



Auditing JavaScript SEO

Notes:

Step 1 - Preparation: Identify the stack

Audit Details

Date Aug 24, 2024 3:31 PM to Aug 24, 2024 3:37 PM

Start URL <https://thegraycompany>

Project [GrayDotCo](#)

Crawl Type Chrome Crawler (Standard Audit)

User-Agent Mozilla/5.0 (Linux; Android 6.0.1; Nexus SX Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/126.0.6439.0 Mobile Safari/537.36 +https://sitebulb.com

[Start a New Audit](#) [Re-Audit Failed URLs](#) [Audit Settings](#) [View Project](#) [Delete Audit](#)

Audit Notes

Add some notes in here that are specific to this audit. For example, to document what was fixed on the website, or what needs fixing.

[Add Notes](#)

Technologies

[Google Analytics](#) [Google Font API](#) [jQuery](#) [HubSpot](#) [Google Tag Manager](#) [YouTube](#) [Twitter](#)

Enable “Page Resources” & “Performance & Mobile Friendly > Parse Technologies” in the Project settings to see this data.

Notes:

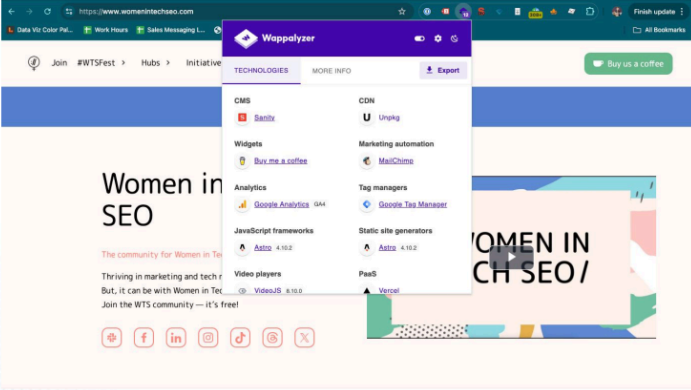
Platforms & Frameworks: the big players

- React
 - NextJS
 - Gatsby
- Angular
- Vue
- Svelte

Notes:



Step 1 - Alt tools



More great tools:
Wappalyzer
BuiltWith

Notes:

Non-platform: More places to look

Example fields

- Menus (fly outs)
- Pagination
- Accordions
- Etc user-interactive fields

Example tools

- Rich Snippet Testing tool
- View Rendered Source
- Web Developer (extension)
- NoJS Side-by-Side
- Inspect Element, View Source, Dev Console
- GSC URL Inspection

Notes:



Step 2 - Site Audit: Macro JS Issues



[Video credit: Sitebulb](#)

Notes:

Step 3 - Micro JS SEO Issues

Inspect any URL in "thegraycompany"

https://thegraycompany/blog/seo-product-requirements-how-to-template

URL Inspection

GOOGLE INDEX LIVE TEST

Tested on Aug 7, 2024, 4:04PM

✓ **URL is available to Google**
If it gets indexed and selected as canonical, it could appear in Google Search results with all relevant enhancements. [Learn more](#)

[VIEW TESTED PAGE](#) [Page changed?](#) [REQUEST INDEXING](#)

✓ **Page availability** [Page can be indexed](#)

Enhancements & Experience

✓ **Breadcrumbs** [1 valid item detected](#)

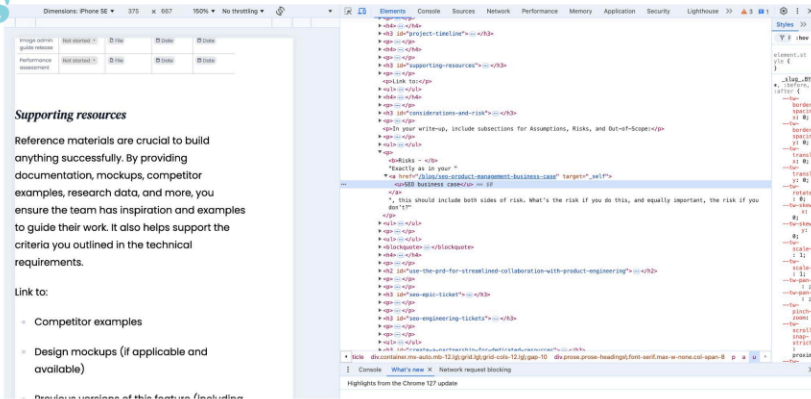
Tested page

HTML SCREENSHOT MORE INFO

```
<!DOCTYPE html>
<html data-wf-domain="thegraycompany" data-wf-page="63be75f46a331358dc1989f1" data-wf-site="5f0ea9407d02449b885ed1" lang="en" data-wf-collection="63be75f46a33137f13198977" data-wf-item-slug="seo-product-requirements-how-to-template" class="w-mod-js w-mod-touch wf-kumbhans-n4-active wf-kumbhans-n7-active wf-montserrat-n3-active wf-montserrat-i2-active wf-montserrat-n7-active wf-inconsolata-n4-active wf-montserrat-i3-active wf-montserrat-n5-active wf-montserrat-i5-active wf-montserrat-i4-active wf-montserrat-i7-active wf-montserrat-i6-active wf-inconsolata-n3-active wf-montserrat-n6-active wf-montserrat-n9-active wf-montserrat-i1-active wf-montserrat-n3-active wf-montserrat-n2-active wf-montserrat-n4-active wf-montserrat-i8-active wf-montserrat-n6-active wf-montserrat-i9-active wf-active"><head><style> wf-force-outline:none<tabindex="1"><!--focus[outline:none]></style><title>How to Write SEO Product Requirements Documentation That Serves Stakeholders <!-- Streamlines Projects</title><meta content="One critical tool in an SEO PM's arsenal is a product requirements document (PRD). It can save time, reduce risk, and ensure that your team is on the same page from the start of a project to the end.">
```

Notes:

Step 4 - (Optional) Troubleshoot JS SEO Issues



Notes:

Step 5 - Prepare Issue Insights for Eng



Notes:

Step 6 - Stage QA, Go-Live, Monitoring



Notes:



Questions?

Share in the comments!

Notes: