

POWERFUL **CRO** TIPS

Using a **SEO web crawler**

Ecommerce Consultant & Founder



Worked
with:



ChemistDirect

**Tom
Dixon.**

LONDON
Car Freshener
tomdixon.net



As a SEO, I've failed...
(strictly speaking)



Organic traffic
is virtually flat..

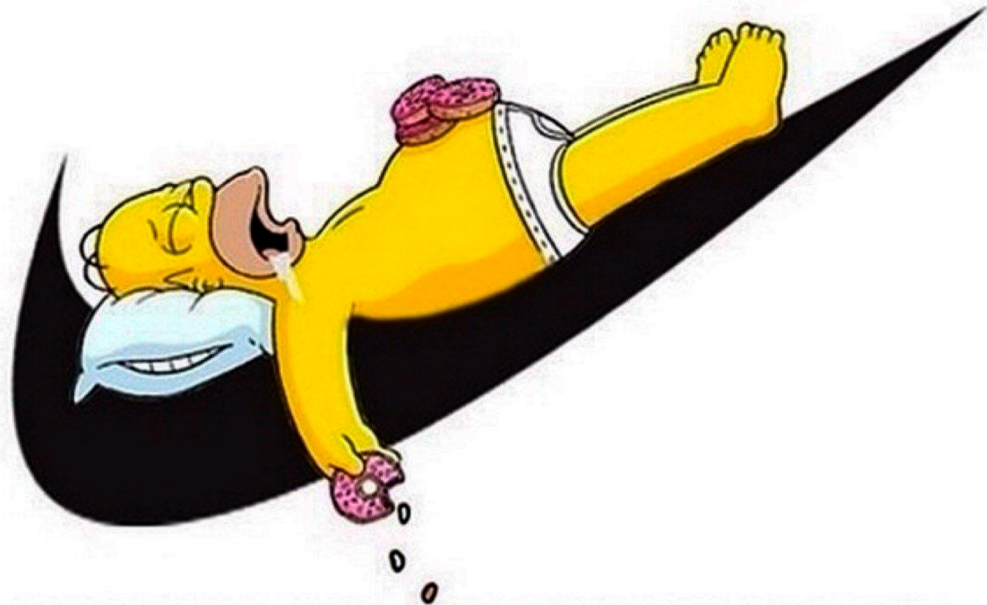


However, online sales
are up by **175%**



More traffic \neq more sales

More sales \neq more traffic



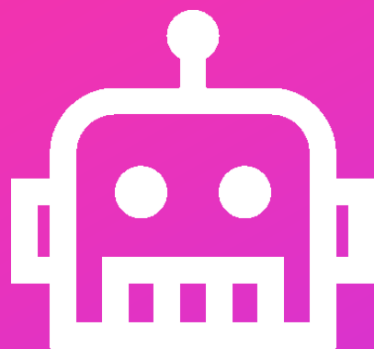
**CAN'T SOMEONE ELSE
JUST DO IT?**







**BEST
BUY**™ 



236,000 indexed
internal search URLs



Approx. **6.8million**
visitors every month (AHREFS)



Hmmm, we didn't find anything for "supercalifragilisticexpialidocious"

Try a different search term or check out some of our suggestions below.

Purchase History

Are you looking for order status or tracking information?
[View your Purchase History >](#)

Customer Service

We're here to help.
[Visit our customer service >](#)

Shop by Category



Major Appliances



Small Appliances



Laptops



Desktops



Cameras & Camcorders



Health, Fitness & Sports



Home Audio



Home



Car Electronics & GPS



iPod & MP3 Players



Cell Phones



Movies



Hmmm, we didn't find anything for "supercalifragilisticexpialidocious"

Try a different search term or check out some of our suggestions below.



