



# **Technical SEO Bootcamp:**

**Enabling Your Entire Team  
for SEO Success**

April 8, 2025

# Agenda



## Presentation duration

30 minutes



## Speakers

**Alexandra Dritsas**

*Principal Solutions Engineer*

**Nadege Chaffaut**

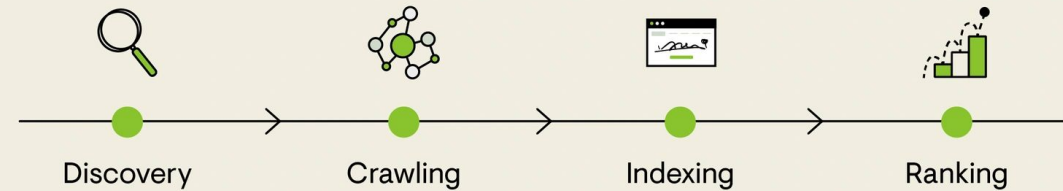
*Manager, Digital Customer  
Education & Success*

- What is Technical SEO?
- Why is it Important?
- The 4 Core Pillars of Technical SEO
- Process to Achieve a “Healthy Site”
- Using Conductor Website Monitoring to Enable:
  - The SEO Team
  - The Web Team
  - The Content Team

# Technical SEO *noun*

1. Any technical website optimizations that make it easier for search engines to crawl, index and render your site more effectively.
2. The critical behind-the-scenes structural elements that define your website's health and performance.

## Google's Indexing Pipeline



Website  
architecture

Schema

Page speed

Etc.

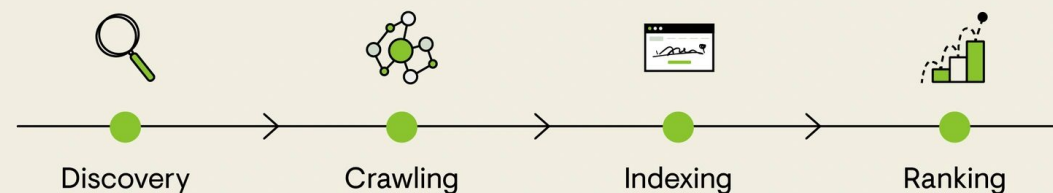
Poor technical health and performance prevents Google from discovering, crawling, indexing and ranking your content.

Content that doesn't rank isn't found by your target audience, meaning you won't receive much organic traffic.

Technical SEO affects user experience (how your customers interact with your brand online). Bad UX leads to negative perceptions of your brand.

Your technical SEO strategy can make or break your website's organic presence.

### Google's Indexing Pipeline



## Why is Technical SEO important?

# Core Pillars of Technical SEO

A search engine's ability to find your content amongst all of the other content on the internet

Optimizing for **discoverability** is all about improving a search engine's ability to navigate to and find your website.

Key elements when optimizing for **discoverability**:

- Site architecture
- Internal link structure
- XML sitemap
- IndexNow
- Google's Indexing API



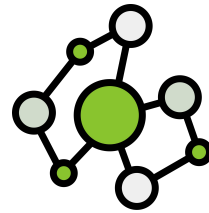
# Discoverability

## How easily a search engine can access your site and pages through content it has already discovered

To improve your **crawlability**, you need to increase the likelihood that your content is linked to a page that Google has already discovered and indexed – basically, make it as easy as possible for search engines to navigate to the right pages through links.

Key elements when optimizing for **crawlability**:

- Creating an SEO-friendly site structure
- Improving crawl budget
- Avoiding duplicate content
- Improving site speed
- Avoiding crawler traps



# Crawlability

A search engine's process of adding new or recently updated content and pages to its ever-expanding backlog of content

Many factors can affect your site's ability to be **indexed**, and like anything else with Google, we don't know all of those factors for certain. However, it is clear that you have a lot of power to improve and detract from your indexability.

