

# OnCrawl Rocket Program

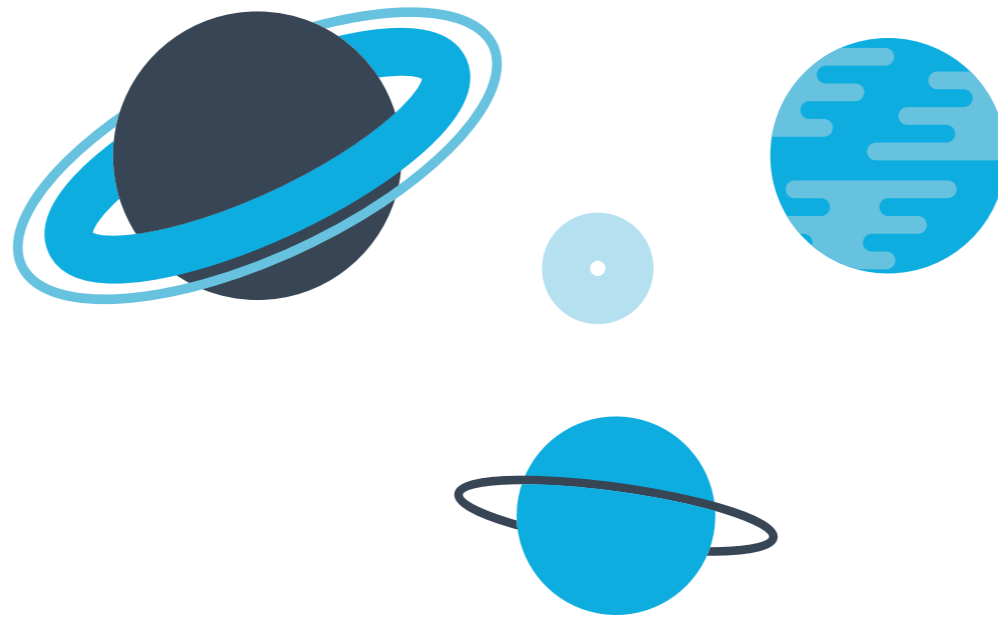
## Training program

An OnCrawl Rocket Program training backed by your data and SEO team-oriented.





*“The OnCrawl Rocket Program training is dedicated to the control of OnCrawl’s features and metrics to maximize the monitoring and improvement of your SEO performance.»*



# Tables of content

<b>Training context</b>	<b>4</b>
Training objectives	4
Educational objectives	4
Duration of training	4
Organisation de la formation	4
Attendees	5
Prerequisites for training	5
Training certification	5
<b>Training program</b>	<b>6</b>
1- SEO and OnCrawl fundamentals	6
2- Getting ready with the tool	7
Overview of the different configuration elements	7
The different layouts	7
Information from the crawl report and main KPIs	8
How to benefit from log analysis?	8
How to interpret the crawl + logs cross-analysis?	8
Comment interpréter l'analyse croisée Google Analytics ?	9
Information provided by the Crawl Over Crawl reports	9
3- The application of acquired knowledge	10
Practical case study	10





# Training context

## Training objectives

The OnCrawl Rocket Program training is designed to provide a methodology to develop a prioritized roadmap for SEO actions to be undertaken within its scope of activity based on an advanced use of the OnCrawl SEO solutions.

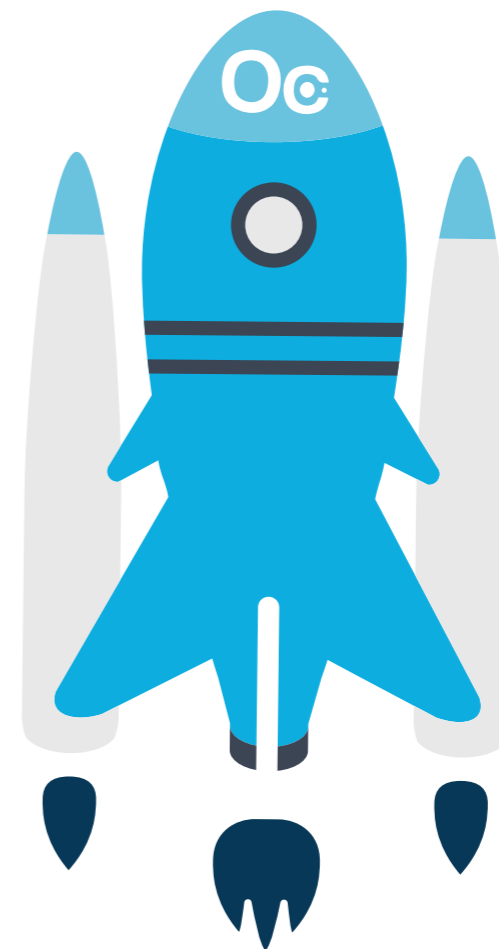
## Educational objectives

The OnCrawl Rocket Program training helps you to:

- 1) Master all the features of the tool
- 2) Acquire a methodology based on the right metrics
- 3) Implement a SEO strategy driven by reliable data.