Name	Headers	Preview	Response	Cookies	Timing
searchpage.js...	General Request URL: https://www.bestbuy.com/site/searchpage.jsp?st=supercalifragilisticexpialidocious Request Method: GET Status Code: 200 Remote Address: 104.127.39.115:443 Referrer Policy: no-referrer-when-downgrade				
core-js-shim-...	Response Headers cache-control: no-store content-encoding: gzip				
fetch-2.0.4.mi...					
aq-3.0.0.min.js					
main-l-b1dea...					
delta-44d00a3.					
gvp-a0a1bef4..					
suggest-view-..					
bby_logo-a7e...					
pattern-library.					

Home Audio Home Car Electronics & GPS iPod & MP3 Players Cell Phones MOVIES



‘Zero results’

internal searches do not...



404

Hello, is it me you're looking for?

GO HOME LIONEL
YOU'RE DRUNK



DEEPCRAWL

</> Sitebulb

Scree@mingfrog







I crawled just a **4%** sample
of the **236K** URLs...

...and surfaced **296** URLs
returning 'no results found'

That's **190K** people
seeing 'no results found' pages
every month



That's a **HUGE** bunch of missed
CRO opportunities



Best Buy done fu\$#&d up...



Well, a little..

Hmmm, we didn't find anything for "online account"

Try a different search term or check out some of our suggestions below.

Purchase History

Are you looking for order status or tracking information?

[View your Purchase History >](#)

Customer Service

We're here to help.

[Visit our customer service >](#)

Shop by Category



Major Appliances



Small Appliances



Laptops



Desktops



Cameras &
Camcorders



Health, Fitness &
Sports



Home Audio



Home



Car Electronics &
GPS



iPod & MP3 Players



Cell Phones



Movies

Hmmm, we didn't find anything for "online account"

Try a different search term or check out some of our suggestions below.

Purchase History

Are you looking for order status or tracking information?

[View your Purchase History](#)

Customer Service

We're here to help.

[Visit our customer service](#)

Approx. **15,000** visits every month

Shop by Category



Major Appliances



Small Appliances



Laptops



Desktops



Cameras & Camcorders



Health, Fitness & Sports



Home Audio



Home



Car Electronics & GPS



iPod



Smartphones



@MrLukeCarthy |

#Searchlove

online account

Just 1 item found

Hmmm, we didn't find anything for "online account"

Try a different search term or check out some of our suggestions below.

57 inch tv

Purchase History

Are you looking for order status or tracking information?

[View your Purchase History >](#)

Customer Service

We're here to help.

[Visit our customer service >](#)

Nvidia shield

48 inch smart tv

Shop by Category



Major Appliances



Small Appliances



Laptops



TVs



Camcorders



Health, Fitness & Sports

Solar eclipse glasses

Tv remove control replacement



Home Audio



Home



Car Electronics & GPS



iPod



Smartphones



@MrLukeCarthy

#Searchlove



How is all this impacting Best Buy?



At least **190K** people aren't finding what they're looking for



Could be **1000s** of potential places where
demand is outstripping supply



Not providing a seamless experience
for non-commerce search queries



Not selling lines that
customers want to buy



30% revenue increase via
Internal search optimisation

Ok, now tell us how you got
all this cool shit with

**CUSTOM
EXTRACTION**

“Custom extraction allows you to
scrape any data from the **HTML**
of web pages **when crawling”**

<https://www.screamingfrog.co.uk/web-scraping/>



Results for "macbook".

Related Searches [macbook pro](#) | [macbook air](#) | [macbook 12"](#) | [macbook charger](#) | [macbook mini](#)

Category

- All Laptops
 - MacBooks
- Laptop Accessories
 - Laptop Bags & Cases
 - Laptop Chargers & Adapters
 - Docking Stations
- Laptops
- Computer Accessories & Peripherals
- Show More



Trade-In Offer

MacBook Air

Latest model from \$999.99

when you trade in a working MacBook.

Terms and conditions apply.