Key elements when optimizing for **indexability**:

- Schema
- JavaScript SEO
- hreflang
- Heading-structure
- Canonicalization



# Indexability

## How a user interacts with your website and how the site responds

Optimizing your **UX** involves improving site speed, mobile responsiveness, and intuitive navigation, ensuring a seamless, user-friendly experience that search engines reward.

Key elements when optimizing for **user experience**:

- Core Web Vitals
- Accessibility



# User Experience

**A strong technical SEO strategy ensures your website's content and pages reach their full potential.**



# How to achieve a “healthy” website

## Identify top technical issues on the site that are impacting performance

Use calculations like “health score” for an overview of how optimized your site and pages are.

Understand what categories your main issues fall under.

Prioritize issues by level of severity and level of frequency

## Implement fixes & validate implementation

Collaborate with necessary team members to implement fixes.

Re-scan for crawl errors and page load times with auditing software.

Measure impact on rankings and traffic with Conductor.

## Monitor changes and new issues that arise

Setup alerts for...

Technical changes/issues

New content that’s published

Updates to existing content

Regular Auditing

Continuous Monitoring

# **Technical SEO Team Enablement**

with Conductor Website  
Monitoring

# THE SEO TEAM

Enter Bingo, Bluey and Bonsai.

SEO teams are responsible for maximizing organic visibility, ensuring proper indexing, and optimizing search performance. Conductor Website Monitoring helps them detect technical SEO issues proactively, protecting organic rankings and traffic.

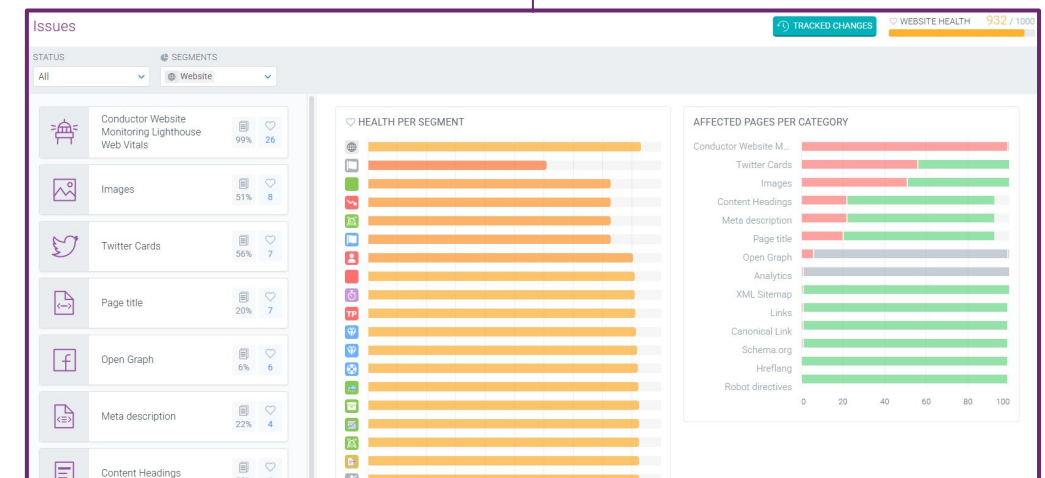
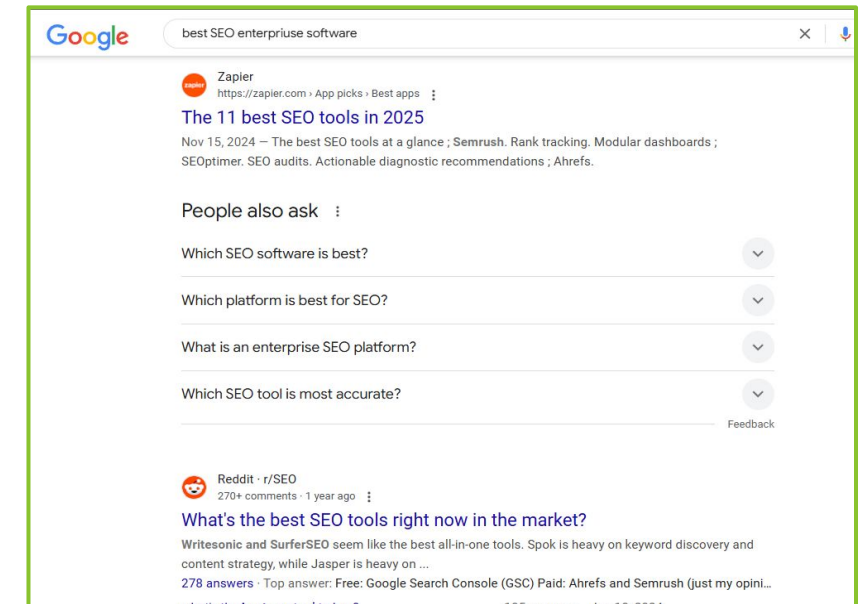
**Let's chat with them about how we can help!**