## Duration of training

The OnCrawl Rocket Program takes place over a full day





# Le contexte de la formation

## Attendees

The OnCrawl Rocket Program training is intended for anyone in charge of managing the SEO activity of a website:

- Traffic manager
- SEO manager
- Web developer
- Project manager
- IT manager
- etc.

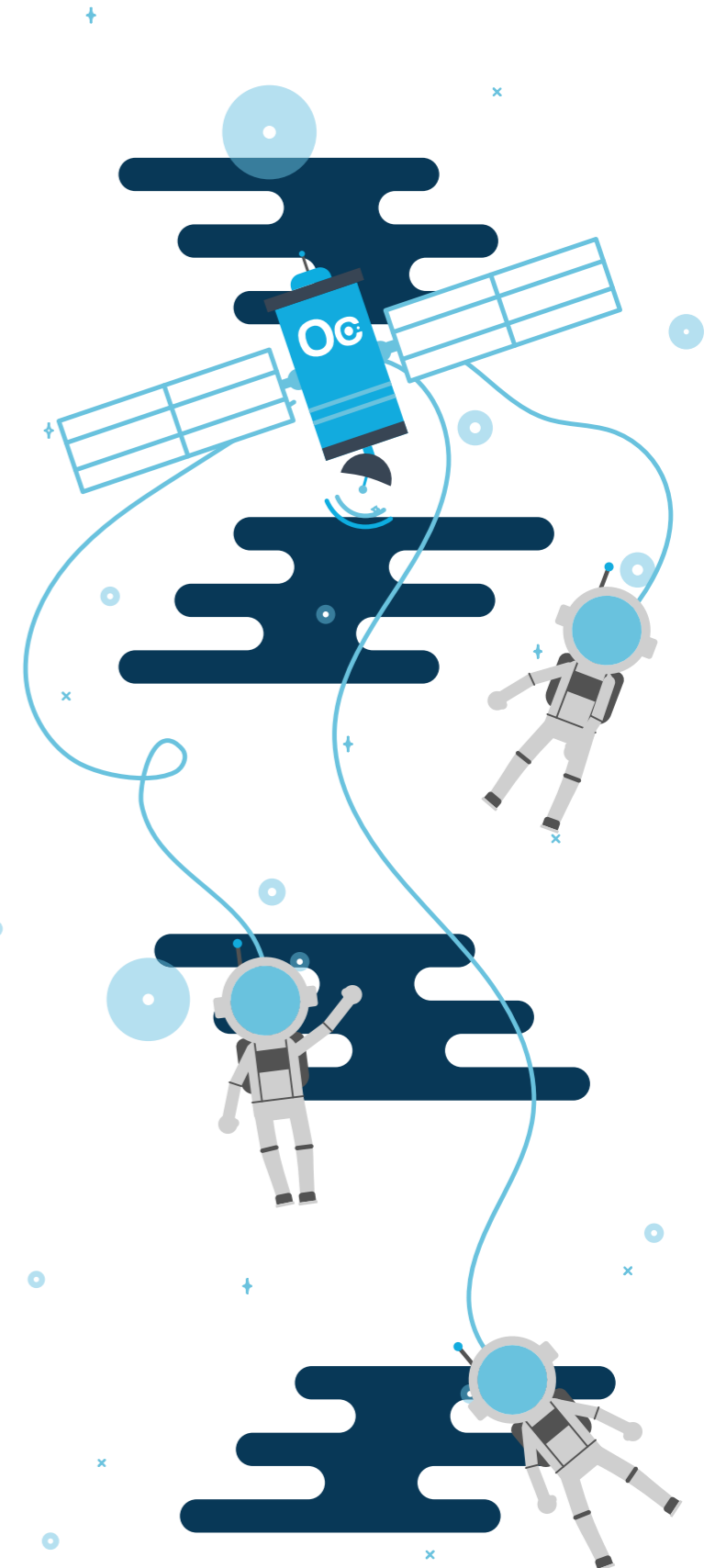
## Prerequisites for training

Access to the OnCrawl Rocket Program training requires the following prerequisites:

- Having an account set up on OnCrawl
- Having notions of SEO and marketing analysis
- Knowing your site and having SEO objectives in the short/medium/long term
- Knowing your use cases priorities

## Training certification

At the end of the session, a test will validate the training. A certificate will be given to each participant who has completed and passed the entire test.





# Training program

The OnCrawl Rocket Program training course is divided into three main parts, each of which provides an overview of the key concepts for mastering the OnCrawl tool and piloting its SEO strategy.



## 1 SEO and OnCrawl fundamentals 60 min

### How do search engines work?

A review of the main principles of a search engine, its operation and objectives.

