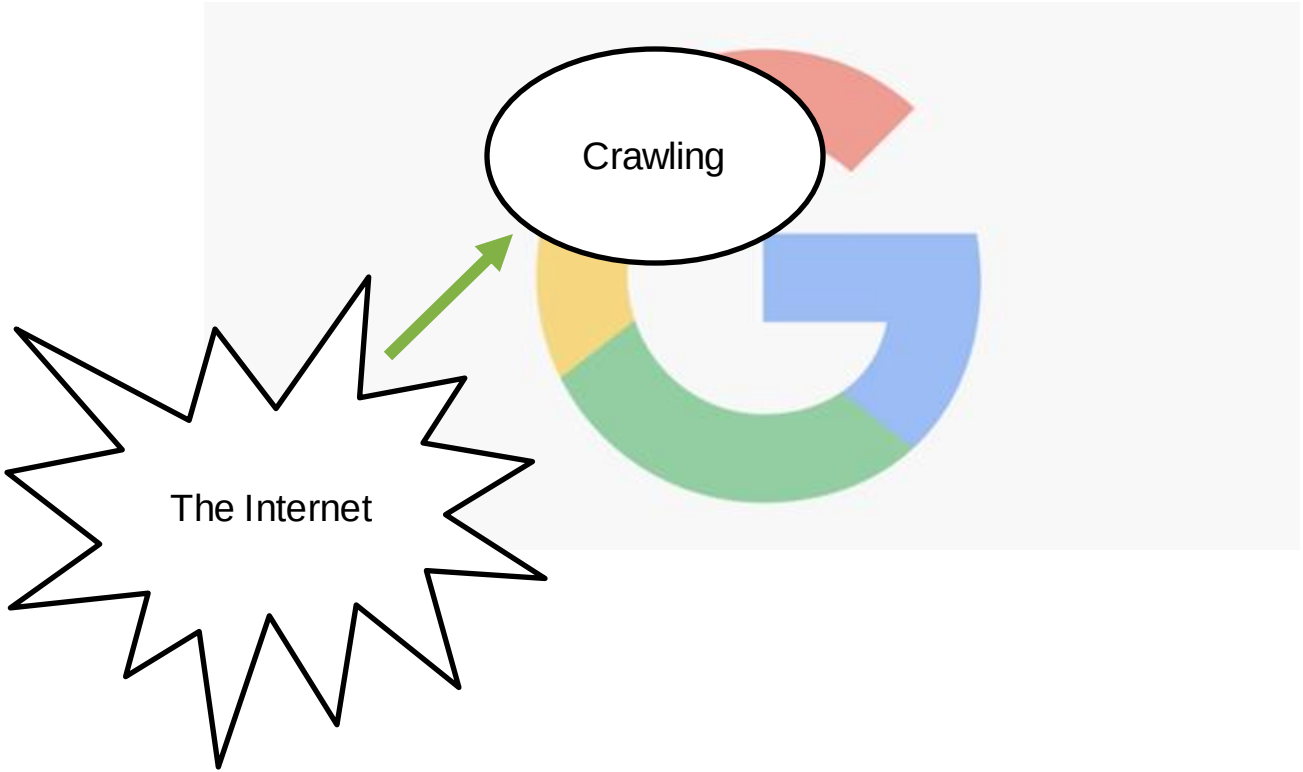
Why Accessible Websites are Good for SEO

How Google views the internet

The Internet

Screamingfrog

How Google views the internet



Screamingfrog

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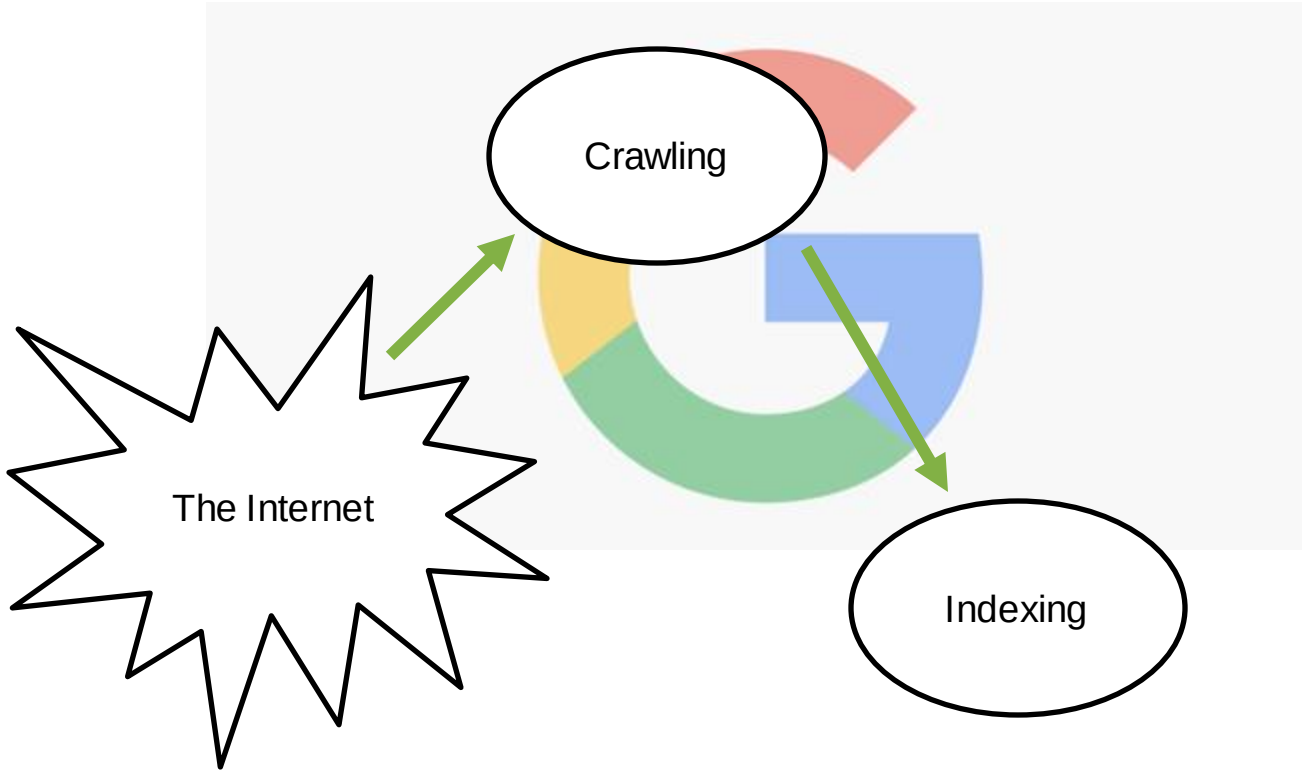

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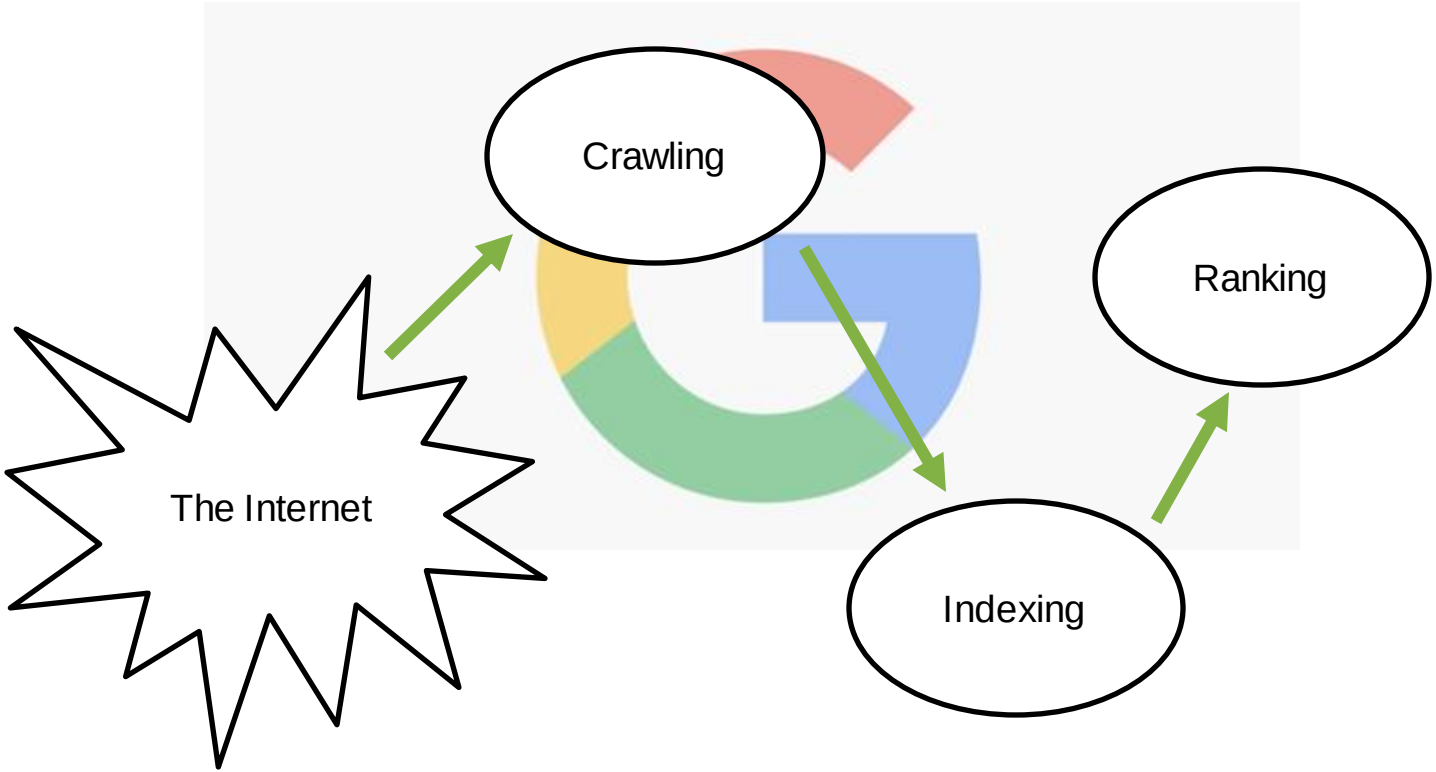

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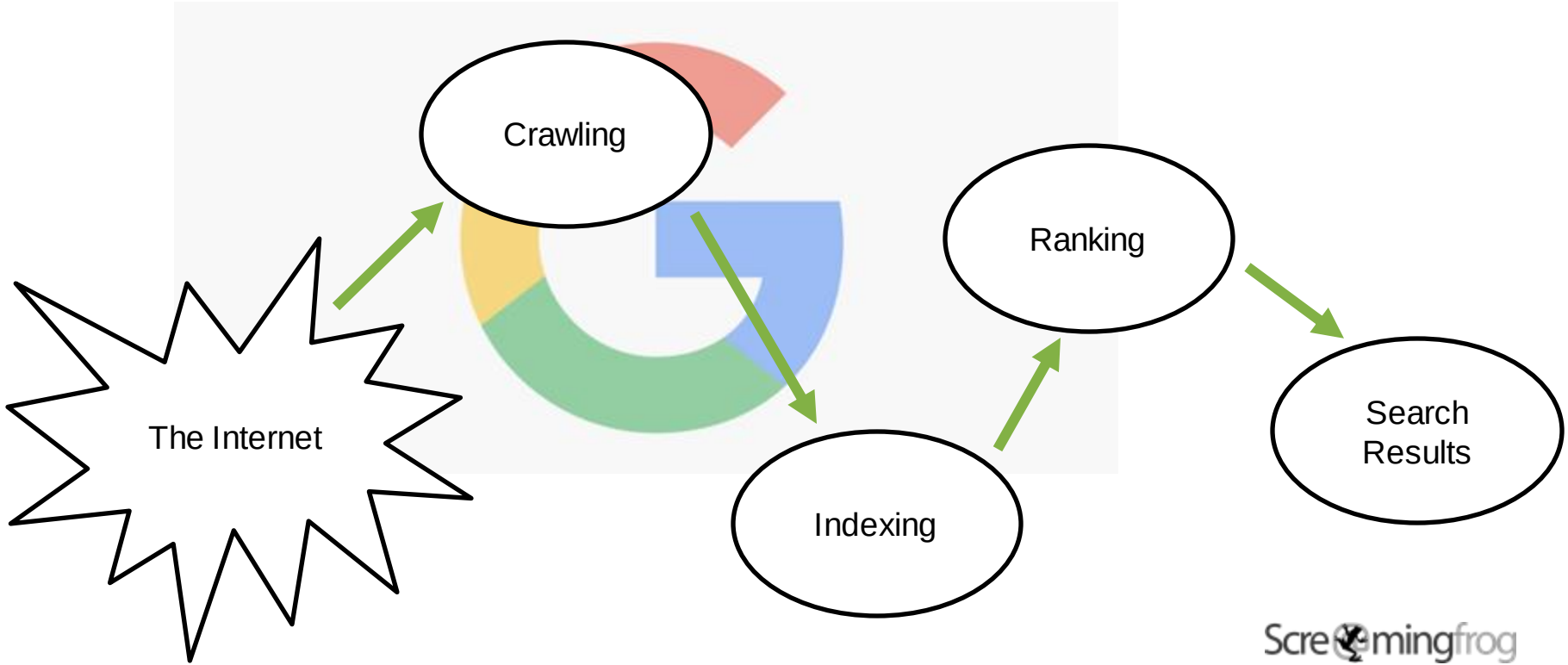

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How Humans view the internet

Search Results

Screamingfrog

How Humans view the internet

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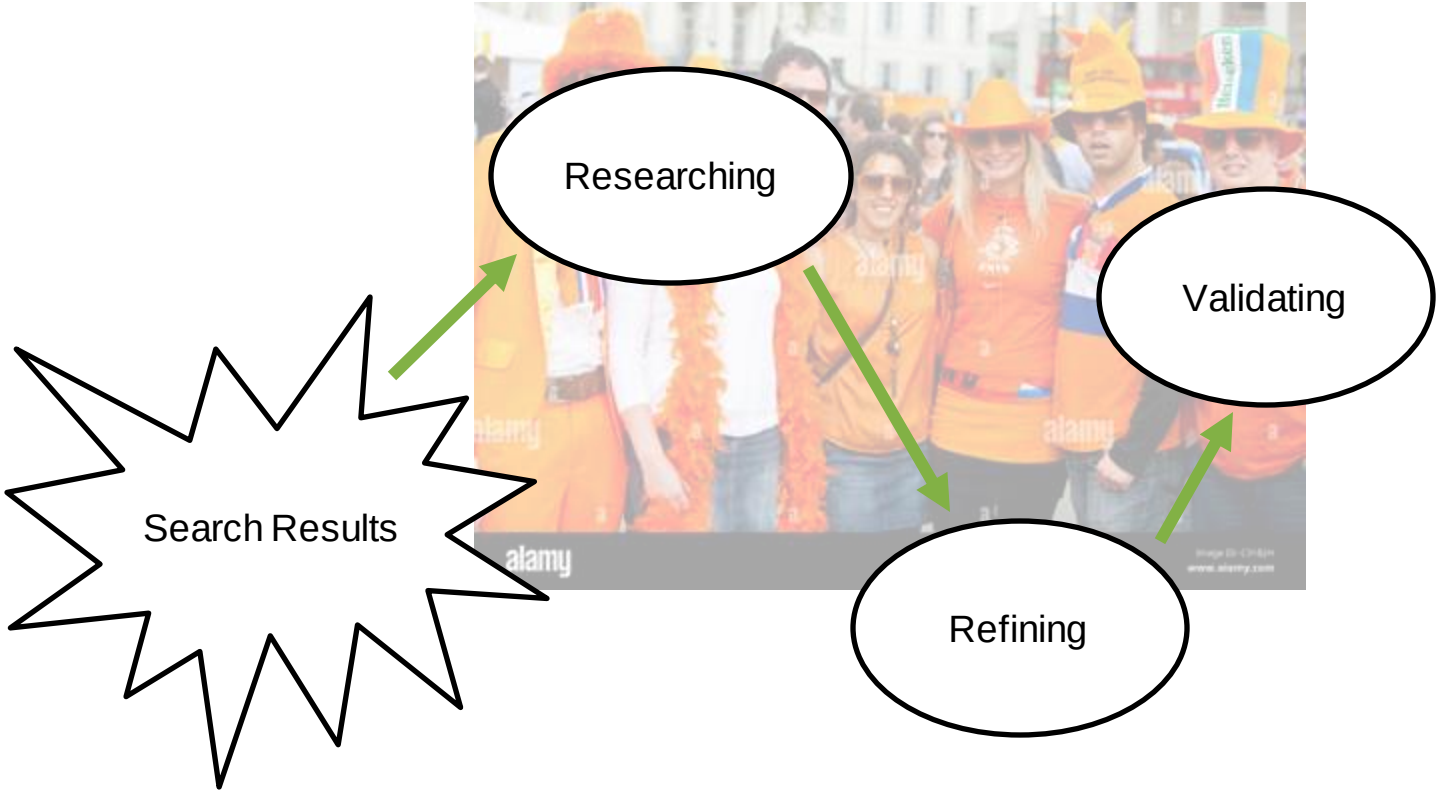

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How Humans view the internet

Researching

Validating

Search Results

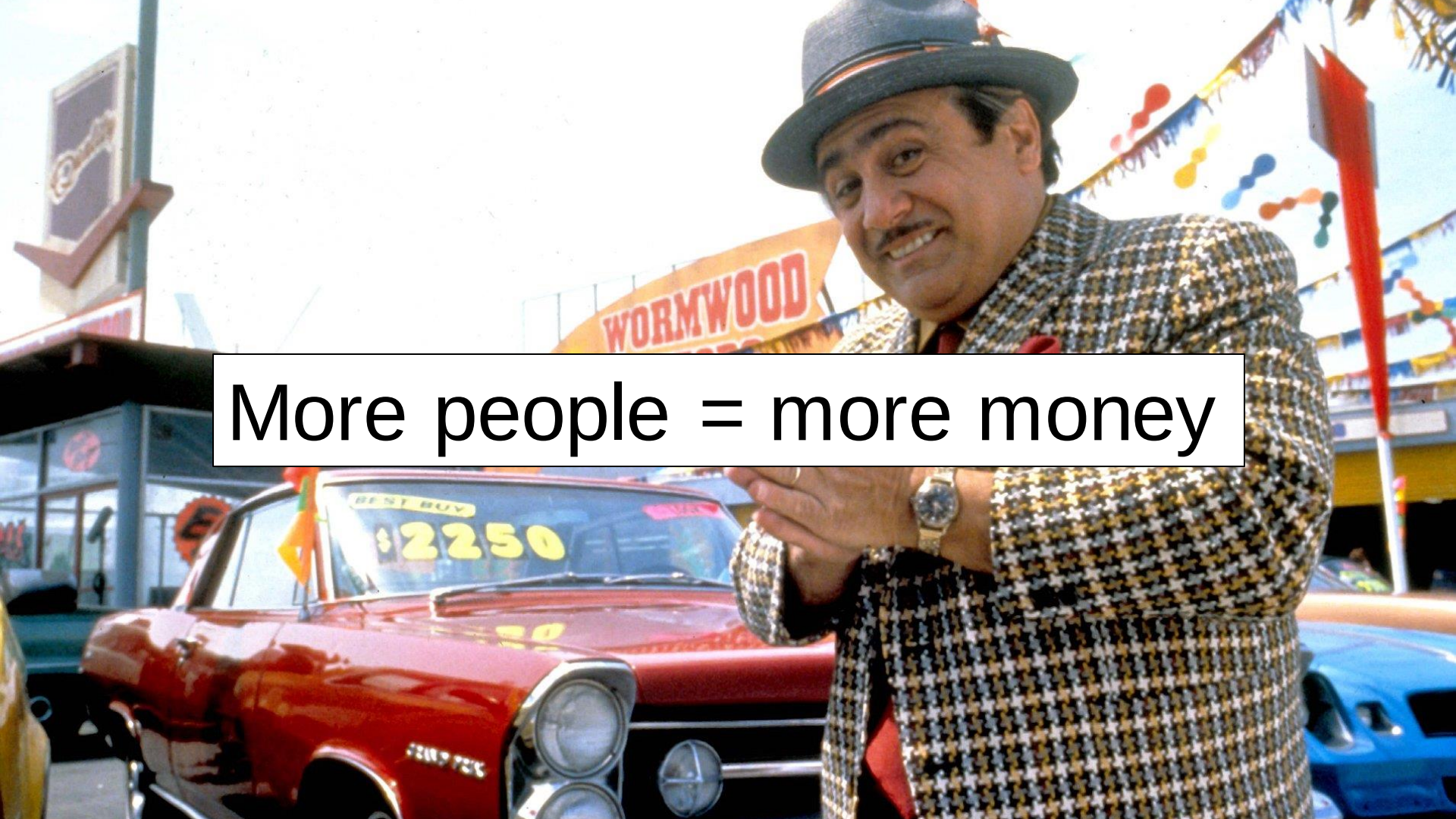
Refining

Decision

Screamingfrog

Google tries to view sites how a person would.

Accessibility for Googlebot =
Accessibility for People



More people = more money

Screamingfrog

Website Accessibility Issues

Crawlability

Screamingfrog

Crawlability

If bots can't find/crawl your site, nobody else will.

Robots.txt

Used to tell search engines what to ignore when crawling.

Robots.txt

```
User-agent: *
Disallow:

User-agent: *
Disallow: /error/*

Sitemap: https://www.government.nl/nieuws-sitemap.xml
```

https://developers.google.com/search/docs/crawling-indexing/robots/intro
https://www.screamingfrog.co.uk/learn-seo/robots-txt/

Screamingfrog

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Screamingfrog

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Disallow: /?s=*
Disallow: /*?post_type*
Disallow: /search/
Disallow: /wp-content/themes/screamingfrog/inc/download-modal.php
Disallow: /wp-content/themes/screamingfrog/inc/download-modal-lfa.php

# Protection of frog team

User-agent: pesticides
Disallow: /frogs/

User-agent: toads
Disallow: /frogs/

User-agent: common salt
Disallow: /frogs/

User-agent: the french
Disallow: /frogs/legs/

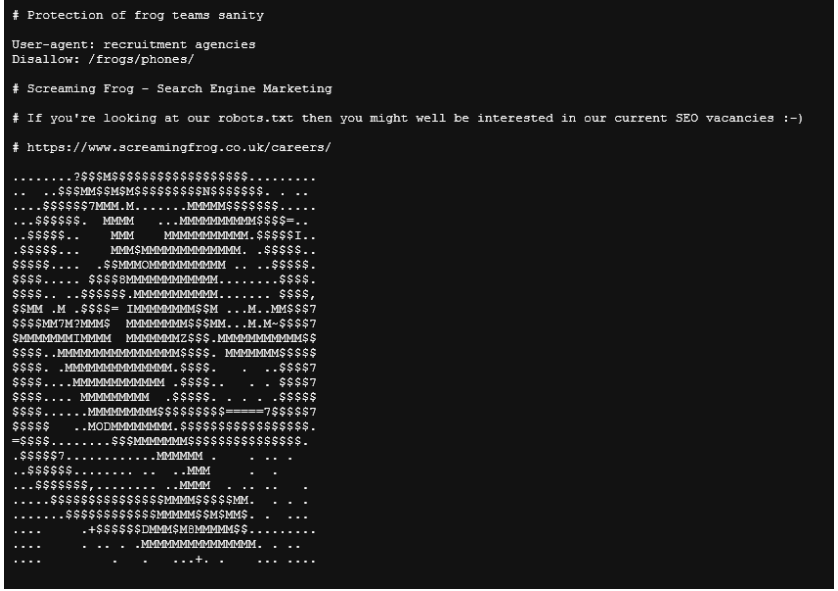
# Protection of frog teams sanity

User-agent: recruitment agencies
Disallow: /frogs/phones/

# Screaming Frog - Search Engine Marketing

# If you're looking at our robots.txt then you might well be interested in our current SEO vacancies :-)

# https://www.screamingfrog.co.uk/careers/
```



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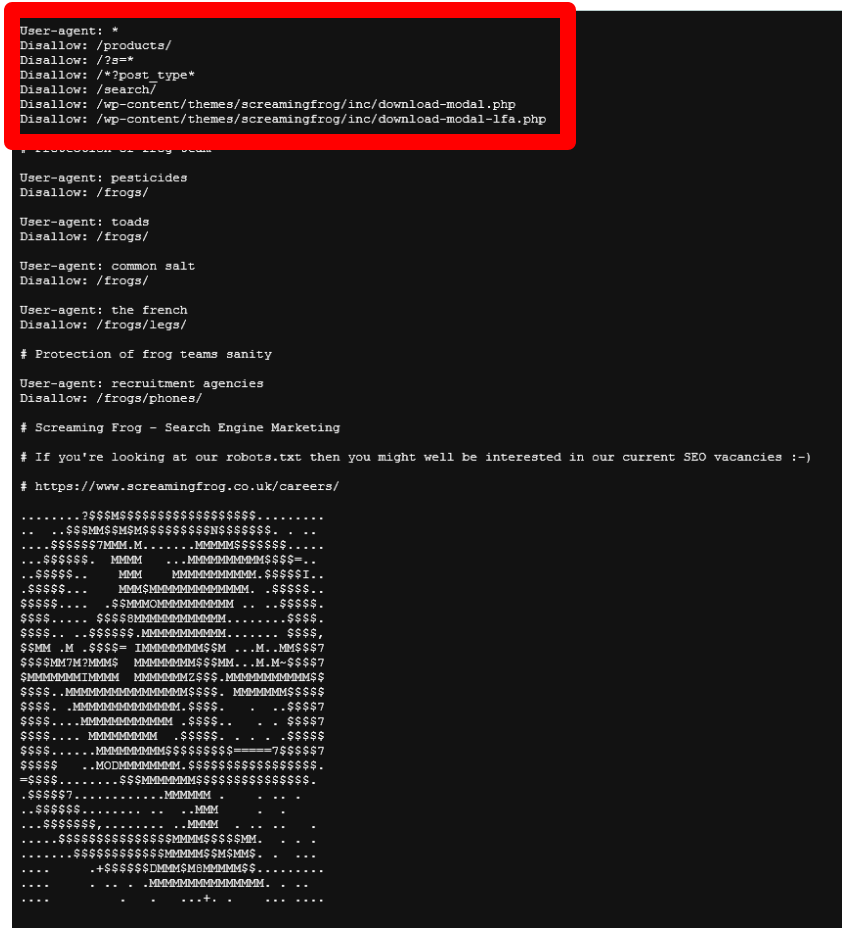

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# https://www.screamingfrog.co.uk/careers/
```
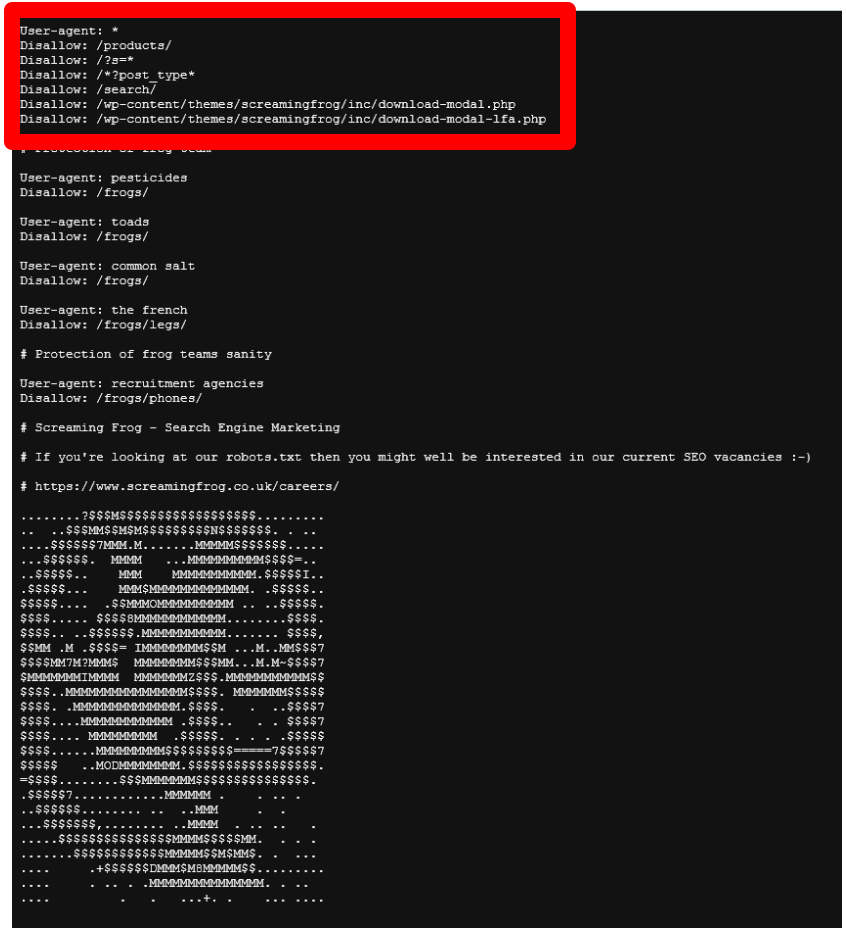
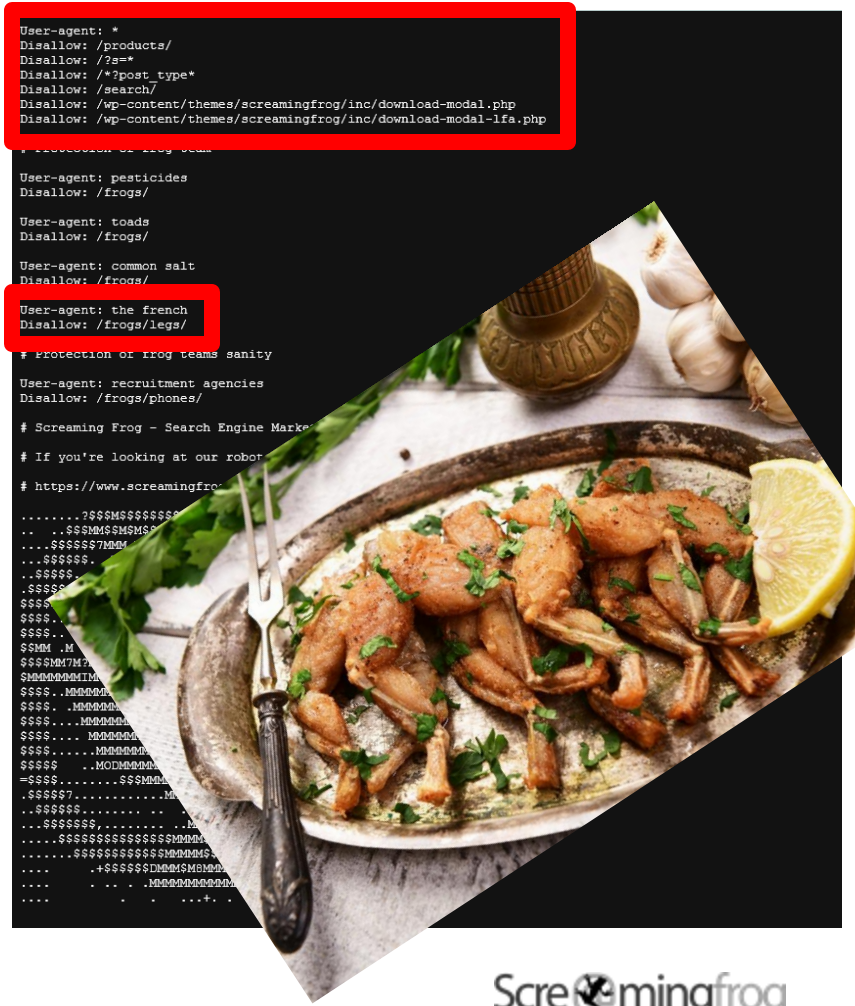



Screamingfrog

Robots.txt

Used to tell search engines what to ignore when crawling.



Screamingfrog

Robots.txt

Use
sear
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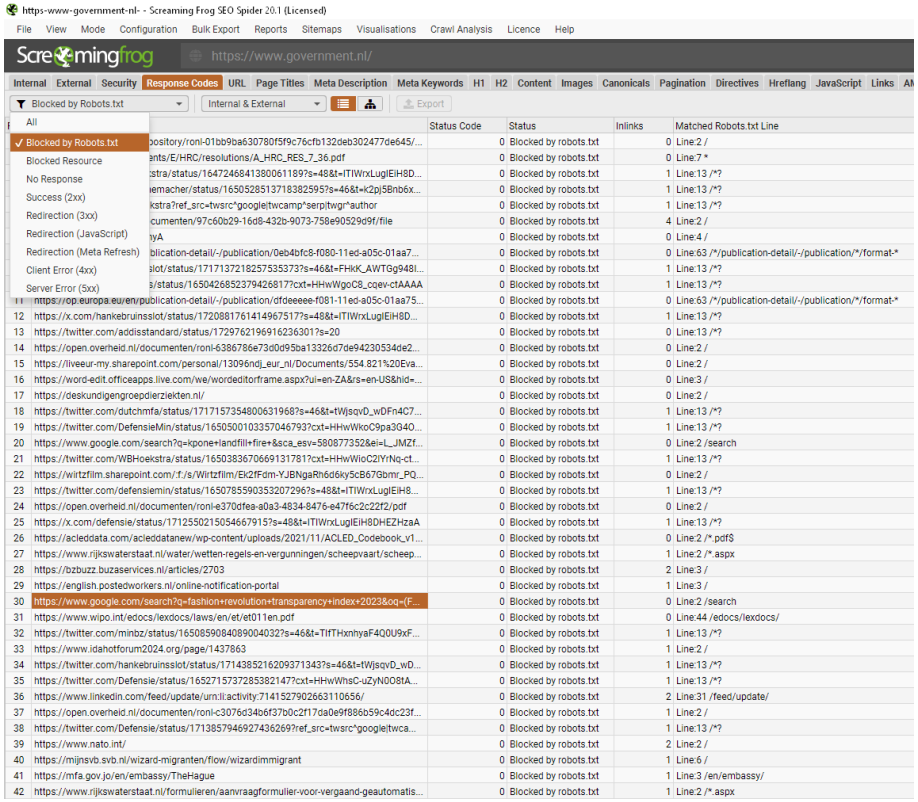
to ign
crawli

Screamingfrog

Robots.txt in Screaming Frog

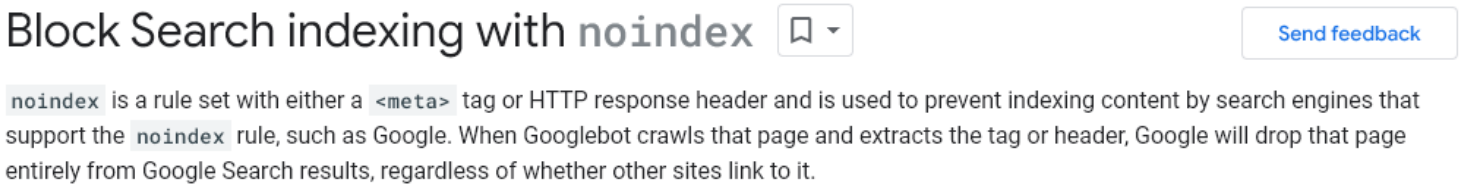
Information on what content is being blocked:



Screamingfrog

No-index

Used to prevent search engines from showing your pages:



Block Search indexing with `noindex`

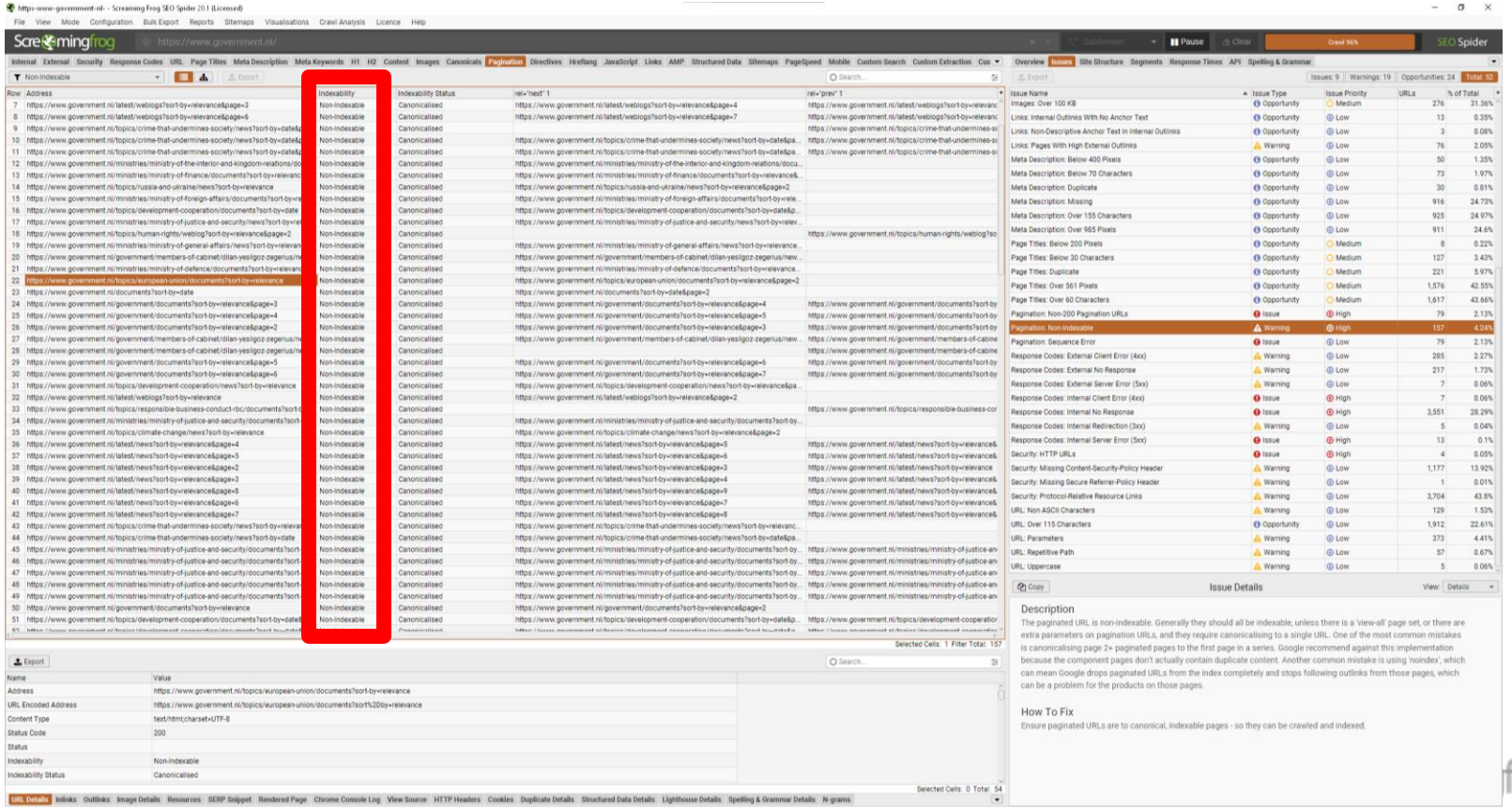
Send feedback

`noindex` is a rule set with either a `<meta>` tag or HTTP response header and is used to prevent indexing content by search engines that support the `noindex` rule, such as Google. When Googlebot crawls that page and extracts the tag or header, Google will drop that page entirely from Google Search results, regardless of whether other sites link to it.

https://developers.google.com/search/docs/crawling-indexing/block-indexing

Screamingfrog

No-index in Screaming Frog



If Google can’t crawl/index your content, screen readers might struggle too.

