



# Technical SEO Deep Dive

Conductor Expert: A Live Training Series

2024

# Agenda



**Presentation Duration:**  
45 minutes



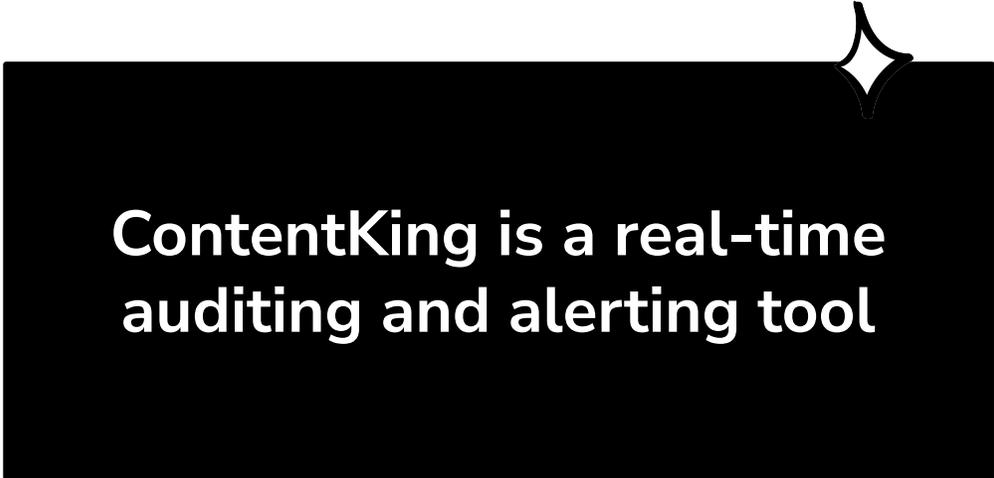
**Facilitators:**

- Hank Alderoty, Technical Integrations Specialist
- Professional Services Team

## Today we will review the following:

- Recap
- Advanced Segmentation and Alerting
  - Custom Elements
  - Analytics/Search Console data
  - Enrichment Fields
  - Log File Analysis

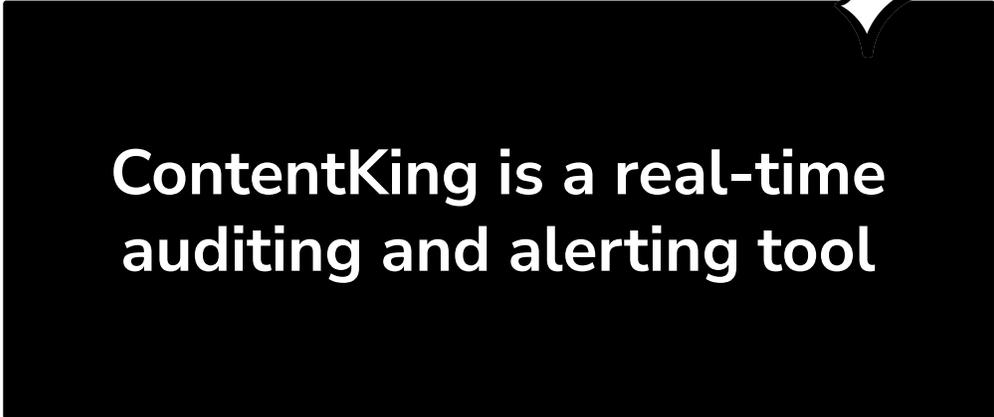
# Recap



**ContentKing is a real-time auditing and alerting tool**



# Recap



**ContentKing is a real-time auditing and alerting tool**



**Fix technical issues to maximize your crawl budget and improve rankings**

# Recap



**ContentKing is a real-time auditing and alerting tool**

**Fix technical issues to maximize your crawl budget and improve rankings**

**Segments are logical groupings of pages**



# Recap



**ContentKing is a real-time auditing and alerting tool**

**Fix technical issues to maximize your crawl budget and improve rankings**

**Segments are logical groupings of pages**

**ContentKing alerts can be customized for your business needs**



# Custom Elements

Additional elements you want to keep track of pulled from a page's source body or DOM

# Analytics/Search Console Data

Metrics pulled from Google/Adobe  
Analytics and Google Search  
Console aggregated from previous  
90 days

# Enrichment Fields

Custom Enrichment Fields  
populated with any data you need  
from your end

# Log File Insights

Insights on how search engines  
interact with your site from your log  
files

## Tips for Learning

- Log in at [app.conductor.com](https://app.conductor.com) to follow along.
- Ask questions or add your comments/thoughts via the chat.
- Revisit the workflow after today's webinar.
- Reach out to our Conductor Support team 24/5.