[See trade-in details >](#)

span.item-count 76.63 x 3
353 items

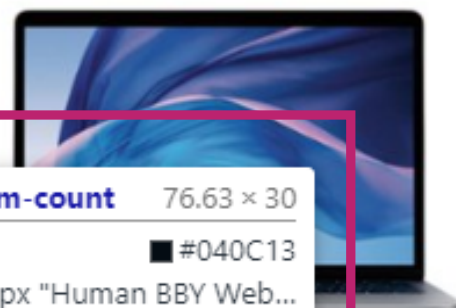
- Add attribute
- Edit as HTML
- Delete element
- Copy**
 - Cut element
 - Copy element
 - Paste element
 - Copy outerHTML**
 - Copy selector
 - Copy JS path
 - Copy XPath
- Hide element
- Force state
- Break on
- Expand recursively
- Collapse children
- Scroll into view
- Focus
- Store as global variable

Elements Console Sources Network Performance Memory Application Security Audits

```

    <div>...</div>
    <div id="shop-sku-list-1">
      <div class="shop-sku-list">
        <div class="app-container lv" aria-labelledby="page-results-heading" data-reactroot=...>
          <div role="heading" aria-level="2" class="sr-only" id="page-results-heading">Result...</div>
          <div class=">
            <div class="banner-wrapper top-border">
              <div class="banner-left-column">...</div>
              <div class="banner-middle-column">
                <span class="item-count" tabindex="-1" aria-live="polite">353 items</span> == $0
              </div>
              <div class="banner-right-column">...</div>
            </div>
          </div>
        </div>
      </div>
    </div>
  
```

Results for "macbook".

Related Searches [macbook pro](#) | [macbook air](#) | [macbook 12"](#) | [macbook charger](#) | [macbook mini](#)**Category**[All Laptops](#)[MacBooks](#)[Laptop Accessories](#)[Laptop Bags & Cases](#)[Laptop Chargers & Adapters](#)[Docking Stations](#)[Laptops](#)[Computer Accessories & Peripherals](#)

Trade-In Offer

MacBook Air

Latest model from \$

when you trade in a working Ma

Terms and conditions apply.

[See trade-in details >](#)

span.item-count 76.63 × 30
Color #040C13
Font 13px "Human BBY Web...
Padding 0px 15px 0px 0px
Contrast Aa 19.68

353 items

```
<div class=>  
  <div class="banner-wrapper top-border">  
    <div class="banner-left-column">...</div>  
    <div class="banner-middle-column">  
      <span class="item-count" tabindex="-1" aria-live="polite">353 items</span> == $0  
    </div>  
    <div class="banner-right-column">...</div>  
  </div>
```



```

}
.shop-sku-list .item-count {
padding: 0 15px 0 0;
font-weight: 500;
line-height: 30px;
}
*, :after, :before {
webkit box sizing: border-box;
box-sizing: border-box;
}
Inherited from body.size-1
body {
font-size: 13px;
line-height: normal;
color: #040c13;
font-family: Human BBY Web,Arial,Helvetica,sans-serif;

```

Sort By: Best Match



\$1,799.99

Free Apple Music for 3 months (new subscribers only) & 1 more @ \$20.00 value

```

ku-list-1">
shop-sku-list">
"app-container lv" aria-labelledby="page-results-heading" data-reactroot=
"heading" aria-level="2" class="sr-only" id="page-results-heading">Results</div>
</div>
class="banner-wrapper top-border">
class="banner-left-column">...</div>
class="banner-middle-column">
n class="item-count" tabindex="-1" aria-live="polite">353 items</span> == $0
class="banner-right-column">...</div>
"replacement-finder">...</div>
"list-wrapper top-border" id="main-results" aria-labelledby="main-results-heading">...</div>
"footer top-border wrapper">...</div>

```

```

Styles Computed Event Listeners DOM Breakpoints Properties >>
Filter :hov .cls +, >>
element.style {
}
.shop-sku-list .item-count {
padding: 0 15px 0 0;
font-weight: 500;
line-height: 30px;
}
*, :after, :before {
webkit box sizing: border-box;
box-sizing: border-box;
}
Inherited from body.size-1
body {
font-size: 13px;
line-height: normal;
color: #040c13;
font-family: Human BBY Web,Arial,Helvetica,sans-serif;