Screamingfrog

Images

Alt Text

🚫 **Bad (missing alt text)**:

```
<img src="puppy.jpg"/>
```

🚫 **Bad (keyword stuffing)**:

```
<img src="puppy.jpg" alt="puppy dog baby dog pup pups puppies doggies pups litter puppies dog retriever labrador wolfhound setter pointer puppy jack russell terrier puppies dog food cheap dogfood puppy food"/>
```

✓ **Better**:

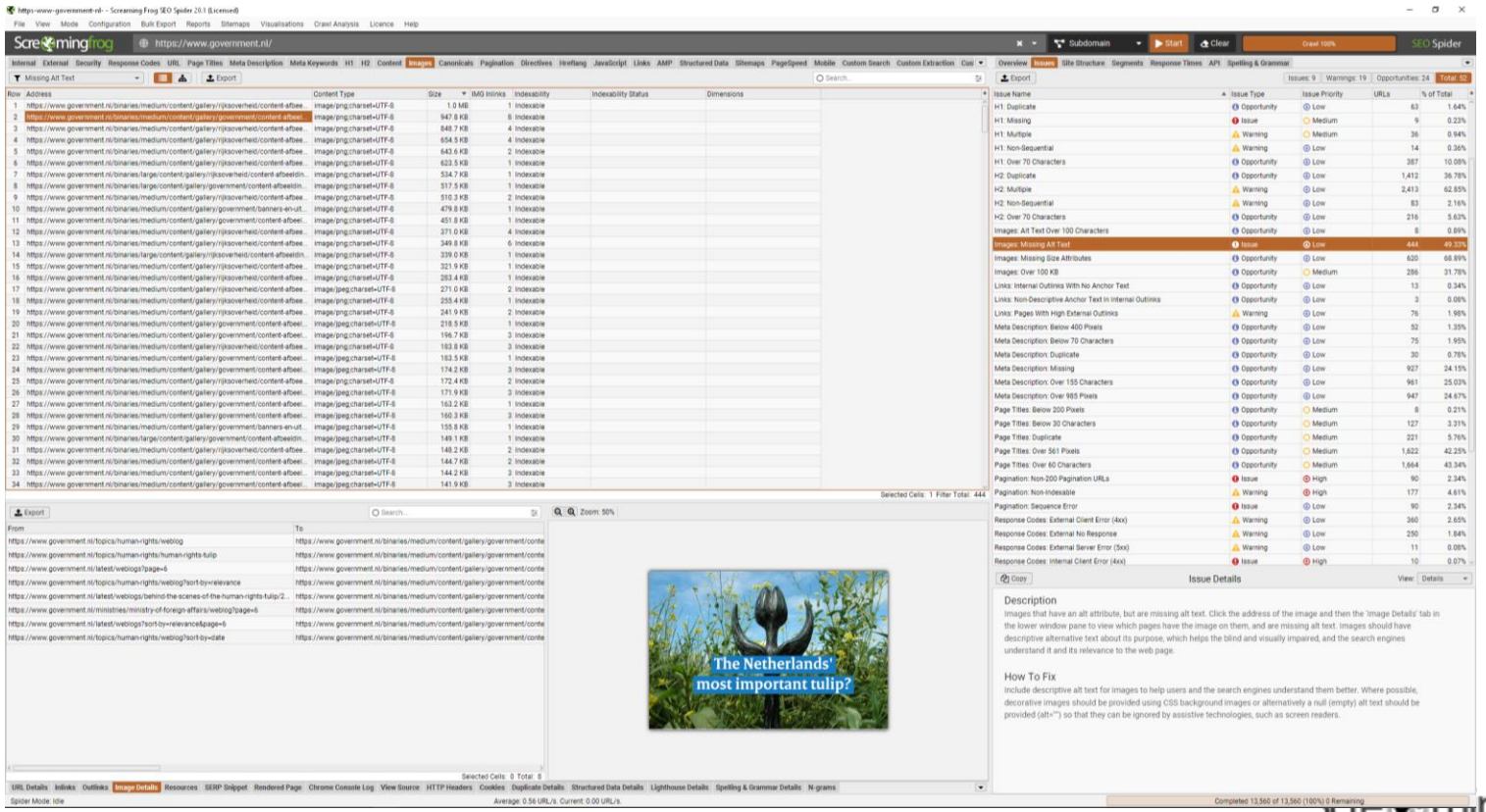
```
<img src="puppy.jpg" alt="puppy"/>
```

✓ **Best**:

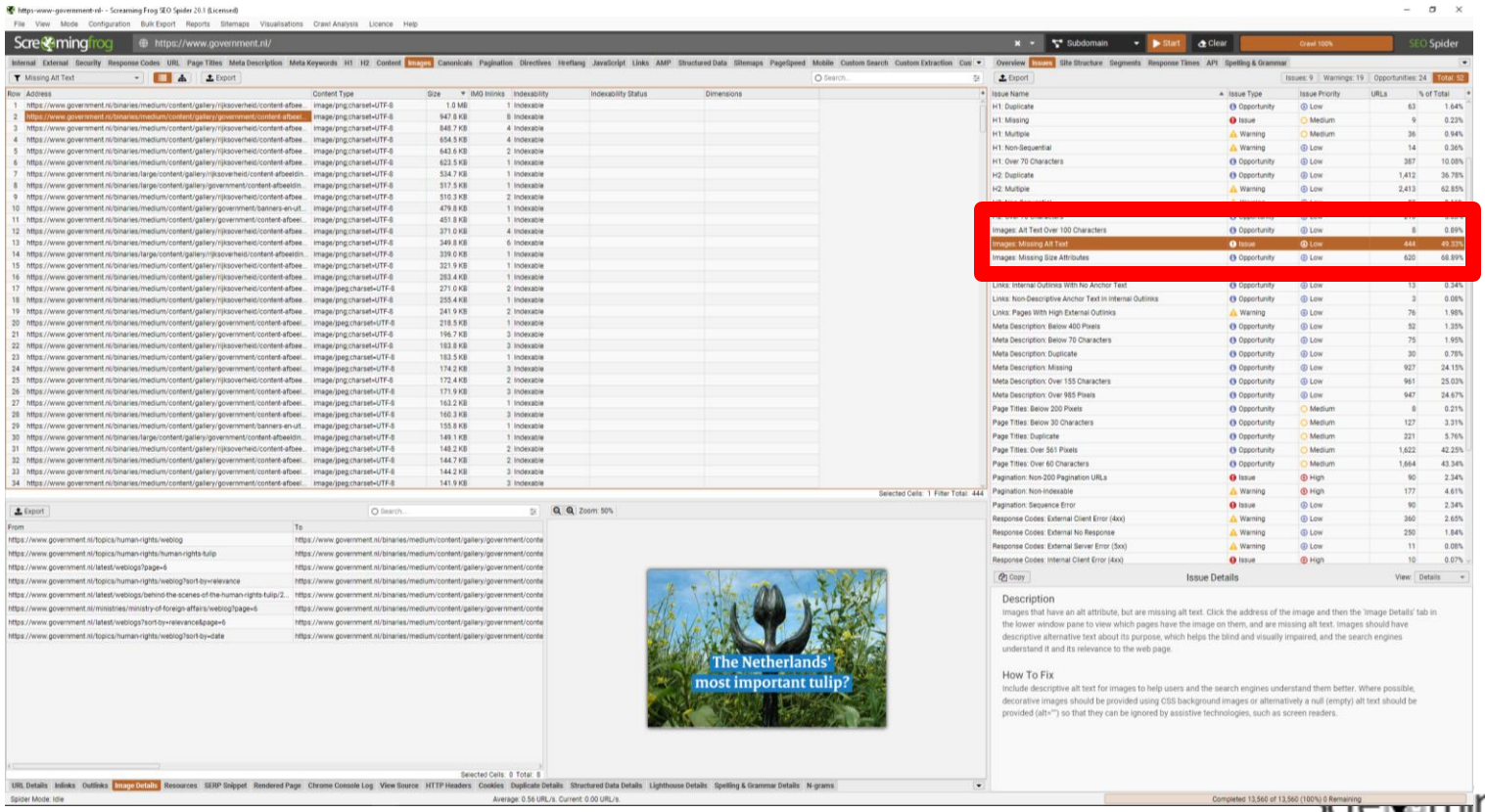
```
<img src="puppy.jpg" alt="Dalmatian puppy playing fetch"/>
```

https://developers.google.com/search/docs/appearance/google-images

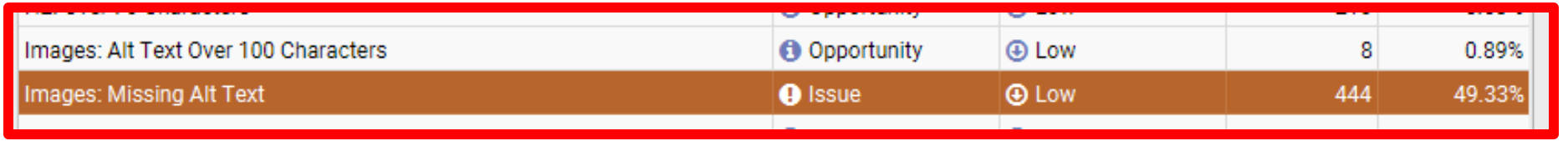
Alt Text in Screaming Frog



Alt Text in Screaming Frog



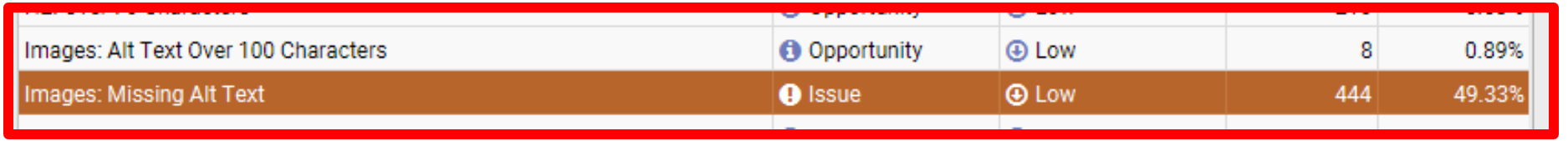
Alt Text in Screaming Frog



Images: Alt Text Over 100 Characters	Opportunity	Low	8	0.89%
Images: Missing Alt Text	Issue	Low	444	49.33%

Screamingfrog

Alt Text in Screaming Frog



Images: Alt Text Over 100 Characters	Opportunity	Low	8	0.89%
Images: Missing Alt Text	Issue	Low	444	49.33%

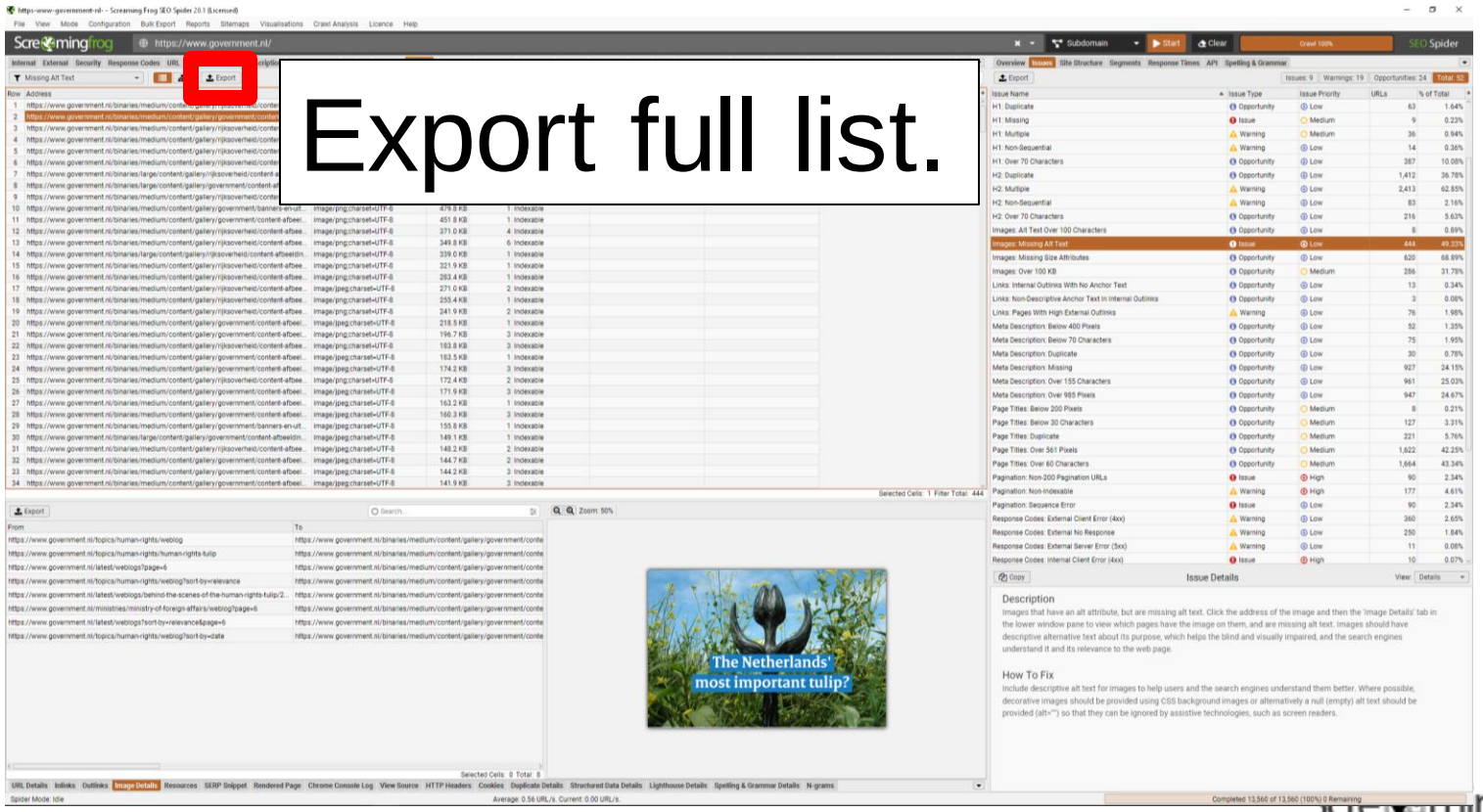
49% of images missing alt text!

Screamingfrog

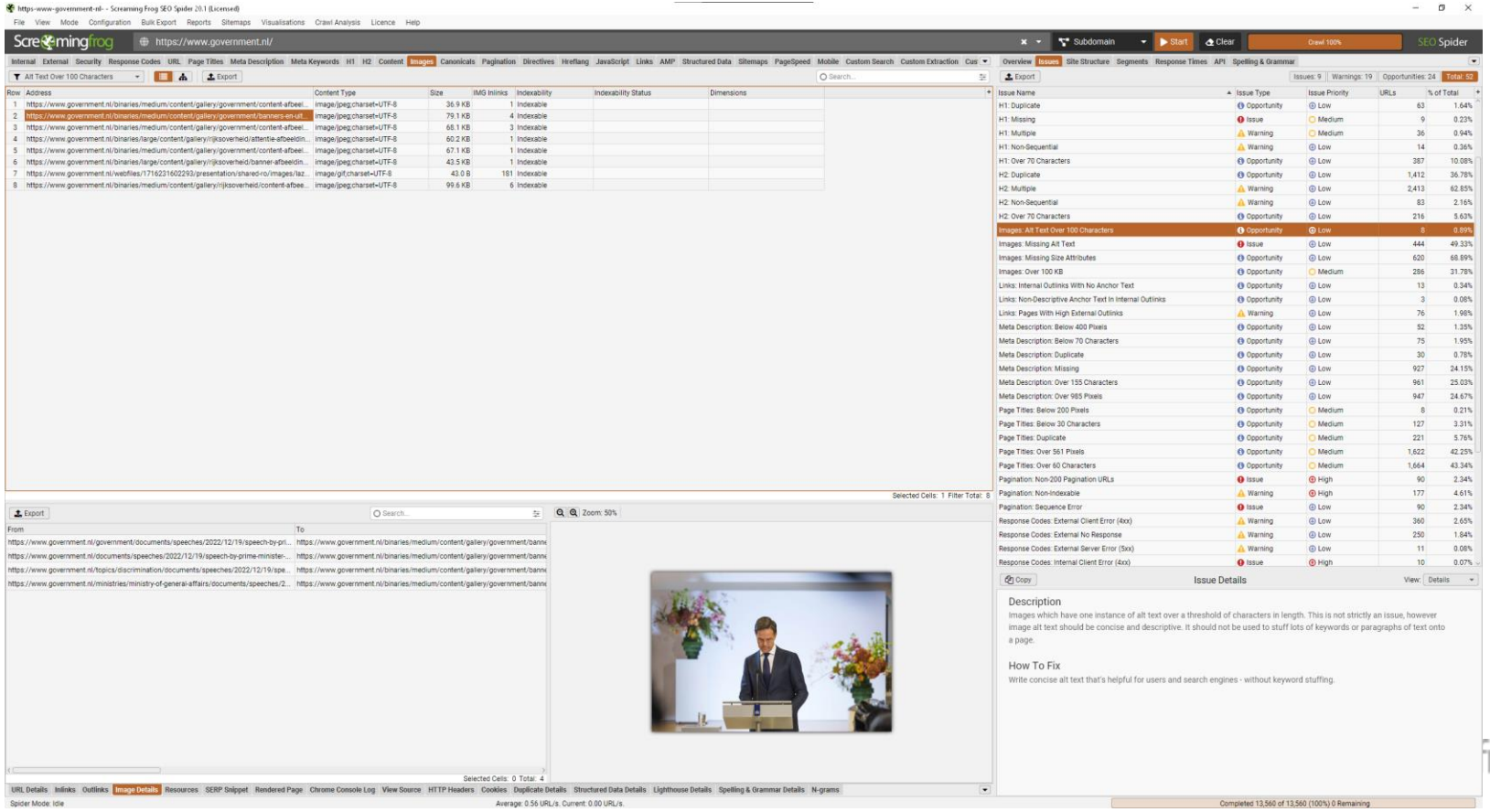
Alt Text in Screaming Frog

Screamingfrog

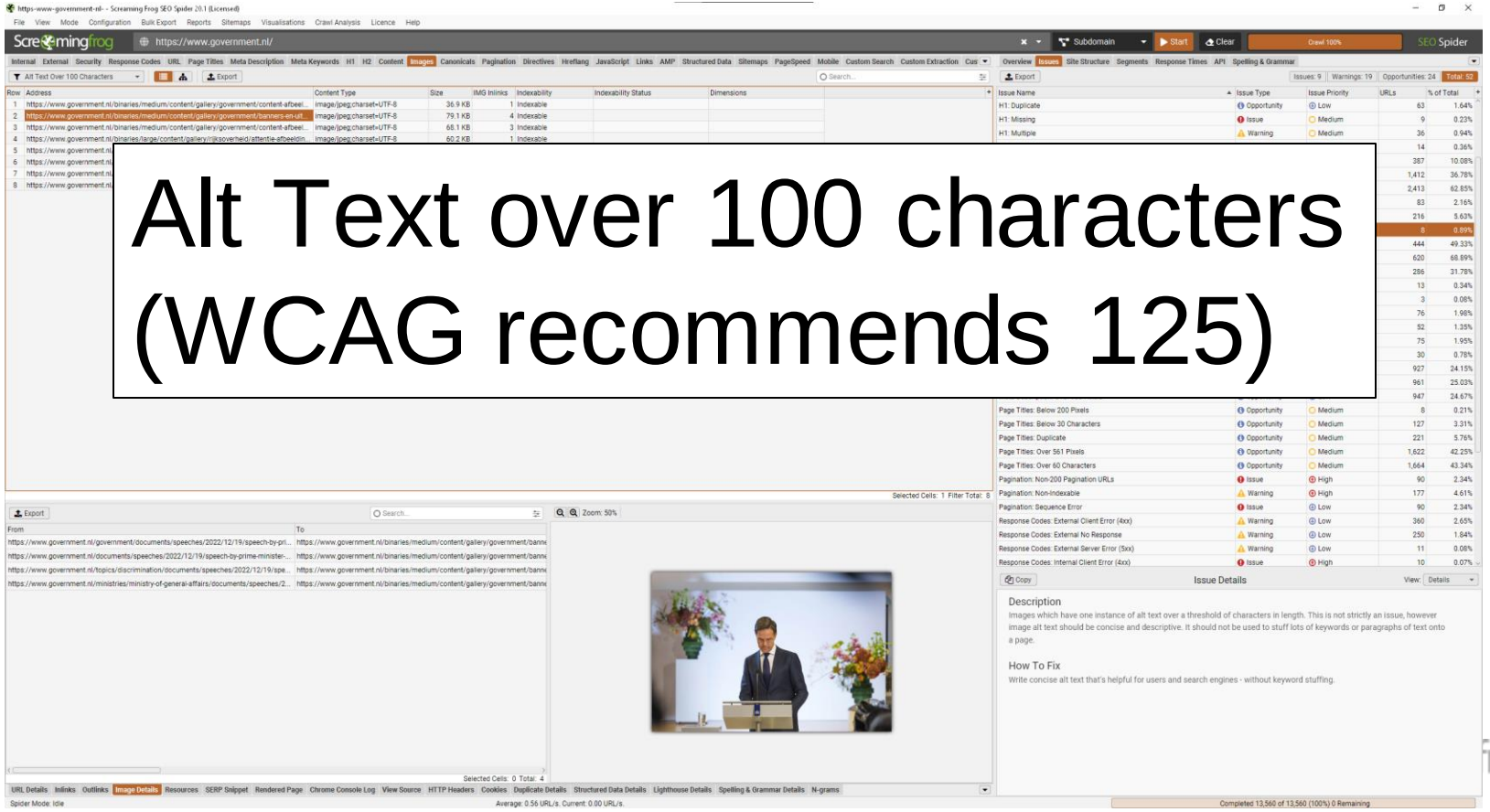
Alt Text in Screaming Frog



Alt Text in Screaming Frog



Alt Text in Screaming Frog



Alt Text in Screaming Frog

Prime Minister Mark Rutte delivers a speech about

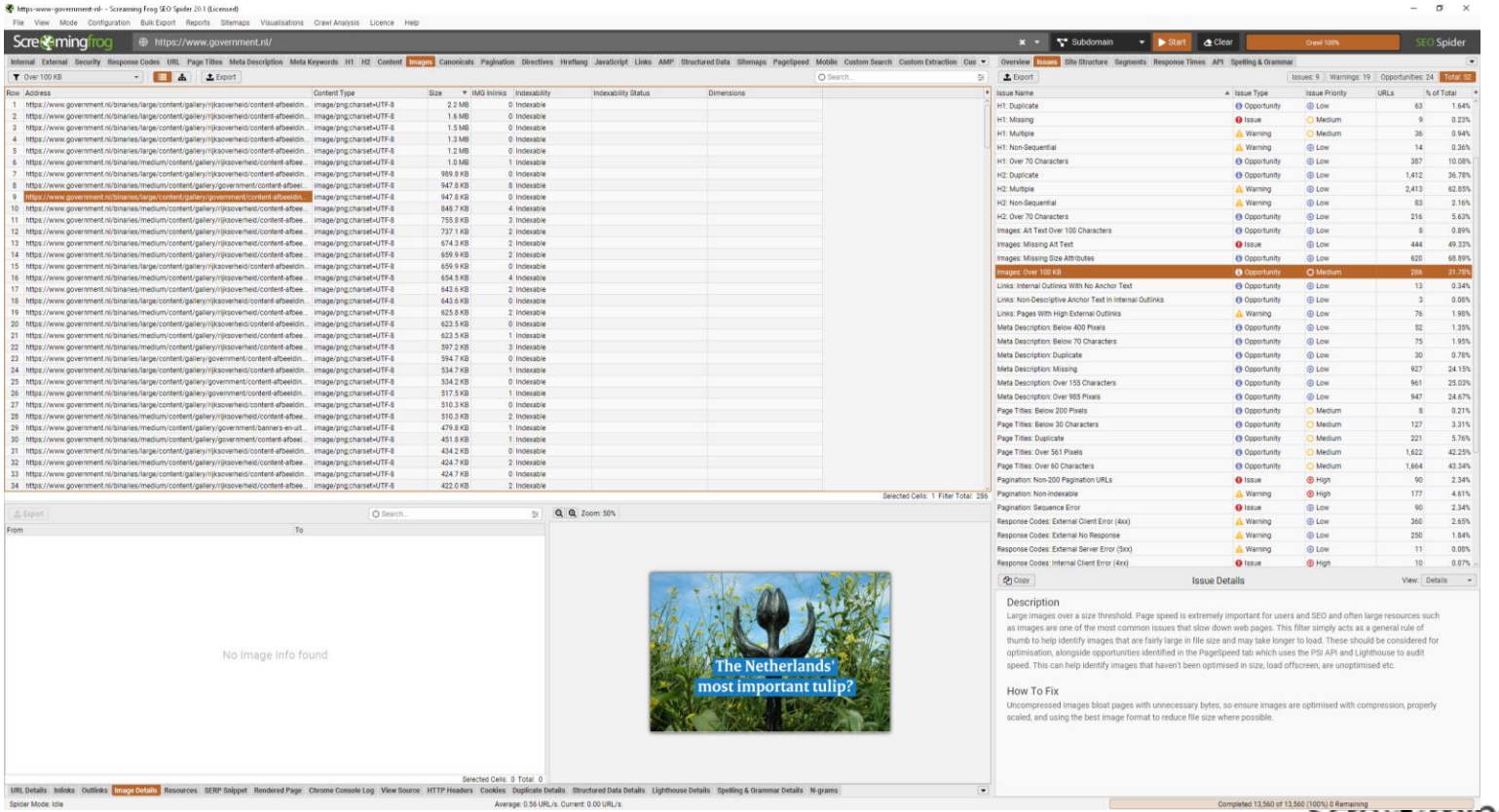
mingfrog

Alt Attributes

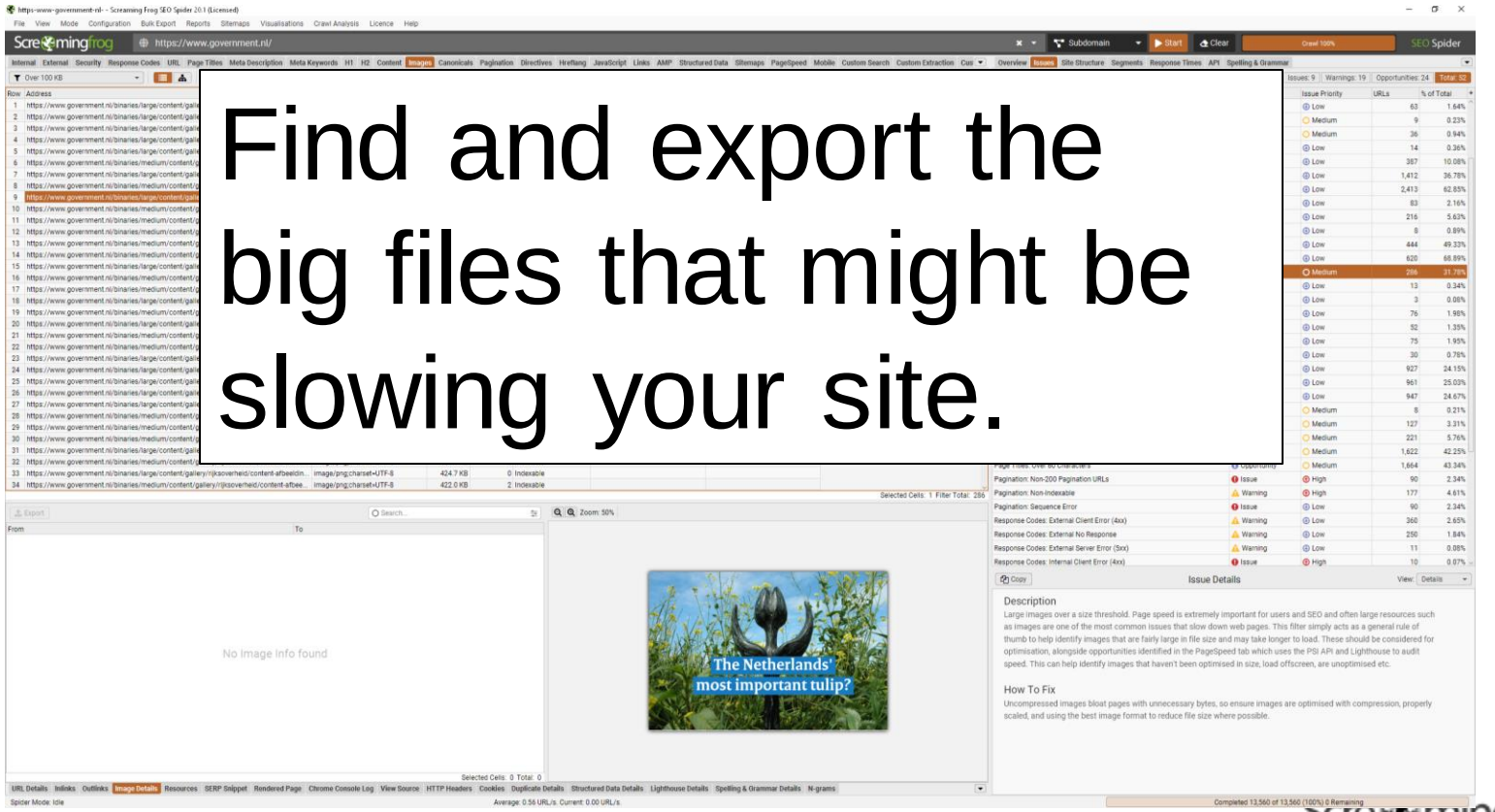
If some images don’t need a description, it’s still helpful to provide the attribute.

https://www.screamingfrog.co.uk/seo-spider/issues/images/missing-alt-attribute/

Big Images



Big Images


Find and export the big files that might be slowing your site.
The Netherlands' most important tulip?
Issue Details
Description
How To Fix

Big Images

Screamingfrog

Big Images

Screamingfrog

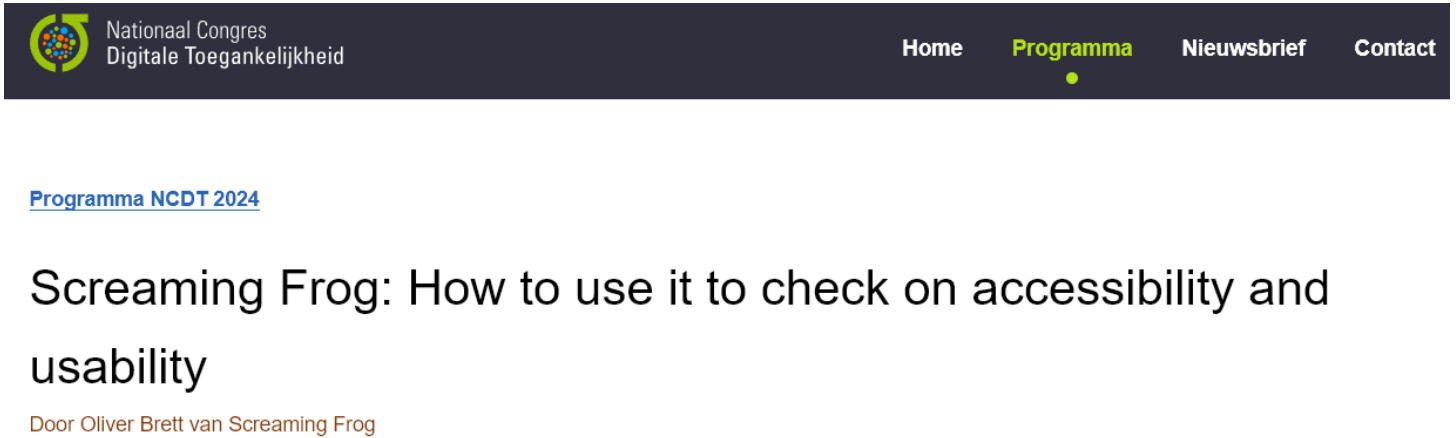
Meta Data

Meta Data

Screamingfrog

Meta Data

Page Titles



(I am not very good at making snappy titles…)

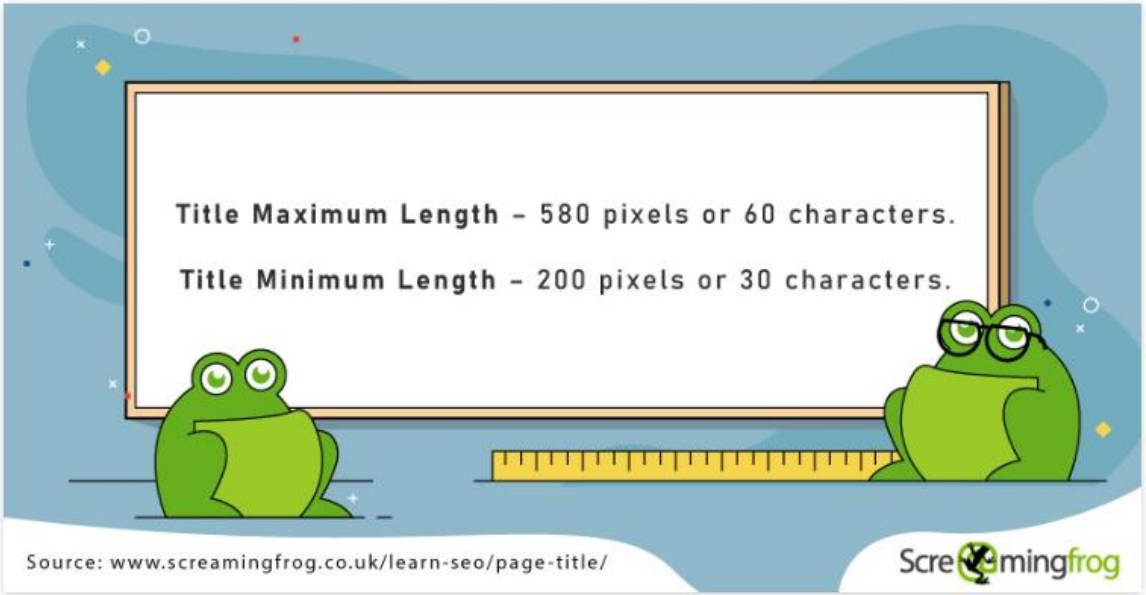
Screamingfrog

Page Titles

https://www.screamingfrog.co.uk/learn-seo/page-title/

Screamingfrog

Page Titles



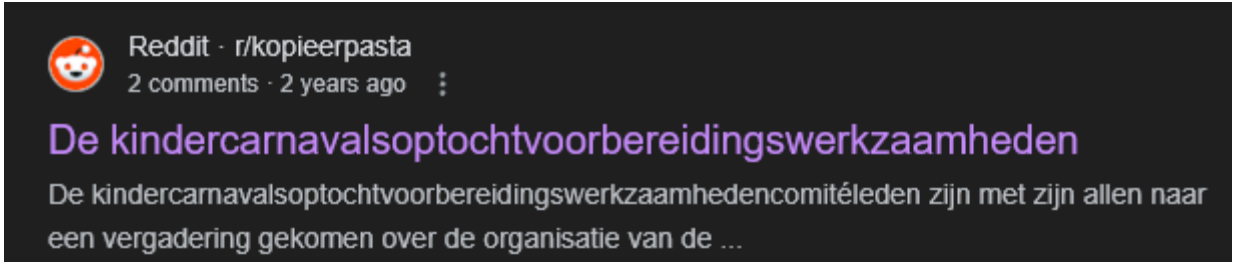
https://www.screamingfrog.co.uk/learn-seo/page-title/

Screamingfrog

Kindercarnavalsoptochtvoorbereidingswerkzaamheden

Screamingfrog

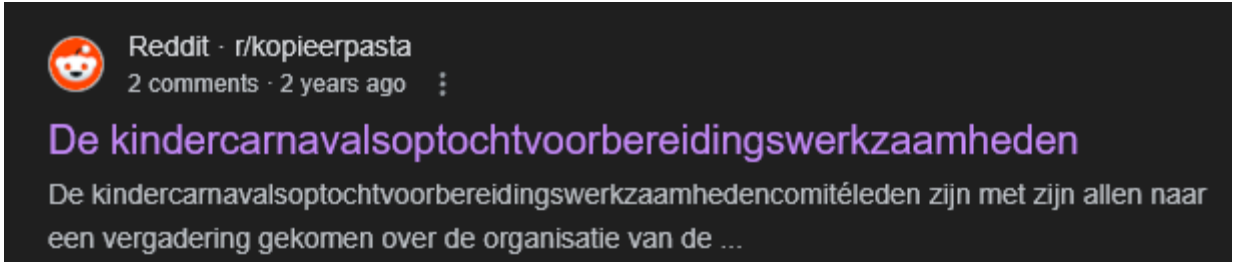
Good Page Titles



Screamingfrog

Good Page Titles

Clear

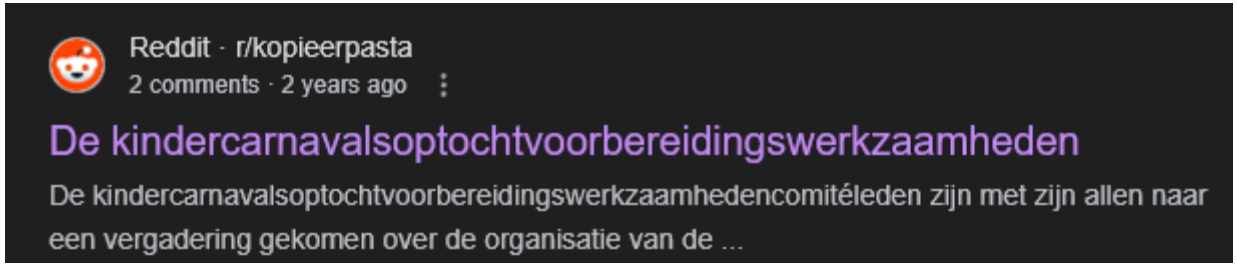


Screamingfrog

Good Page Titles

Clear

Descriptive

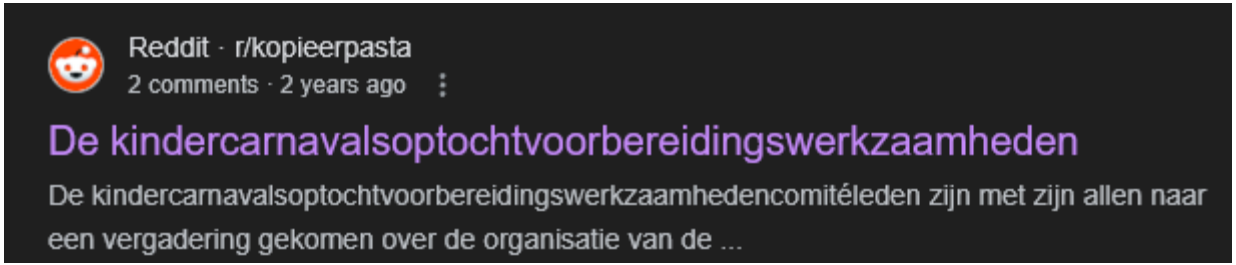


Good Page Titles

Clear

Descriptive

Related to target keyword



Screamingfrog

Good Page Titles

Clear

Descriptive

Related to target keyword

Reddit · r/kopieerpasta
2 comments · 2 years ago

De kindercarnavalsoptochtvoorbereidingswerkzaamheden

De kindercarnavalsoptochtvoorbereidingswerkzaamhedencomitéleden zijn met zijn allen naar een vergadering gekomen over de organisatie van de ...

Screamingfrog

Good Page Titles

Clear

Descriptive

Related to target keyword

Good Page Titles

Clear

Descriptive

Related to target keyword

Feature author/ brand

Good Page Titles

Clear

Descriptive

Related to target keyword

Feature author/ brand

Not too long

Good Page Titles

Clear

Descriptive

Related to target keyword

Feature author/ brand

Not too long

Not too short

Screamingfrog

Good Page Titles

Clear

Descriptive

Related to target keyword

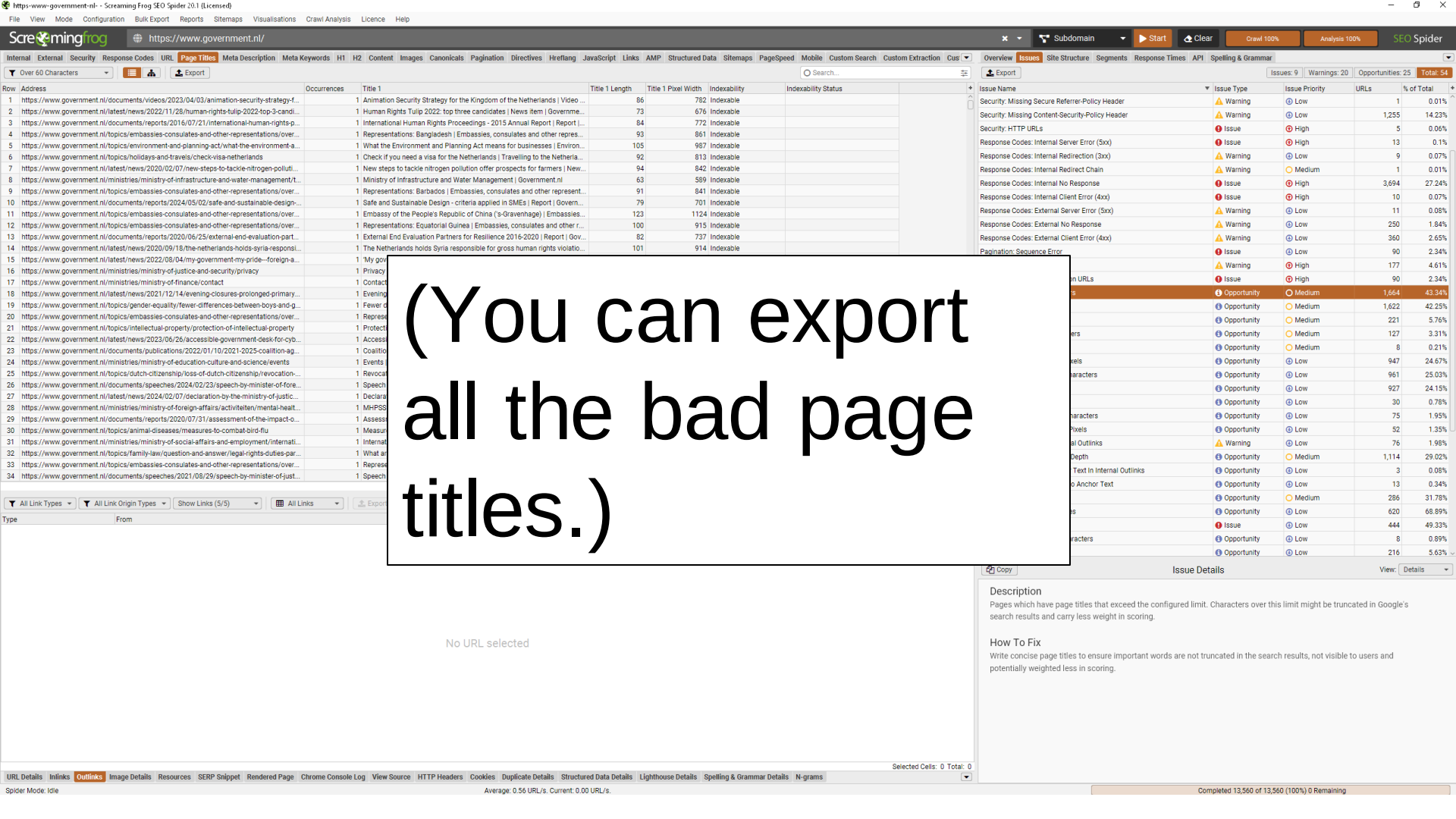
Feature author/ brand

Not too long

Not too short

Not keyword-stuffed

Screamingfrog


(You can export all the bad page titles.)