# Poll Questions

Look to the poll tab to participate.



# Example

Segment settings

**LABEL**

 Updated, Not Crawled

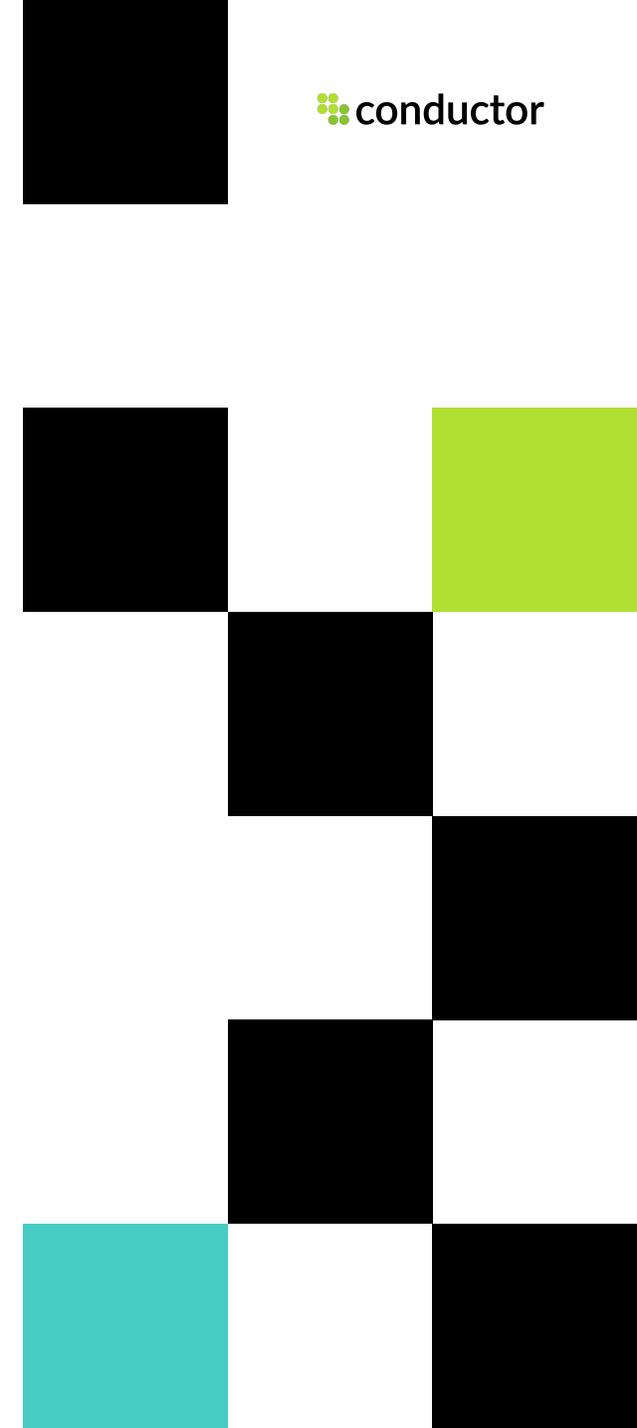
CHANGE

**FILTER CRITERIA**

Google Last visited: >2:days

Updated Date: < 2:days

ADD



# Ideas?

- Use Enrichments Fields to segment and alert on your best selling pages
- Non Indexable Pages being visited often by search engines





## Join Us Again Soon

Check out all our live training webinars.

<https://www.conductor.com/lp/live-training/>



Thank you!