```

Name	Value
Address	https://www.bestbu
URL Encoded Address	https://www.bestbu
Content	text/html;charset=U
Status Code	200
Status	OK
Indexability	Indexable
Size	342.0 KB
Title 1	4k 144hz monitor - Best Buy
Title 1 Length	27
Meta Keyword 1	4k 144hz monitor

Screening Frog SEO Spider 11.1 - List Mode (Entered Manually)

File Configuration Mode Bulk Export Reports

- Spider
- robots.txt
- URL Rewriting
- CDNs
- Include
- Exclude
- Speed
- User-Agent
- HTTP Header
- Custom
 - Search
 - Extraction
- User Interface
 - Extraction
- API Access
- Authentication
- System

Filter: []

Item count: 1 item, 49 items, 3 items, 1155 items, 66 items, 8 items, 12 items, 5 items, 22 items, 45 items, 148 items, 9 items, 8 items, 17 items, 729 items, 6 items, 4 items, 7 items, 2457 items

Start Clear Crawl 100%

Directives Hreflang AJAX AMP Struc

Search...

and message 1

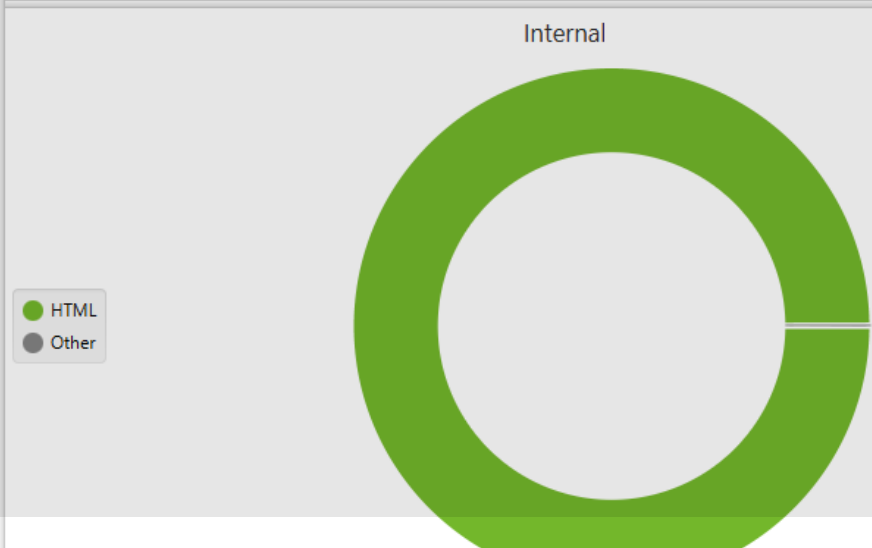
Filter Total: 4,978

Summary

- Total URLs Encountered: 4978
- Total Internal Blocked by robots.txt: 0
- Total External Blocked by robots.txt: 0
- Total URLs Crawled: 4978
- Total Internal URLs: 4978
- Total External URLs: 0

SEO Elements

- Internal
 - All (4978) (100.00%)
 - HTML (4976) (99.96%)
 - JavaScript (0) (0.00%)
 - CSS (0) (0.00%)
 - Images (0) (0.00%)
 - PDF (0) (0.00%)
 - Flash (0) (0.00%)
 - Other (2) (0.04%)
 - Unknown (0) (0.00%)
- External
 - All (0) (0.00%)
 - HTML (0) (0.00%)




No results found message 1

Total Internal Blocked by robots.txt: 0
Total External Blocked by robots.txt: 0
Total URLs Crawled: 4978
Total Internal URLs: 4978

Custom Extraction

Extract selected elements of internal HTML pages. See our [User Guide](#) for examples. The results can be seen in the **Custom** Tab in the **Extraction** filter.