Duplicate Page Titles

214	https://www.government.nl/topics/taxation-and-businesses/news	1	Topics | Taxation and businesses | Government.nl	48	442	Indexable
215	https://www.government.nl/topics/taxation-and-businesses/documents	1	Topics | Taxation and businesses | Government.nl	48	442	Indexable
216	https://www.government.nl/topics/tax-avoidance/news	1	Topics | Tax avoidance | Government.nl	38	350	Indexable
217	https://www.government.nl/topics/tax-avoidance/documents	1	Topics | Tax avoidance | Government.nl	38	350	Indexable
218	https://www.government.nl/topics/travelling-outside-the-netherlands/news	1	Topics | Travelling outside the Netherlands | Government.nl	59	528	Indexable
219	https://www.government.nl/topics/travelling-outside-the-netherlands/documents	1	Topics | Travelling outside the Netherlands | Government.nl	59	528	Indexable
220	https://www.government.nl/topics/treaties/news	1	Topics | Treaties | Government.nl	33	295	Indexable
221	https://www.government.nl/topics/treaties/documents	1	Topics | Treaties | Government.nl	33	295	Indexable

Screamingfrog

Duplicate Page Titles

214	https://www.government.nl/topics/taxation-and-businesses/news	1	Topics | Taxation and busines
215	https://www.government.nl/topics/taxation-and-businesses/documents	1	Topics | Taxation and bu
216	https://www.government.nl/topics/tax-avoidance/news	1	Topics | Tax avoida
217	https://www.government.nl/topics/tax-avoidance/documents	1	Topics | Tax av
218	https://www.government.nl/topics/travelling-outside-the-netherlands/news	1	Topics | T
219	https://www.government.nl/topics/travelling-outside-the-netherlands/documents	1	Topic
220	https://www.government.nl/topics/treaties/news	1	T
221	https://www.government.nl/topics/treaties/documents		

Screamingfrog

Duplicate Page Titles

214	https://www.government.nl/topics/taxation-and-businesses/news	1	Topics | Taxation and businesses | Government.nl	48	442	Indexable
215	https://www.government.nl/topics/taxation-and-businesses/documents	1	Topics | Taxation and businesses | Government.nl	48	442	Indexable
216	https://www.government.nl/topics/tax-avoidance/news	1	Topics | Tax avoidance | Government.nl	38	350	Indexable
217	https://www.government.nl/topics/tax-avoidance/documents	1	Topics | Tax avoidance | Government.nl	38	350	Indexable
218	https://www.government.nl/topics/travelling-outside-the-netherlands/news	1	Topics | Travelling outside the Netherlands | Government.nl	59	528	Indexable
219	https://www.government.nl/topics/travelling-outside-the-netherlands/documents	1	Topics | Travelling outside the Netherlands | Government.nl	59	528	Indexable
220	https://www.government.nl/topics/treaties/news	1	Topics | Treaties | Government.nl	33	295	Indexable
221	https://www.government.nl/topics/treaties/documents	1	Topics | Treaties | Government.nl	33	295	Indexable

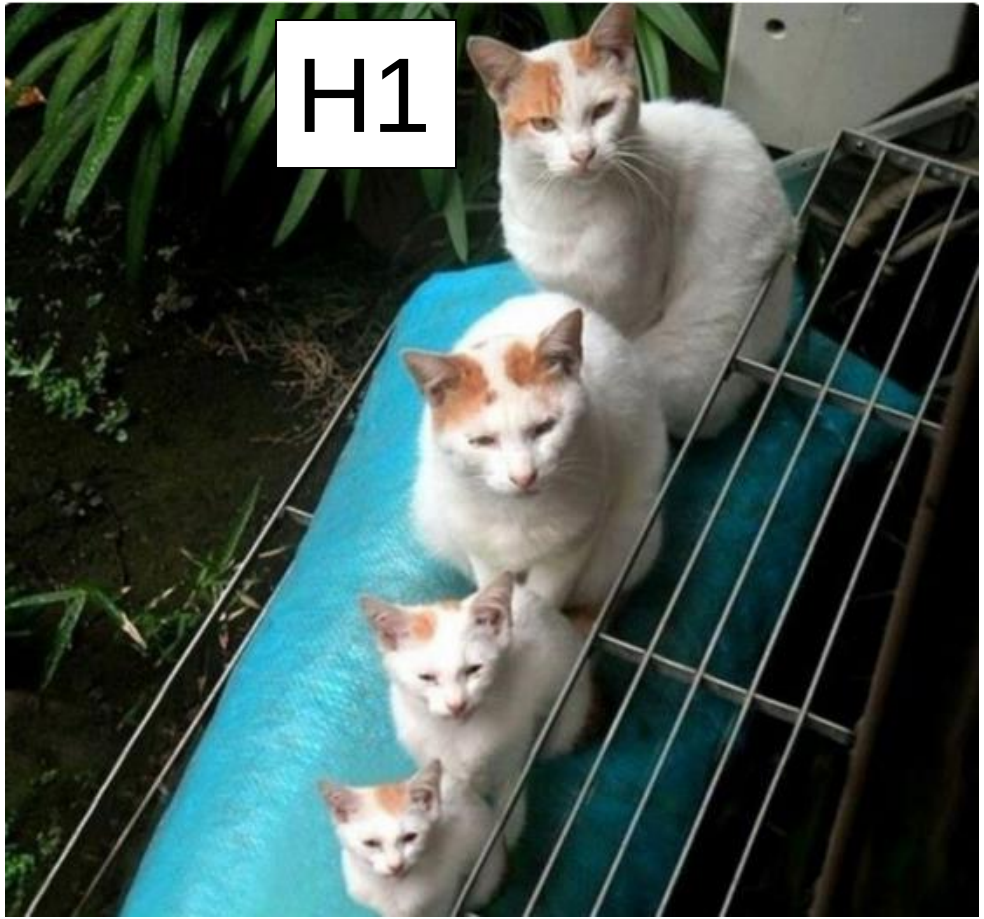
This might be confusing for users, search engines, and screen readers.

Screamingfrog

Headings

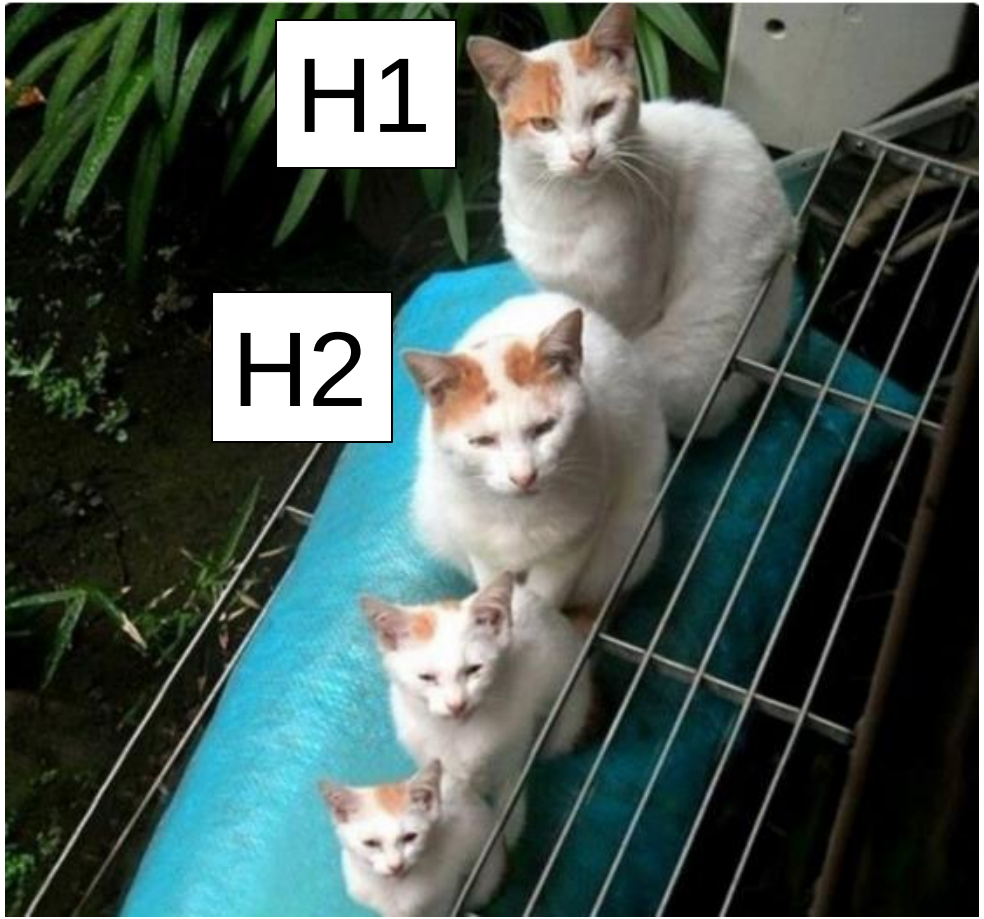
Screamingfrog

Headings



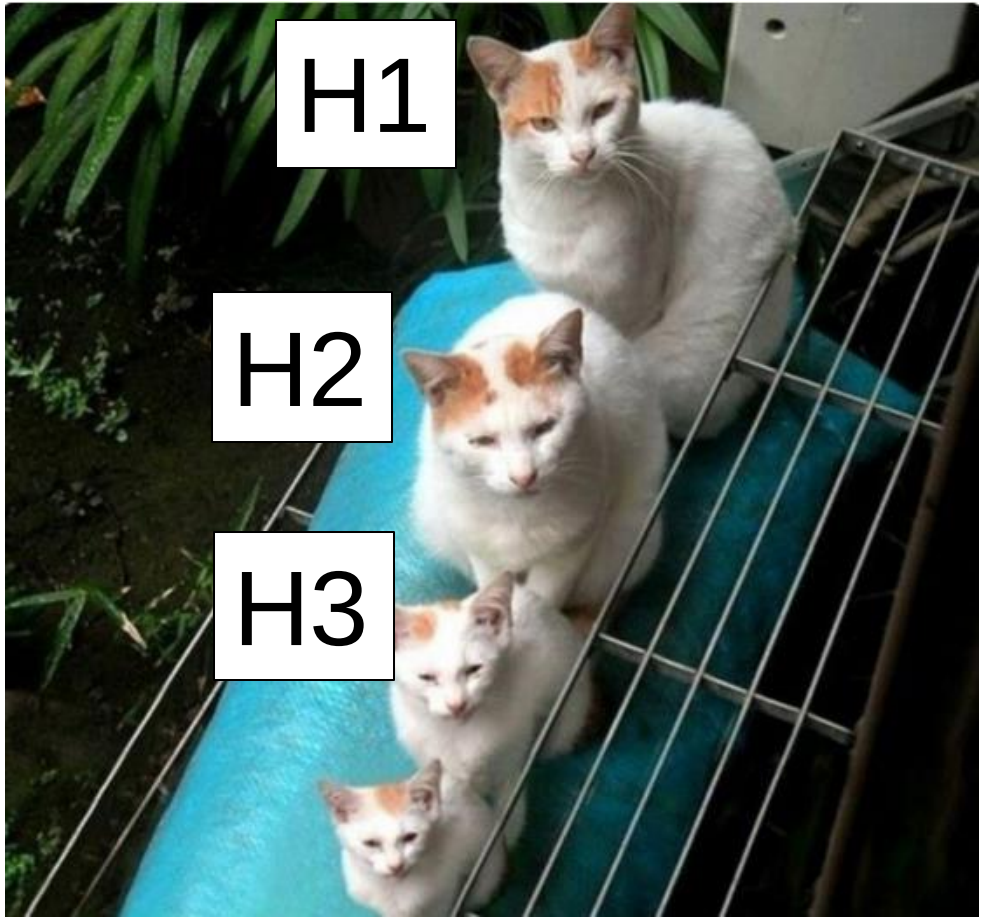
Screamingfrog

Headings



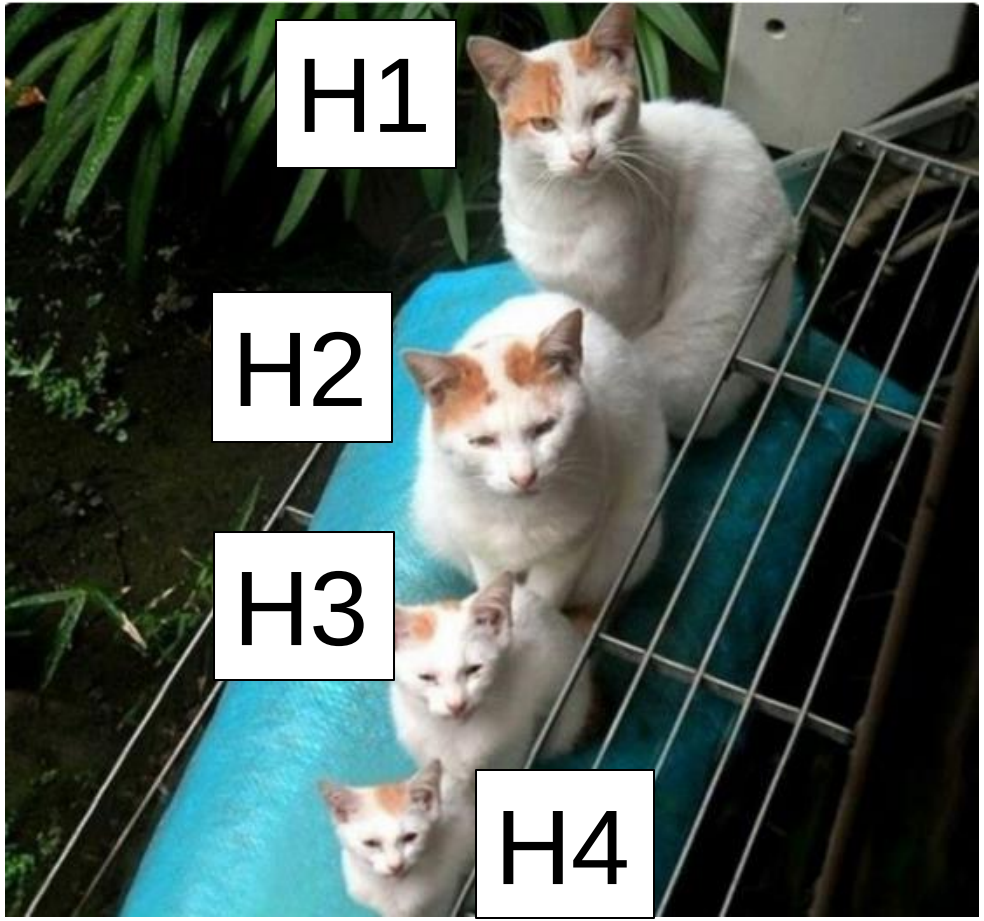
Screamingfrog

Headings



Screamingfrog

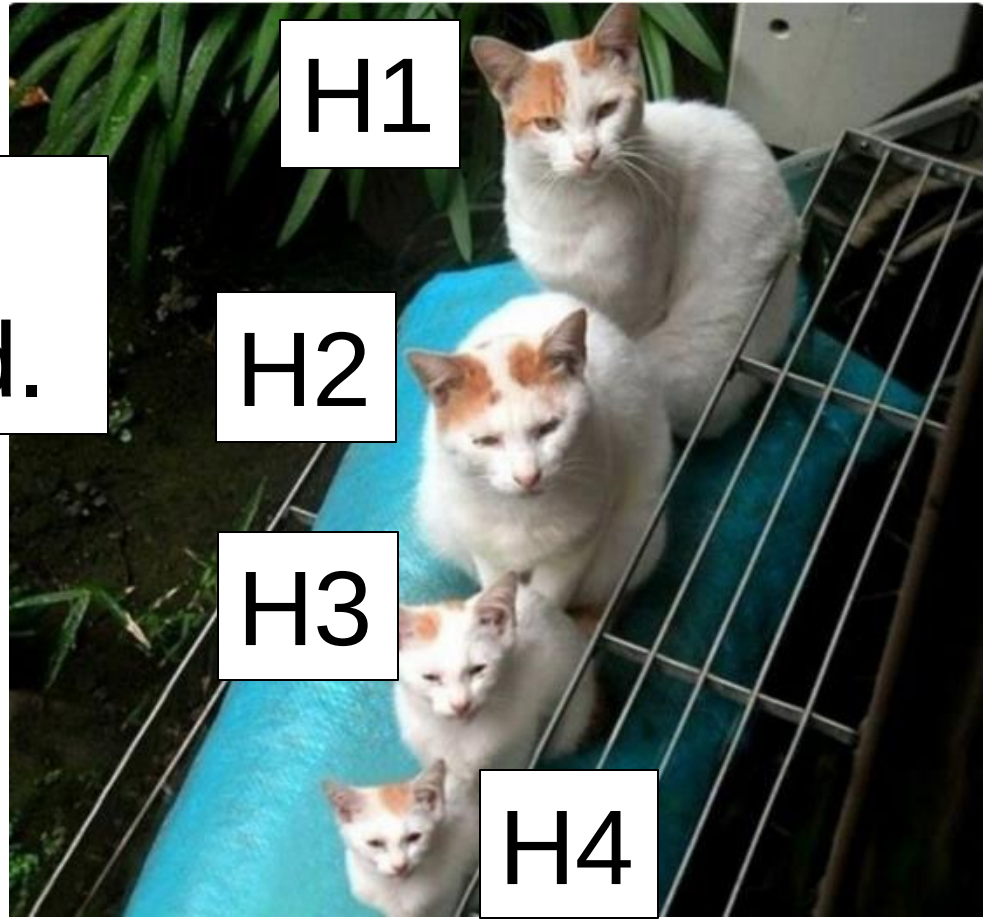
Headings



Screamingfrog

Headings

Only one H1.
Target to keyword.

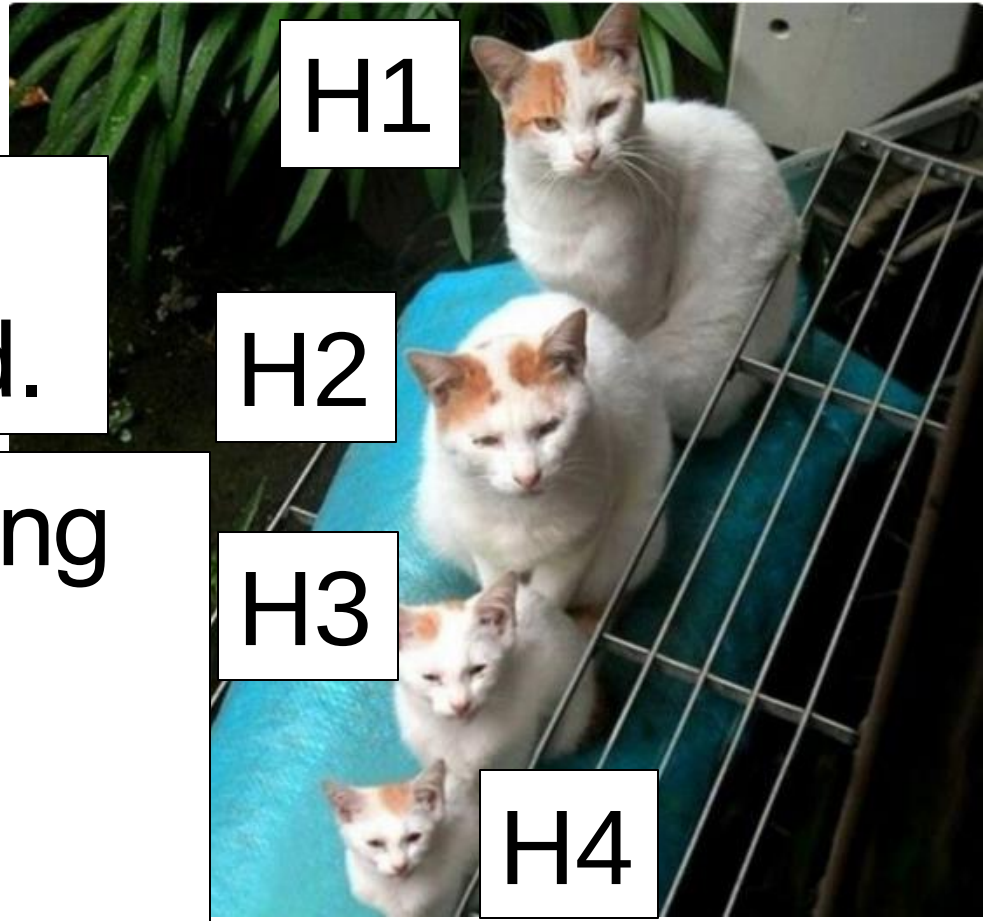


Screamingfrog

Headings

Only one H1.
Target to keyword.

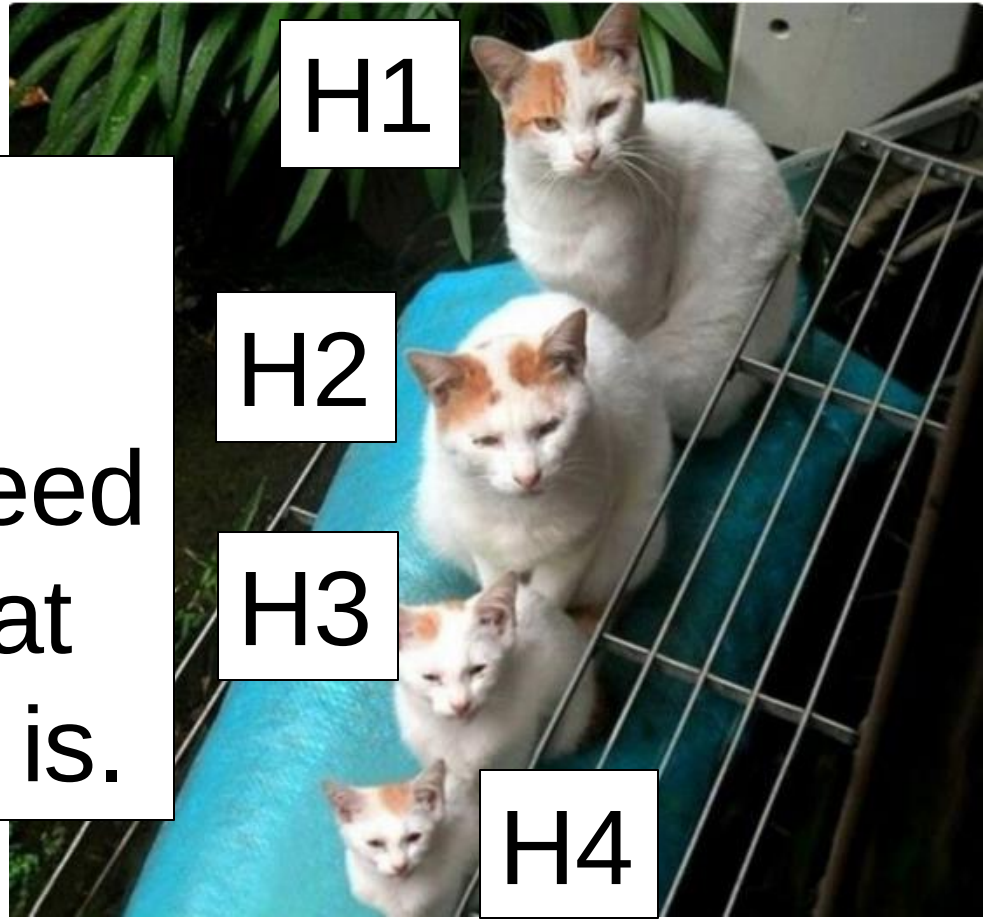
Don’t use H1 styling for subheadings because it looks nice.



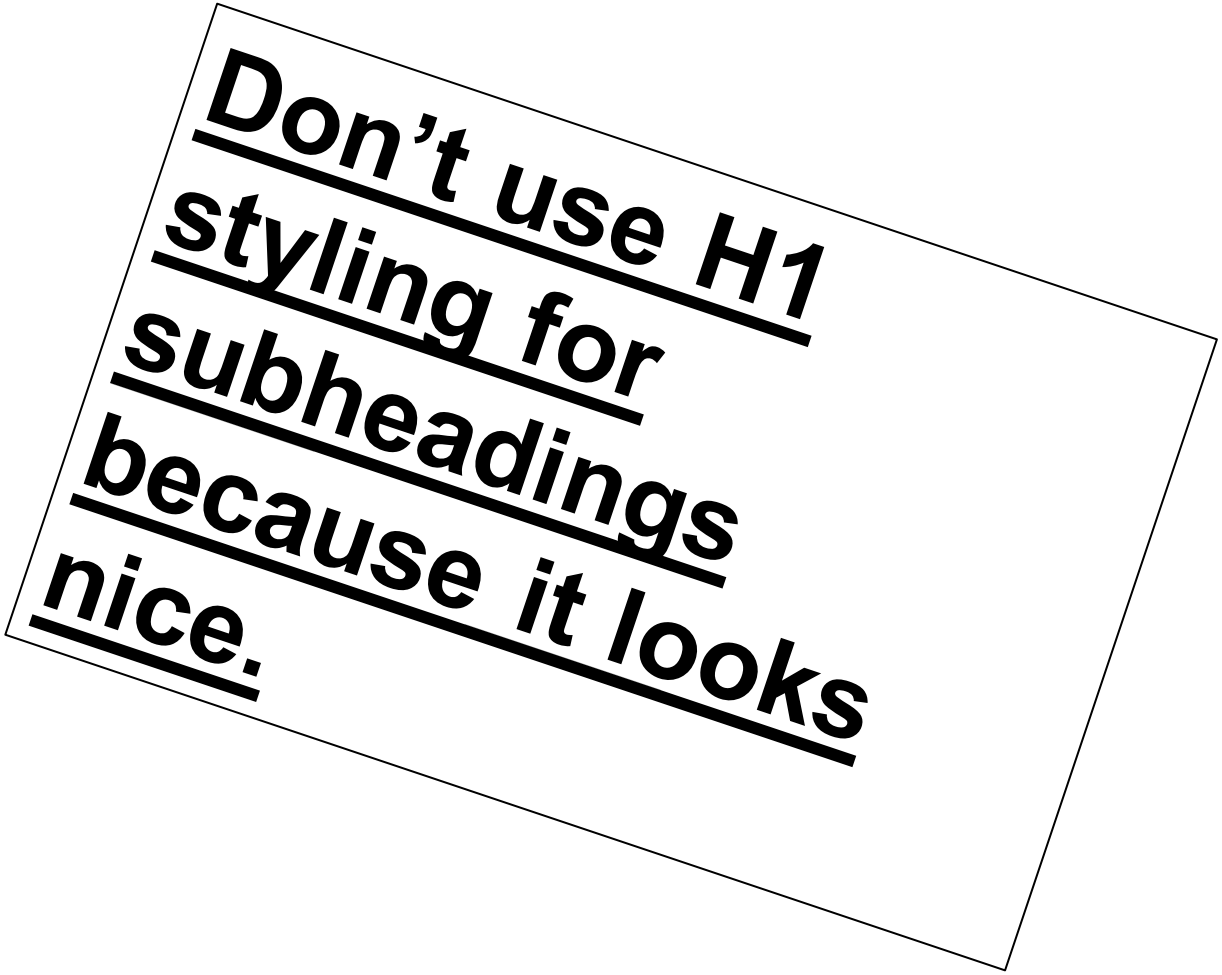
Screamingfrog

Headings

Search engines/screen readers/people need to understand what the main heading is.



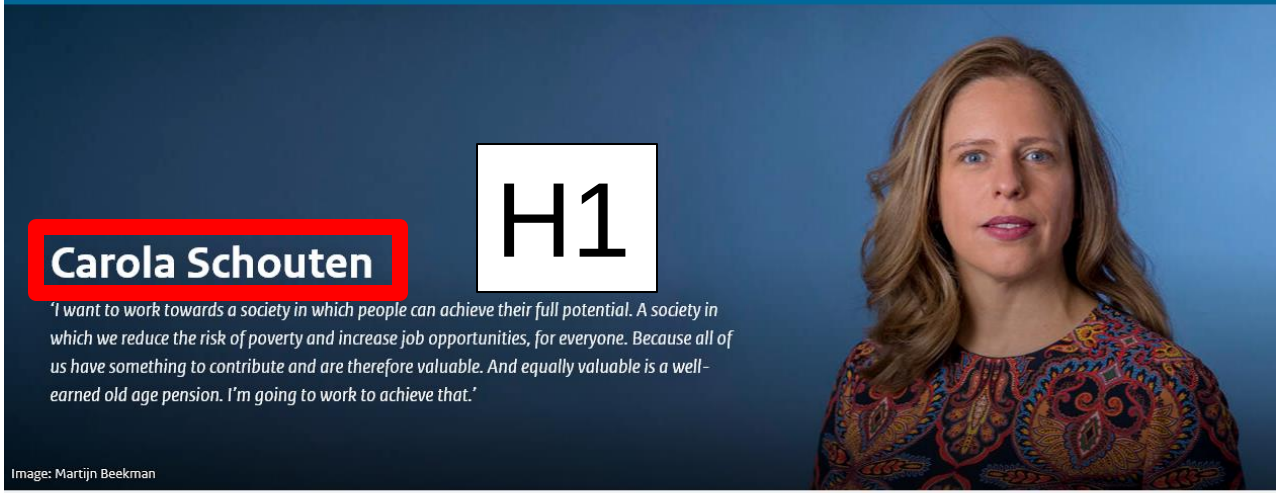
Screamingfrog



Screamingfrog

Government of the Netherlands

Home > Government > Members of the government > **Carola Schouten**



- Photos
- News
- Documents

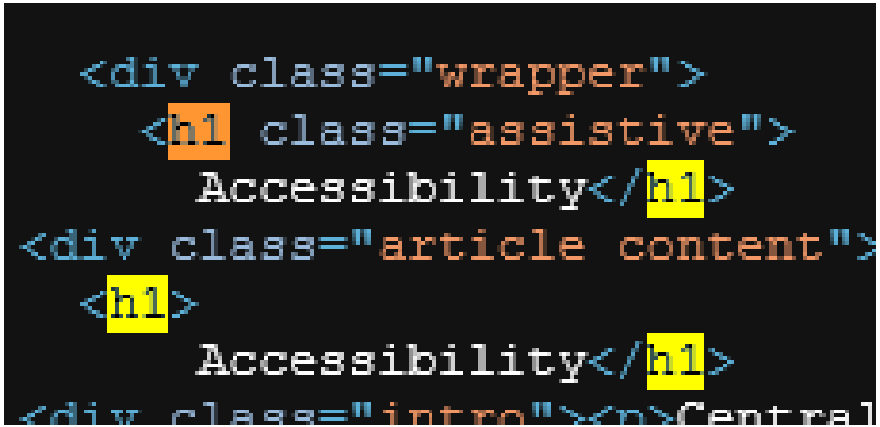
Carola Schouten
Deputy Prime Minister, Minister for Poverty Policy, Participation and Pensions

Born on 6 October 1977 in Den Bosch, single, one child
Party: Christian Union

Also an H1

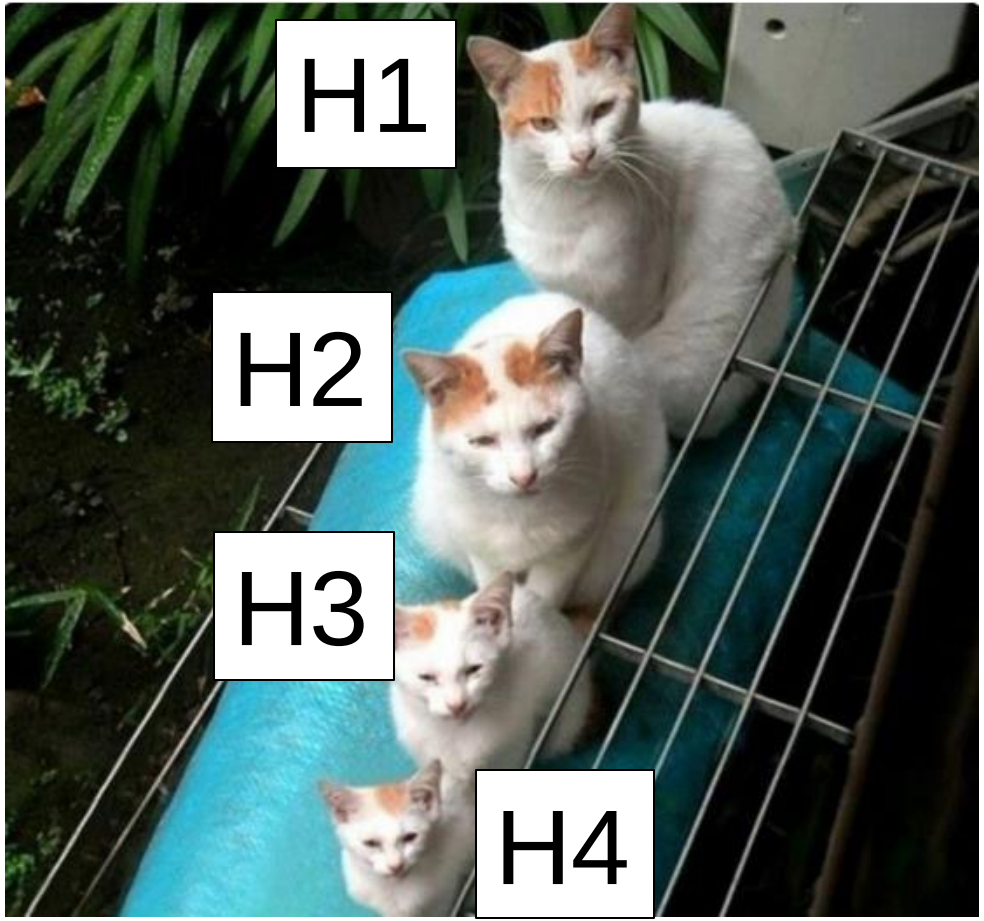
screamingfrog

Headings



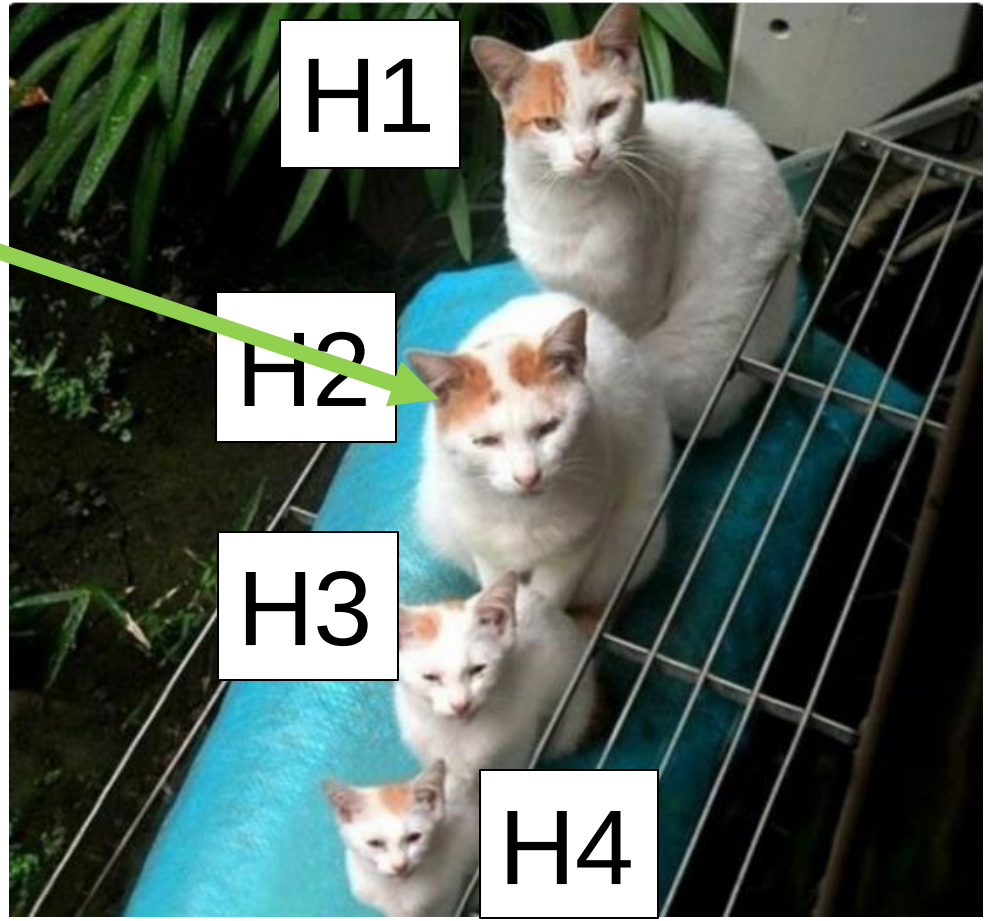
Screamingfrog

H2 Headings



Screamingfrog

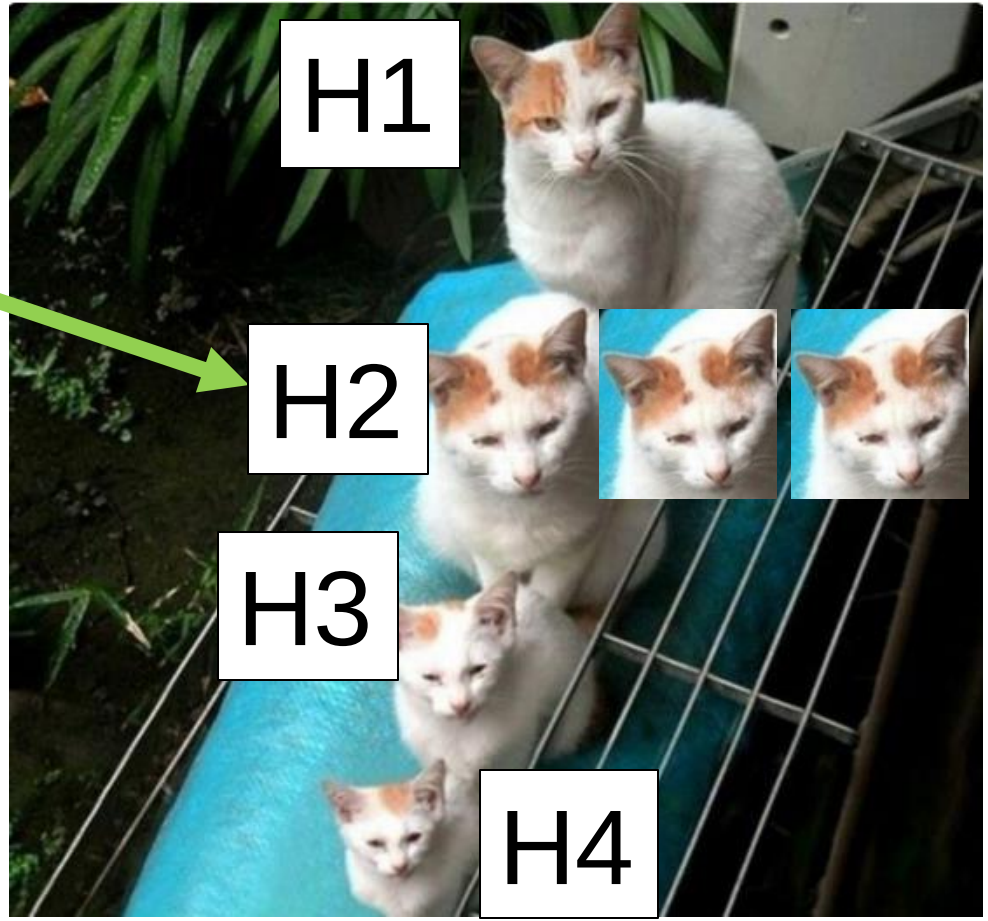
H2 Headings



Screamingfrog

H2 Headings

Multiple H2s are generally a good idea.

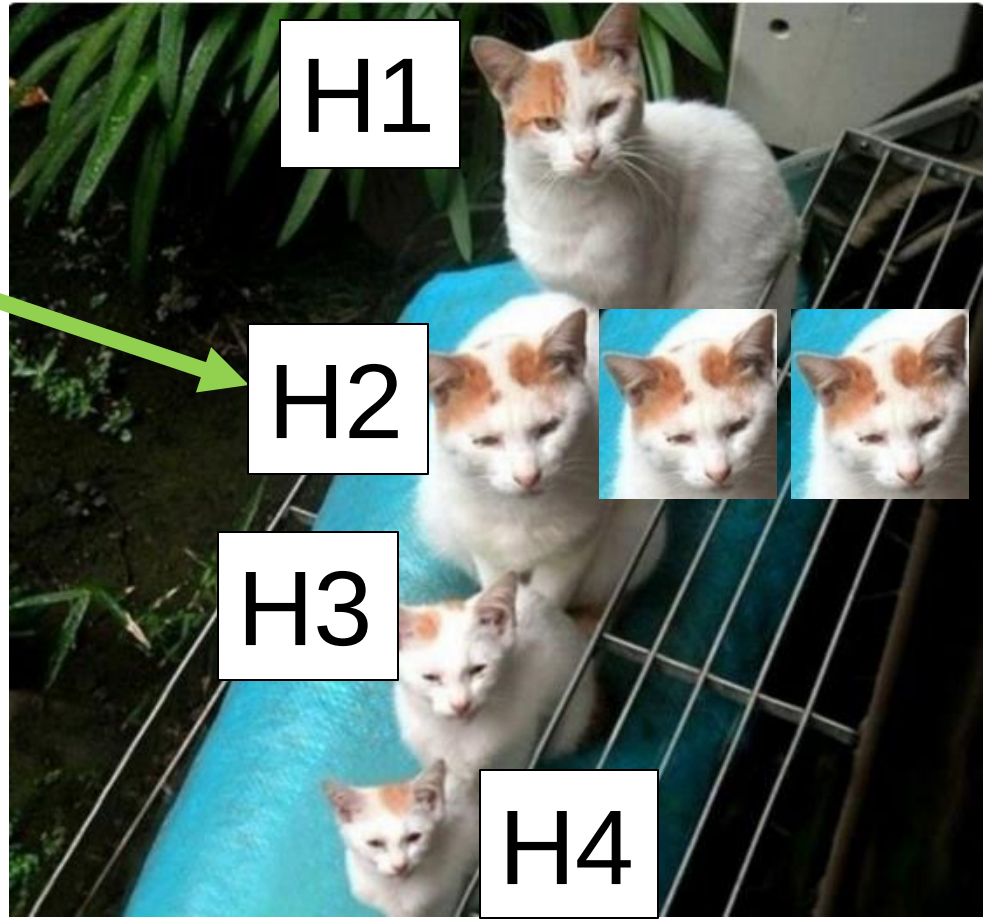


Screamingfrog

H2 Headings

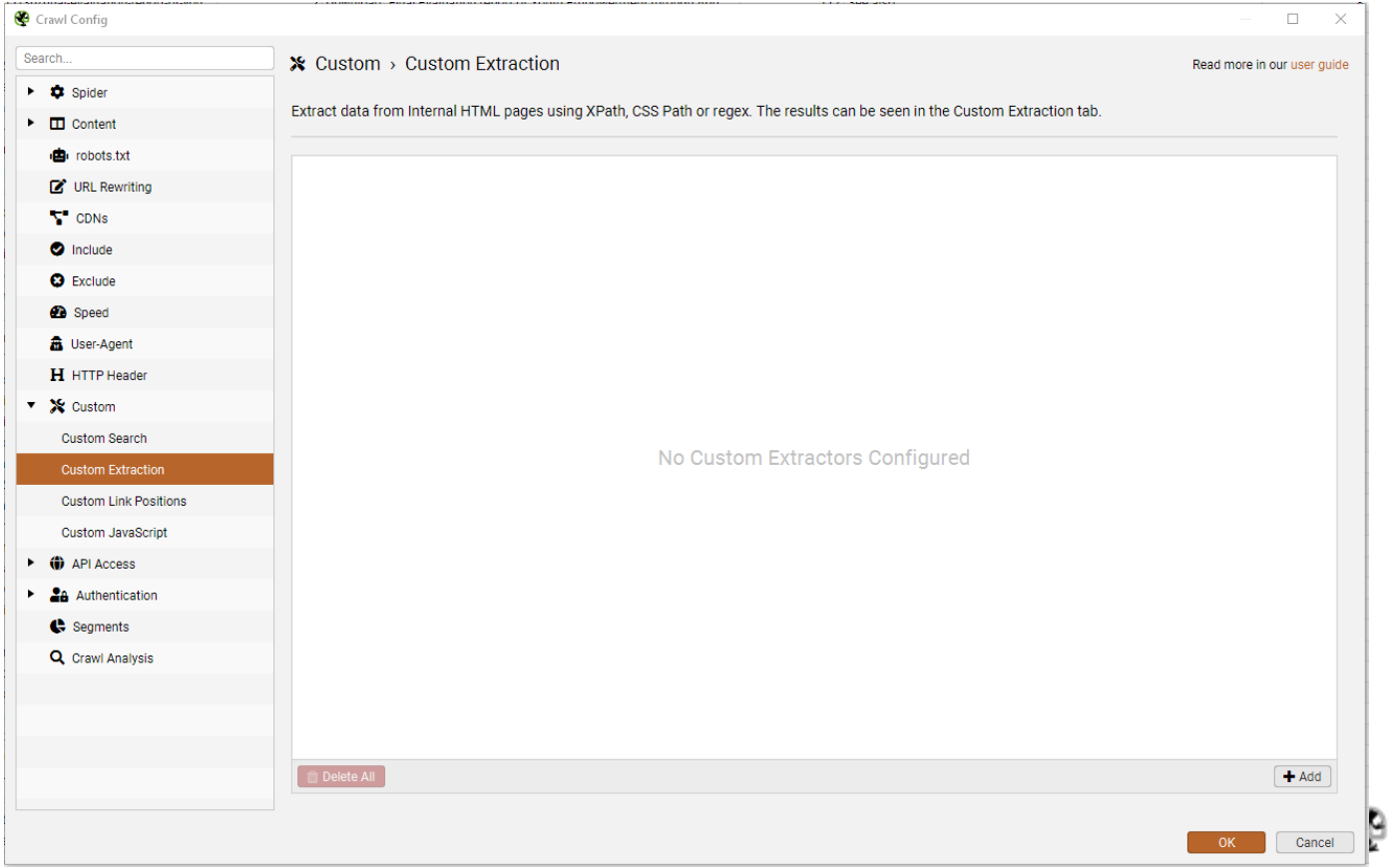
Multiple H2s are generally a good idea.

