



How to Speed Up Content Audits using ChatGPT

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Who does Content Audits?

Menus 100% 123 Poppins 10 B I A

URLs	Title	Meta title	Meta description	Mobile friendly?	Is pa
https://www.flyhighmedia.co.uk/	Does Your Business Need More Leads, Sales or Traffic?	Digital Marketing Agency Manchester Fly High Media	We are a digital marketing agency in Manchester who help SMEs generate more traffic, leads & sales through digital marketing. We respond within 1hr Mon-Fri.	Yes	
https://www.flyhighmedia.co.uk/seo-manchester/	Search Engine Optimisation (SEO)	SEO Manchester - Increase Traffic, Leads & Revenue SEO Agency UK	Grow your business in 2024 & beyond with SEO. We are SEO Experts based in Manchester & Cheshire. We respond to all enquiries within 1 hour, Mon - Fri.	Yes	
https://www.flyhighmedia.co.uk/seo-liverpool/	SEO Liverpool	SEO Agency Liverpool Increase Traffic, Leads and Sales	We help businesses in Liverpool growth through SEO. Grow your business in 2024 with Fly High Media. We respond to all enquires within 1 hour, Mon - Fri.	Yes	
https://www.flyhighmedia.co.uk/ppc-agency-manchester/	Paid Search (PPC) Services	PPC Agency Manchester Google Ads Management Fly High Media	Grow your business in 2024 through PPC with a trusted Google Partner. We are a leading PPC Agency based in Manchester. We are a	Yes	









How?

A1 ▾ | fx

	A	B	C	D	E	F	G	H	I	J
1	Type '@' then a name to insert a people smart chip									
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22										

Google Sheets

Table of Contents

Start with...
Includes...
custom...

▼ Features

- 📄 Events
- 📄 Projects
- 📈 Charts
- 📈 Dashboards



ChatGPT



Write a story in
my favorite genre



Summarize
the Roman Empire



Explain
superconductors



Text inviting
neighbors
to barbecue



Message ChatGPT



A1 | fx

Type '@' then a name to insert a people smart chip

Google Sheet App Scripts

Table of Contents

Start with...
Includes...
custom...

- Features
- Event
- Project
- Code
- Doc

A group of business professionals in an office setting are celebrating. A man in a dark patterned shirt is high-fiving a woman in a dark blazer, who is also high-fiving a man in a blue suit. They are all smiling and looking upwards. The background shows a modern office building with large windows.

Why Speed Up Content Audits?

A close-up, slightly blurred image of a clock face. The clock has a white face with black numbers and hands. The word "Time" is overlaid in the center in a white, sans-serif font. The background is a soft, out-of-focus yellowish-brown color.

Time



Scalability

Accuracy and Consistency







What can be imported using a Google Script Code?

Column, bar, and pie charts compare values in a single category, such as the number of products sold by each salesperson. Pie charts show each category's value as a percentage of the whole.