Item count	CSSPath	.shop-sku-list .item-count	✓	Extract Text	Attribute (optional)
No results found message	CSSPath	.shop-zero-search-results .lv .no-results-copy h3.no-results-message	✓	Extract Text	Attribute (optional)
Extractor 3	Inactive				
Extractor 4	Inactive				
Extractor 5	Inactive				
Extractor 6	Inactive				
Extractor 7	Inactive				
Extractor 8	Inactive				
Extractor 9	Inactive	.shop-sku-list .item-count			
Extractor 10	Inactive	.shop-zero-search-results .lv .no-results-copy h3.no-results-message			



pages. See our [User Guide](#) for examples. The results can be seen in the **Custom** Tab in the **Extraction**

.shop-sku-list .item-count

.shop-zero-search-results .lv .no-results-copy h3.no-results-message

s://www.bestbuy.com/site/searchpage.jsp?id=pcat17071&st=4k+144hz+monitor
s://www.bestbuy.com/site/searchpage.jsp?id=pcat17071&st=4k+144hz+monitor
/html; charset=UTF-8

- HTML
- Other

Good reads on custom extraction

Uproer

<https://uproer.com/articles/screaming-frog-custom-extraction-xpath-regex/>

LinkedIn Article – Brian Shumway

<https://www.linkedin.com/pulse/custom-extraction-screaming-frog-xpath-csspath-brian-shumway>

PMG

<https://www.pmg.com/blog/how-to-use-xpath-in-screaming-frog/>

Search Engine Journal

<https://www.searchenginejournal.com/regex-seo-website-data-extraction/234999/>



What else can you do with
custom extraction?



Extract your
product recommendations

“**35%** of what consumers purchase on **Amazon** and **75%** of what they watch on **Netflix** come from product recommendations.”

<https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers>

McKinsey
&Company



Understand what direct 'bolt on' products
customers proactively buy at scale



The first few recs are often the
most popular / best selling



Pay close attention to the product price
vs the first recs price



Really powerful when scraping recs
from your direct competitors



Even more so when competitors have
multi-dimensional recs



! Product Info

Product Dimensions

Delivery Costs

? Customer Questions

Returns Info

£ Finance Options

Description

Brooklyn Modern Square Basin & Pedestal - 1 Tap Hole



The Brooklyn Basin and Pedestal, features a modern squared design and comes complete with a choice of two different sized basins. Basin has 1 Tap hole and is designed to be used with a Mono basin mixer (not Included).

Please choose size required from drop down menu selection.

Product Details

You may also like



£44.95



£129.95



Customer Also Purchased

View More Full Pedestal Basins

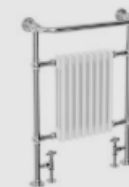
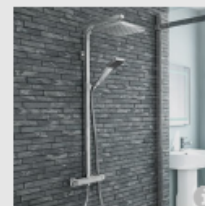
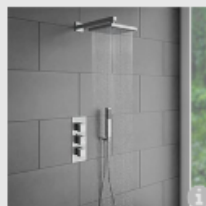
View Basin Taps



Customer Also Purchased

View More Full Pedestal Basins

View Basin Taps





1500 lines crawled...

36%

have **no**
recommendations
at all

86%

Were all **priced the**
same or higher

80+%

Appeared to be
alternatives rather than
complimentary



1500 lines crawled...

100%

of out of stock items

**Don't show
recommendations**



1000 lines crawled...

100%

have recommendations
showing

56%

Were all priced the
same or higher



1500 lines crawled...

100%

Appeared to be **alternatives**
rather than
complimentary



1500 lines crawled...

100%

Appeared to be
**complimentary rather than
alternatives**



1500 lines crawled...

Shoes = Shoes



1500 lines crawled...

Jeans = Shirts



1500 lines crawled...

Shirts = Jeans



1500 lines crawled...