We can extract all H2s

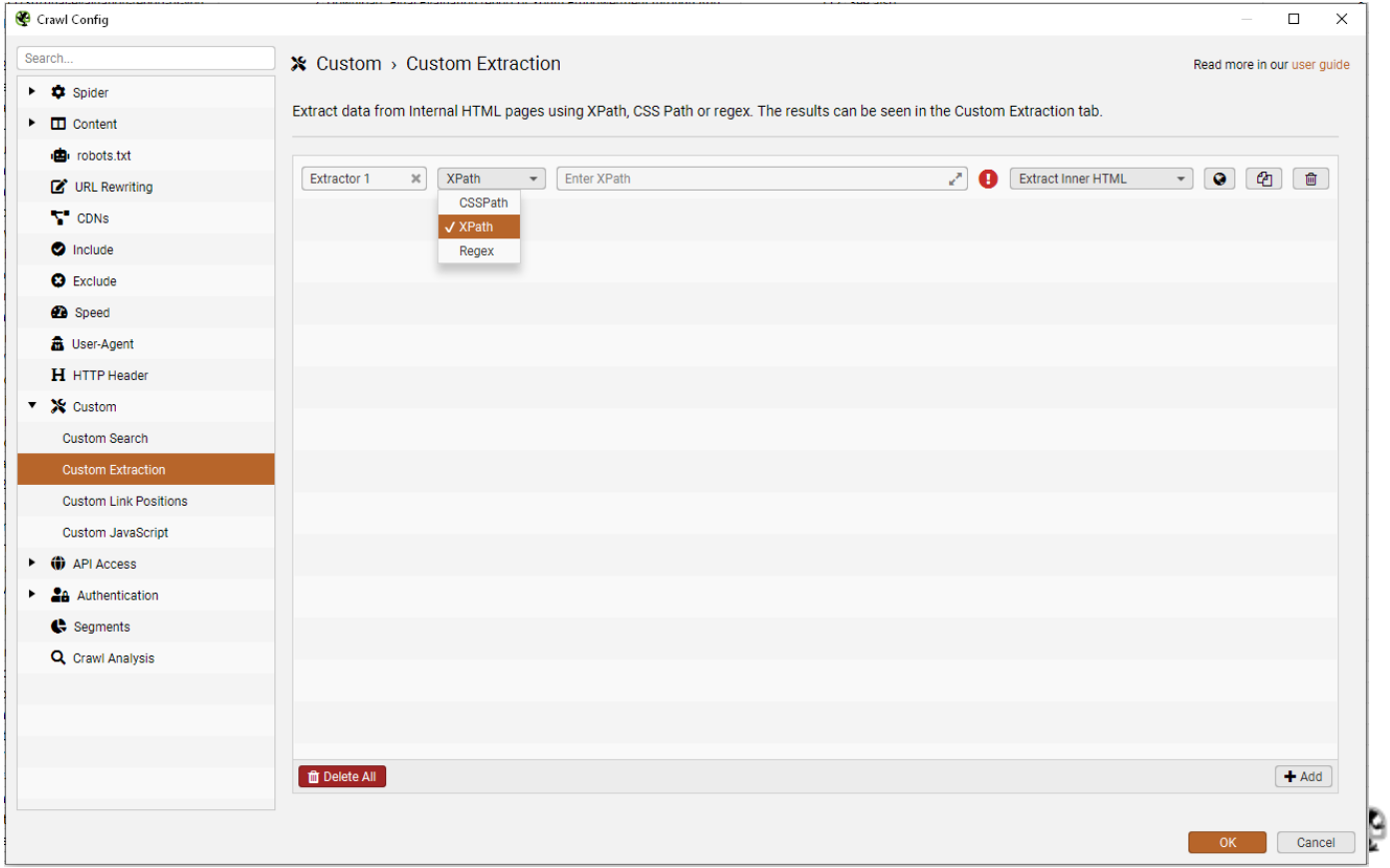


Screamingfrog

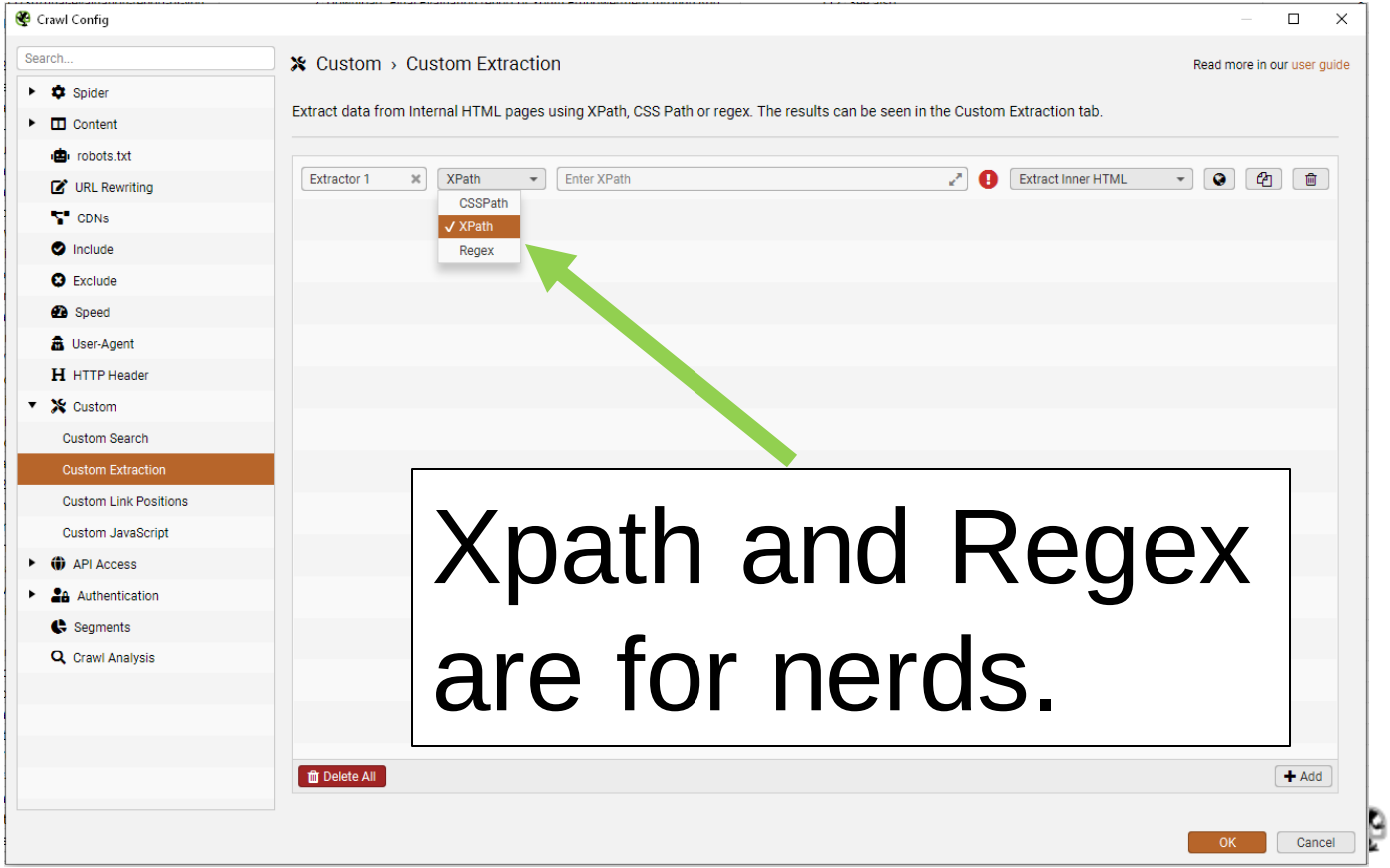
Custom Extraction- Get all H2s



Custom Extraction- Get all H2s

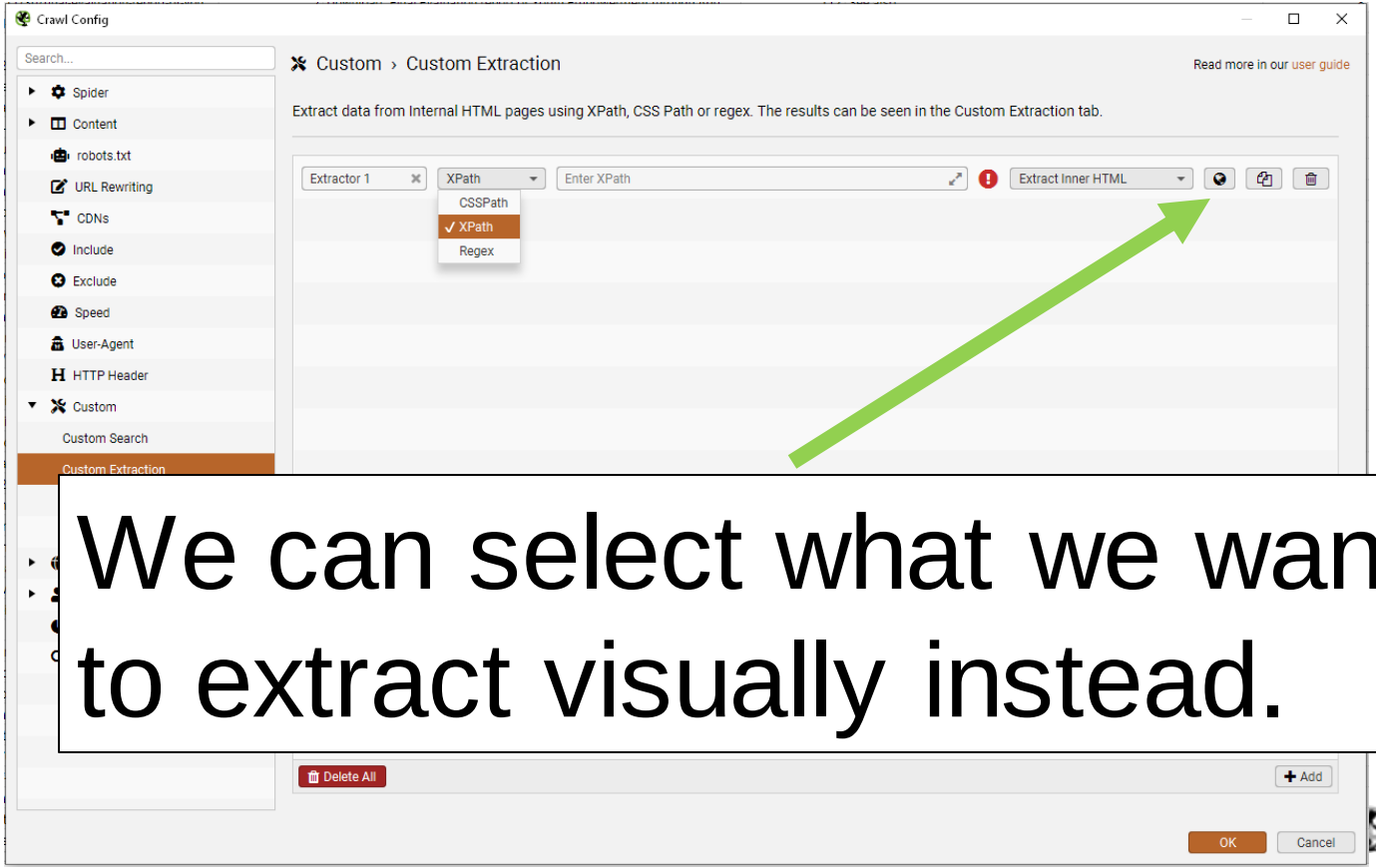


Custom Extraction- Get all H2s



mingfrog

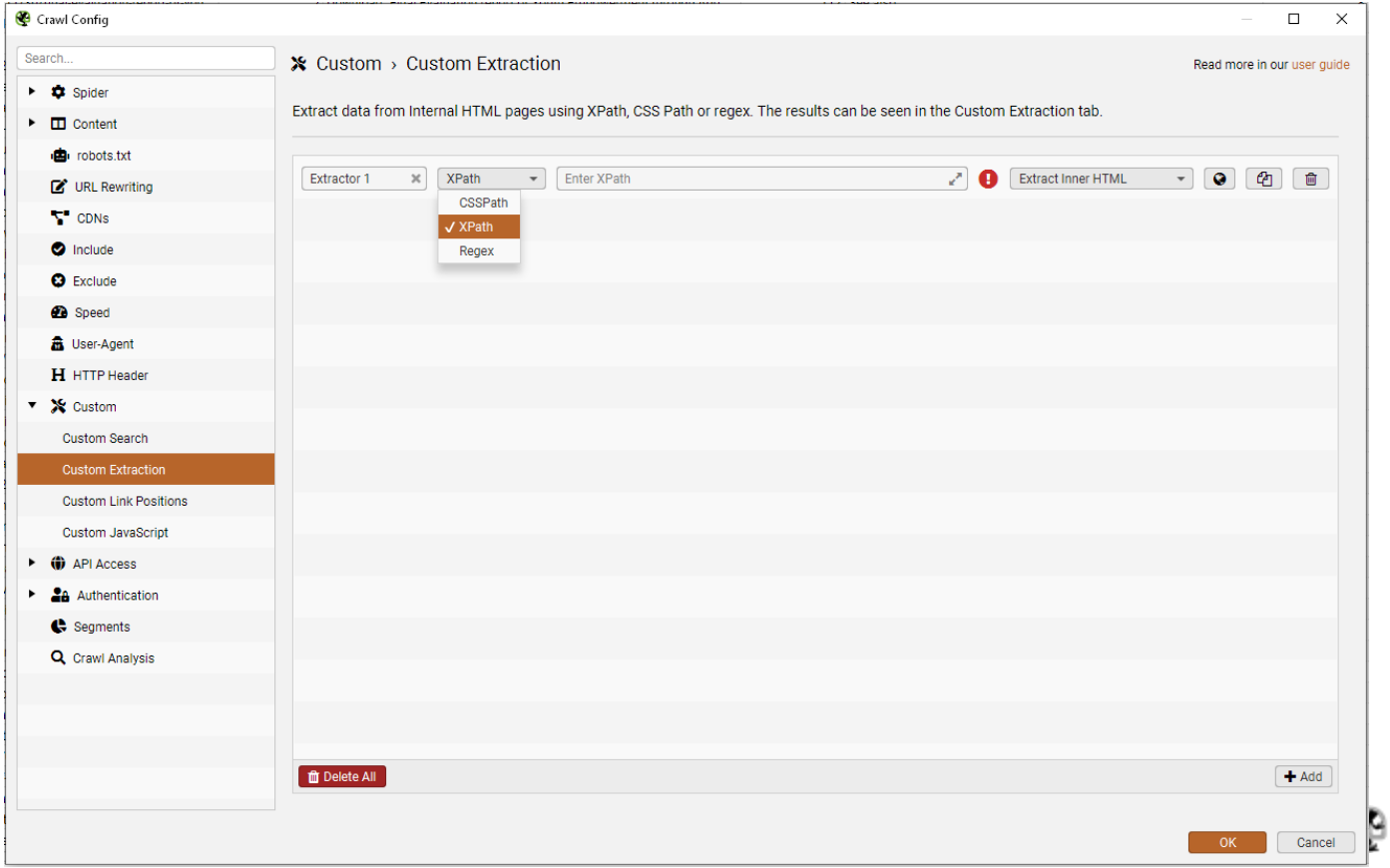
Custom Extraction- Get all H2s



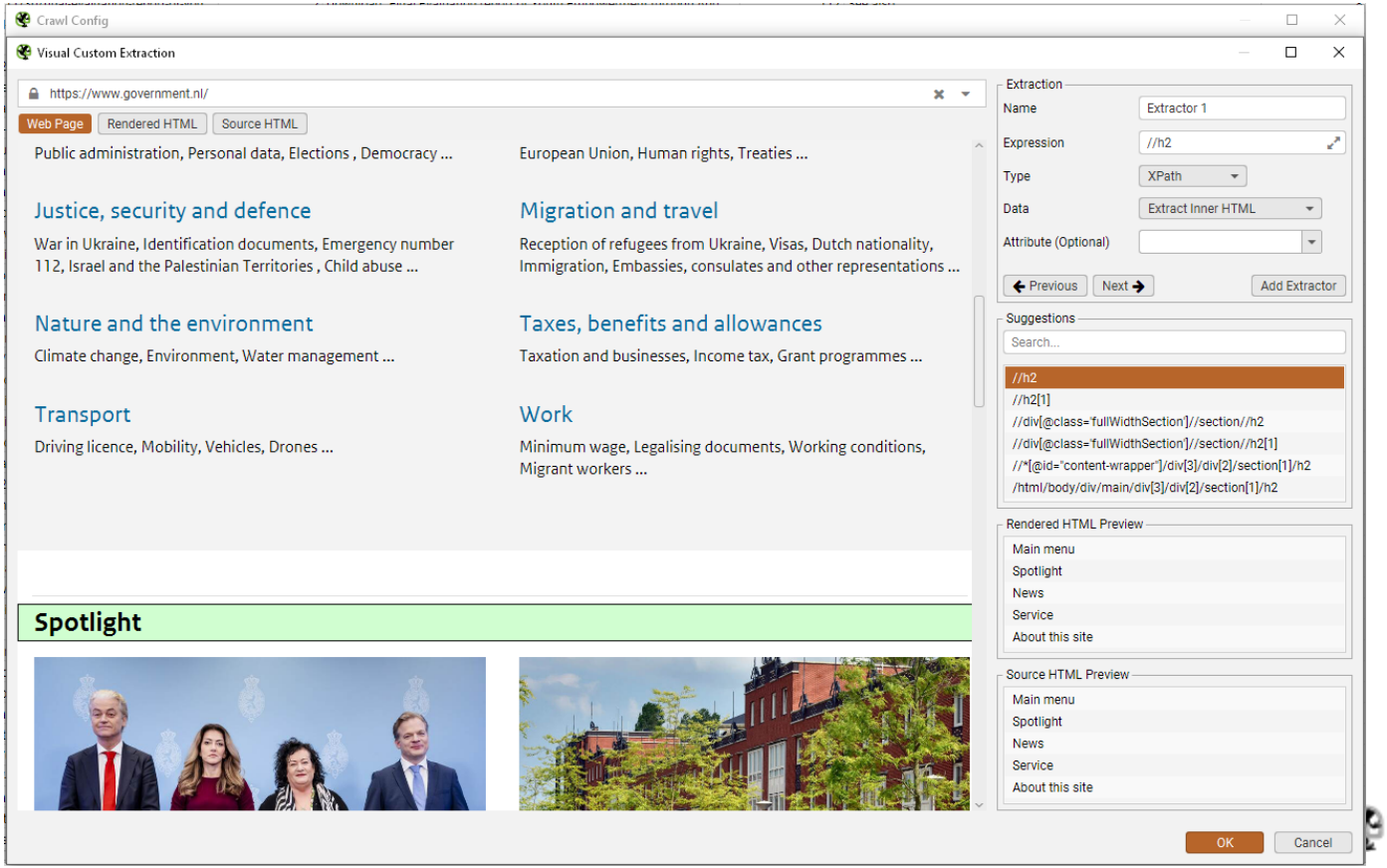
We can select what we want to extract visually instead.

mingfrog

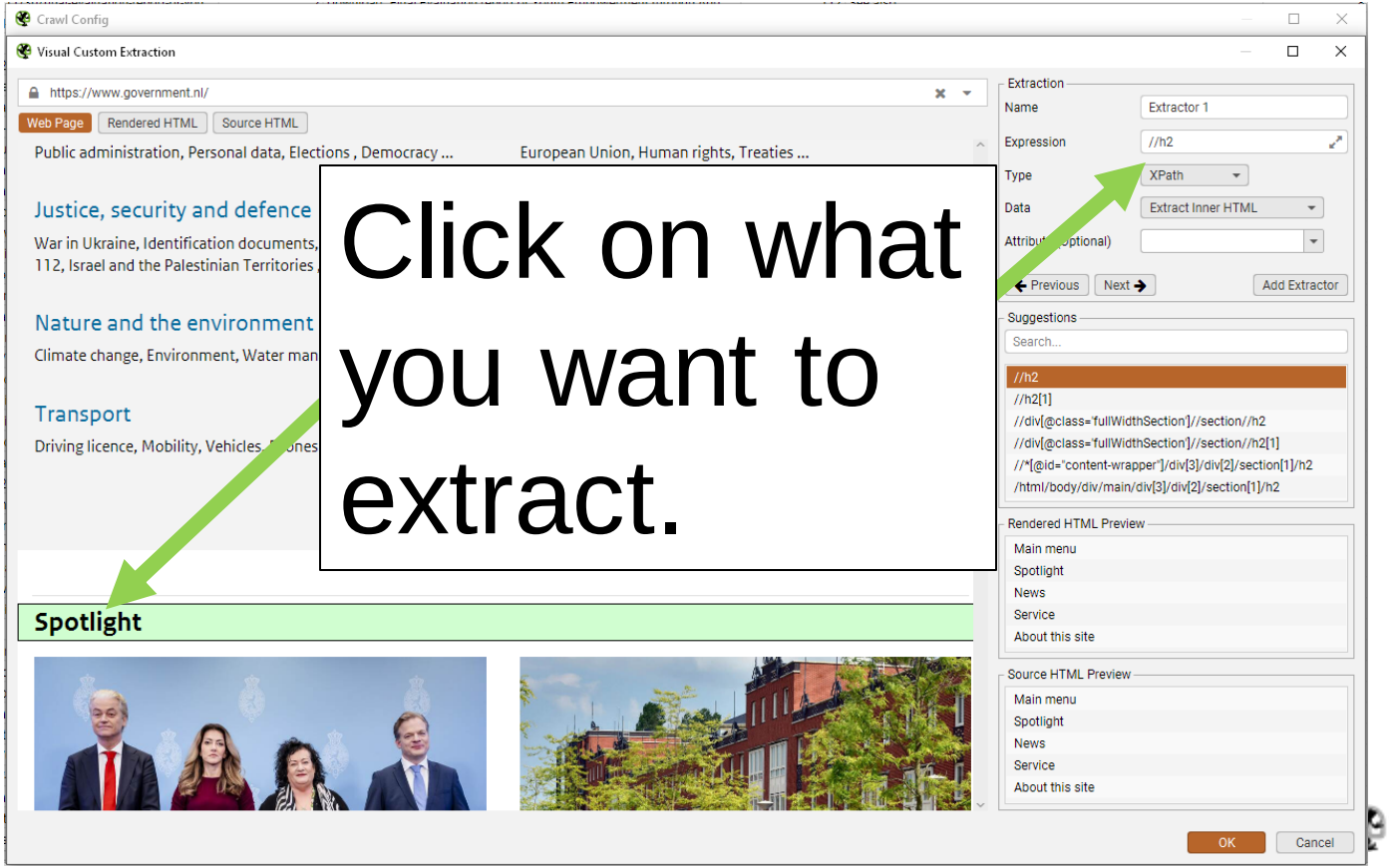
Custom Extraction- Get all H2s



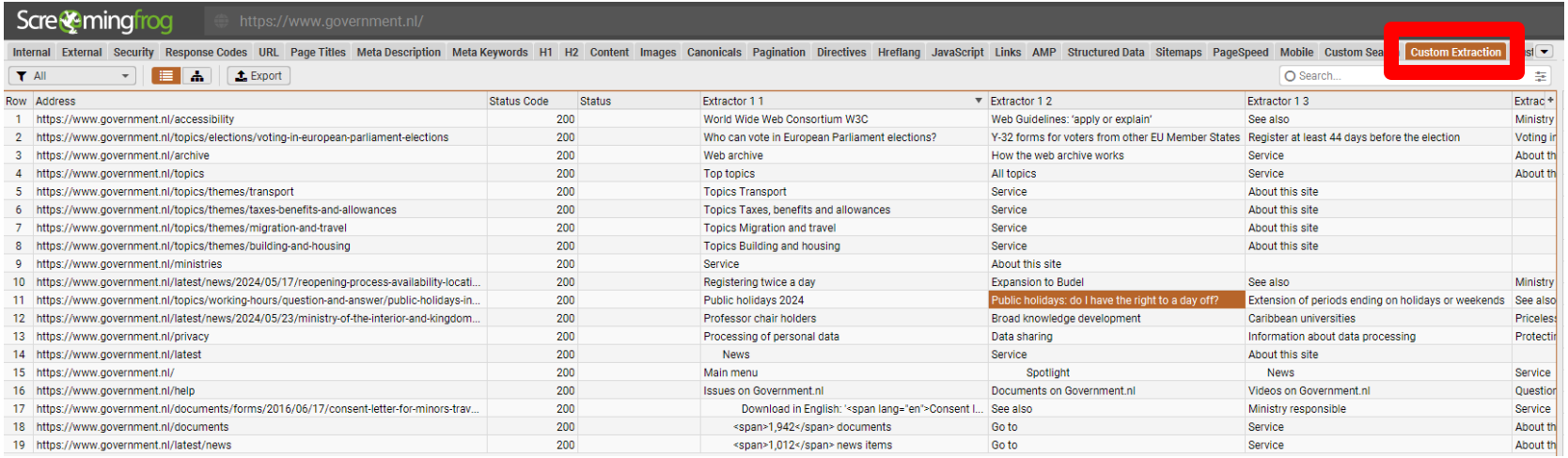
Custom Extraction- Get all H2s



Custom Extraction- Get all H2s



Custom Extraction- Get all H2s



Row	Address	Status Code	Status	Extractor 1 1	Extractor 1 2	Extractor 1 3	Extrac
1	https://www.government.nl/accessibility	200		World Wide Web Consortium W3C	Web Guidelines: 'apply or explain'	See also	Ministry
2	https://www.government.nl/topics/elections/voting-in-european-parliament-elections	200		Who can vote in European Parliament elections?	Y-32 forms for voters from other EU Member States	Register at least 44 days before the election	Voting in
3	https://www.government.nl/archive	200		Web archive	How the web archive works	Service	About th
4	https://www.government.nl/topics	200		Top topics	All topics	Service	About th
5	https://www.government.nl/topics/themes/transport	200		Topics Transport	Service	About this site	
6	https://www.government.nl/topics/themes/taxes-benefits-and-allowances	200		Topics Taxes, benefits and allowances	Service	About this site	
7	https://www.government.nl/topics/themes/migration-and-travel	200		Topics Migration and travel	Service	About this site	
8	https://www.government.nl/topics/themes/building-and-housing	200		Topics Building and housing	Service	About this site	
9	https://www.government.nl/ministries	200		Service	About this site		
10	https://www.government.nl/latest/news/2024/05/17/reopening-process-availability-locati...	200		Registering twice a day	Expansion to Budel	See also	Ministry
11	https://www.government.nl/topics/working-hours/question-and-answer/public-holidays-in...	200		Public holidays 2024	Public holidays: do I have the right to a day off?	Extension of periods ending on holidays or weekends	See also
12	https://www.government.nl/latest/news/2024/05/23/ministry-of-the-interior-and-kingdom...	200		Professor chair holders	Broad knowledge development	Caribbean universities	Priceless
13	https://www.government.nl/privacy	200		Processing of personal data	Data sharing	Information about data processing	Protectir
14	https://www.government.nl/latest	200		News	Service	About this site	
15	https://www.government.nl/	200		Main menu	Spotlight	News	Service
16	https://www.government.nl/help	200		Issues on Government.nl	Documents on Government.nl	Videos on Government.nl	Questior
17	https://www.government.nl/documents/forms/2016/06/17/consent-letter-for-minors-trav...	200		Download in English: 'Consent l...	See also	Ministry responsible	Service
18	https://www.government.nl/documents	200		1,942 documents	Go to	Service	About th
19	https://www.government.nl/latest/news	200		1,012 news items	Go to	Service	About th

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Custom Extraction- Other Uses

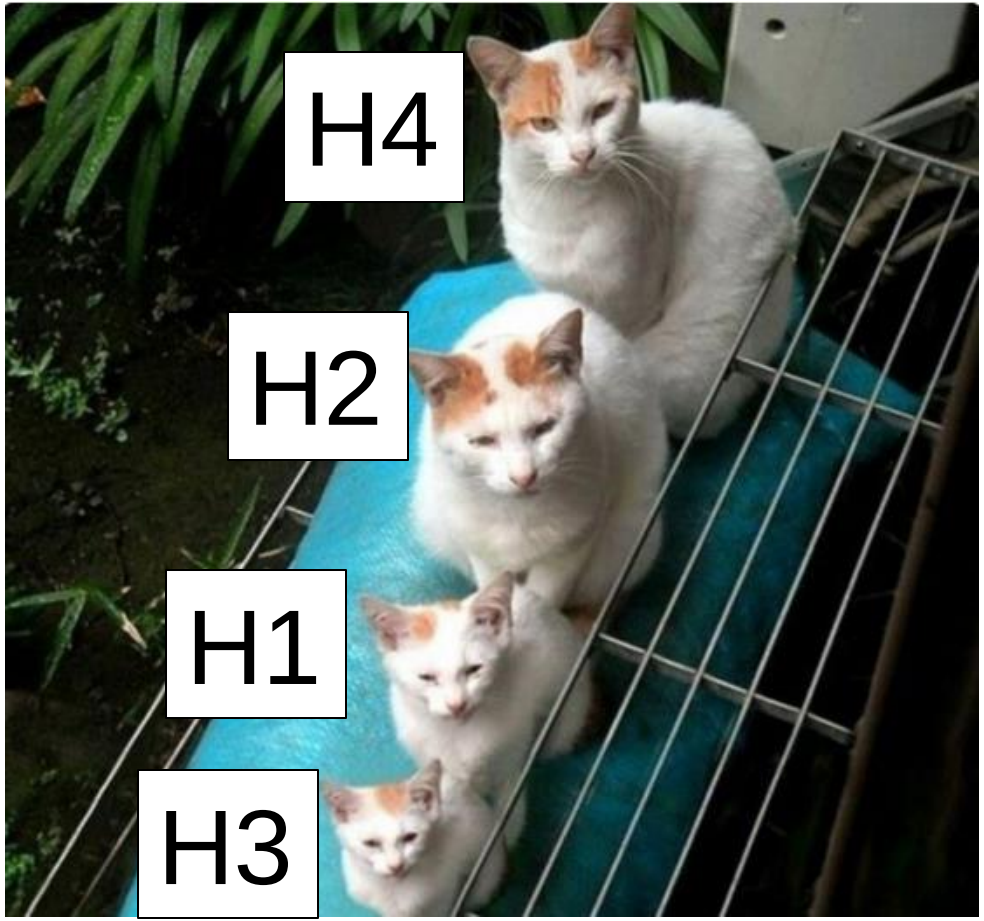
Tables

iframes and iframe videos

<p><strong (might be fake headings)

inline styling

Non-Sequential Headings



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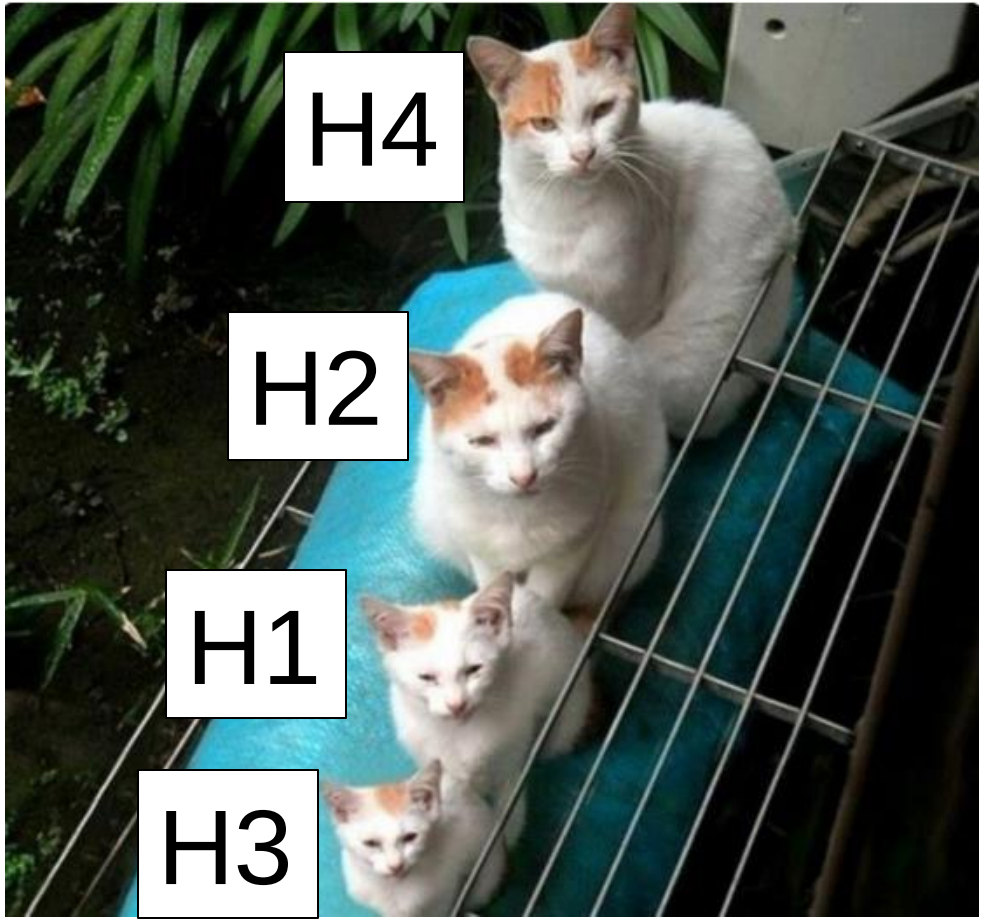
Non-Sequential Headings

It might be confusing to put the main heading at the end…



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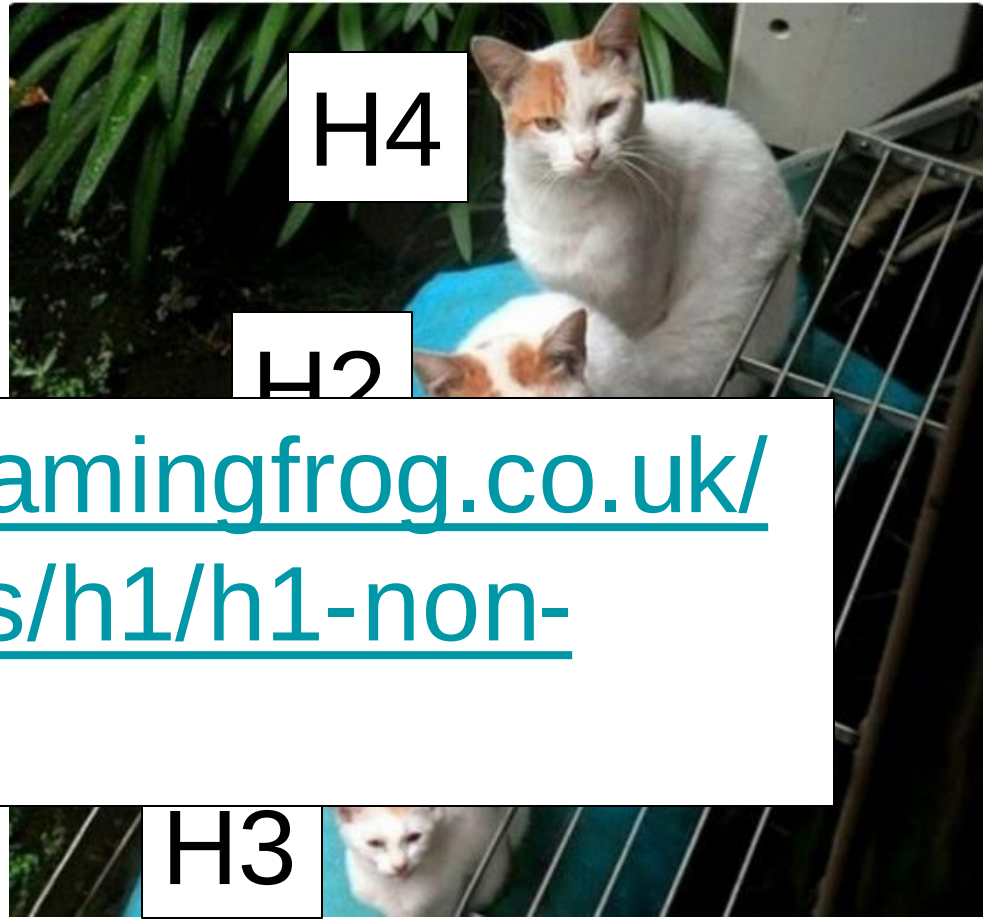
Non-Sequential Headings



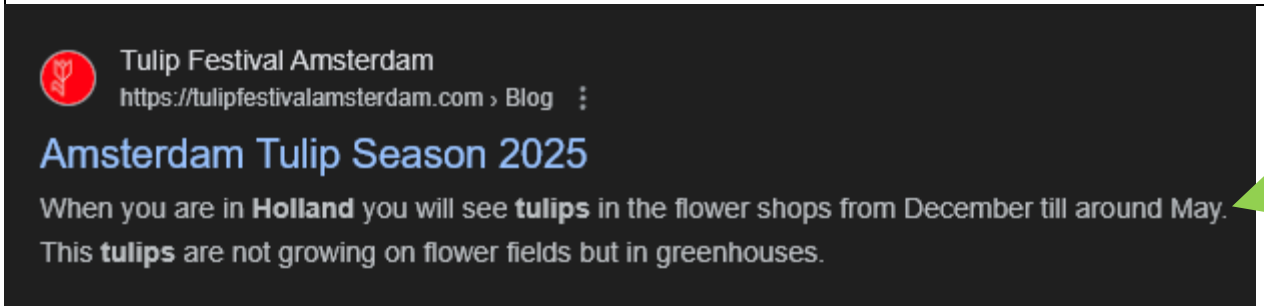
https://www.screamingfrog.co.uk/seo-spider/issues/h1/h1-non-sequential/

Meta Descriptions

https://www.screamingfrog.co.uk/learn-seo/meta-description/

Meta Descriptions

https://www.screamingfrog.co.uk/learn-seo/meta-description/



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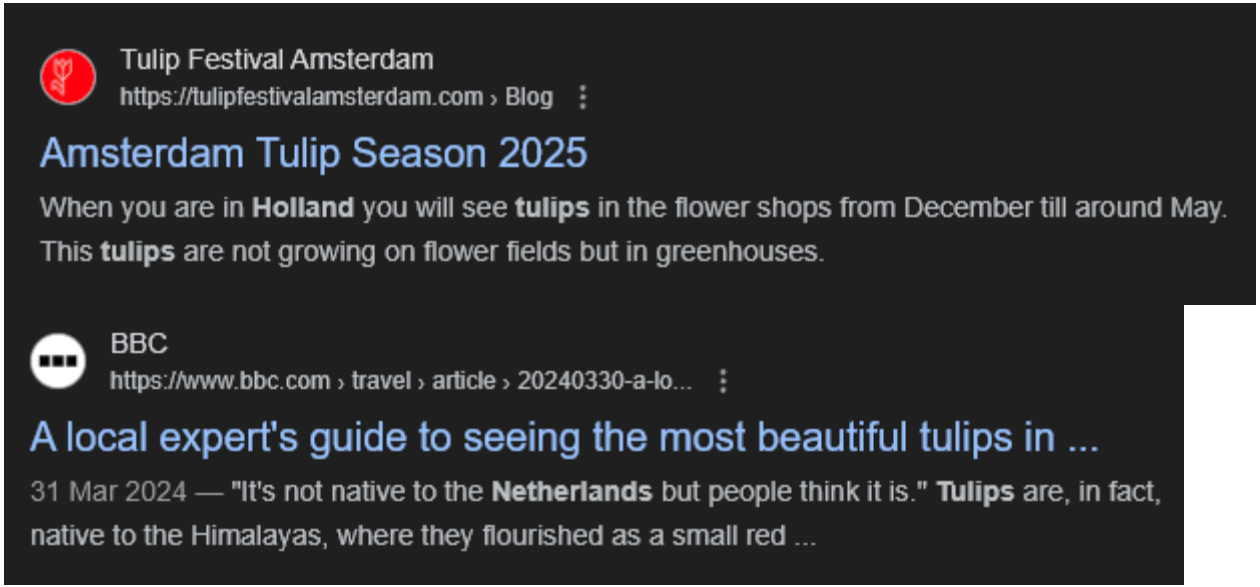
Meta Descriptions

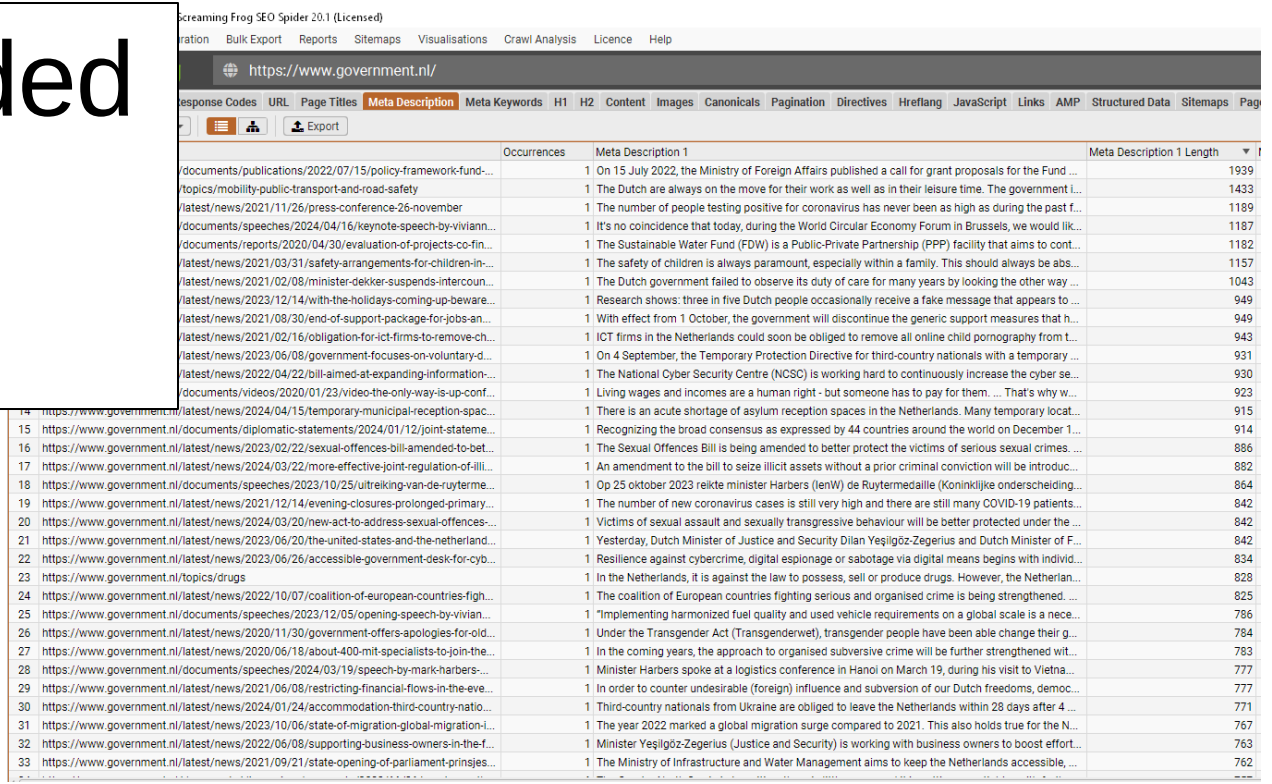
Sometimes Google ignores them…



Screamingfrog

Meta Descriptions

Recommended length: 155 characters.