### What is SEO?

Quick presentation of the main principles of SEO and its applications.

### Focus on the Google crawl budget concept

Introduction of the crawl budget concept and good practices to apply

### Introduction to the OnCrawl features

Overview and quick presentation of the main features:

- SEO crawler
- Log analyzer
- Crawl x Logs Report
- Cross-data reports
- Google Analytics + OnCrawl
- Majestic + OnCrawl
- AT Internet + OnCrawl
- Crawl over Crawl
- Custom Fields & Data Scraper



# Le programme de la formation

## 2 Getting ready with the tool 6h

### Overview of the different configuration elements

60 min

**This section focuses on the different configuration possibilities offered by OnCrawl:**

- Account management
- Projects creation
- Crawl parameters
- Launching a crawl
- Multi-segmentation
- The different layouts

### The different layouts

60 min

**This section focuses on the different information formatting functionalities offered by OnCrawl:**

- Multiple views (absolute value, percentage, table)
- PDF reports (Trends)
- Filters and zooms (page groups, custom filters)
- Data Explorer
- Quick Filters
- Queries related to graphics
- The requester (set your filter)
- CSV results export
- Data selection



### Lunch break

*Participants have one hour to eat close to the training venue.*



# Le programme de la formation

## 2 Getting ready with the tool 6h

### Information from the crawl report and main KPIs

30 min

This part presents the main metrics offered by the crawler and its uses:

- HTML quality
- Architecture
- Content
- Content
- Performance

### How to benefit from log analysis?

60 min

This section focuses on the main metrics offered by the log analyzer and its uses:

- The log manager tool
- Robot behavior
- Organic traffic
- Website sanity
- The Data Explorer
- URL Details

### How to interpret the crawl + logs cross-analysis?

60 min

This section aims to present the main metrics offered by the Crawl x Logs Report and its uses:

- Crawl x Logs Report principles
- A reading grid
- Crawl ratio
- Frequency of crawl
- Architecture
- Content
- Performance





# Le programme de la formation

## 2 Getting ready with the tool 6h

### How to interpret Google Analytics cross-analysis?

30 min

This section aims to present the main metrics offered by the Google Analytics + OnCrawl cross-data report and their uses:

- Google Analytics + crawl
- SEO traffic
- SMO traffic
- User behavior

### Les informations fournies par les rapports crawl over crawl

60 min

This section presents the data accessible via the Crawl over Crawl reports and their benefits:

Before and after principles  
Structure  
Internal linking  
Tags  
Content  
Status codes  
Performance



# Le programme de la formation

## 3 The application of acquired knowledge 60 min

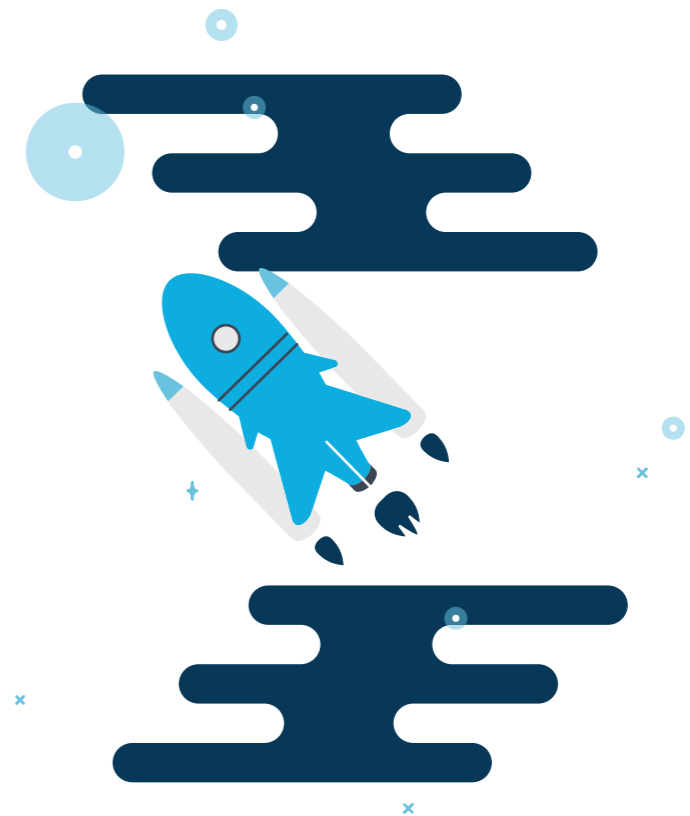


### Practical case study

60 min

Participants will have to respond to actionable use cases in order to be able to emerge from the training with a prioritized roadmap of the SEO actions to be undertaken:

- Vigilance points
- Areas for improvement
- Worksite priorities





**For any question or enquiry,  
please contact**

*rocket@oncrawl.com*

*www.oncrawl.com*