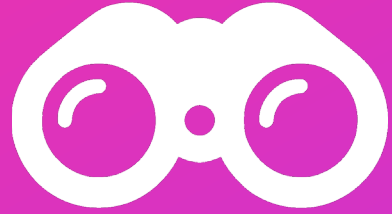
Shorts = Trainers/Sneakers



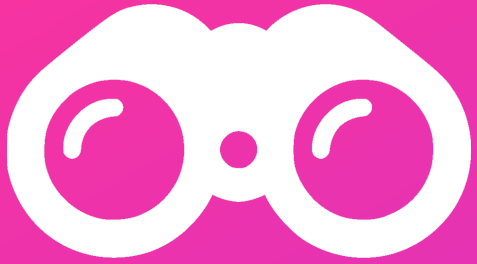
Identify your worst / best
selling products in every category



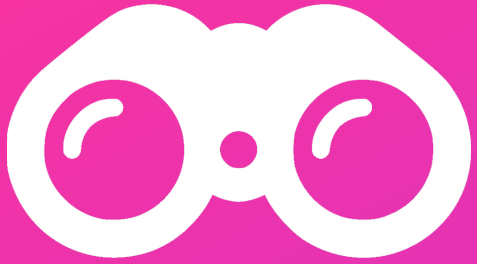
Best selling products are often the first items in the category



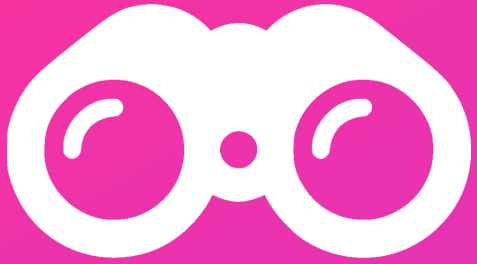
Competitive ecommerce Intelligence to boost conversion



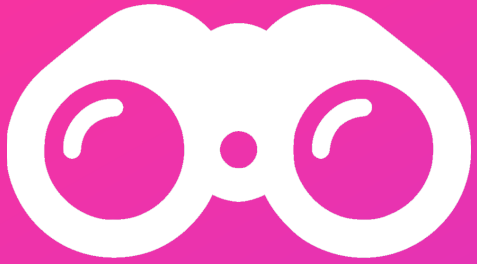
Identify **your competitor's** top
(and worst) selling products



Work out your competitors
search URL pattern



example.com/search?t=[KEYWORD]



Scrape results for price, reviews
and stock and compare to your own

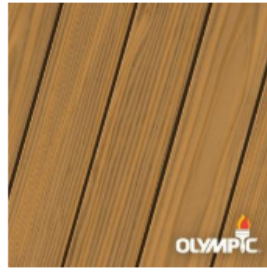




Patio Umbrellas



Lawn Mowers



Wood & Deck Stain



Organic Gardening



Hydroponic Gardening



Landscaping



More saving. More doing.®

Need Help? Please call us at: 1-800-HOME-DEPOT (1-800-466-3337)

Our Other Sites

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[The Home Depot México](#)

[Blinds.com](#)

[Pro Referral](#)

[The Company Store](#)

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Local store prices may vary from those displayed. Products shown as available are normally stocked but inventory levels cannot be guaranteed

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Our Other Sites

[The Home Depot Canada](#) | [403](#)

[The Home Depot México](#)

[Blinds.com](#)

[Pro Referral](#)

[The Company Store](#)

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Visibility Index
homedepot.ca

Zoom back

Fullscreen



Access Denied

You don't have permission to access "<http://www.homedepot.ca/en/home.html>" on this server.

Reference #18.16b77568.1560522504.22cd5932



Vet your category navigation URLs
in main menus



You're shopping
Ellsworth

Store Finder Truck & Tool Rental For the Pro Gift Cards Credit Services Favorites Track Order Help

What can we help you find today?



My Account

Cart | 0 items

All Departments Home Decor & Furniture DIY Projects & Ideas Home Services Specials & Offers Local Ad

Home Decor

Furniture

Kitchen & Dining

Bedding & Bath

Lighting

Window Treatments

Shop By Room

Savings

Home / Home Decor / Bedding & Bath / Quilts & Bedspreads

Grey Floral The Company Store Quilts & Bedspreads (0 Results)



King



Full/Queen



Queen



Coverlet



Quilt Set



Coverlet Set

Your Selection:

Color Family: Grey

Brand: The Company Store

Pattern Type: Floral

Clear All

Sorry, there are no products available online or in your local store. Please use our Store Finder to select another local store.