		Occurrences	Meta Description 1	Meta Description 1 Length
	/documents/publications/2022/07/15/policy-framework-fund-...	1	On 15 July 2022, the Ministry of Foreign Affairs published a call for grant proposals for the Fund ...	1939
	/topics/mobility-public-transport-and-road-safety	1	The Dutch are always on the move for their work as well as in their leisure time. The government i...	1433
	/latest/news/2021/11/26/press-conference-26-november	1	The number of people testing positive for coronavirus has never been as high as during the past f...	1189
	/documents/speeches/2024/04/16/keynote-speech-by-viviann...	1	It's no coincidence that today, during the World Circular Economy Forum in Brussels, we would lik...	1187
	/documents/reports/2020/04/30/evaluation-of-projects-co-fin...	1	The Sustainable Water Fund (FDW) is a Public-Private Partnership (PPP) facility that aims to cont...	1182
	/latest/news/2021/03/31/safety-arrangements-for-children-in-...	1	The safety of children is always paramount, especially within a family. This should always be abs...	1157
	/latest/news/2021/02/08/minister-dekker-suspends-intercoun...	1	The Dutch government failed to observe its duty of care for many years by looking the other way ...	1043
	/latest/news/2023/12/14/with-the-holidays-coming-up-beware...	1	Research shows: three in five Dutch people occasionally receive a fake message that appears to ...	949
	/latest/news/2021/08/30/end-of-support-package-for-jobs-an...	1	With effect from 1 October, the government will discontinue the generic support measures that h...	949
	/latest/news/2021/02/16/obligation-for-ict-firms-to-remove-ch...	1	ICT firms in the Netherlands could soon be obliged to remove all online child pornography from t...	943
	/latest/news/2023/06/08/government-focuses-on-voluntary-d...	1	On 4 September, the Temporary Protection Directive for third-country nationals with a temporary ...	931
	/latest/news/2022/04/22/bill-aimed-at-expanding-information-...	1	The National Cyber Security Centre (NCSC) is working hard to continuously increase the cyber se...	930
	/documents/videos/2020/01/23/video-the-only-way-is-up-conf...	1	Living wages and incomes are a human right - but someone has to pay for them. ... That's why w...	923
14	https://www.government.nl/latest/news/2024/04/15/temporary-municipal-reception-spac...	1	There is an acute shortage of asylum reception spaces in the Netherlands. Many temporary locat...	915
15	https://www.government.nl/documents/diplomatic-statements/2024/01/12/joint-stateme...	1	Recognizing the broad consensus as expressed by 44 countries around the world on December 1...	914
16	https://www.government.nl/latest/news/2023/02/22/sexual-offences-bill-amended-to-bet...	1	The Sexual Offences Bill is being amended to better protect the victims of serious sexual crimes. ...	886
17	https://www.government.nl/latest/news/2024/03/22/more-effective-joint-regulation-of-illi...	1	An amendment to the bill to seize illicit assets without a prior criminal conviction will be introduc...	882
18	https://www.government.nl/documents/speeches/2023/10/25/uitreiking-van-de-ruyterme...	1	Op 25 oktober 2023 reikte minister Harbers (IenW) de Ruytermedaille (Koninklijke onderscheiding...	864
19	https://www.government.nl/latest/news/2021/12/14/evening-closures-prolonged-primary...	1	The number of new coronavirus cases is still very high and there are still many COVID-19 patients...	842
20	https://www.government.nl/latest/news/2024/03/20/new-act-to-address-sexual-offences-...	1	Victims of sexual assault and sexually transgressive behaviour will be better protected under the ...	842
21	https://www.government.nl/latest/news/2023/06/20/the-united-states-and-the-netherland...	1	Yesterday, Dutch Minister of Justice and Security Dilan Yeşilgöz-Zegerius and Dutch Minister of F...	842
22	https://www.government.nl/latest/news/2023/06/26/accessible-government-desk-for-cyb...	1	Resilience against cybercrime, digital espionage or sabotage via digital means begins with individ...	834
23	https://www.government.nl/topics/drugs	1	In the Netherlands, it is against the law to possess, sell or produce drugs. However, the Netherlan...	828
24	https://www.government.nl/latest/news/2022/10/07/coalition-of-european-countries-figh...	1	The coalition of European countries fighting serious and organised crime is being strengthened. ...	825
25	https://www.government.nl/documents/speeches/2023/12/05/opening-speech-by-vivian...	1	"Implementing harmonized fuel quality and used vehicle requirements on a global scale is a nece...	786
26	https://www.government.nl/latest/news/2020/11/30/government-offers-apologies-for-old...	1	Under the Transgender Act (Transgenderwet), transgender people have been able change their g...	784
27	https://www.government.nl/latest/news/2020/06/18/about-400-mit-specialists-to-join-the...	1	In the coming years, the approach to organised subversive crime will be further strengthened wit...	783
28	https://www.government.nl/documents/speeches/2024/03/19/speech-by-mark-harbers-...	1	Minister Harbers spoke at a logistics conference in Hanoi on March 19, during his visit to Vietna...	777
29	https://www.government.nl/latest/news/2021/06/08/restricting-financial-flows-in-the-eve...	1	In order to counter undesirable (foreign) influence and subversion of our Dutch freedoms, democ...	777
30	https://www.government.nl/latest/news/2024/01/24/accommodation-third-country-natio...	1	Third-country nationals from Ukraine are obliged to leave the Netherlands within 28 days after 4 ...	771
31	https://www.government.nl/latest/news/2023/10/06/state-of-migration-global-migration-i...	1	The year 2022 marked a global migration surge compared to 2021. This also holds true for the N...	767
32	https://www.government.nl/latest/news/2022/06/08/supporting-business-owners-in-the-f...	1	Minister Yeşilgöz-Zegerius (Justice and Security) is working with business owners to boost effort...	763
33	https://www.government.nl/latest/news/2021/09/21/state-opening-of-parliament-prinsjes...	1	The Ministry of Infrastructure and Water Management aims to keep the Netherlands accessible, ...	762

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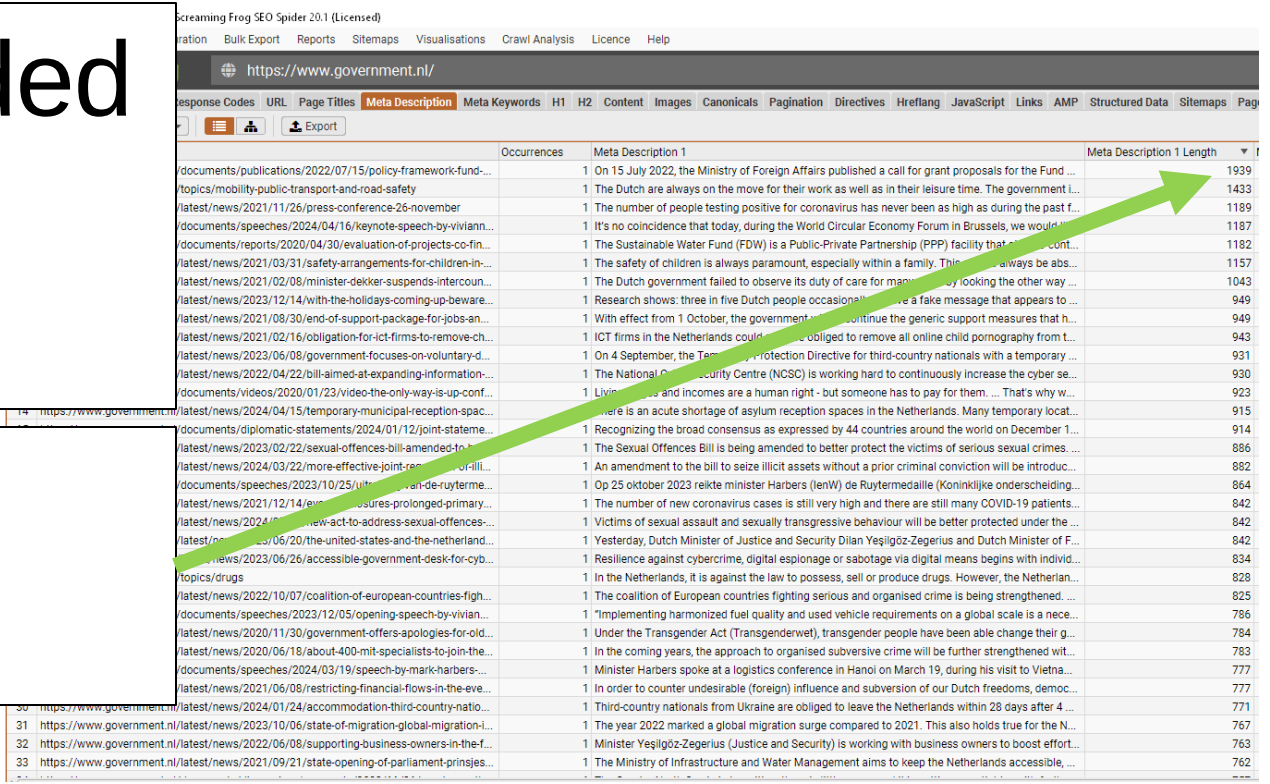
Meta Descriptions

Recommended length: 155 characters.

Not 1,939 characters.



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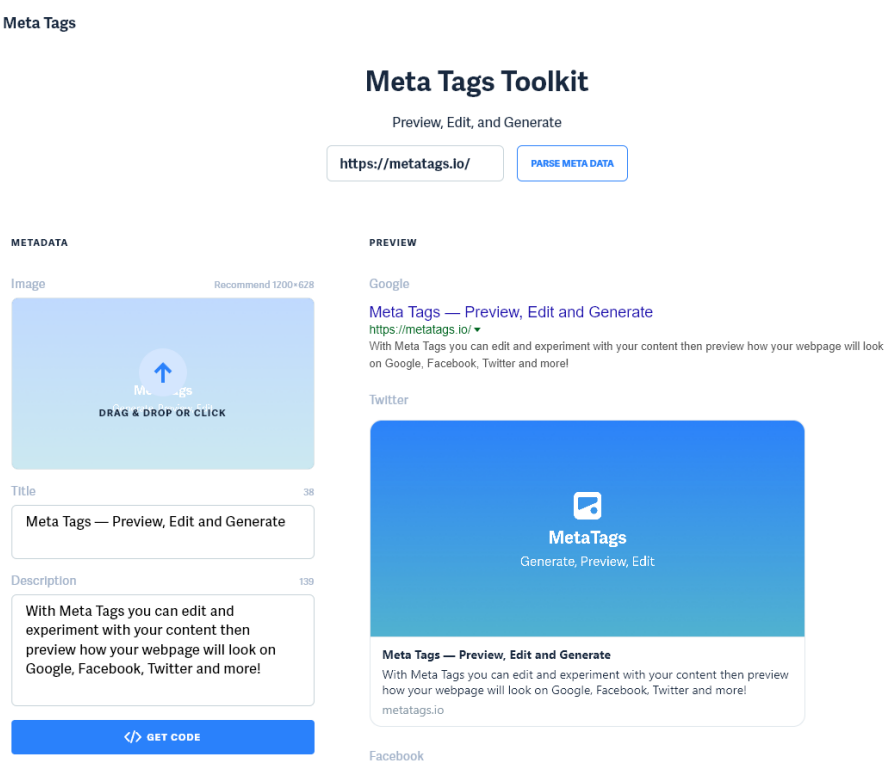
Bonus tip!

https://metatags.io/

Free tool to check meta data.



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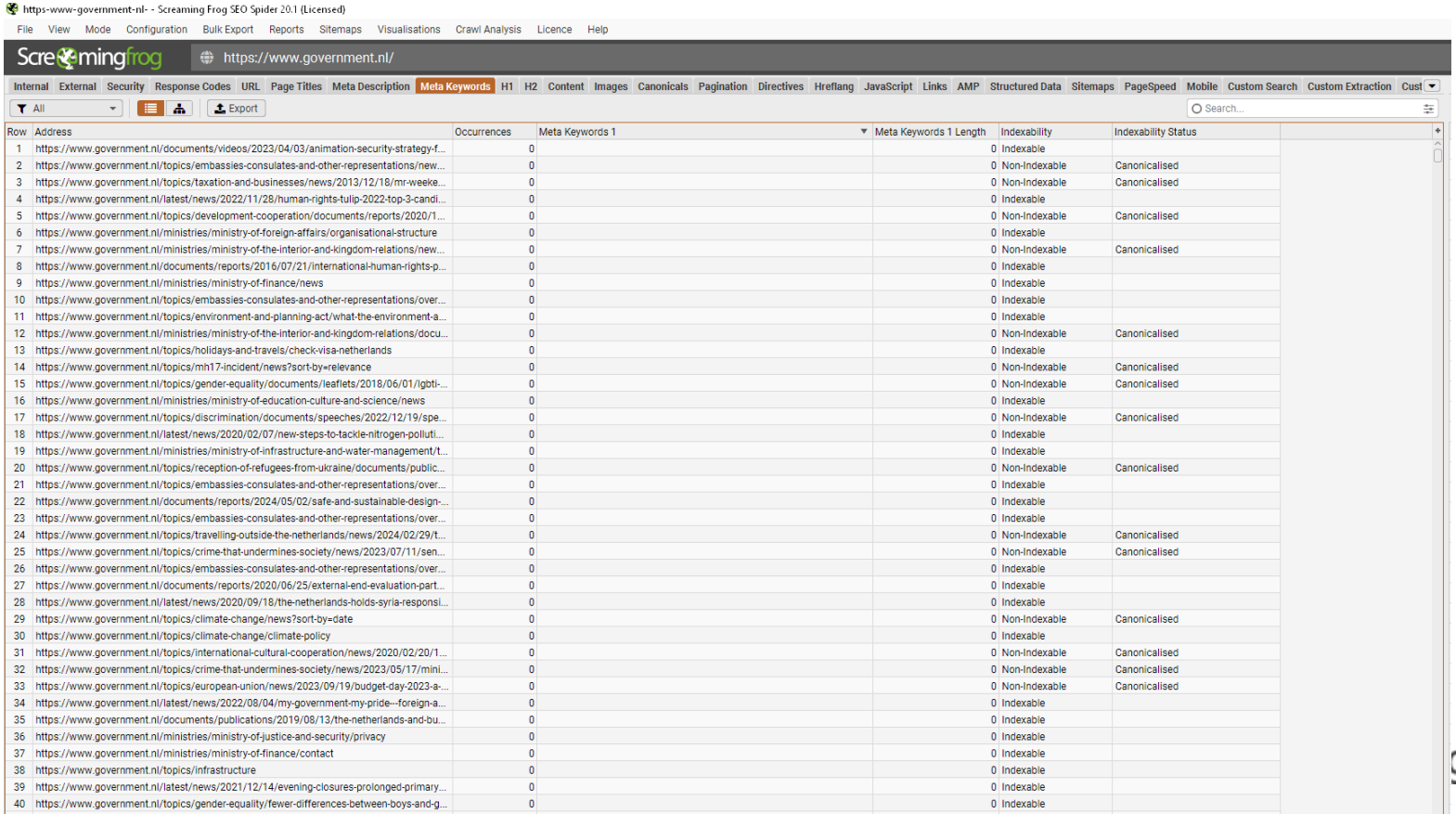
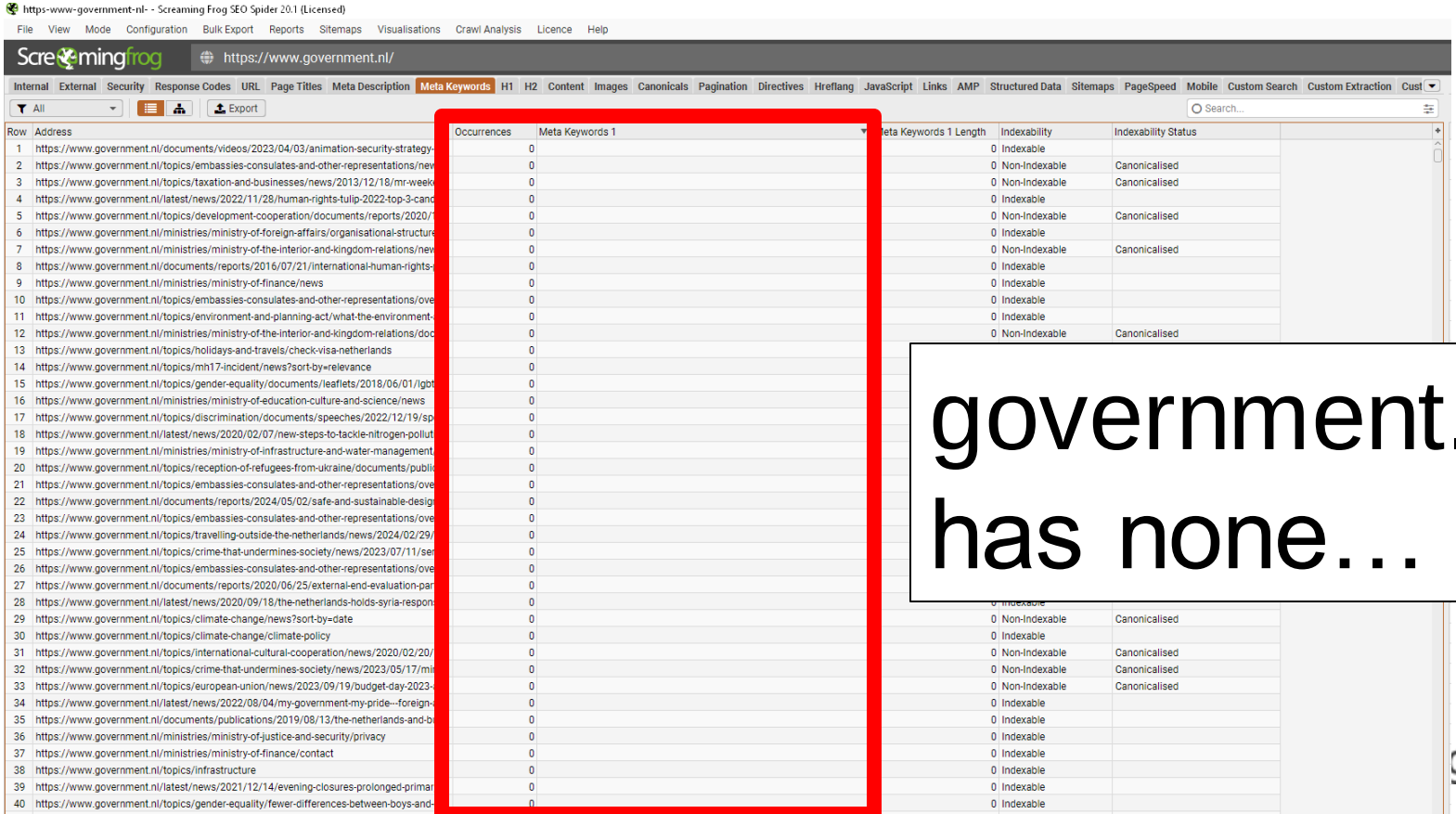
Meta Keywords



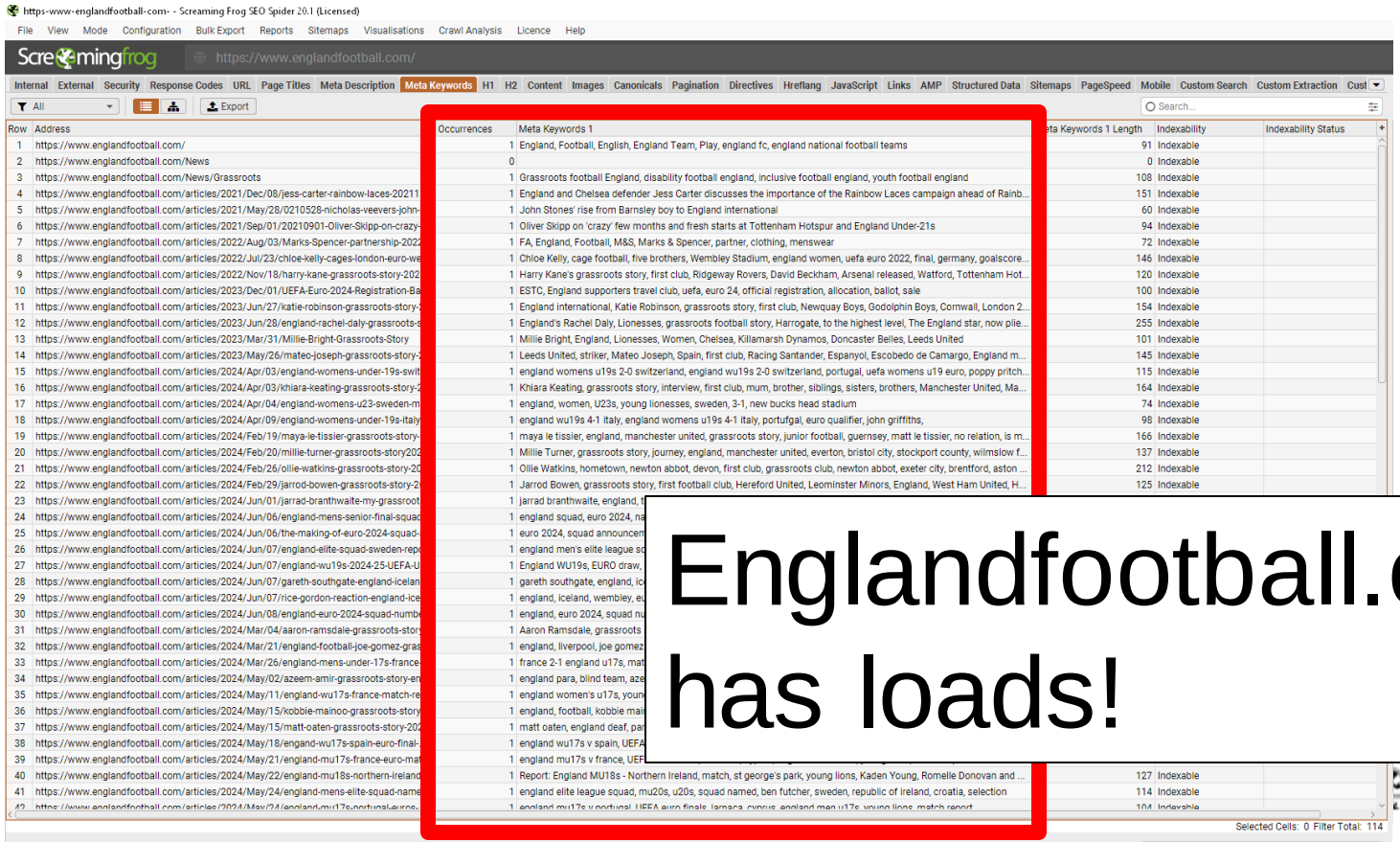
Row	Address	Occurrences	Meta Keywords 1	Meta Keywords 1 Length	Indexability	Indexability Status
1	https://www.government.nl/documents/videos/2023/04/03/animation-security-strategy-f...	0		0	Indexable	
2	https://www.government.nl/topics/embassies-consulates-and-other-representations/new...	0		0	Non-Indexable	Canonicalised
3	https://www.government.nl/topics/taxation-and-businesses/news/2013/12/18/mr-weeke...	0		0	Non-Indexable	Canonicalised
4	https://www.government.nl/latest/news/2022/11/28/human-rights-tulip-2022-top-3-candi...	0		0	Indexable	
5	https://www.government.nl/topics/development-cooperation/documents/reports/2020/1...	0		0	Non-Indexable	Canonicalised
6	https://www.government.nl/ministries/ministry-of-foreign-affairs/organisational-structure	0		0	Indexable	
7	https://www.government.nl/ministries/ministry-of-the-interior-and-kingdom-relations/new...	0		0	Non-Indexable	Canonicalised
8	https://www.government.nl/documents/reports/2016/07/21/international-human-rights-p...	0		0	Indexable	
9	https://www.government.nl/ministries/ministry-of-finance/news	0		0	Indexable	
10	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	0		0	Indexable	
11	https://www.government.nl/topics/environment-and-planning-act/what-the-environment-a...	0		0	Indexable	
12	https://www.government.nl/ministries/ministry-of-the-interior-and-kingdom-relations/docu...	0		0	Non-Indexable	Canonicalised
13	https://www.government.nl/topics/holidays-and-travels/check-visa-netherlands	0		0	Indexable	
14	https://www.government.nl/topics/mh17-incident/news?sort-by=relevance	0		0	Non-Indexable	Canonicalised
15	https://www.government.nl/topics/gender-equality/documents/leaflets/2018/06/01/lgbti-...	0		0	Non-Indexable	Canonicalised
16	https://www.government.nl/ministries/ministry-of-education-culture-and-science/news	0		0	Indexable	
17	https://www.government.nl/topics/discrimination/documents/speeches/2022/12/19/spe...	0		0	Non-Indexable	Canonicalised
18	https://www.government.nl/latest/news/2020/02/07/new-steps-to-tackle-nitrogen-polluti...	0		0	Indexable	
19	https://www.government.nl/ministries/ministry-of-infrastructure-and-water-management/t...	0		0	Indexable	
20	https://www.government.nl/topics/reception-of-refugees-from-ukraine/documents/public...	0		0	Non-Indexable	Canonicalised
21	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	0		0	Indexable	
22	https://www.government.nl/documents/reports/2024/05/02/safe-and-sustainable-design-...	0		0	Indexable	
23	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	0		0	Indexable	
24	https://www.government.nl/topics/travelling-outside-the-netherlands/news/2024/02/29/t...	0		0	Non-Indexable	Canonicalised
25	https://www.government.nl/topics/crime-that-undermines-society/news/2023/07/11/sen...	0		0	Non-Indexable	Canonicalised
26	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	0		0	Indexable	
27	https://www.government.nl/documents/reports/2020/06/25/external-end-evaluation-part...	0		0	Indexable	
28	https://www.government.nl/latest/news/2020/09/18/the-netherlands-holds-syria-responsi...	0		0	Indexable	
29	https://www.government.nl/topics/climate-change/news?sort-by=date	0		0	Non-Indexable	Canonicalised
30	https://www.government.nl/topics/climate-change/climate-policy	0		0	Indexable	
31	https://www.government.nl/topics/international-cultural-cooperation/news/2020/02/20/1...	0		0	Non-Indexable	Canonicalised
32	https://www.government.nl/topics/crime-that-undermines-society/news/2023/05/17/mini...	0		0	Non-Indexable	Canonicalised
33	https://www.government.nl/topics/european-union/news/2023/09/19/budget-day-2023-a-...	0		0	Non-Indexable	Canonicalised
34	https://www.government.nl/latest/news/2022/08/04/my-government-my-pride---foreign-a...	0		0	Indexable	
35	https://www.government.nl/documents/publications/2019/08/13/the-netherlands-and-bu...	0		0	Indexable	
36	https://www.government.nl/ministries/ministry-of-justice-and-security/privacy	0		0	Indexable	
37	https://www.government.nl/ministries/ministry-of-finance/contact	0		0	Indexable	
38	https://www.government.nl/topics/infrastructure	0		0	Indexable	
39	https://www.government.nl/latest/news/2021/12/14/evening-closures-prolonged-primary...	0		0	Indexable	
40	https://www.government.nl/topics/gender-equality/fewer-differences-between-boys-and-g...	0		0	Indexable	

Meta Keywords



government.nl has none…

Meta Keywords



Englandfootball.com has loads!

Meta Keywords

Meta Keywords 1
England, Football, English, England Team, Play, england fc, england national football teams

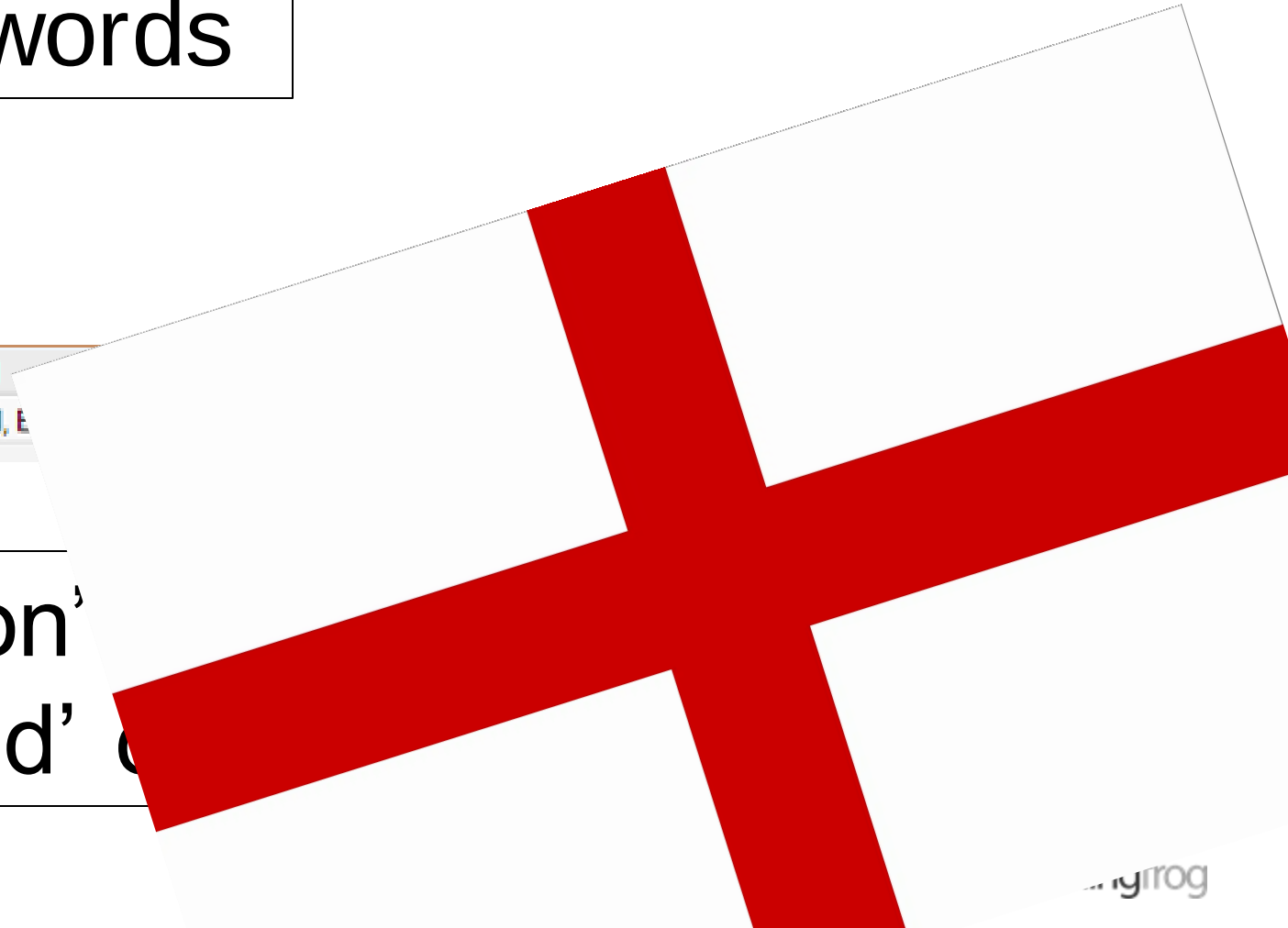
This won’t help them rank for ‘England’ or ‘Football’, or ‘Play’.

Screamingfrog

Meta Keywords

Meta Keywords 1
England, Football, E

This won’
‘England’ c



Meta Keywords

Meta Keywords 1
England, Football, English, England Team, Play, england fc, england national football teams

Crawl competitor sites to see what keywords they want to target.

Screamingfrog

Meta Keywords

Keywords | H1 | H2 | Content | Images | Canonicals | Pagination | Directives | Hreflang | JavaScript | Links | AMP | Structured Data | S

		Occurrences	Meta Keywords 1
1	https://uk.fff.fr/	1	fff
2	https://uk.fff.fr/article/145-austria-netherlands-and-path-a-qualifier-on-the-menu-for-france...	1	fff
3	https://uk.fff.fr/voir_plus/dernieres_actualites.html	1	fff
4	https://uk.fff.fr/article/146-euro-2024-group-stage-tickets-sold-out.html	1	fff
5	https://uk.fff.fr/2-our-history.html?utm_source=%20&utm_campaign=%20&utm_content=	1	fff
6	https://uk.fff.fr/article/147-nations-league-final-four-germany-next-up-for-les-bleues.html	1	fff
7	https://uk.fff.fr/article/136-football-comes-into-play.html	1	fff
8	https://uk.fff.fr/article/140-franco-saudi-football-development-partnership.html	1	fff
9	https://uk.fff.fr/4-executive-committee-and-general-assembly.html	1	fff
10	https://uk.fff.fr/article/141-the-fff-candidate-for-the-organization-of-the-euro-futsal-2026.h...	1	fff
11	https://uk.fff.fr/8-services.html	1	fff
12	https://uk.fff.fr/3-organisation.html	1	fff
13	https://uk.fff.fr/5-key-figures.html	1	fff
14	https://uk.fff.fr/7-innovation.html	1	fff
15	https://uk.fff.fr/article/144-didier-deschamps-a-very-dense-group-.html	1	fff
16	https://uk.fff.fr/1-introduction.html	1	fff
17	https://uk.fff.fr/2-our-history.html	1	fff
18	https://uk.fff.fr/article/143-france-to-face-germany-in-lyon-in-march-2024.html	1	fff
19	https://uk.fff.fr/article/148-czech-republic-norway-and-ukraine-to-face-les-bleuettes.html	1	fff
20	https://uk.fff.fr/6-our-actions.html	1	fff
21	https://uk.fff.fr/article/150-nike-named-official-fff-kit-supplier-until-2034.html	1	fff
22	https://uk.fff.fr/13-football-the-way-we-want-it.html	1	fff
23	https://uk.fff.fr/17-the-fff-on-the-international-scene.html	1	fff
24	https://uk.fff.fr/16-innovation-for-performance.html	1	fff
25	https://uk.fff.fr/14-a-major-player-in-living-together-.html	1	fff
26	https://uk.fff.fr/11-detecting-young-talent.html	1	fff
27	https://uk.fff.fr/9-access-for-all.html	1	fff
28	https://uk.fff.fr/10-a-quality-framework.html	1	fff
29	https://uk.fff.fr/12-promoting-diversity.html	1	fff
30	https://uk.fff.fr/15-football-for-health.html	1	fff
31	https://uk.fff.fr/article/1-2020-fff-innovation-awards-list.html	1	fff
32	https://uk.fff.fr/article/131-fff-press-release.html	1	fff
33	https://uk.fff.fr/article/132-league-1-s-first-all-female-on-pitch-match-official-team.html	1	fff
34	https://uk.fff.fr/article/123-les-bleues-opponents-in-profile.html	1	fff
35	https://uk.fff.fr/article/112-a-near-perfect-start-for-les-bleues.html	1	fff
36	https://uk.fff.fr/article/111-squad-of-23-named-for-euros.html	1	fff
37	https://uk.fff.fr/article/105-the-fff-and-the-federation-of-singapore-cement-new-links.html	1	fff
38	https://uk.fff.fr/article/122-france-brazil-and-jamaica.html	1	fff
39	https://uk.fff.fr/article/139-u21-euros-2023-full-squad-list-announced.html	1	fff
40	https://uk.fff.fr/article/126-didier-deschamps-extends-stay-until-2026.html	1	fff
41	https://uk.fff.fr/article/101-international-media-and-live-betting-rights-launch-of-the-tender....	1	fff
42	https://uk.fff.fr/article/124-stadium-accessibility-the-fff-continues-its-commitment.html	1	fff

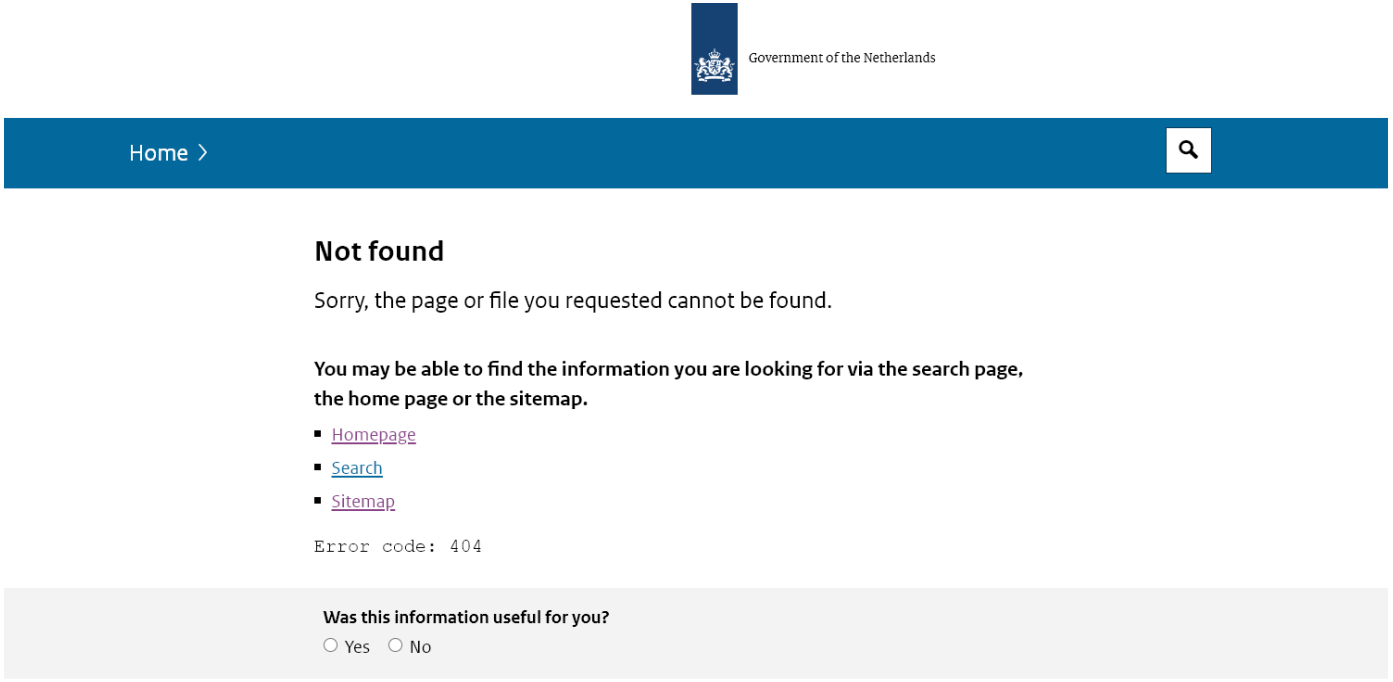
screamingfrog

“FFF…”

Screamingfrog

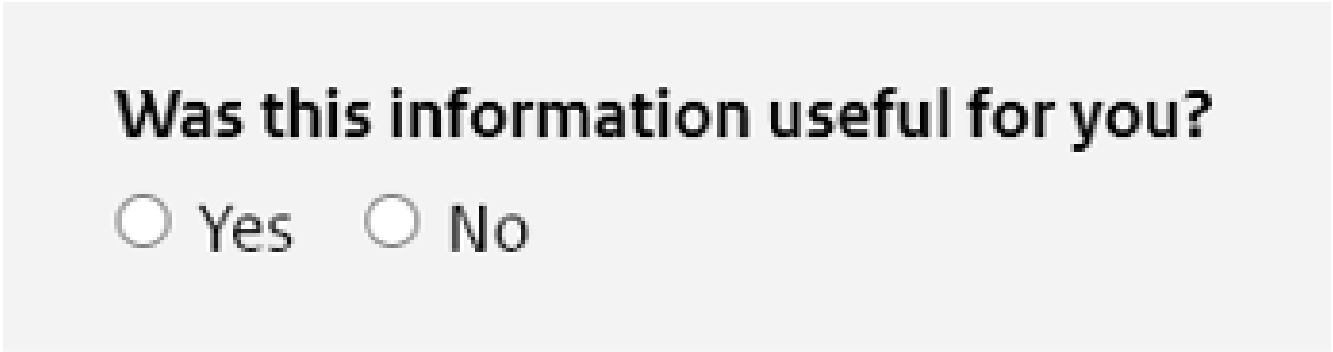
Internal Linking

Broken Links



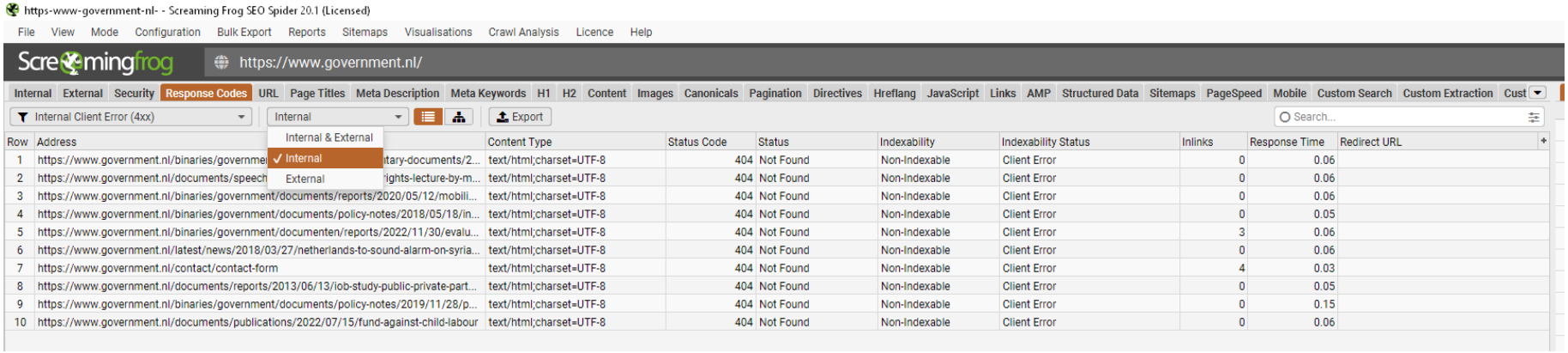
Screamingfrog

Broken Links



Screamingfrog

Broken Links



Row	Address	Content Type	Status Code	Status	Indexability	Indexability Status	Inlinks	Response Time	Redirect URL
1	https://www.government.nl/binaries/governmen...tary-documents/2...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.06	
2	https://www.government.nl/documents/speech...ights-lecture-by-m...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.06	
3	https://www.government.nl/binaries/government/documents/reports/2020/05/12/mobili...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.06	
4	https://www.government.nl/binaries/government/documents/policy-notes/2018/05/18/in...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.05	
5	https://www.government.nl/binaries/government/documenten/reports/2022/11/30/evalu...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	3	0.06	
6	https://www.government.nl/latest/news/2018/03/27/netherlands-to-sound-alarm-on-syria...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.06	
7	https://www.government.nl/contact/contact-form	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	4	0.03	
8	https://www.government.nl/documents/reports/2013/06/13/iob-study-public-private-part...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.05	
9	https://www.government.nl/binaries/government/documents/policy-notes/2019/11/28/p...	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.15	
10	https://www.government.nl/documents/publications/2022/07/15/fund-against-child-labour	text/html;charset=UTF-8	404	Not Found	Non-Indexable	Client Error	0	0.06	

Check for links to internal and external 404 pages.