# Why companies should care about ‘Technical Site Optimizations?’

1. **Better Crawlability & Indexing** – Ensures search engines can discover, crawl, and index your content efficiently.
2. **Improved Site Performance** – Faster load times and optimized Core Web Vitals lead to better rankings and user experience.
3. **Higher Search Rankings** – A well-structured website with clean code, schema markup, and mobile-friendliness improves visibility.
4. **Prevents SEO Issues** – Fixing duplicate content, broken links, and redirects avoids ranking penalties.
5. **Enhances User Experience (UX)** – A technically sound website reduces bounce rates and increases engagement.

**Bottom Line:** Without strong Technical SEO, even the best content **won't rank effectively!**



## CWM is SEO's Ultimate Dream Tool

CWM acts as an **always-on team member, continuously crawling the site, identifying critical issues, and prioritizing them based on our business needs**. It also includes a comprehensive library that explains complex technical SEO challenges and their impact.



# Why SEO Teams Need Proactive Monitoring

## Without Conductor Website Monitoring

- ✗ Slow and resource-intensive
- ✗ Lacks crawl history for tracking changes over time
- ✗ Limited collaboration—local crawls with little to no data-sharing capabilities
- ✗ Fails to report critical issues that arise between crawls
- ✗ No ability to prioritize issues based on impact on site health