You're shopping
Ellsworth

[Store Finder](#) [Truck & Tool Rental](#) [For the Pro](#) [Gift Cards](#) [Credit Services](#) [Favorites](#) [Track Order](#) [Help](#)

What can we help you find today?



[My Account](#)

[Cart](#) | 0 items

[All Departments](#) [Home Decor & Furniture](#) [DIY Projects & Ideas](#) [Home Services](#) [Specials & Offers](#) [Local Ad](#)

[Home Decor](#) [Furniture](#) [Kitchen & Dining](#) [Bedding & Bath](#) [Lighting](#) [Window Treatments](#) [Shop By Room](#) [Savings](#)

[Home](#) / [Home Decor](#) / [Luggage](#) / [Travel Accessories](#) / [Toiletry Bags](#)

Best Rated Toiletry Bags (0 Results)

Shop products with the best ratings based on our customer reviews



WallyBags



BEY-BERK



MANCINI



ADARE



Gray

Your Selection: [Review Rating: Best Rated](#)

Sorry, there are no products available online or in your local store. Please use our [Store Finder](#) to select another local store.



You're shopping
Ellsworth

Store Finder Truck & Tool Rental For the Pro Gift Cards Credit Services Favorites Track Order Help

What can we help you find today?



My Account

Cart | 0 items

All Departments Home Decor & Furniture DIY Projects & Ideas Home Services Specials & Offers Local Ad

Home Decor

Furniture

Kitchen & Dining

Bedding & Bath

Lighting

Window Treatments

Shop By Room

Savings

Home / Appliances / Small Kitchen Appliances / Mixers / Stand Mixers

Stand Mixers (0 Results)



KitchenAid



Sunbeam



Hamilton Beach



Work Bowl Capacity: 6
qt (US)



Work Bowl Capacity: 5
qt (US)



Work Bowl Capacity: 4.5
qt (US)

Your Selection:

Price: \$200 - \$250

Sorry, there are no products available online or in your local store. Please use our Store Finder to select another local store.



Shop ▾

Clearance

Summer of Sport

🔍 What are you looking for?



SAME DAY DELIVERY
Order by 6pm. Terms apply.

Only £3.95



**PAY ONLINE NOW OR PAY
WHEN YOU PICK UP IN-STORE**



**YOU CAN PA
WITH THE AP**

[< Home](#) [< Home and garden](#) [< Pet supplies](#) [< Dog](#) [< Dog travel and car products](#)

Filter by

[Clear all](#)

1 Applied Filter

Folds for storage: No

Brands

Pet gear (1)

Price

£50 - £100 (1)

Customer Rating

Show All (1)

2 ★ or more (1)

Dog travel and car products

Showing 1 - 1 of 1 products

Sort by | [Rele](#)



Pet Gear Travel Light Fi-Bold Pet Ramp

★ ★ ☆ ☆ ☆ (1)

SEXY CUSTOM EXTRACTION

@MrLukeCarthy | #Searchlove



Google Analytics

Log files



Backlink data



PageSpeed Insights

XML sitemaps



Google Analytics

Log files



Backlink data



PageSpeed Insights

XML sitemaps





Google Analytics

Log files



Backlink data



PageSpeed Insights

XML sitemaps

It's not just eCommerce...

	Sitebulb	Screaming Frog	DeepCrawl	OnCrawl
Custom extraction	NO (but soon)	YES	YES	YES
Google Analytics	YES	YES	YES	YES
Search Console	YES	YES	YES	YES
Majestic SEO	NO	NO	YES	YES
AHREFS	NO	YES	NO	Coming soon
Logfile Analysis	NO	YES – separate product	YES	Yes – separate product
PageSpeed Insights	NO	Separate crawl	YES (JS injection)	NO

I wrote a thing:

lukecarthy.com/searchlove

@MrLukeCarthy | #Searchlove

Thank you!



@MrLukeCarthy



/in/lukecarthy



lukecarthy.com