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Breadcrumbs

Breadcrumbs allow for easier navigation between pages.

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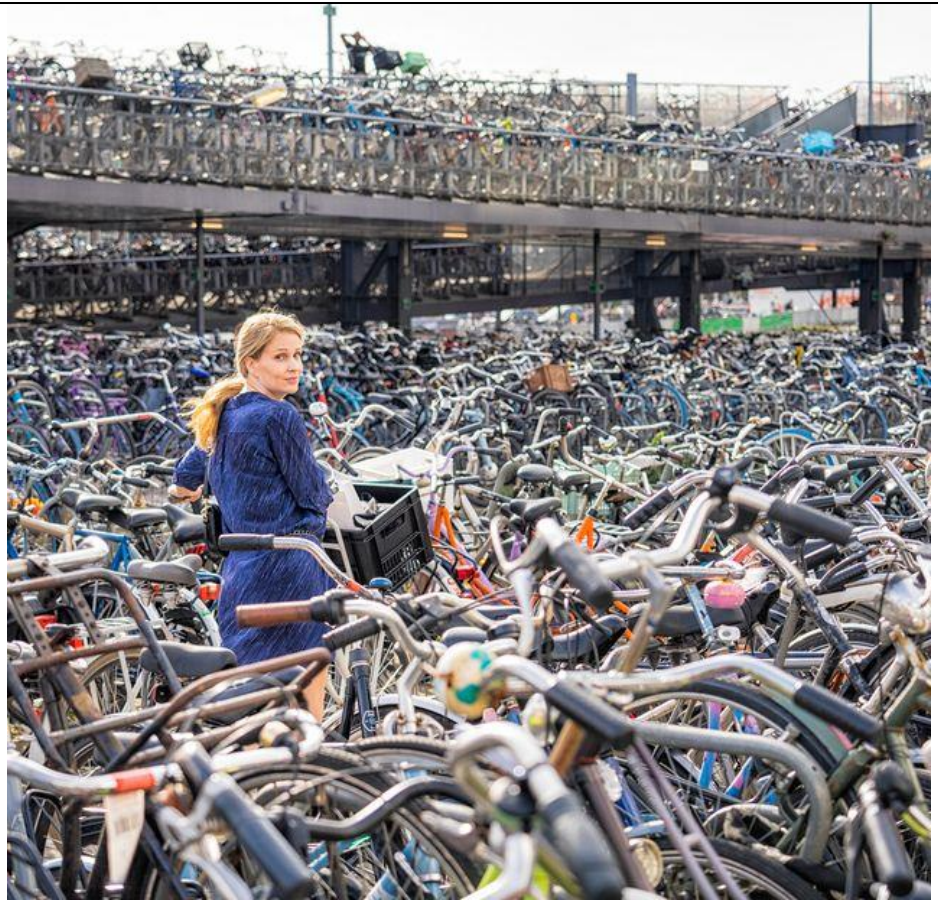
Bicycles in the Netherlands…



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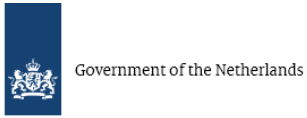
Breadcrumbs



Ways of encouraging bicycle use

Bicycle use is widespread in the Netherlands. 27% of all journeys are made by bicycle. And in some cities, this figure is much higher. But we can still do more to encourage people to travel by bicycle. After all, more than

Screamingfrog

Who loves bikes the most?

Government of the Netherlands

Home > Topics > Bicycles >

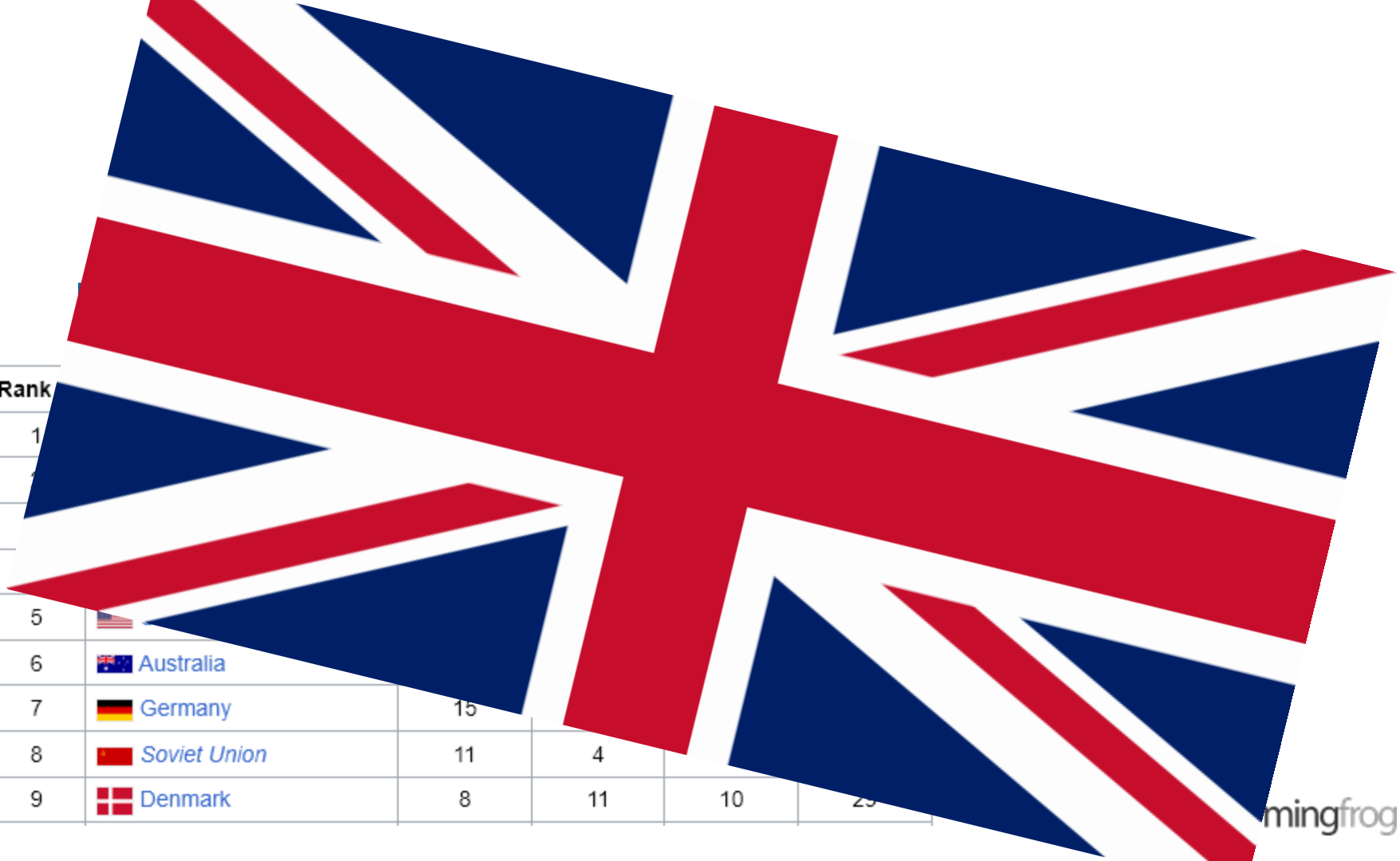
Ways of encouraging bicycle use

Bicycle use is widespread in the Netherlands. 27% of all journeys are made by bicycle. And in some cities, this figure is much higher. But we still do more to encourage people to travel by bicycle. Aft

France according to Olympic Cycling Records…

Rank	Nation	Gold	Silver	Bronze	Total
1	France	41	26	26	93
2	Great Britain	38	35	27	100
3	Italy	35	16	12	63
4	Netherlands	23	22	16	61
5	United States	17	22	21	60
6	Australia	15	19	20	54
7	Germany	15	16	16	47
8	*Soviet Union*	11	4	9	24
9	Denmark	8	11	10	29

Rank					
1					
5					
6	Australia				
7	Germany	15			
8	*Soviet Union*	11	4		
9	Denmark	8	11	10	



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Breadcrumbs

Ways of encouraging bicycle use

Bicycle use is widespread in the Netherlands. 27% of all journeys are made by bicycle. And in some cities, this figure is much higher. But we can still do more to encourage people to travel by bicycle. After all, more than

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Breadcrumbs

Links on the page that aid navigation back to previous subfolders.

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Breadcrumbs Structured Data Validation

https://www.screamingfrog.co.uk/seo-spider/tutorials/structured-data-testing-validation/

https://developers.google.com/search/docs/appearance/structured-data/breadcrumb

Anchor Text

Anchor Text is the phrasing used to inform users about the destination of a link.

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Good Anchor Text

Find out more about how you can get a free bike from the Dutch government.

Screamingfrog

Good Ancho Text

Find out m ,an get
a free bike
governme

Screamingfrog

Good Anchor Text

Find out more about how you can get a free bike from the Dutch government.

Anchor text provides context about purpose of next page. Topic is clear.

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Bad Anchor Text

Find out more about how you can get a free bike from the Dutch government.

Screamingfrog

Bad Anchor Text

Find out more about how you can get a free bike from the Dutch government.

Anchor text is unclear without context.

Screamingfrog

OK Anchor Text

Find out more about how you can get a free bike from the Dutch government.

Screamingfrog

OK Anchor Text

Find out more about how you can get a free bike from the Dutch government.

Anchor text gives some clues but isn’t topically relevant to destination.

Questionable Anchor Text

Find out more about how you can get a free bike from the Dutch government.

Questionable Anchor Text

Find out more about how you can get a free bike from the Dutch government.

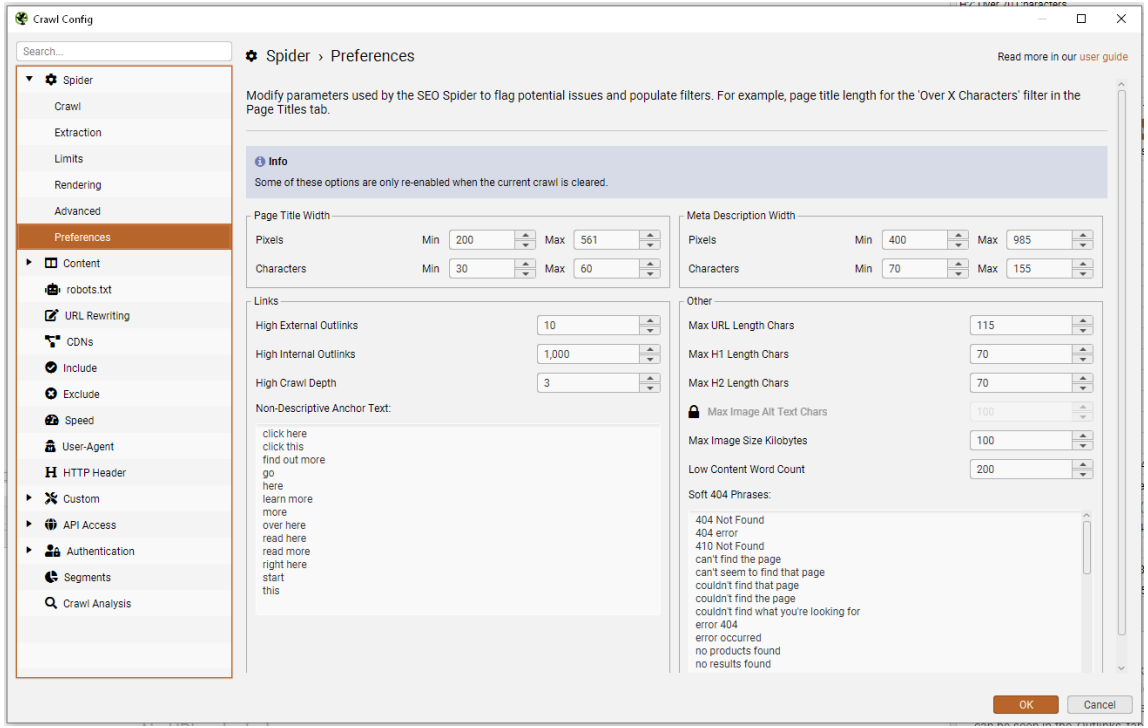
Anchor text could be interpreted as deliberate manipulation for a keyword.

Anchor Text

Anchor Text is the phrasing used to inform users about the destination of a link.

https://www.screamingfrog.co.uk/seo-spider/tutorials/internal-linking-audit-with-the-seo-spider/#findanchor

Anchor Text



Customise what words the Spider is looking for.

Checking Internal Links

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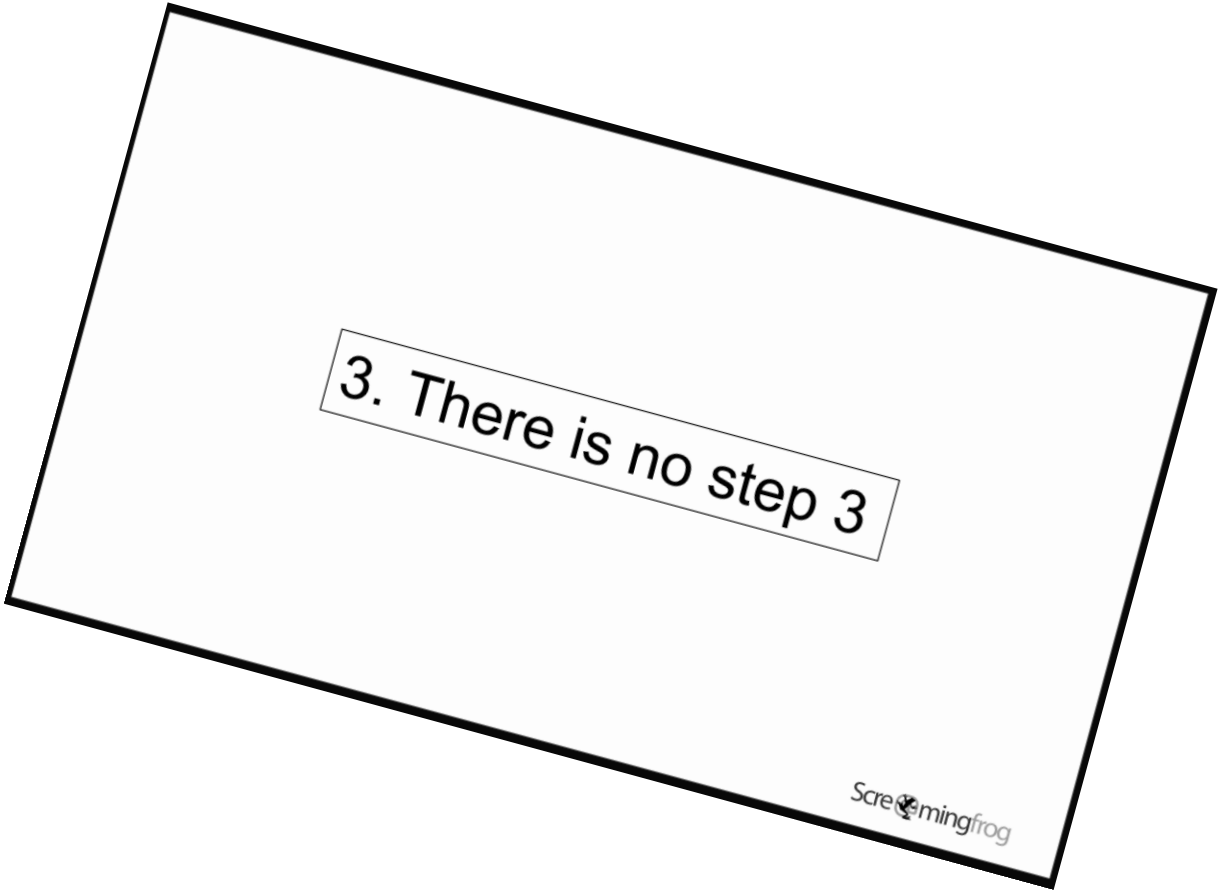
Checking Internal Links



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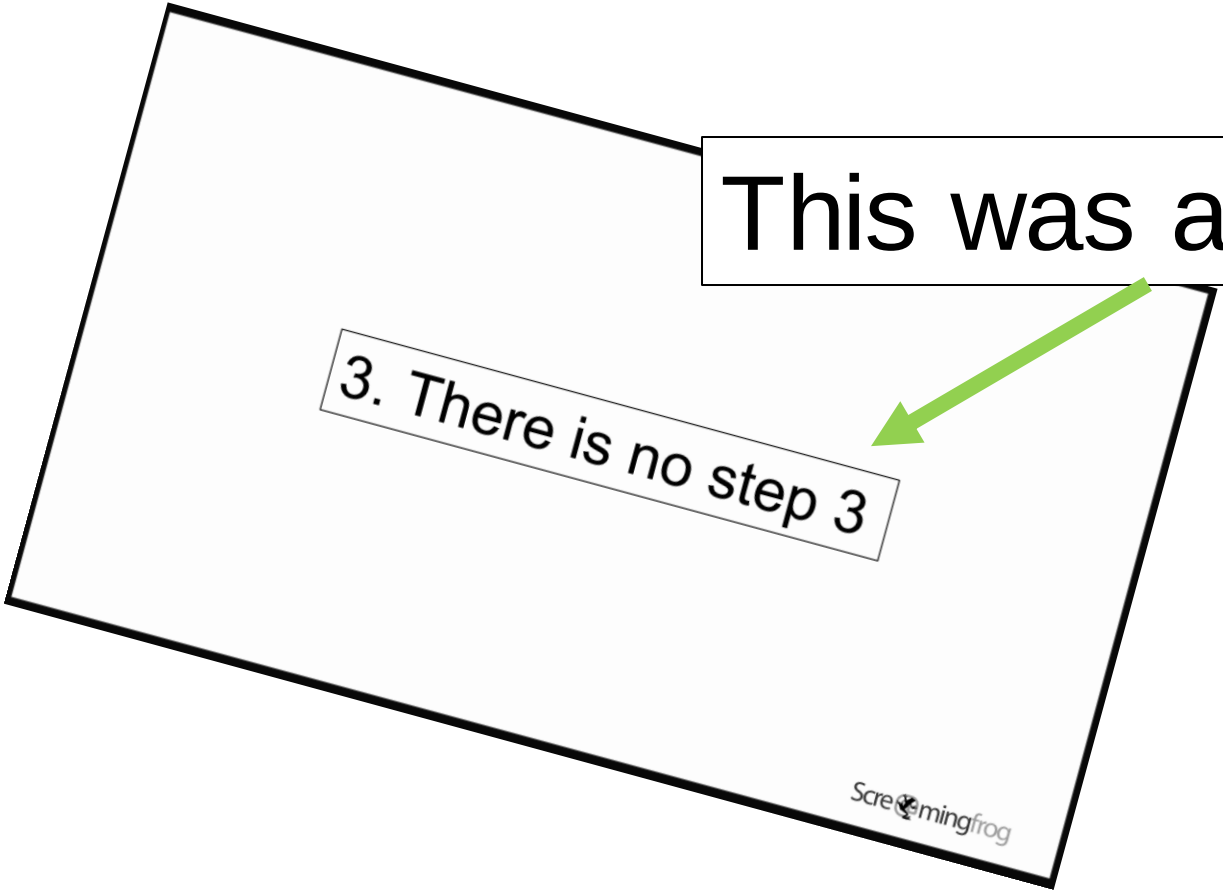
Checking Internal Links



This was a lie. :O

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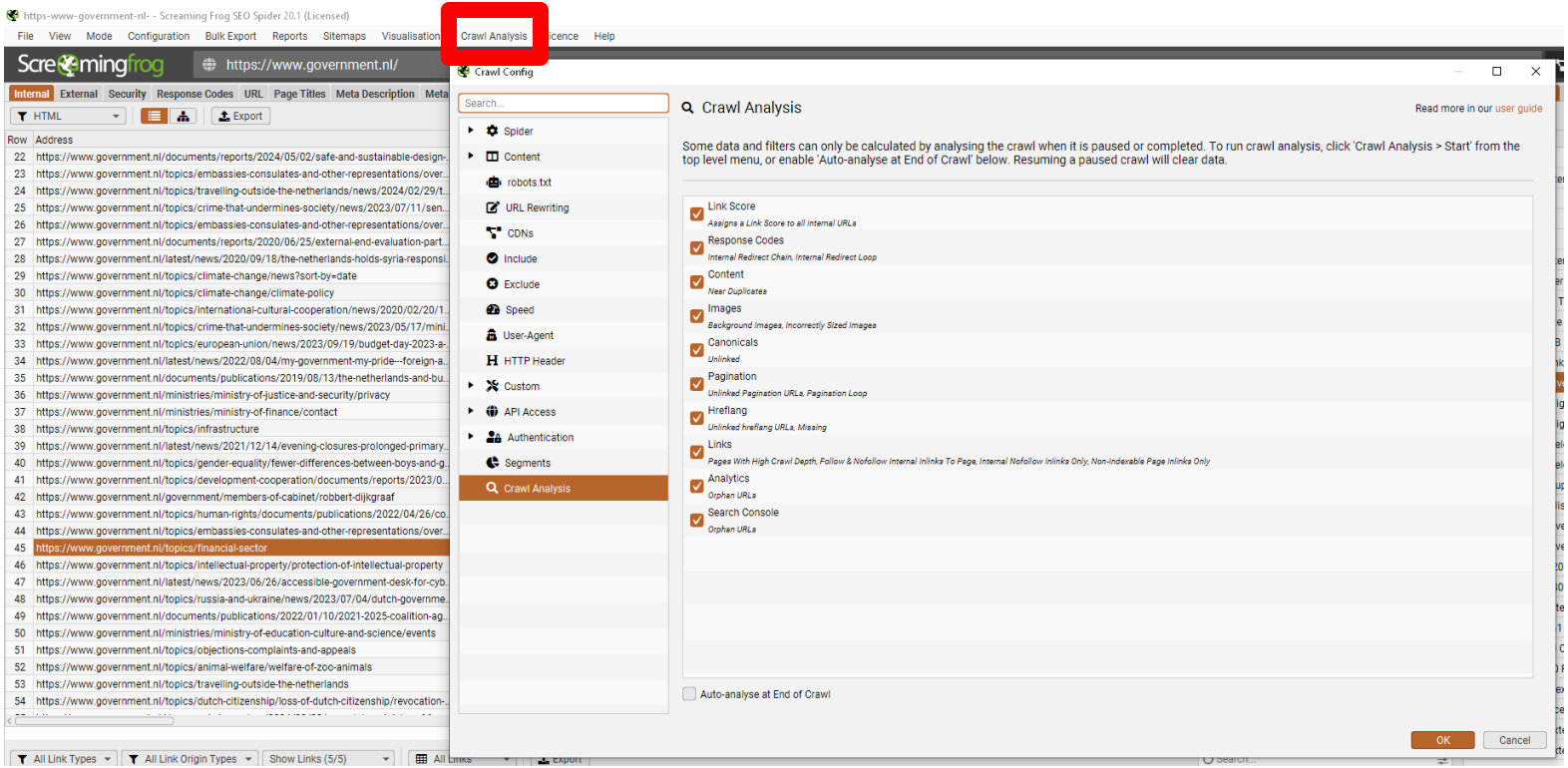
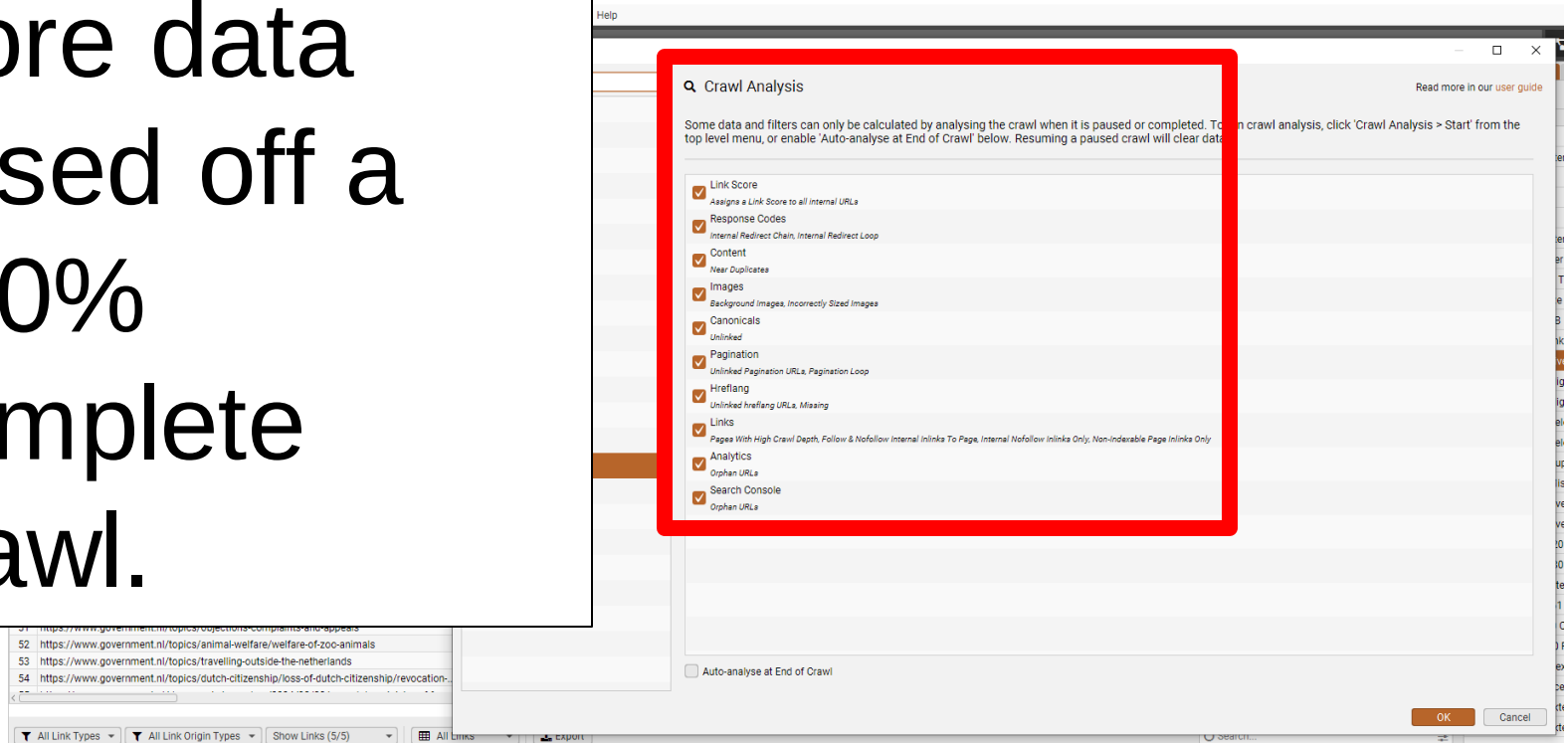
Step 3: Enable Crawl Analysis



Step 3:

More data based off a 100% complete crawl.



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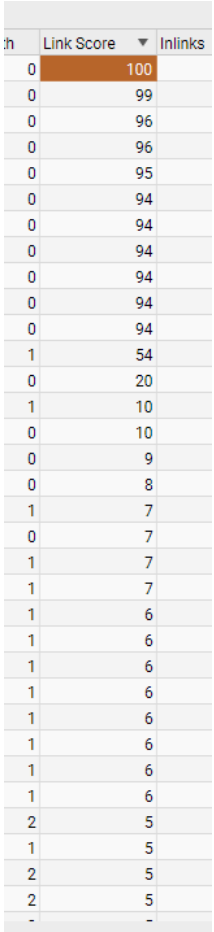
Checking Internal Links

Link Score



h	Link Score	Inlinks
0	100	
0	99	
0	96	
0	96	
0	95	
0	94	
0	94	
0	94	
0	94	
0	94	
0	94	
1	54	
0	20	
1	10	
0	10	
0	9	
0	8	
1	7	
0	7	
1	7	
1	7	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
2	5	
1	5	
2	5	
2	5	
-	-	

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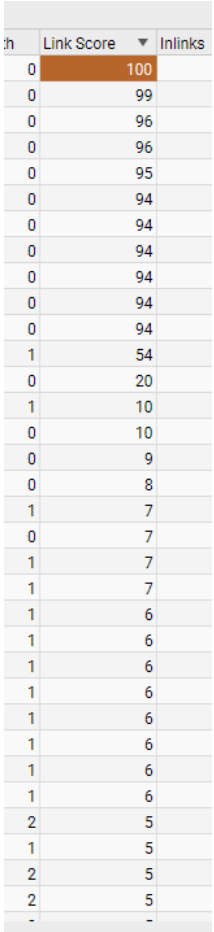
Checking Internal Links

Link Score

A score out of 100.



h	Link Score	Inlinks
0	100	
0	99	
0	96	
0	96	
0	95	
0	94	
0	94	
0	94	
0	94	
0	94	
0	94	
1	54	
0	20	
1	10	
0	10	
0	9	
0	8	
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0	7	
1	7	
1	7	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
2	5	
1	5	
2	5	
2	5	

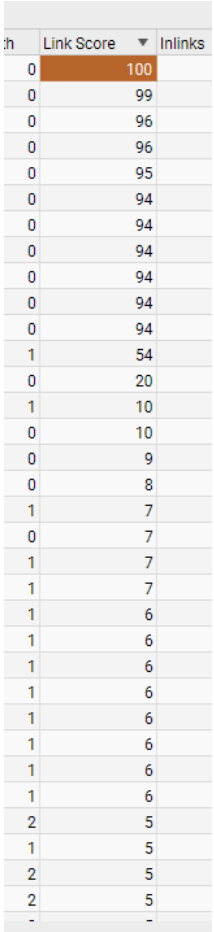
Screamingfrog

Checking Internal Links

Link Score

A score out of 100.

Higher score = linked to on more of your pages.



:h	Link Score	Inlinks
0	100	
0	99	
0	96	
0	96	
0	95	
0	94	
0	94	
0	94	
0	94	
0	94	
0	94	
1	54	
0	20	
1	10	
0	10	
0	9	
0	8	
1	7	
0	7	
1	7	
1	7	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
2	5	
1	5	
2	5	
2	5	

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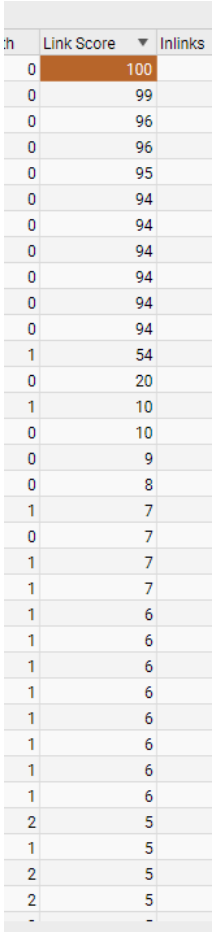
Checking Internal Links

Use Link Score to identify pages that aren't being linked to enough.



h	Link Score	Inlinks
0	100	
0	99	
0	96	
0	96	
0	95	
0	94	
0	94	
0	94	
0	94	
0	94	
0	94	
1	54	
0	20	
1	10	
0	10	
0	9	
0	8	
1	7	
0	7	
1	7	
1	7	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
1	6	
2	5	
1	5	
2	5	
2	5	

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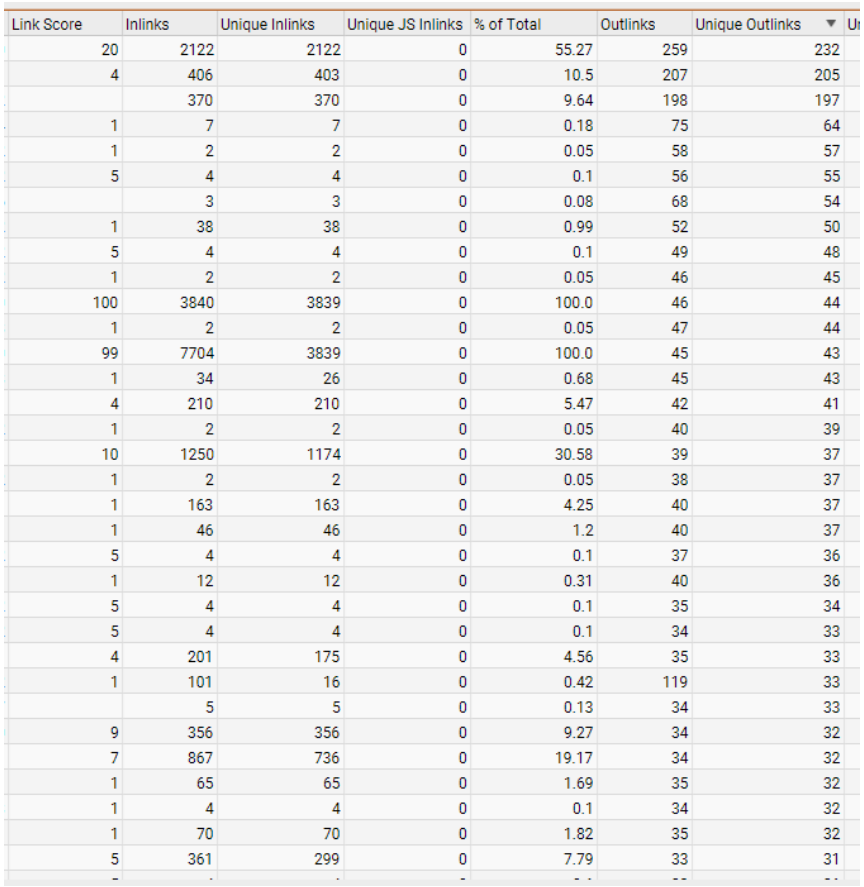
Checking Internal Links

You can also filter to see how many in-links and out-links each page has.



Link Score	Inlinks	Unique Inlinks	Unique JS Inlinks	% of Total	Outlinks	Unique Outlinks	U
20	2122	2122	0	55.27	259	232	
4	406	403	0	10.5	207	205	
	370	370	0	9.64	198	197	
1	7	7	0	0.18	75	64	
1	2	2	0	0.05	58	57	
5	4	4	0	0.1	56	55	
	3	3	0	0.08	68	54	
1	38	38	0	0.99	52	50	
5	4	4	0	0.1	49	48	
1	2	2	0	0.05	46	45	
100	3840	3839	0	100.0	46	44	
1	2	2	0	0.05	47	44	
99	7704	3839	0	100.0	45	43	
1	34	26	0	0.68	45	43	
4	210	210	0	5.47	42	41	
1	2	2	0	0.05	40	39	
10	1250	1174	0	30.58	39	37	
1	2	2	0	0.05	38	37	
1	163	163	0	4.25	40	37	
1	46	46	0	1.2	40	37	
5	4	4	0	0.1	37	36	
1	12	12	0	0.31	40	36	
5	4	4	0	0.1	35	34	
5	4	4	0	0.1	34	33	
4	201	175	0	4.56	35	33	
1	101	16	0	0.42	119	33	
	5	5	0	0.13	34	33	
9	356	356	0	9.27	34	32	
7	867	736	0	19.17	34	32	
1	65	65	0	1.69	35	32	
1	4	4	0	0.1	34	32	
1	70	70	0	1.82	35	32	
5	361	299	0	7.79	33	31	

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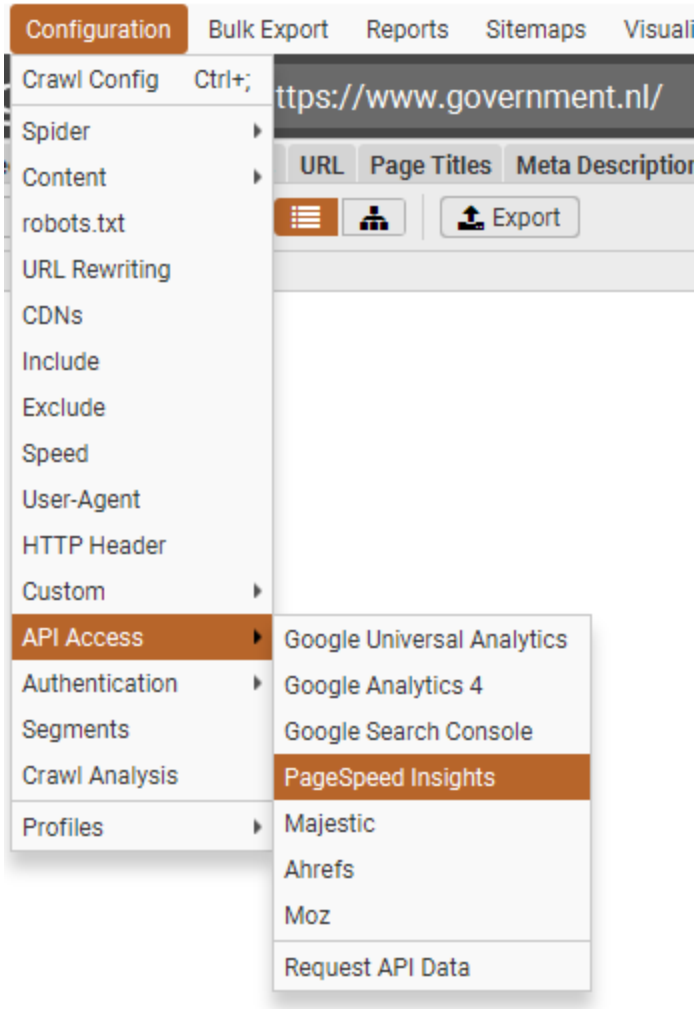
Mobile Friendliness

Connecting APIs



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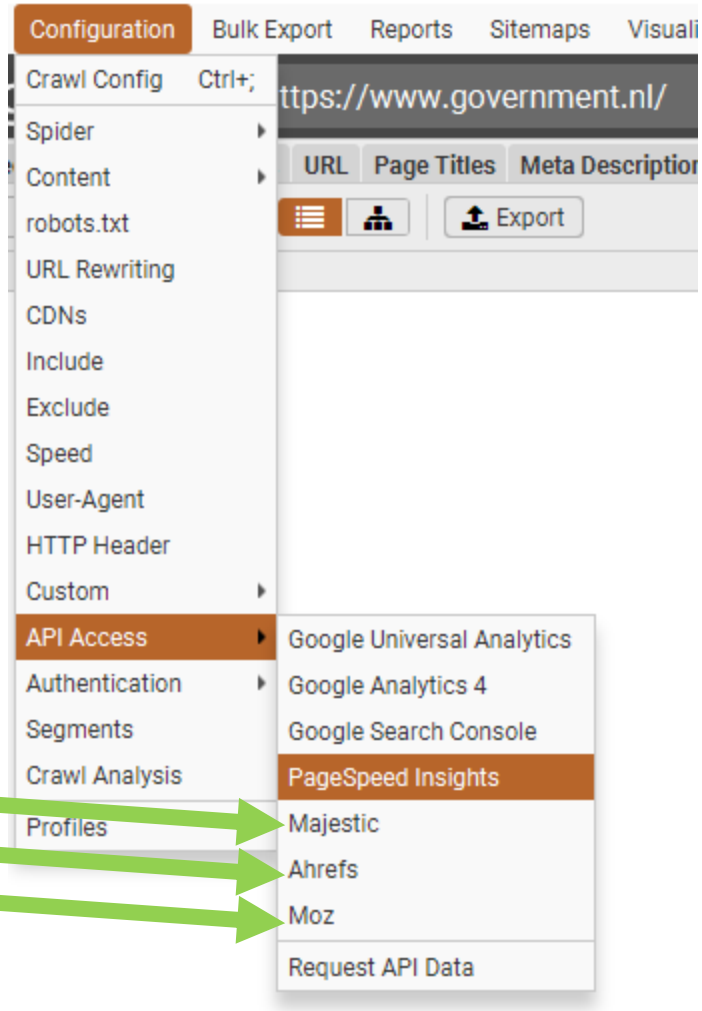
Connecting APIs



Link Data

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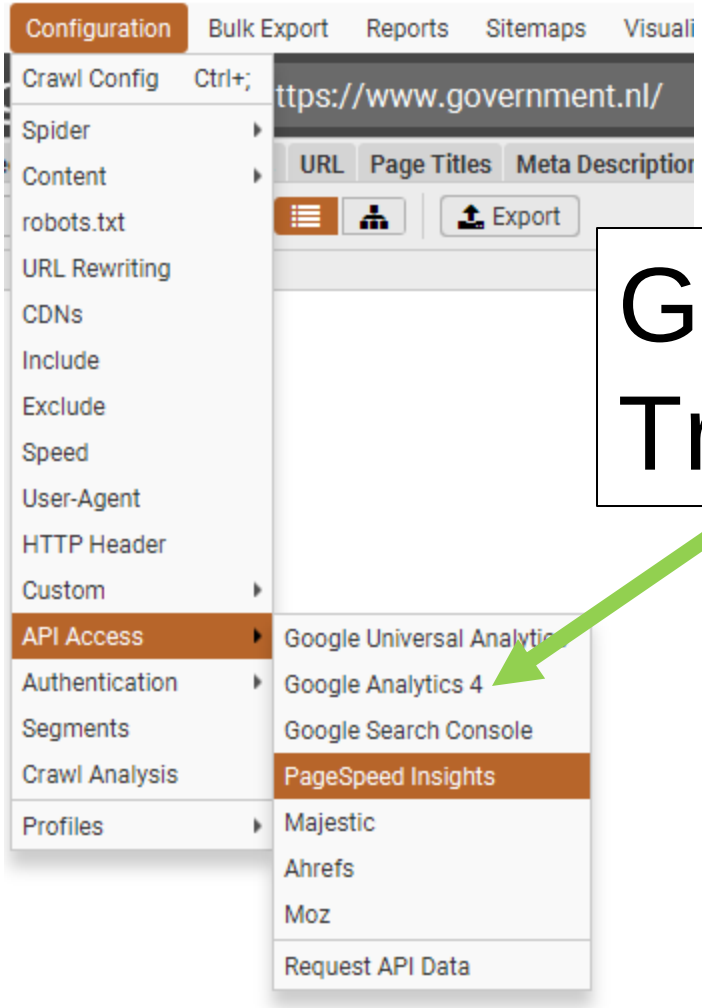
Connecting APIs



GDPR Trouble?