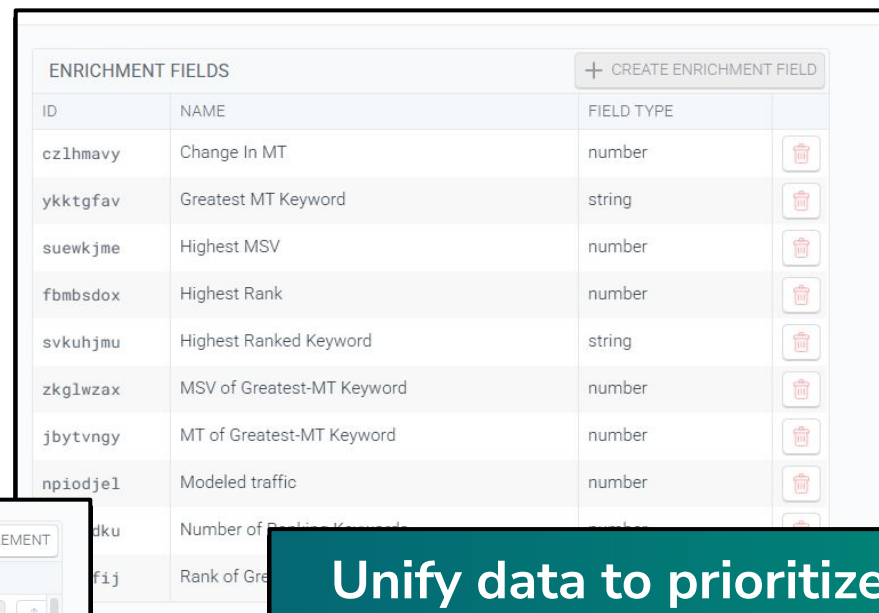
## With Conductor Website Monitoring

- ✓ Technical SEO issues are proactively identified and fixed before they impact rankings.
- ✓ Intelligently prioritized issues and pages based on importance and impact
- ✓ Site migrations and structural updates are seamless with minimal SEO disruption.
- ✓ Clear, detailed tracking of all site changes and their SEO impact.
- ✓ Real-time insights into indexing and crawlability, ensuring maximum organic visibility.

# Unique Workflows That Eliminate Technical Blind Spots

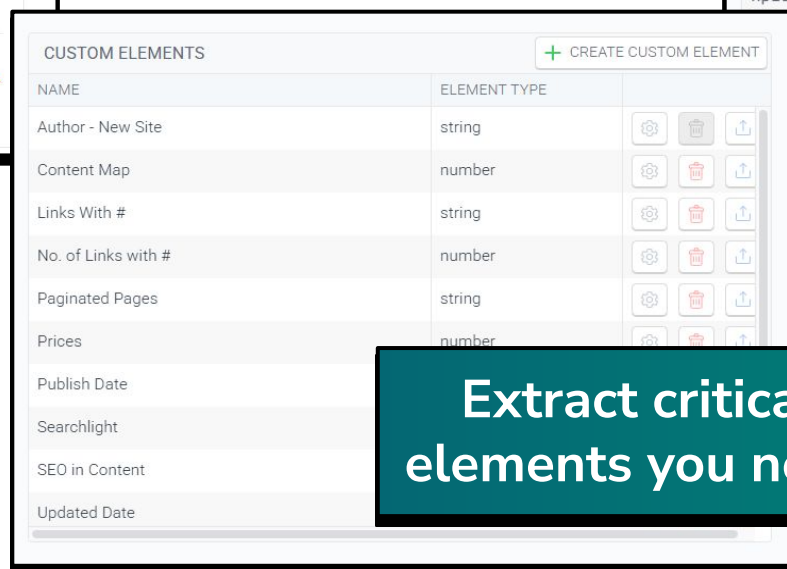


Are Search Engines able to access my page?



ENRICHMENT FIELDS			+ CREATE ENRICHMENT FIELD
ID	NAME	FIELD TYPE	
cz1hmavy	Change In MT	number	
ykktgfav	Greatest MT Keyword	string	
suewkjme	Highest MSV	number	
fbmbsdox	Highest Rank	number	
svkuhjmu	Highest Ranked Keyword	string	
zkglwzax	MSV of Greatest-MT Keyword	number	
jbytvngy	MT of Greatest-MT Keyword	number	
npiodjel	Modeled traffic	number	
dku	Number of Ranking Keywords	number	
fi j	Rank of Greatest-MT Keyword	number	

Unify data to prioritize work



CUSTOM ELEMENTS		+ CREATE CUSTOM ELEMENT
NAME	ELEMENT TYPE	
Author - New Site	string	
Content Map	number	
Links With #	string	
No. of Links with #	number	
Paginated Pages	string	
Prices	number	
Publish Date		
Searchlight		
SEO in Content		
Updated Date		

Extract critical content elements you need to track

# THE WEB TEAM

Enter Frank, Frances, and Fiona

Web teams are responsible for maintaining a website's performance, functionality, and SEO health. Conductor Website Monitoring helps them proactively identify issues before they impact traffic, conversions, or user experience.

**Let's chat with them about how we can help!**



# Why Web Teams Need Proactive Monitoring

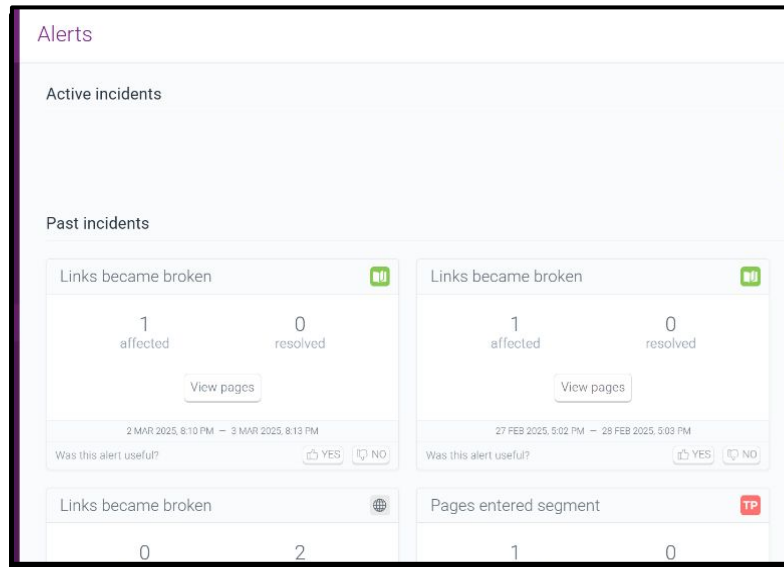
## Without Conductor Website Monitoring

- ✗ Broken pages & links go unnoticed until traffic drops.
- ✗ Site migrations cause rankings to plummet.
- ✗ Dev teams deploy unintended changes that hurt UX & SEO.
- ✗ Pages slow down, hurting conversion rates.
- ✗ Stakeholders make changes without web teams knowing.
- ✗ No way to track what changed, when it changed or the impact of changes.

## With Conductor Website Monitoring

- ✓ Issues are caught & fixed before impacting traffic.
- ✓ Migrations & site updates happen without SEO disasters.
- ✓ Web teams have full visibility into what was changed & when that change happened.
- ✓ UX, search performance, and site functionality remain optimized.
- ✓ Snapshots & logs provide a full history of changes for troubleshooting.

# Key Use Cases for Web Teams



## Preventing Broken Pages & Links

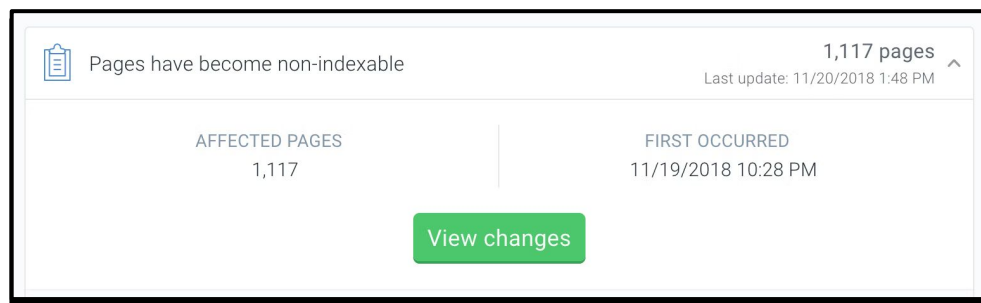
Get real-time alerts when pages go down or links break.

Ensure all internal/external links are functional.

## Monitoring Site Migrations & Redesigns

Validate redirects, meta tags, and structure changes.

Detect missing pages, indexability issues, or URL mismatches.



## Ensuring Proper Implementation of Site Changes

Confirm title tags, meta descriptions, and structured data updates are correctly deployed.