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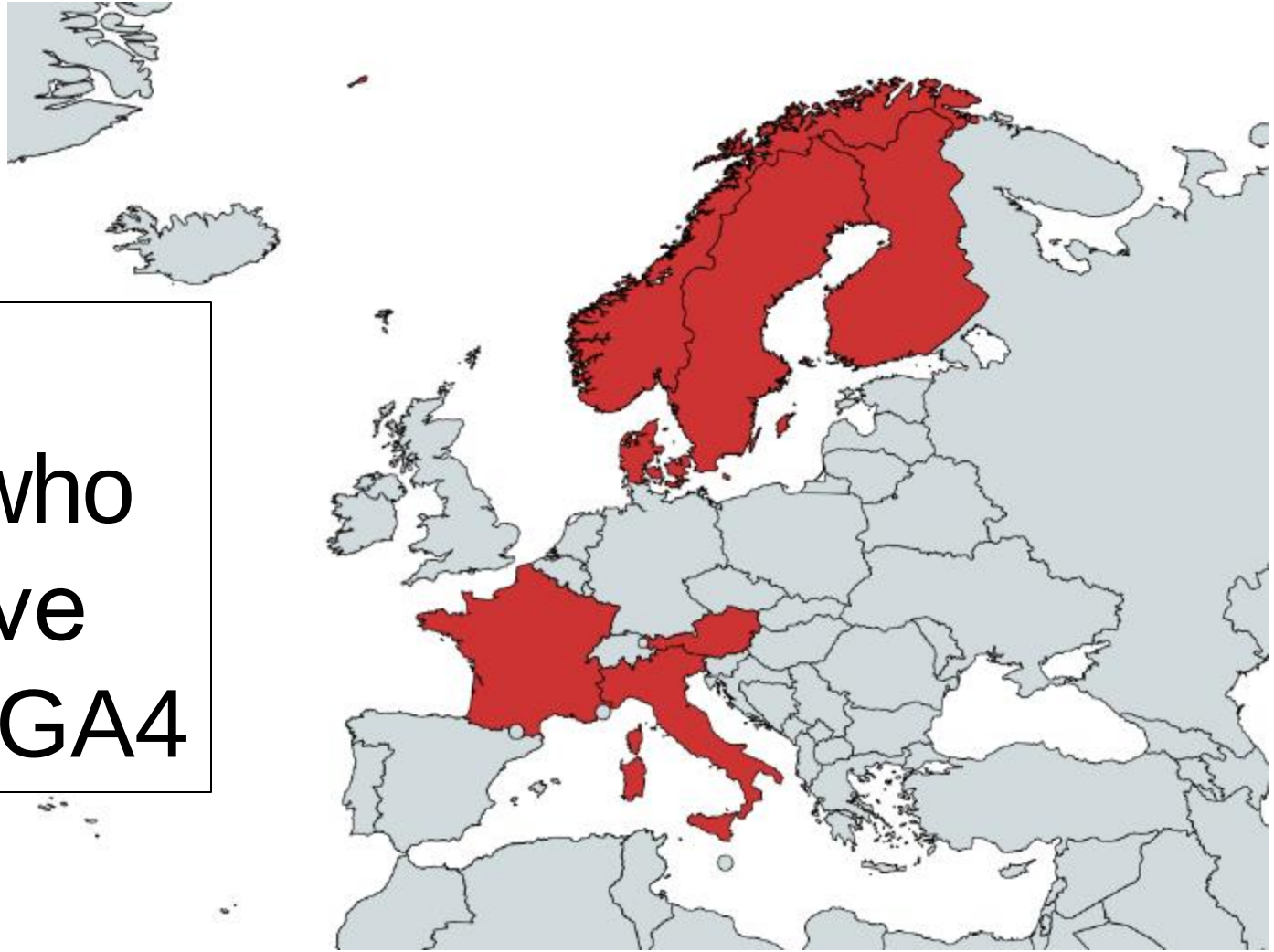
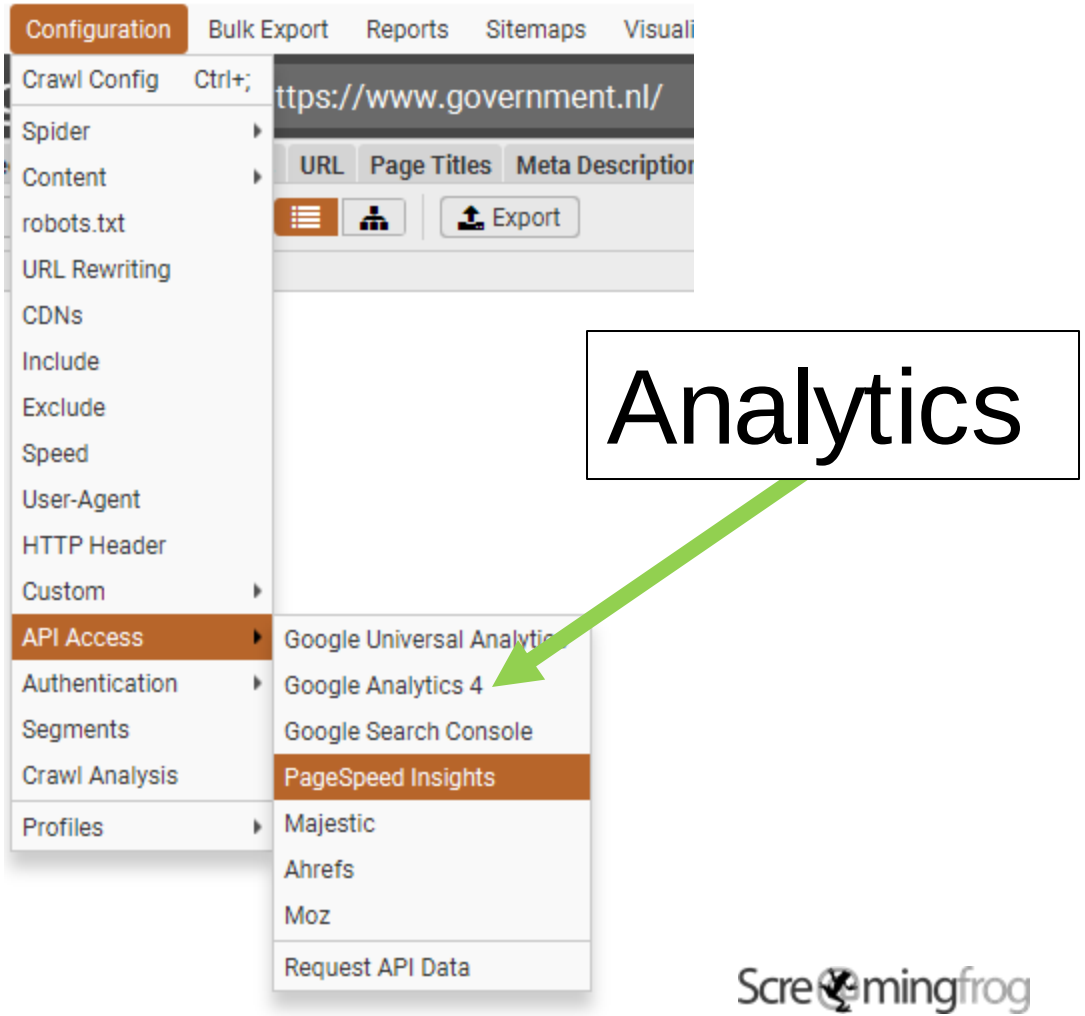
Blessed people who don’t have to learn GA4



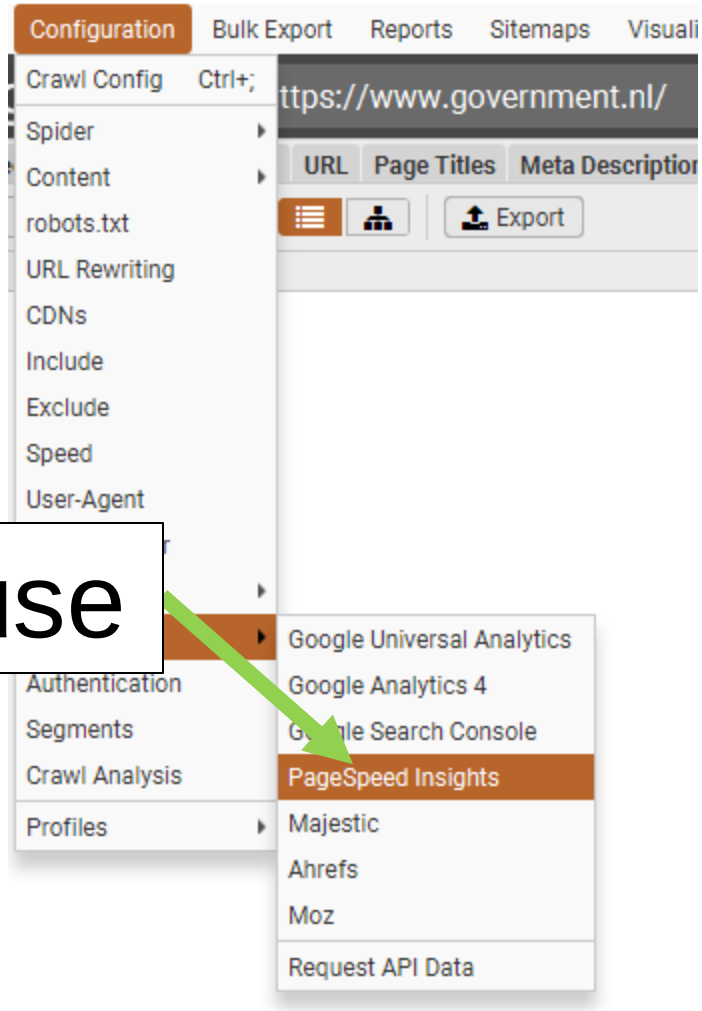
Connecting APIs



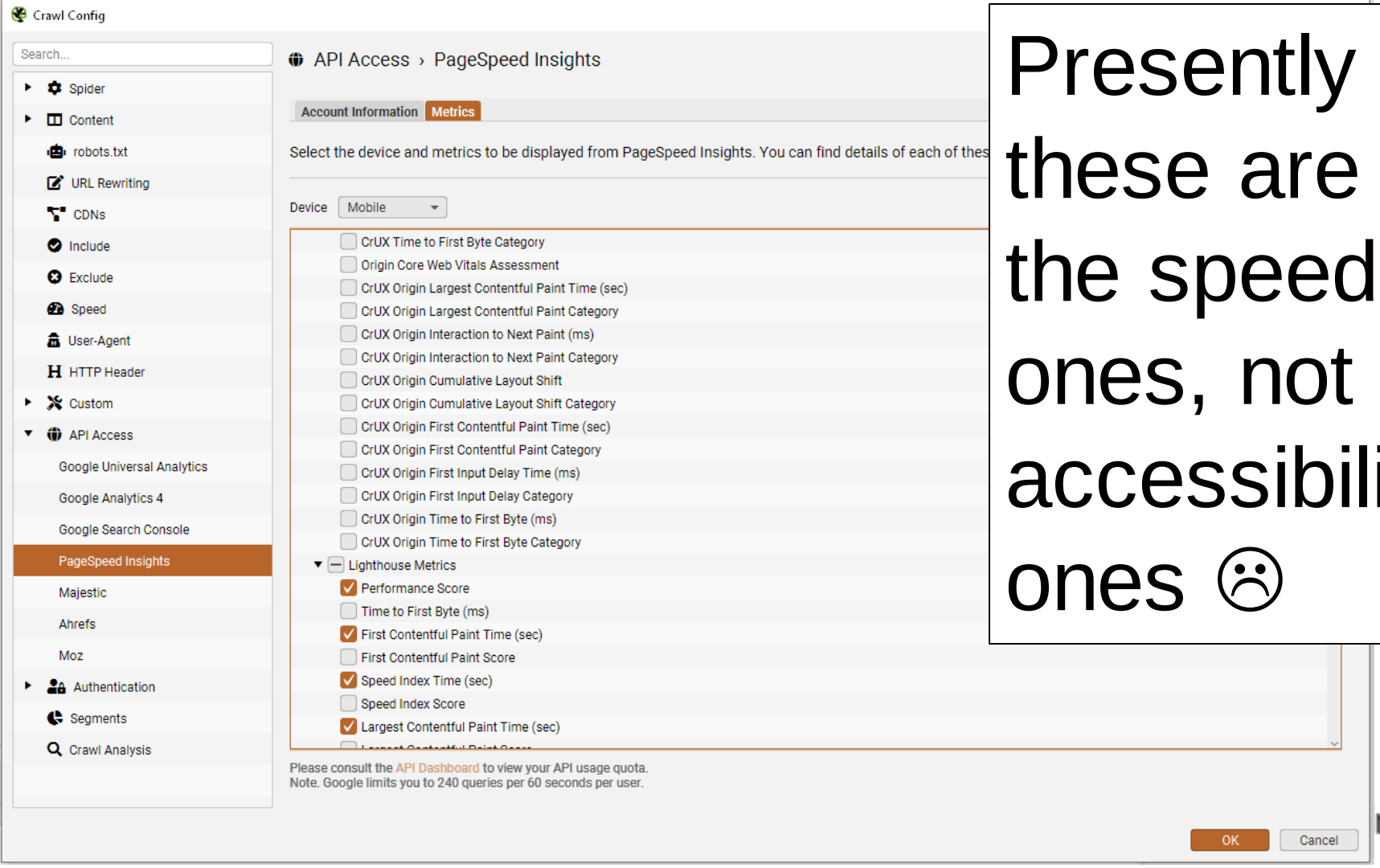
Screamingfrog

Connecting APIs

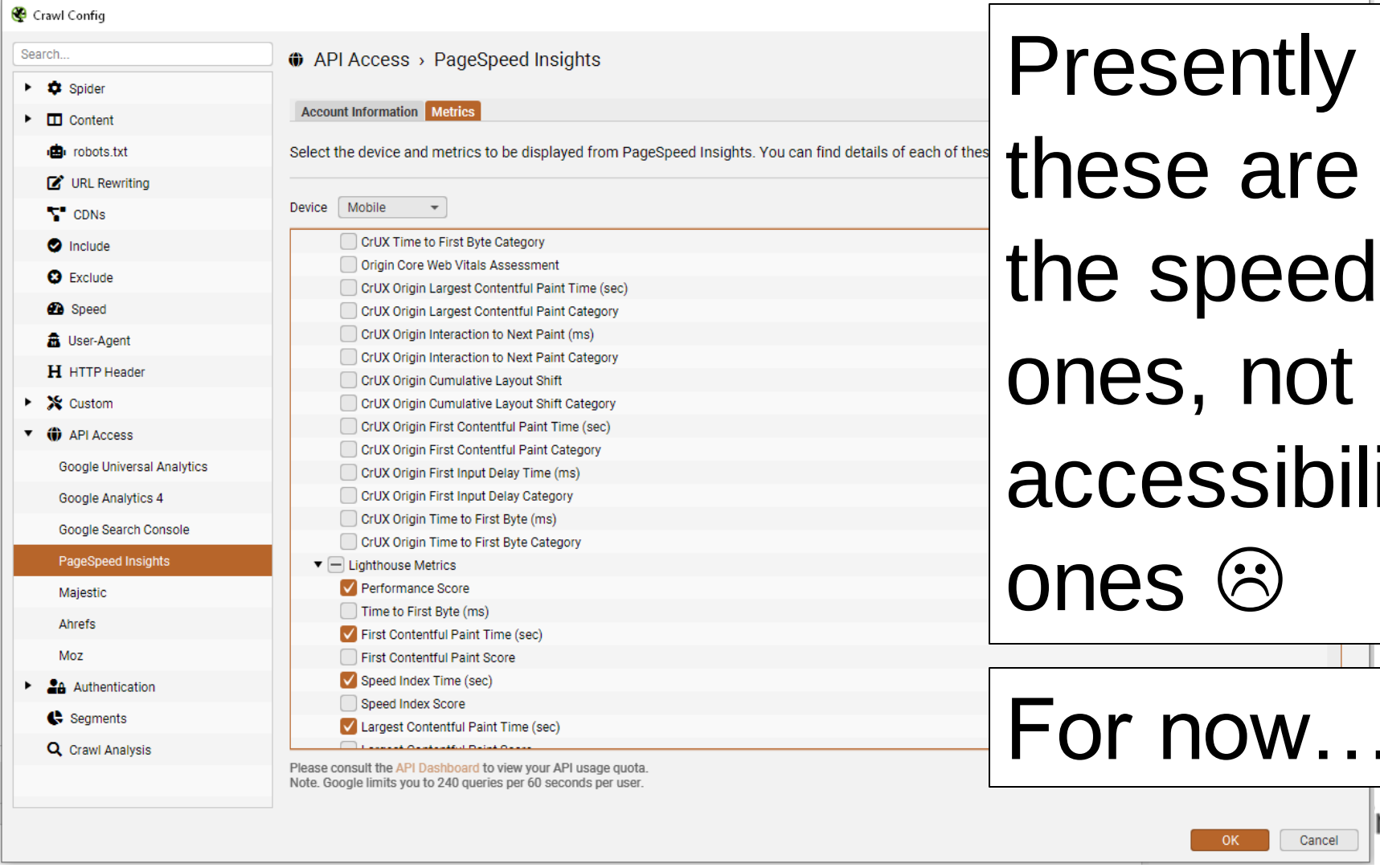
CrUX/Lighthouse



Screamingfrog



Presently these are just the speed ones, not the accessibility ones ☹



Presently these are just the speed ones, not the accessibility ones ☹

For now…

PageSpeed Insights API

Viewport not set

Screamingfrog

PageSpeed Insights API

Viewport not set

Content sized incorrectly

Screamingfrog

PageSpeed Insights API

Viewport not set

Illegible font size

Content sized incorrectly

Screamingfrog

PageSpeed Insights API

Viewport not set

Illegible font size

Content sized incorrectly

Unsupported Plugins- Flash etc.

PageSpeed Insights API

- Viewport not set
- Illegible font size
- Tap target size
- Content sized incorrectly
- Unsupported Plugins- Flash etc.

PageSpeed Insights API

Viewport not set

Illegible font size

Tap target size

Content sized incorrectly

Unsupported Plugins- Flash etc.

...and slow pages..!

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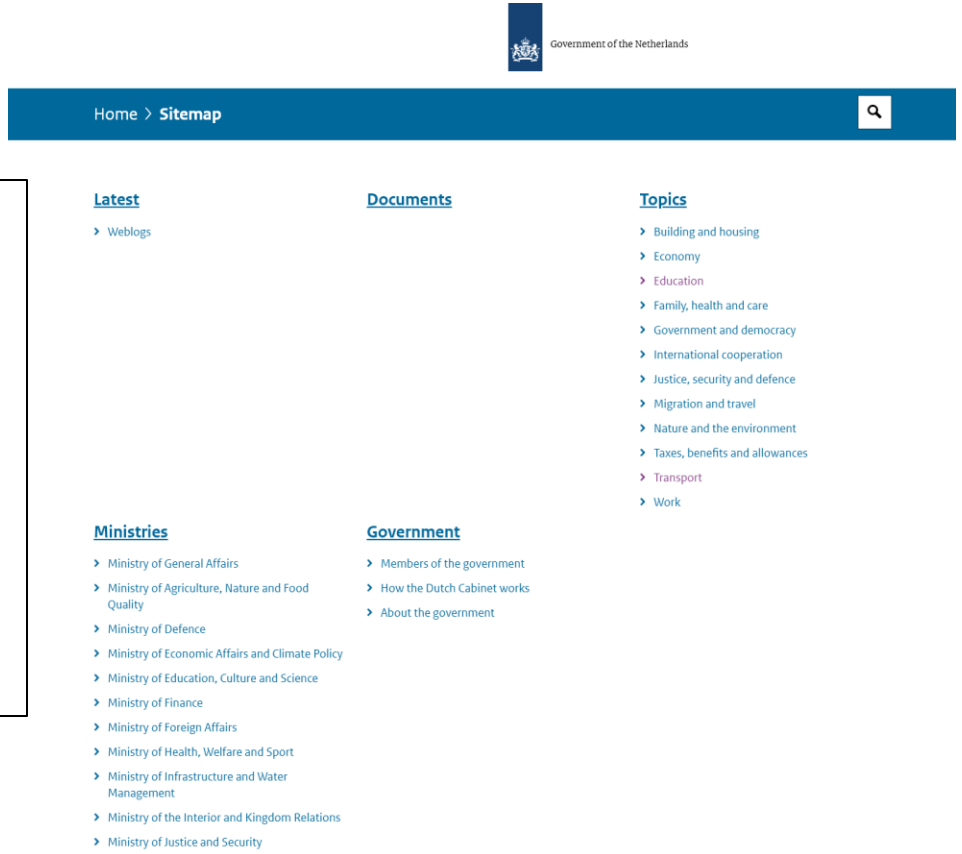
Sitemaps

Sitemaps

Sitemaps help users and search engines find your pages.



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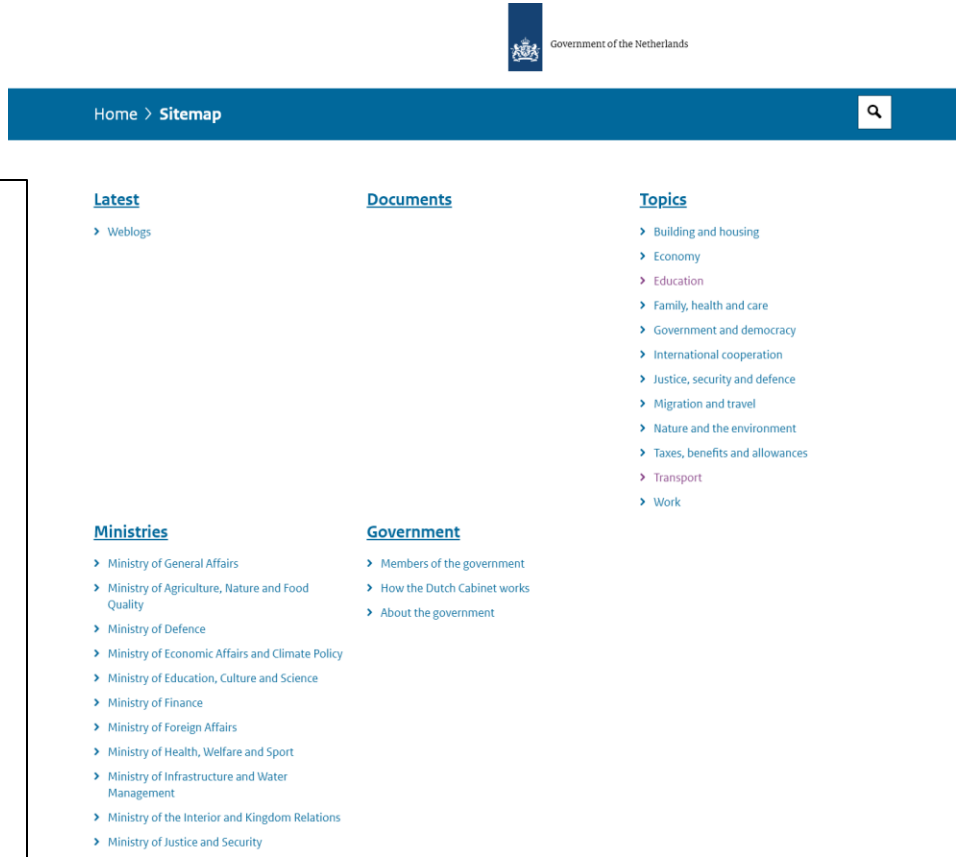
Sitemaps

Sitemaps are a convenient way for users to see all the available pages and navigate to them.



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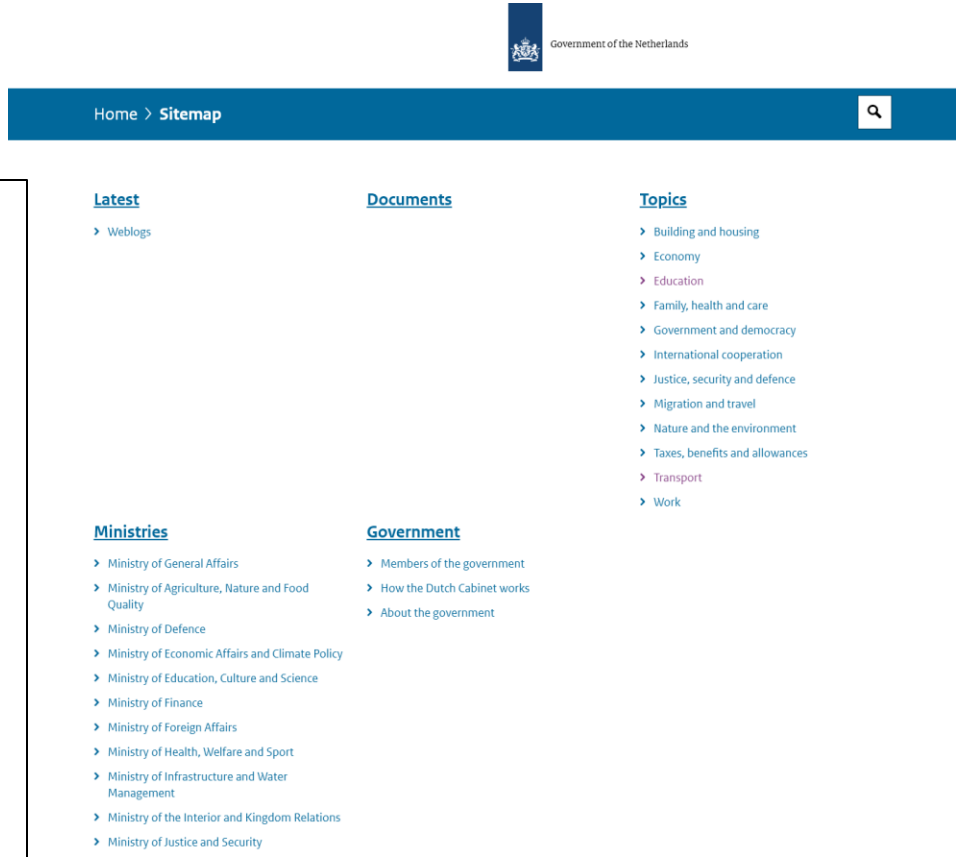
Sitemaps

Sitemaps are a convenient way for users to see all the available pages and navigate to them.



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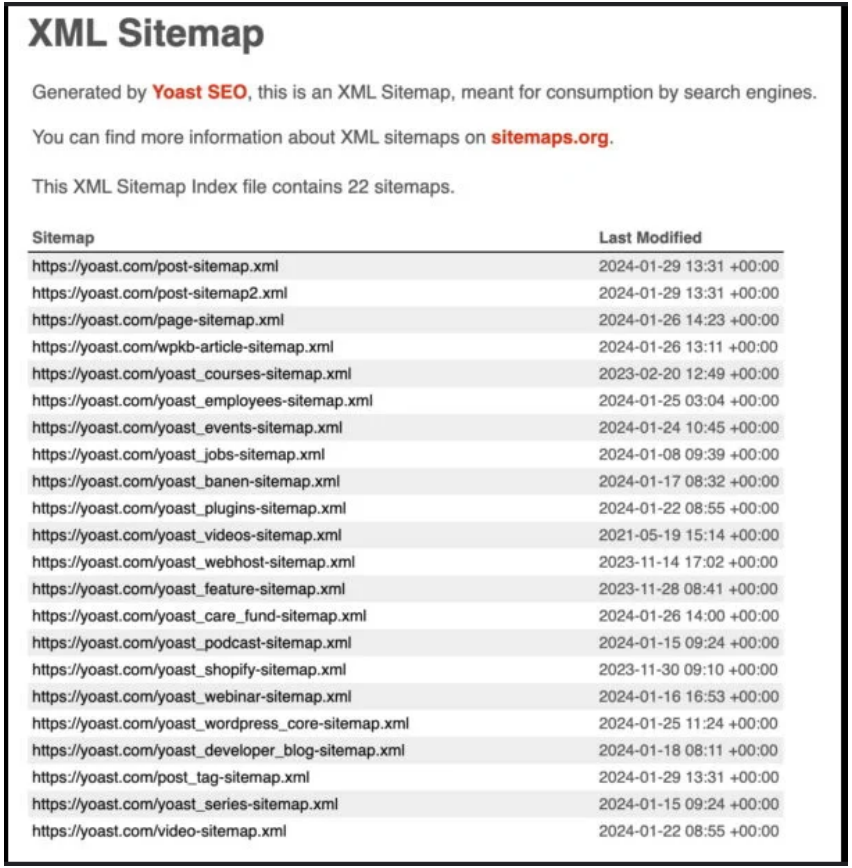
XML Sitemaps

A file/files used to help bots find your pages.



XML Sitemap

Generated by **Yoast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 22 sitemaps.

Sitemap	Last Modified
https://yoast.com/post-sitemap.xml	2024-01-29 13:31 +00:00
https://yoast.com/post-sitemap2.xml	2024-01-29 13:31 +00:00
https://yoast.com/page-sitemap.xml	2024-01-26 14:23 +00:00
https://yoast.com/wpkb-article-sitemap.xml	2024-01-26 13:11 +00:00
https://yoast.com/yoast_courses-sitemap.xml	2023-02-20 12:49 +00:00
https://yoast.com/yoast_employees-sitemap.xml	2024-01-25 03:04 +00:00
https://yoast.com/yoast_events-sitemap.xml	2024-01-24 10:45 +00:00
https://yoast.com/yoast_jobs-sitemap.xml	2024-01-08 09:39 +00:00
https://yoast.com/yoast_banen-sitemap.xml	2024-01-17 08:32 +00:00
https://yoast.com/yoast_plugins-sitemap.xml	2024-01-22 08:55 +00:00
https://yoast.com/yoast_videos-sitemap.xml	2021-05-19 15:14 +00:00
https://yoast.com/yoast_webhost-sitemap.xml	2023-11-14 17:02 +00:00
https://yoast.com/yoast_feature-sitemap.xml	2023-11-28 08:41 +00:00
https://yoast.com/yoast_care_fund-sitemap.xml	2024-01-26 14:00 +00:00
https://yoast.com/yoast_podcast-sitemap.xml	2024-01-15 09:24 +00:00
https://yoast.com/yoast_shopify-sitemap.xml	2023-11-30 09:10 +00:00
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https://yoast.com/yoast_wordpress_core-sitemap.xml	2024-01-25 11:24 +00:00
https://yoast.com/yoast_developer_blog-sitemap.xml	2024-01-18 08:11 +00:00
https://yoast.com/post_tag-sitemap.xml	2024-01-29 13:31 +00:00
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Making an XML Sitemap

https://www.screamingfrog.co.uk/seo-spider/tutorials/xml-sitemap-generator/

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Checking an XML Sitemap

https://www.screamingfrog.co.uk/seo-spider/tutorials/how-to-audit-xml-sitemaps/

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Auditing Language

Speak many languages:

Screamingfrog

Speak many languages:

Polylingual

Speak many languages:

Polylingual

Two languages:

Screamingfrog

Speak many languages:

Polylingual

Two languages:

Bilingual

Screamingfrog

Speak many languages:

Polylingual

Two languages:

Bilingual

One language:

Screamingfrog

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One language.

Screamingfrog

hreflang

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hreflang

“Hreflang is an HTML attribute used to specify the language and geographical targeting of a page.”

https://ahrefs.com/blog/hreflang-tags/

hreflang

Hreflang gets messy, especially if you're Belgian. If you operate across the EU…

hreflang

Hreflang gets messy, especially if you're Belgian. If you operate across the EU…

/be/nl vs /be/fr vs /fr/fr vs /nl/nl vs lu/fr vs lu/lb vs /be/en vs…?!?!

hreflang

Fact of the day:
LB = hreflang code for Luxembourgish

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hreflang

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hreflang

https://www.screamingfrog.co.uk/seo-spider/tutorials/how-to-audit-hreflang/

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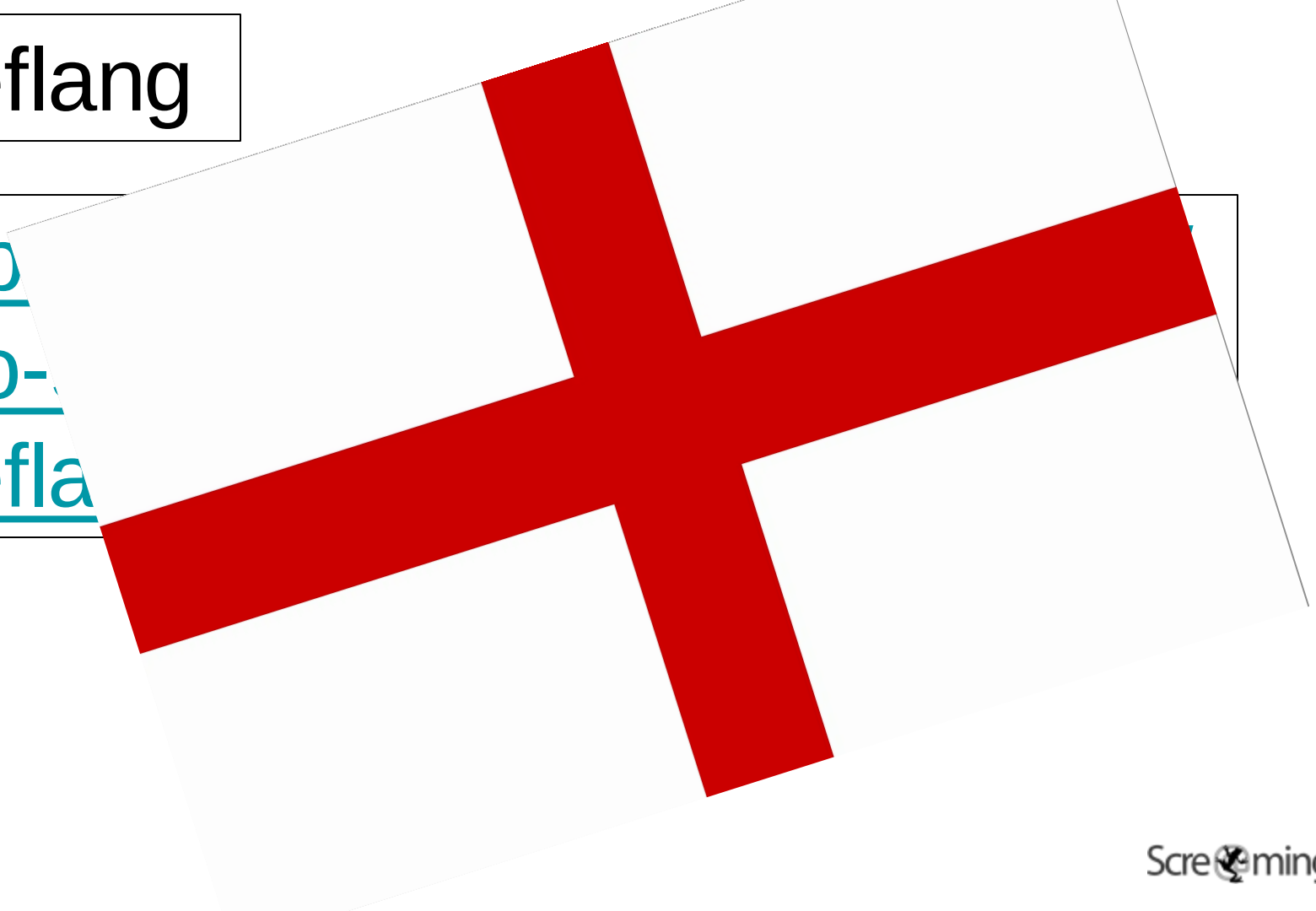
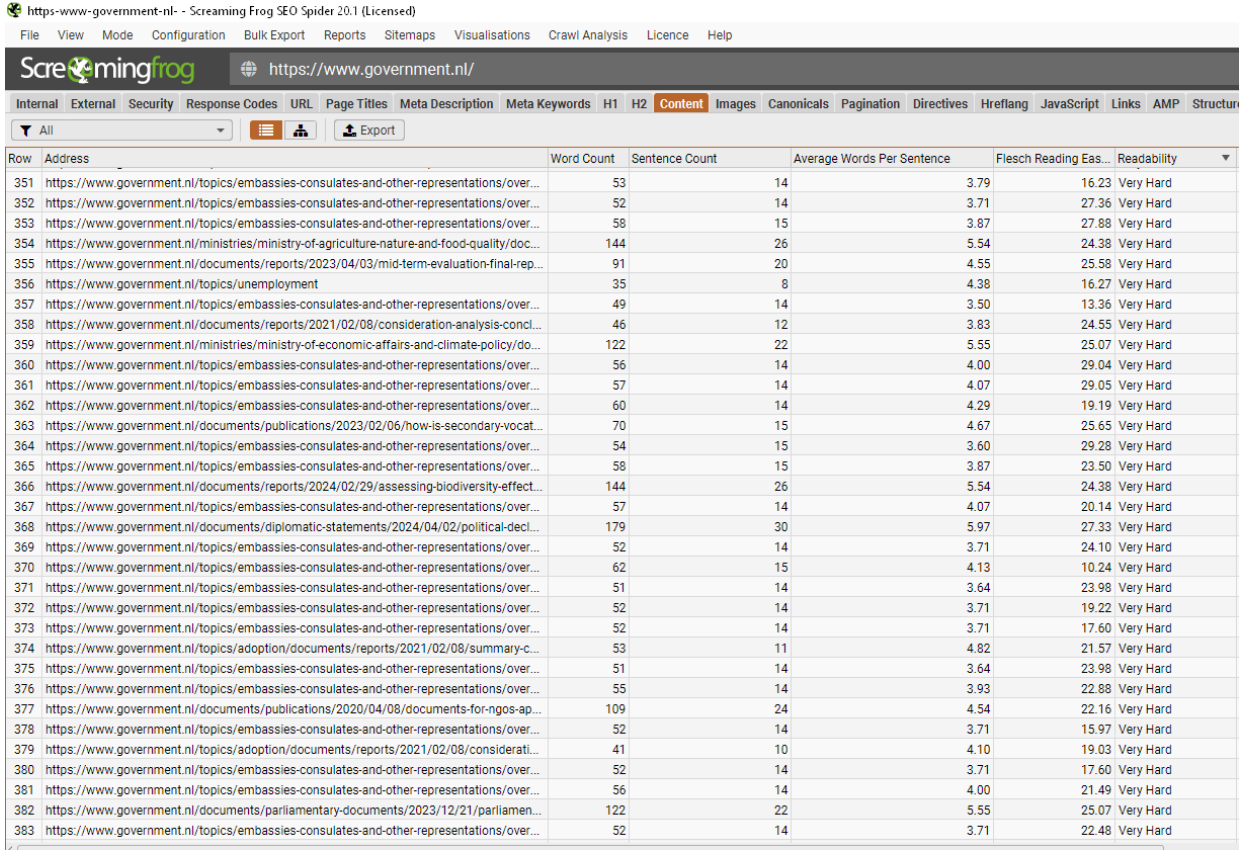
hreflang

http
seo-
hrefla



Screamingfrog

Readability Scores



Row	Address	Word Count	Sentence Count	Average Words Per Sentence	Flesch Reading Eas...	Readability
351	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	53	14	3.79	16.23	Very Hard
352	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	27.36	Very Hard
353	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	58	15	3.87	27.88	Very Hard
354	https://www.government.nl/ministries/ministry-of-agriculture-nature-and-food-quality/doc...	144	26	5.54	24.38	Very Hard
355	https://www.government.nl/documents/reports/2023/04/03/mid-term-evaluation-final-rep...	91	20	4.55	25.58	Very Hard
356	https://www.government.nl/topics/unemployment	35	8	4.38	16.27	Very Hard
357	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	49	14	3.50	13.36	Very Hard
358	https://www.government.nl/documents/reports/2021/02/08/consideration-analysis-concl...	46	12	3.83	24.55	Very Hard
359	https://www.government.nl/ministries/ministry-of-economic-affairs-and-climate-policy/do...	122	22	5.55	25.07	Very Hard
360	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	56	14	4.00	29.04	Very Hard
361	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	57	14	4.07	29.05	Very Hard
362	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	60	14	4.29	19.19	Very Hard
363	https://www.government.nl/documents/publications/2023/02/06/how-is-secondary-vocat...	70	15	4.67	25.65	Very Hard
364	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	54	15	3.60	29.28	Very Hard
365	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	58	15	3.87	23.50	Very Hard
366	https://www.government.nl/documents/reports/2024/02/29/assessing-biodiversity-effect...	144	26	5.54	24.38	Very Hard
367	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	57	14	4.07	20.14	Very Hard
368	https://www.government.nl/documents/diplomatic-statements/2024/04/02/political-decl...	179	30	5.97	27.33	Very Hard
369	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	24.10	Very Hard
370	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	62	15	4.13	10.24	Very Hard
371	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	51	14	3.64	23.98	Very Hard
372	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	19.22	Very Hard
373	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	17.60	Very Hard
374	https://www.government.nl/topics/adoption/documents/reports/2021/02/08/summary-c...	53	11	4.82	21.57	Very Hard
375	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	51	14	3.64	23.98	Very Hard
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378	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	15.97	Very Hard
379	https://www.government.nl/topics/adoption/documents/reports/2021/02/08/considerati...	41	10	4.10	19.03	Very Hard
380	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	17.60	Very Hard
381	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	56	14	4.00	21.49	Very Hard
382	https://www.government.nl/documents/parliamentary-documents/2023/12/21/parliamen...	122	22	5.55	25.07	Very Hard
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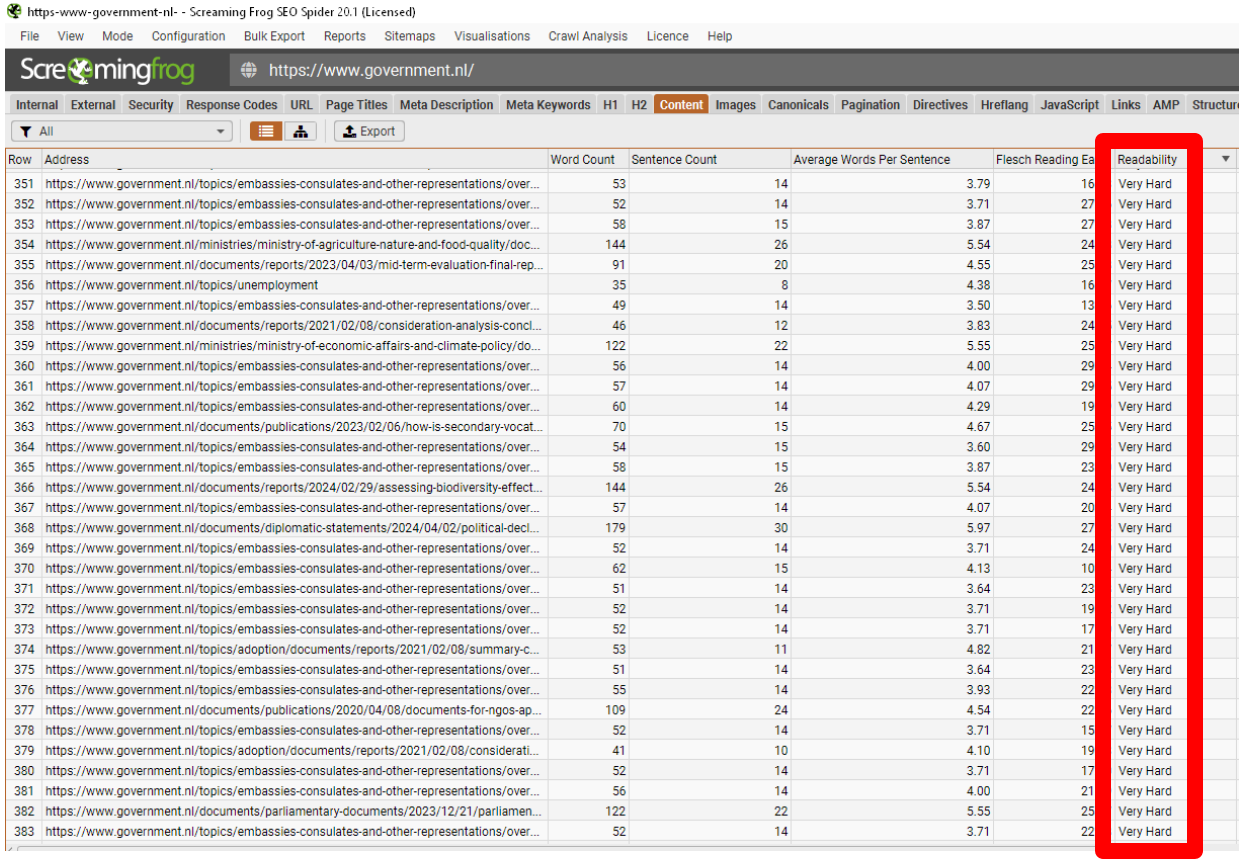
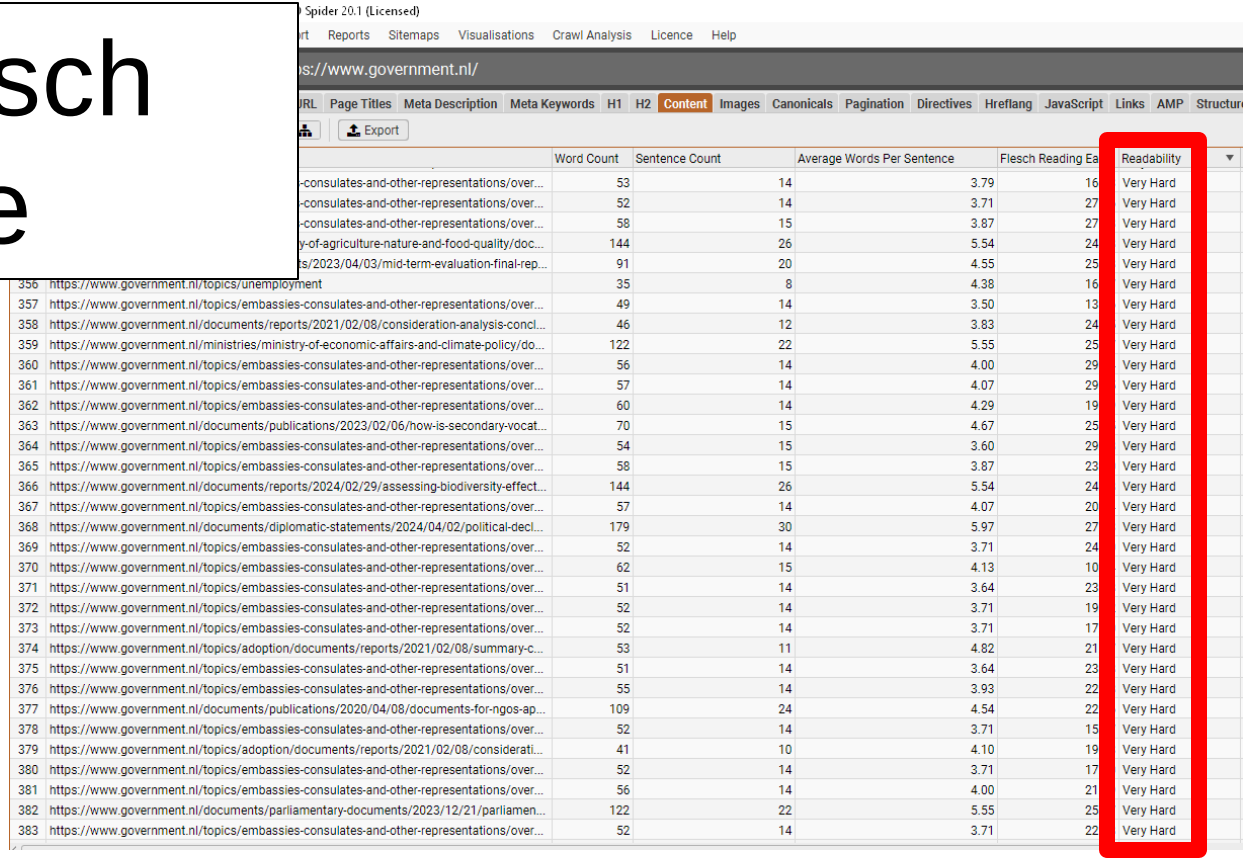
Readability Scores