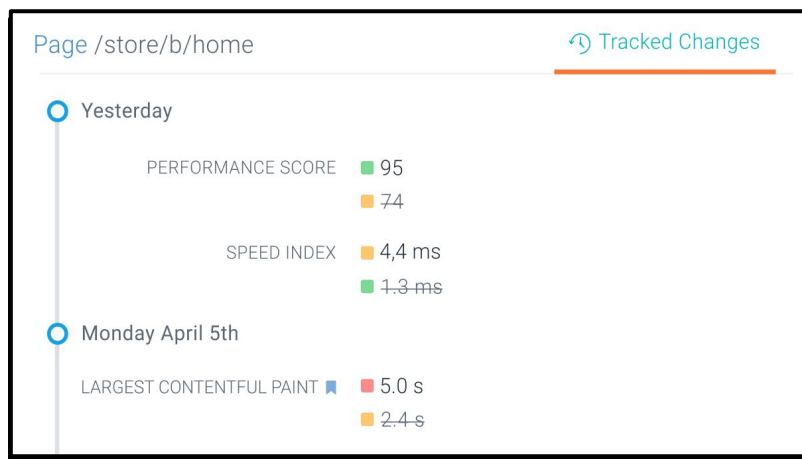
Verify changes before they go live.

# Key Use Cases for Web Teams

Pages 121,448

TABLE | GRAPHS

URL ▲	PERFORMANCE	FCP	TTI
filter	filter	filter	filter
/store/b/home	59	3.3 s	11.3 s
/store/b/locations	95	0.9 s	1.0 s
/security/default/protection...	64	3.4 s	8.0 s
/business/compare-all-microso...	55	2.9 s	9.8 s



## Identifying & Resolving Performance Issues

Catch slow-loading pages that impact UX and Core Web Vitals.

Monitor mobile vs. desktop rendering.

## Tracking & Troubleshooting Website Changes

See snapshots of the DOM and source code to compare versions before and after changes.

Get a detailed log of content and performance updates—titles, metadata, redirects, and performance impacts, etc.

Quickly identify and fix issues introduced by third-party teams, developers, or CMS updates.

# THE CONTENT TEAM

Enter Claire, Cassie and Cleo

Content teams are responsible for creating engaging, user-centric content that drives traffic and resonates with audiences. Conductor Website Monitoring helps them identify, prioritize, and refresh stale or outdated content, ensuring relevance, recency, and optimal visibility for both search engines and LLMs.

**Let's chat with them about how we can help!**



# Configuration for Content Teams

Segment settings

**LABEL**

Blog

CHANGE

**FILTER CRITERIA**

URL: Contains /blog

ADD

**SIZE LIMIT**

No size limit has been set.

SET LIMIT

Segment settings

**LABEL**

Stale Content - AJ - Refre...

CHANGE

**FILTER CRITERIA**

Segments: Author - AJ

Publish Date: > 365:days

ADD

**SIZE LIMIT**

No size limit has been set.

SET LIMIT

## SEGMENTS

### Create segments for the pages Content Team members own

Create segments or “groups” of pages owned by the content team and/or individual team members. This can be done via smart rules or a list of URL’s.

## ADVANCED SEGMENTS

### Create segments for the team based on goals & guidelines

Create segments based on any data point, including custom elements for teams to easily identify pages that aren’t matching brand guidelines.

IE: Rebranding, “Out of Date” or Expiring Content, Word Count

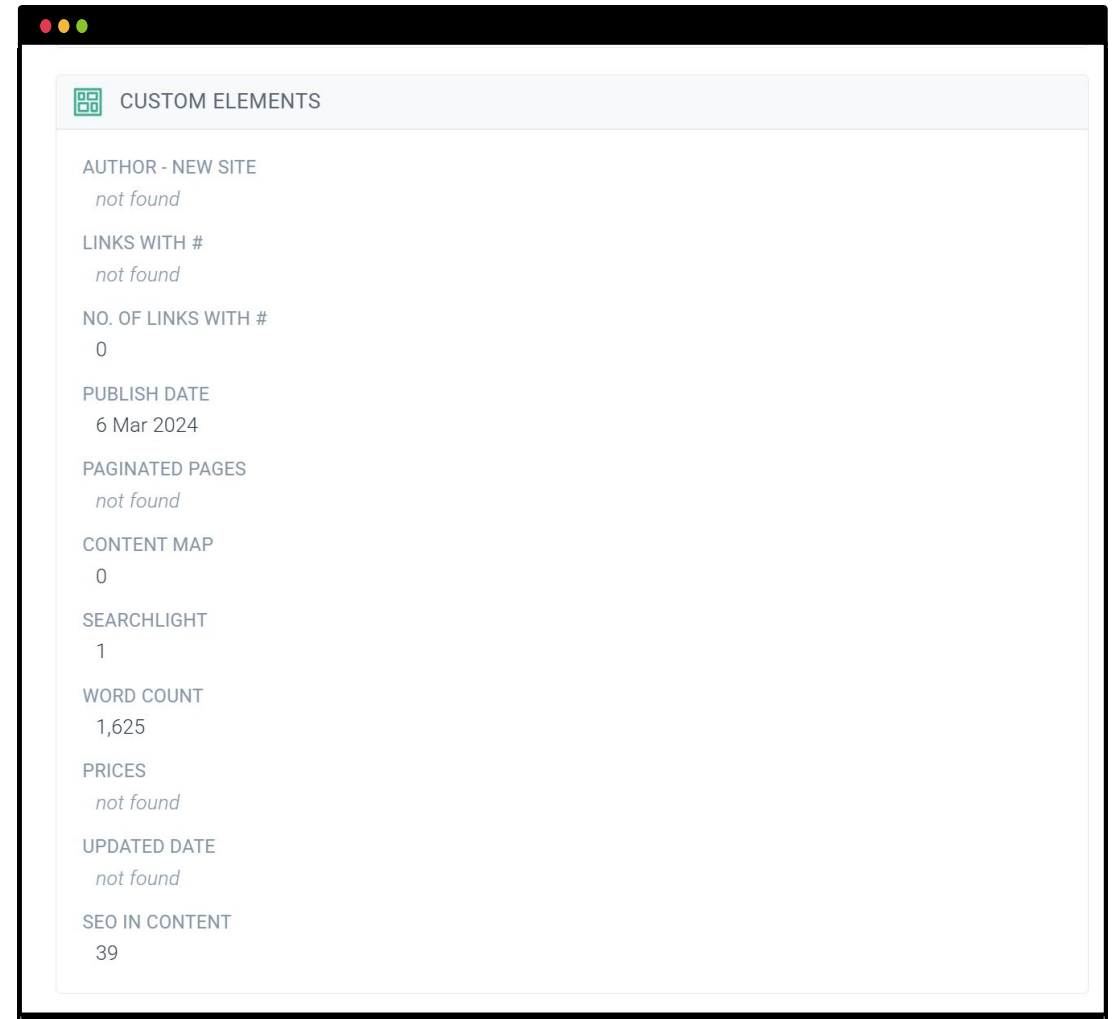
# Configuration for Content Teams

## CUSTOM ELEMENTS

Extract or bring in important data points and elements from the code or another platform

Some of our favorites:

- **Rebranding:** Use CWM to find all pages that mention the old language
- **Author:** Extract the Author's name for easy segmenting
- **Updated or Publish Date:** Extract the date to easily discover when it's time for a refresh
- **Data Enrichment API:** Map your Workfront codes into CWM



CUSTOM ELEMENTS	
AUTHOR - NEW SITE	<i>not found</i>
LINKS WITH #	<i>not found</i>
NO. OF LINKS WITH #	0
PUBLISH DATE	6 Mar 2024
PAGINATED PAGES	<i>not found</i>
CONTENT MAP	0
SEARCHLIGHT	1
WORD COUNT	1,625
PRICES	<i>not found</i>
UPDATED DATE	<i>not found</i>
SEO IN CONTENT	39