Row	Address	Word Count	Sentence Count	Average Words Per Sentence	Flesch Reading Ea	Readability
351	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	53	14	3.79	16	Very Hard
352	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	27	Very Hard
353	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	58	15	3.87	27	Very Hard
354	https://www.government.nl/ministries/ministry-of-agriculture-nature-and-food-quality/doc...	144	26	5.54	24	Very Hard
355	https://www.government.nl/documents/reports/2023/04/03/mid-term-evaluation-final-rep...	91	20	4.55	25	Very Hard
356	https://www.government.nl/topics/unemployment	35	8	4.38	16	Very Hard
357	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	49	14	3.50	13	Very Hard
358	https://www.government.nl/documents/reports/2021/02/08/consideration-analysis-concl...	46	12	3.83	24	Very Hard
359	https://www.government.nl/ministries/ministry-of-economic-affairs-and-climate-policy/do...	122	22	5.55	25	Very Hard
360	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	56	14	4.00	29	Very Hard
361	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	57	14	4.07	29	Very Hard
362	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	60	14	4.29	19	Very Hard
363	https://www.government.nl/documents/publications/2023/02/06/how-is-secondary-vocat...	70	15	4.67	25	Very Hard
364	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	54	15	3.60	29	Very Hard
365	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	58	15	3.87	23	Very Hard
366	https://www.government.nl/documents/reports/2024/02/29/assessing-biodiversity-effect...	144	26	5.54	24	Very Hard
367	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	57	14	4.07	20	Very Hard
368	https://www.government.nl/documents/diplomatic-statements/2024/04/02/political-decl...	179	30	5.97	27	Very Hard
369	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	24	Very Hard
370	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	62	15	4.13	10	Very Hard
371	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	51	14	3.64	23	Very Hard
372	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	19	Very Hard
373	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	17	Very Hard
374	https://www.government.nl/topics/adoption/documents/reports/2021/02/08/summary-c...	53	11	4.82	21	Very Hard
375	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	51	14	3.64	23	Very Hard
376	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	55	14	3.93	22	Very Hard
377	https://www.government.nl/documents/publications/2020/04/08/documents-for-ngos-ap...	109	24	4.54	22	Very Hard
378	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	15	Very Hard
379	https://www.government.nl/topics/adoption/documents/reports/2021/02/08/considerati...	41	10	4.10	19	Very Hard
380	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	17	Very Hard
381	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	56	14	4.00	21	Very Hard
382	https://www.government.nl/documents/parliamentary-documents/2023/12/21/parliamen...	122	22	5.55	25	Very Hard
383	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	22	Very Hard

Readability Scores

Based off Flesch Reading Ease


Spider 20.1 (Licensed)

Reports Sitemaps Visualisations Crawl Analysis Licence Help

s://www.government.nl/

URL Page Titles Meta Description Meta Keywords H1 H2 Content Images Canonicals Pagination Directives Hreflang JavaScript Links AMP Structure

Export

		Word Count	Sentence Count	Average Words Per Sentence	Flesch Reading Ea	Readability
	-consulates-and-other-representations/over...	53	14	3.79	16	Very Hard
	-consulates-and-other-representations/over...	52	14	3.71	27	Very Hard
	-consulates-and-other-representations/over...	58	15	3.87	27	Very Hard
	y-of-agriculture-nature-and-food-quality/doc...	144	26	5.54	24	Very Hard
	s/2023/04/03/mid-term-evaluation-final-rep...	91	20	4.55	25	Very Hard
356	https://www.government.nl/topics/unemployment	35	8	4.38	16	Very Hard
357	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	49	14	3.50	13	Very Hard
358	https://www.government.nl/documents/reports/2021/02/08/consideration-analysis-concl...	46	12	3.83	24	Very Hard
359	https://www.government.nl/ministries/ministry-of-economic-affairs-and-climate-policy/do...	122	22	5.55	25	Very Hard
360	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	56	14	4.00	29	Very Hard
361	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	57	14	4.07	29	Very Hard
362	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	60	14	4.29	19	Very Hard
363	https://www.government.nl/documents/publications/2023/02/06/how-is-secondary-vocat...	70	15	4.67	25	Very Hard
364	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	54	15	3.60	29	Very Hard
365	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	58	15	3.87	23	Very Hard
366	https://www.government.nl/documents/reports/2024/02/29/assessing-biodiversity-effect...	144	26	5.54	24	Very Hard
367	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	57	14	4.07	20	Very Hard
368	https://www.government.nl/documents/diplomatic-statements/2024/04/02/political-decl...	179	30	5.97	27	Very Hard
369	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	24	Very Hard
370	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	62	15	4.13	10	Very Hard
371	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	51	14	3.64	23	Very Hard
372	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	19	Very Hard
373	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	17	Very Hard
374	https://www.government.nl/topics/adoption/documents/reports/2021/02/08/summary-c...	53	11	4.82	21	Very Hard
375	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	51	14	3.64	23	Very Hard
376	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	55	14	3.93	22	Very Hard
377	https://www.government.nl/documents/publications/2020/04/08/documents-for-ngos-ap...	109	24	4.54	22	Very Hard
378	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	15	Very Hard
379	https://www.government.nl/topics/adoption/documents/reports/2021/02/08/considerati...	41	10	4.10	19	Very Hard
380	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	17	Very Hard
381	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	56	14	4.00	21	Very Hard
382	https://www.government.nl/documents/parliamentary-documents/2023/12/21/parliamen...	122	22	5.55	25	Very Hard
383	https://www.government.nl/topics/embassies-consulates-and-other-representations/over...	52	14	3.71	22	Very Hard

Readability Scores

Based off Flesch Reading Ease

The formula for the Flesch reading-ease score (FRES) test is –

$$206.835 - 1.015\left(\frac{\text{Total Words}}{\text{Total Sentences}}\right) - 84.6\left(\frac{\text{Total Syllables}}{\text{Total Words}}\right)$$

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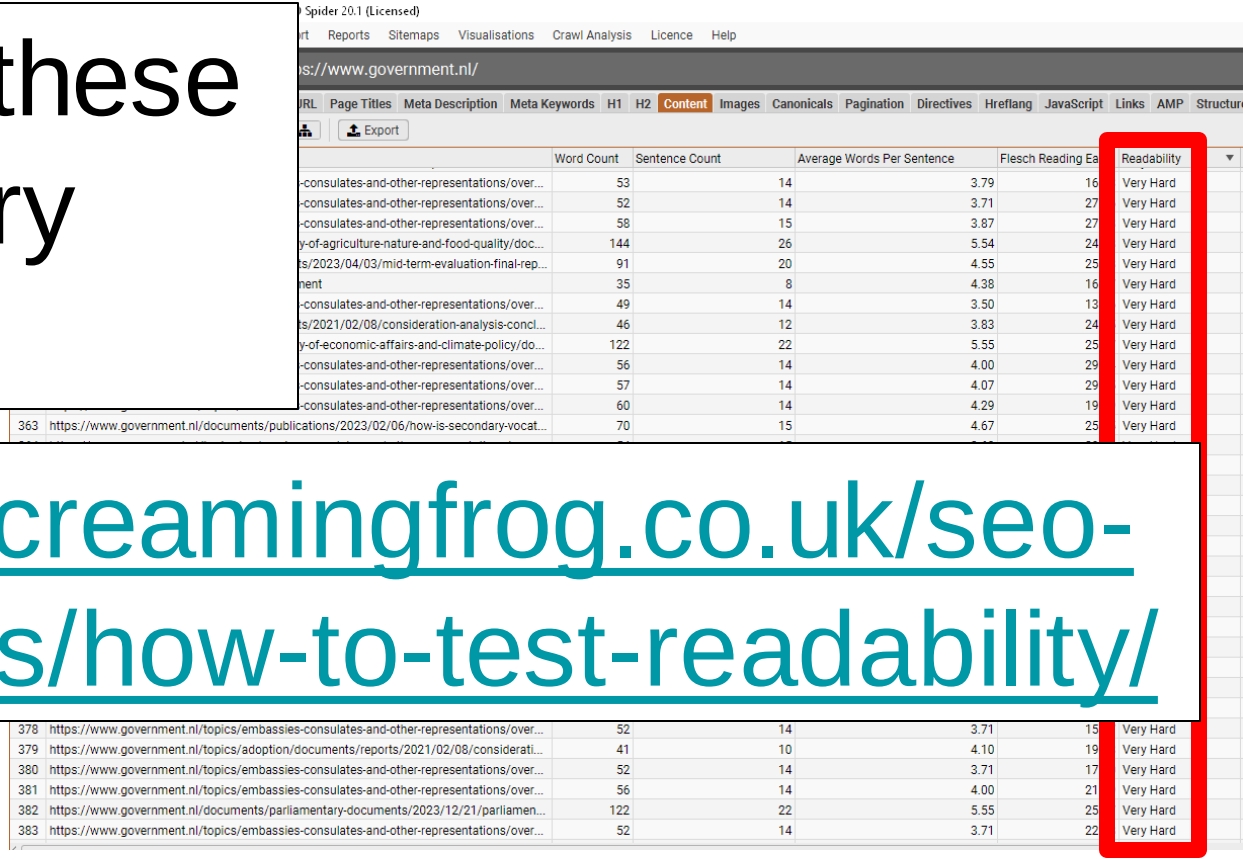
Score	School level (US)	Avg. words per sentence	Syllables per 100 words	Notes
100 - 90	5th grade	8	123	Very easy to read. Easily understood by an average 11-year-old student.
90–80	6th grade	11	131	Easy to read. Conversational English for consumers.
80–70	7th grade	14	139	Fairly easy to read.
70–60	8th & 9th grade	17	147	Plain English. Easily understood by 13- to 15-year-old students.
60–50	10th to 12th grade	21	155	Fairly difficult to read.
50–30	College	25	167	Difficult to read.
30–10	College graduate	29	192	Very difficult to read. Best understood by university graduates.
10–0	Professional			Extremely difficult to read. Best understood by university graduates.

screamingfrog

Readability Scores

Aim to make these fairly easy-very easy.

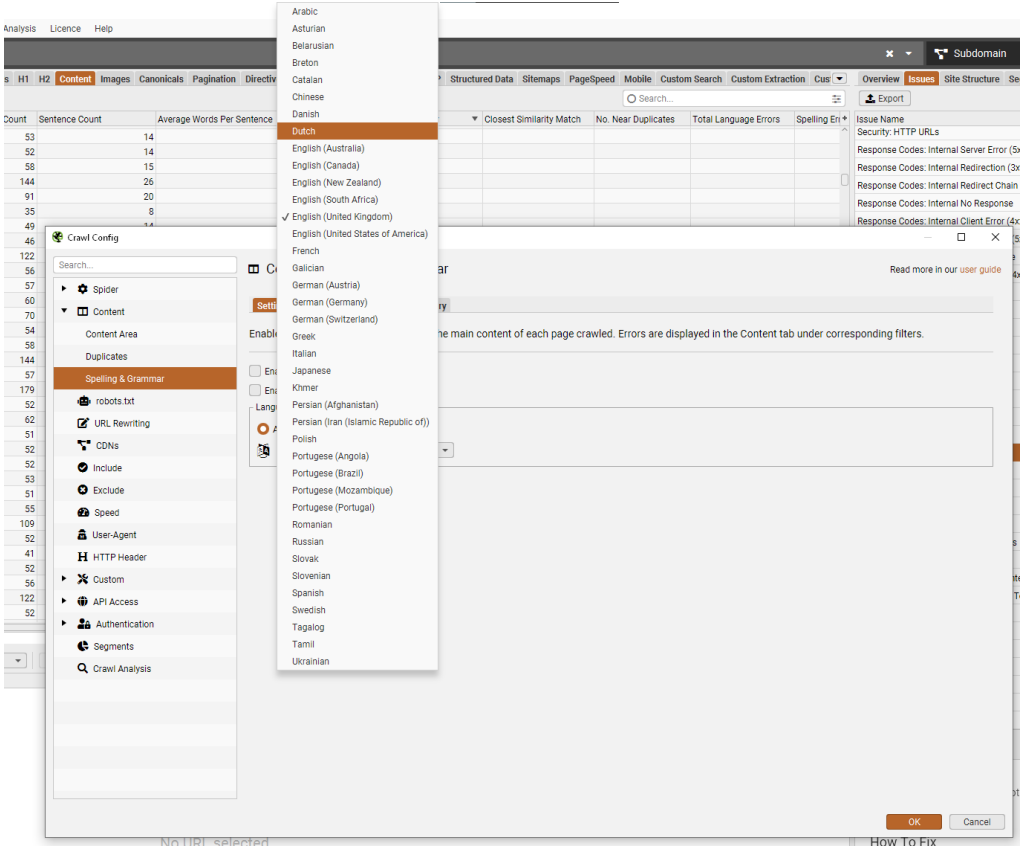


https://www.screamingfrog.co.uk/seo-spider/tutorials/how-to-test-readability/

Speling &, Grammar

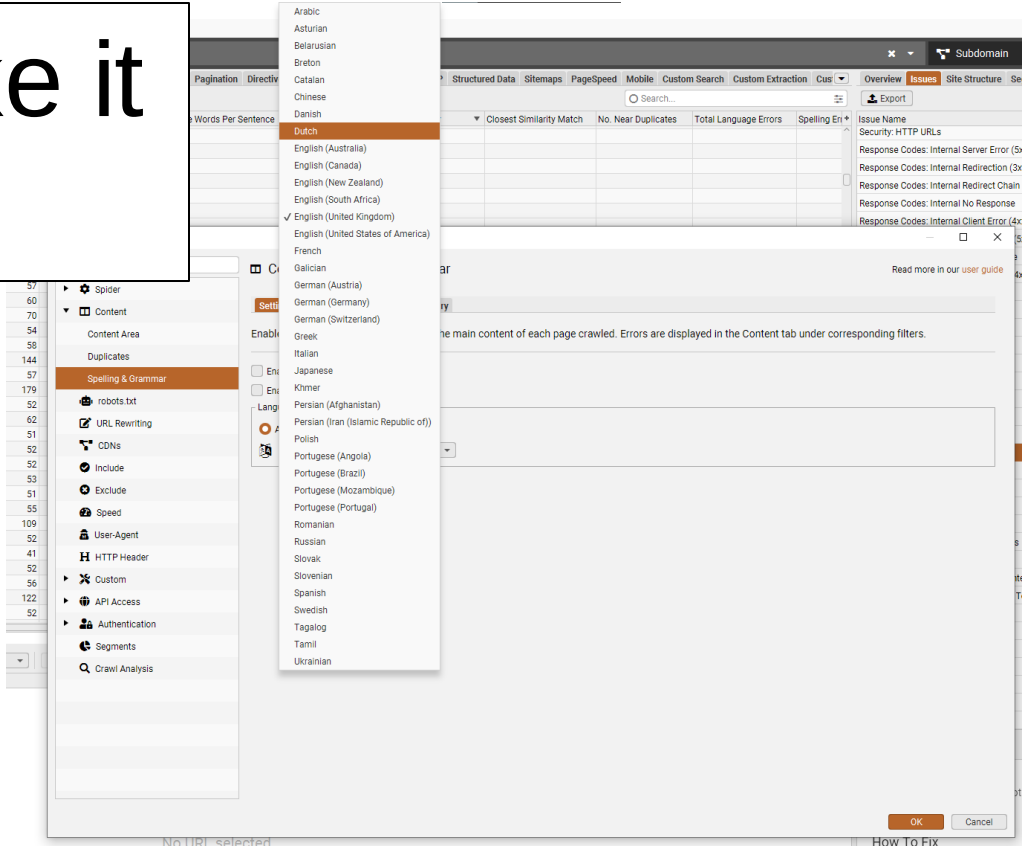
Screamingfrog

Speling &, Grammar



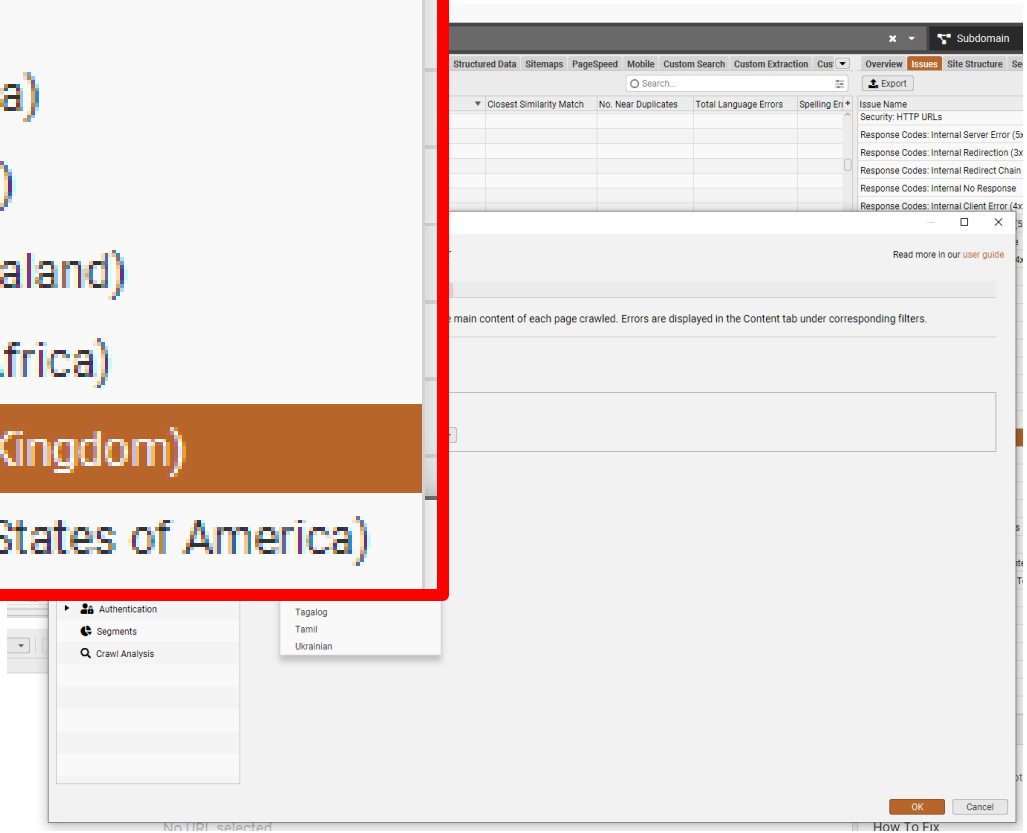
Speling &, Grammar

(Yes you can make it check Dutch.)



Speling &, Grammar

(Yes you
check Du

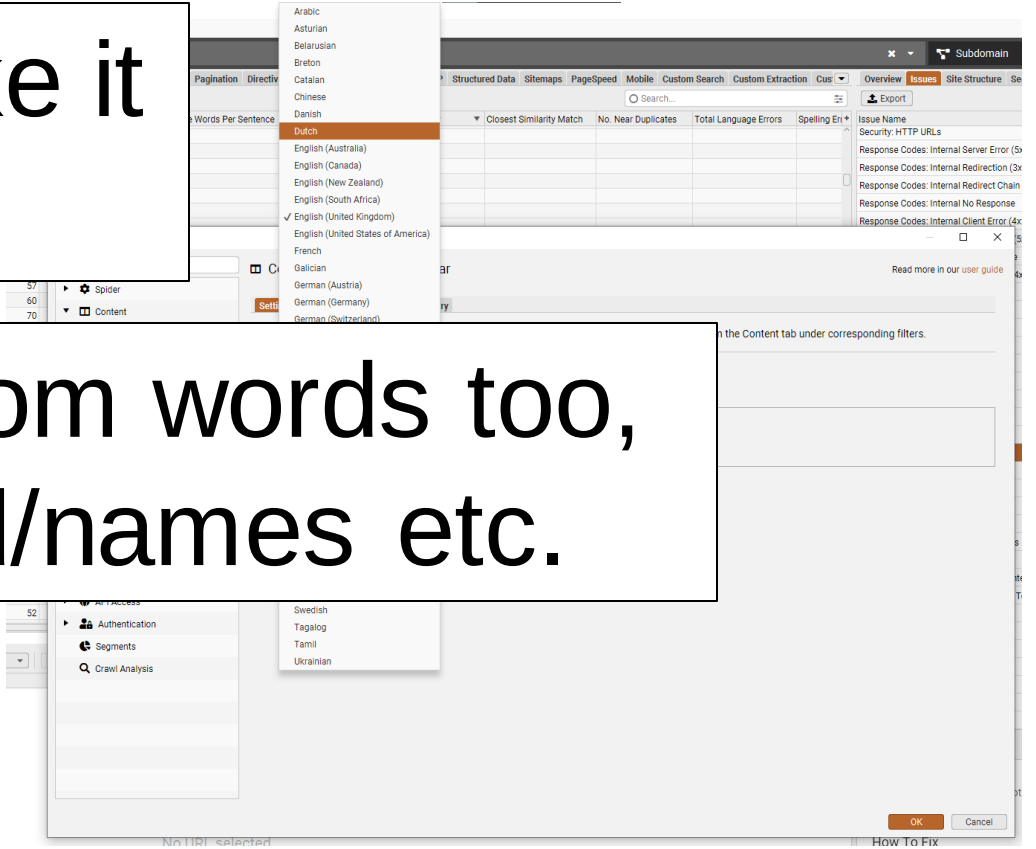


Spelin

(Yes y
check

Speling &, Grammar

(Yes you can make it check Dutch.)



You can add custom words too, for common brand/names etc.

Screamingfrog

PDFs

Introductie pdf-technieken van de PDF Association

door Iacobien Riezebosch van Documenten en toegankelijkheid

De Accessibility Werkgroep van de PDF Association ontwikkelde nieuwe pdf-technieken als alternatief voor de verouderde pdf-technieken van het W3C. Een pdf-techniek is een beschrijving van hoe een specifiek aspect van een toegankelijke pdf of juist een ontoegankelijke pdf in elkaar zit met daarbij tests

Please don't tell the PDF Police.

Naar een professionele aanpak van het

door Saskia Schrijver van Inhoud telt

Pdf is al jaren het probleemkind binnen digitale toegankelijkheid. Geleidelijk aan beseffen organisaties dat een meer centrale aanpak nodig is en dat professionaliteit in de organisatie essentieel is. Meer centraliseren en meer kennis in huis. Saskia vertelt wat er in de organisatie nodig is om echt te professionaliseren.

Screamingfrog

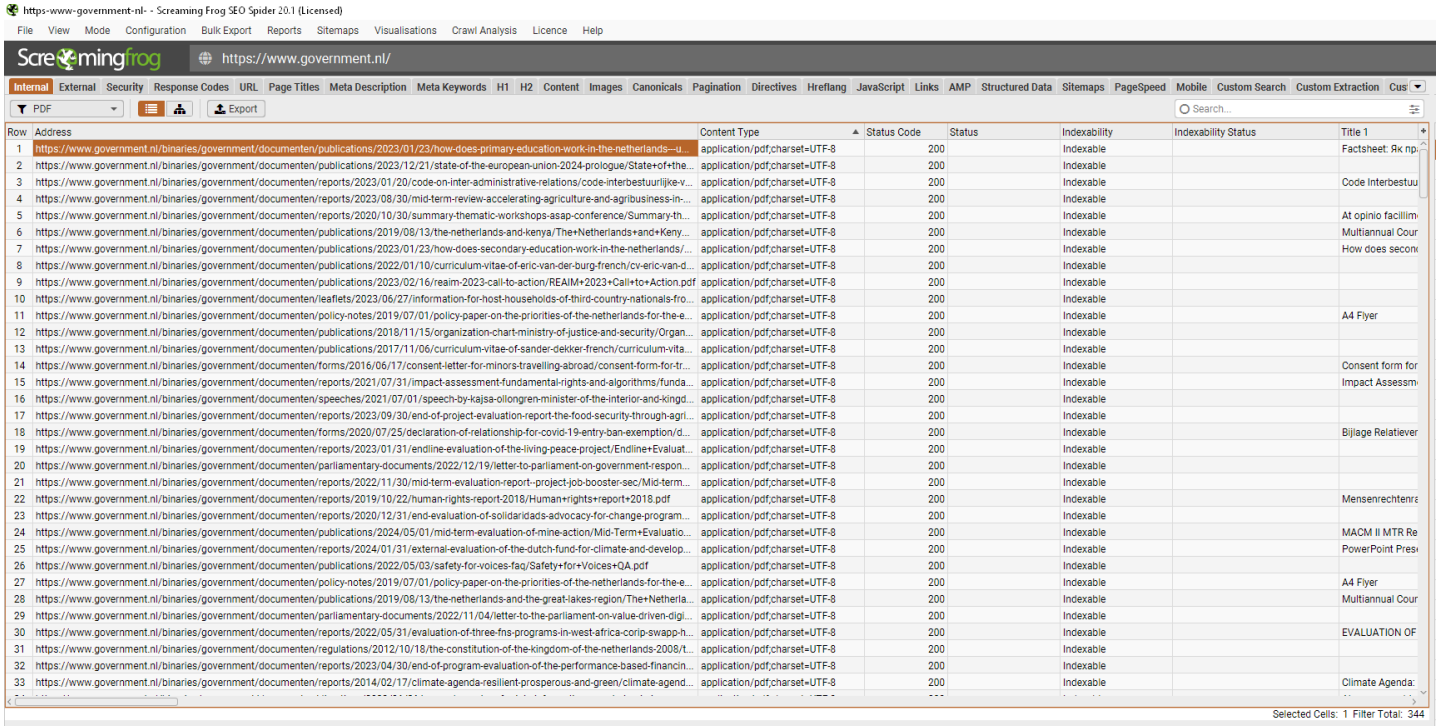
LOVERS canal cruises

anal cruises
PDF

…but generally for SEO, we'd advise against using PDFs…

Google can technically crawl them, but why bother forcing them to?

If you do want to find them all, you can:



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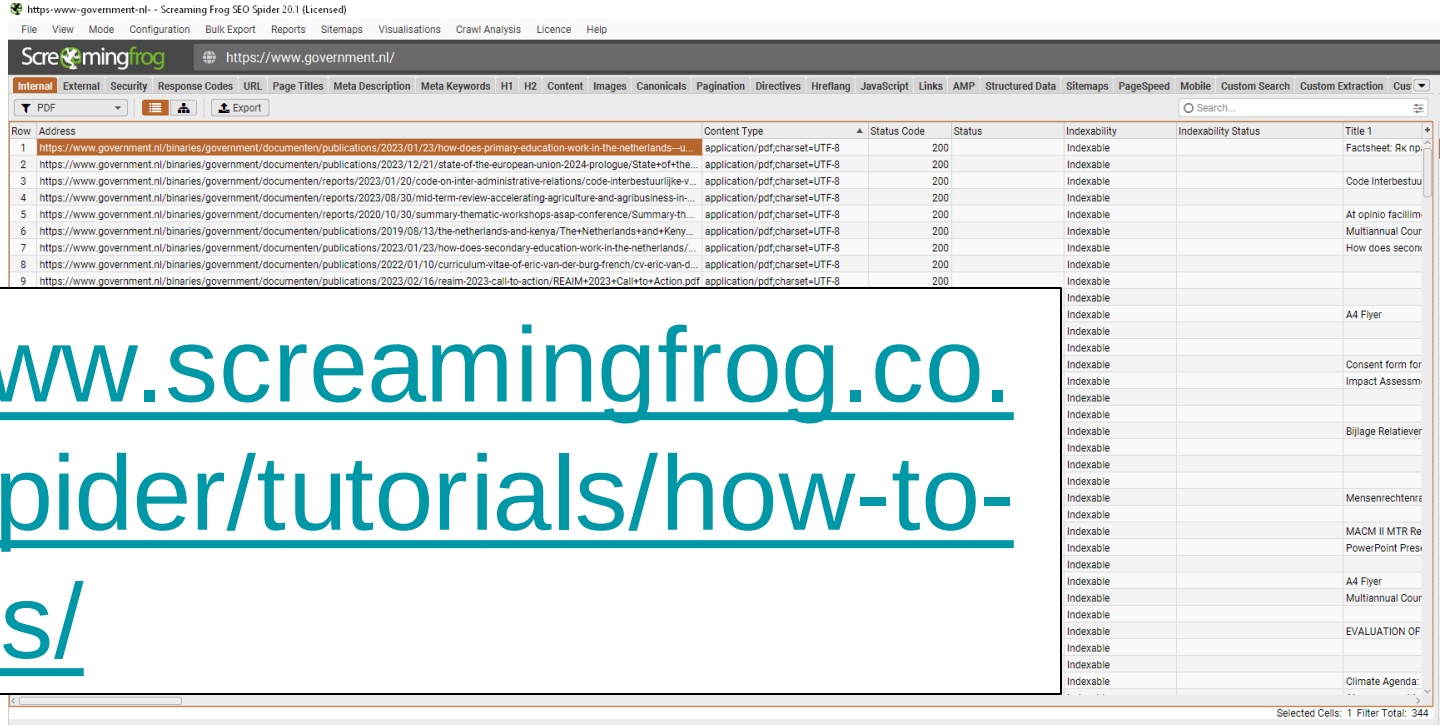
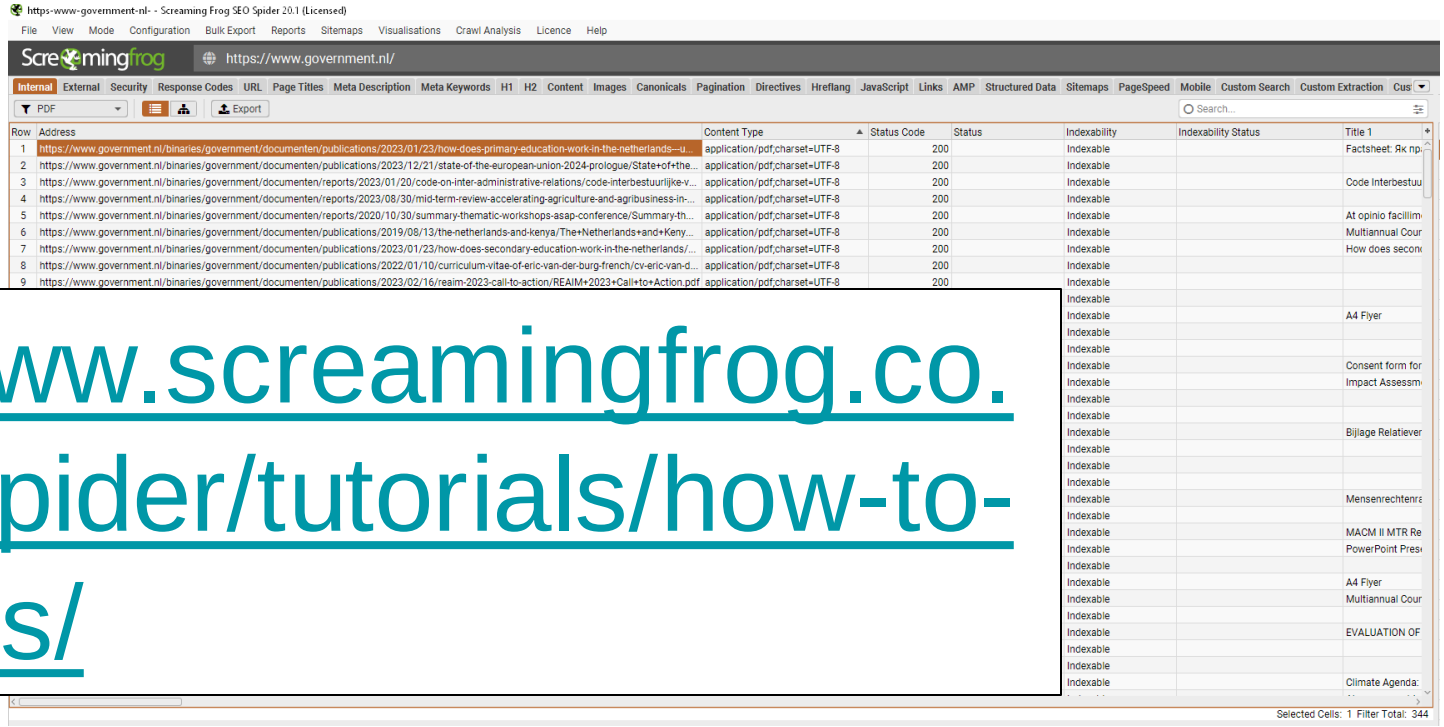


https://www.screamingfrog.co.uk/seo-spider/tutorials/how-to-audit-pdfs/

You can also crawl PDFs to see their attributes and where they link to.



https://www.screamingfrog.co.uk/seo-spider/tutorials/how-to-audit-pdfs/

But where’s the AI slides?

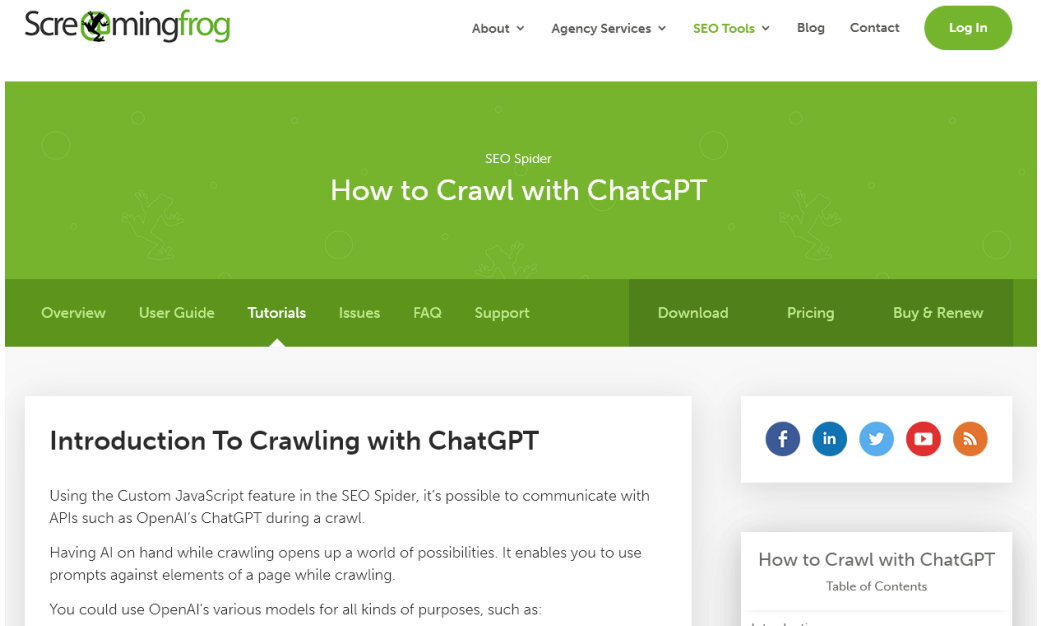
I’m 30 years old,
I’m too old for this...

TikTok scares me.

Orange boats scare me

Screamingfrog

https://www.screamingfrog.co.uk/seo-spider/tutorials/how-to-crawl-with-chatgpt/



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In conclusion...

We have covered:

Screamingfrog

We have covered:

Crawling

We have covered:

Crawling

Images

Screamingfrog

We have covered:

Crawling

Images

Meta Data

Screamingfrog

We have covered:

Crawling

Images

Meta Data

Internal Linking

Screamingfrog

We have covered:

Crawling

Mobile Friendliness

Images

Meta Data

Internal Linking

Screamingfrog

We have covered:

- Crawling
- Mobile Friendliness
- Images
- Sitemaps
- Meta Data
- Internal Linking

Screamingfrog

We have covered:

- Crawling
- Mobile Friendliness
- Images
- Sitemaps
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- Language
- Internal Linking

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We have covered:

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Screamingfrog

We have covered:

- Crawling
- Mobile Friendliness
- Images
- Sitemaps
- Custom Extraction
- Meta Data
- Language
- Internal Linking
- PDFs

Screamingfrog

We have covered:

Crawling

Mobile Friendliness

Images

Sitemaps

Custom Extraction

Meta Data

Language

Internal Linking

PDFs

API Integration

Screamingfrog

We have covered:

Crawling

Mobile Friendliness

Images

Sitemaps

Custom Extraction

Meta Data

Language

Internal Linking

PDFs

API Integration

And now it does AI too.

We have co d:

Crawli Frien lli ss

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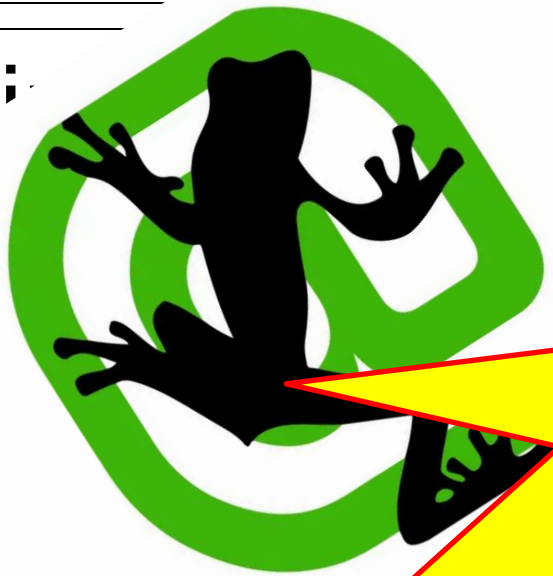
Linking



And now it does AI too.

€239

The only slide you need:

https://www.screamingfrog.co.uk/seo-spider/user-guide/
https://www.screamingfrog.co.uk/seo-spider/tutorials/
https://www.screamingfrog.co.uk/learn-seo/

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