# ALERTING: Website & Content Alerts for Content Teams

The image shows two parts of a web application interface. The top part is a configuration page for creating an alert. It has a title 'Create alert on pages entering or leaving a segment' and a breadcrumb 'Type > Trigger > Settings'. The configuration includes a 'Segment' dropdown set to 'Stale Content (>365 ...)' with a note 'Currently contains 387 pages', a 'Change type' dropdown set to 'Pages entered', and a 'Sensitivity' slider set to 'any page' with a note 'The alert will trigger if any page enters the segment.' There are 'Back' and 'Continue to settings' buttons. The bottom part is a 'Past incidents' summary showing three cards. The first two cards are for 'Links became broken' with 1 affected and 0 resolved pages, dated 2 MAR 2025 and 27 FEB 2025. The third card is for 'Pages entered segment' with 1 affected and 0 resolved pages. Each card has a 'View pages' button and a feedback section 'Was this alert useful?' with YES/NO buttons.

**Alert Configuration:**

- Segment:** Stale Content (>365 ...)  
Currently contains 387 pages
- Change type:** Pages entered
- Sensitivity:** SENSITIVITY LEVEL: any page  
The alert will trigger if any page enters the segment.

**Past incidents:**

Incident	Affected	Resolved	Date
Links became broken	1	0	2 MAR 2025, 8:10 PM - 3 MAR 2025, 6:13 PM
Links became broken	1	0	27 FEB 2025, 9:02 PM - 28 FEB 2025, 9:03 PM
Pages entered segment	1	0	

## Alerting to Issues and Changes

**Create alerts based on segments, issues, or other data points**

Content team members can be alerted to page changes and issues that open on any segment. Reduces noise of all issues and alerts to be based on only the pages they own.

IE: Links became broken, Title Tag Changed

## ADVANCED ALERTS

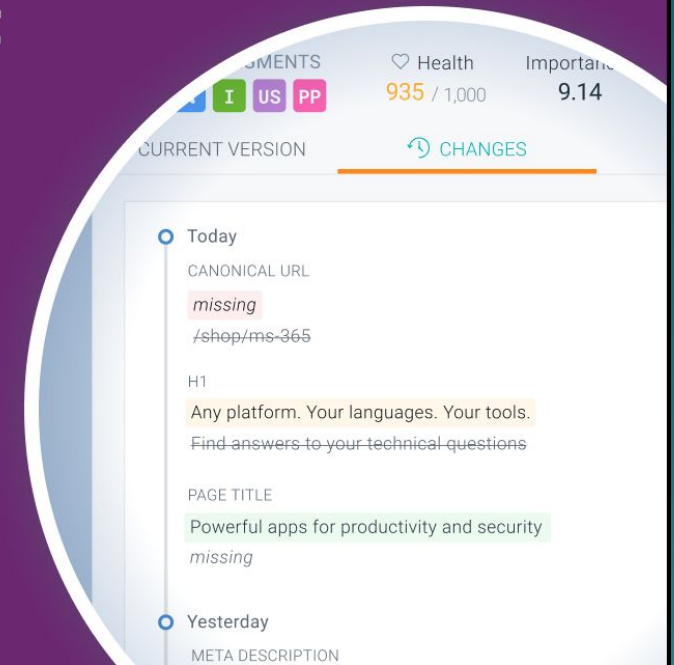
Create alerts based on a combination of custom elements and segments.

IE: New blog pages that went live with a no index tag, alerts when a page is about to need a refresh, when a product is out of stock

# The Almighty Chrome Extension

- Empowers Content Team members to quickly check the technical health of the page they're working on
- Enables content team to own certain technical elements like links without having to navigate an entire tool
- Save both the Content Team and the SEO team time: No longer have to ask why the Title Tag fix hasn't updated on Google yet. With log file integration, you can see when Google last crawled your page.

**A full overview of  
all page changes at  
your fingertips.**



**Thank you!**