Fundraiser Results by Salesperson

PARTICIPANT	UNITS SOLD
Andy	11
Chloe	15
Daniel	9
Grace	14
Sophia	21

Column Chart



Meta Tags



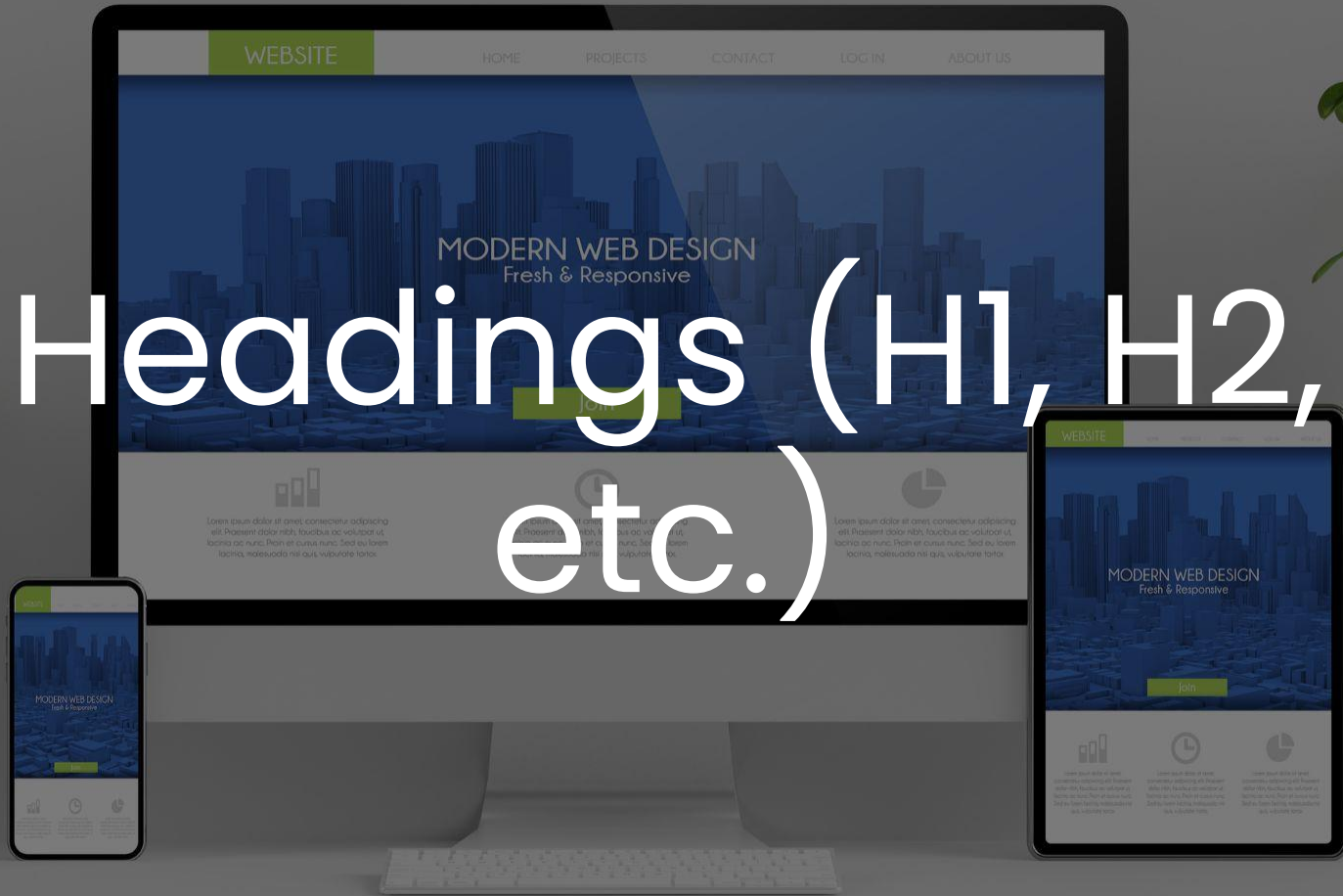
A close-up photograph of a person's hands typing on a laptop keyboard. The image is dimly lit and has a dark, semi-transparent overlay. The text "Word Count" is centered in a white, sans-serif font.

Word Count

A network diagram consisting of numerous small, dark, circular nodes arranged on a light gray surface. The nodes are interconnected by thin lines, with some lines being red and others black. The connections form a complex, web-like structure. The text "Internal & External Links" is overlaid in the center in a white, sans-serif font.

Internal & External Links

Headings (H1, H2, etc.)





Number of Images

Schema Markup



Canonical Tag

```
function on( elem, types, selector, data, fn, one ) {  
  var origFn, type;  
  
  // Types can be a map of types/handlers  
  if ( typeof types === "object" ) {  
    // ( types-Object, selector, data )  
    if ( typeof selector !== "string" )  
      return elem;  
    for ( type in types )  
      on( elem, type, selector, data, types[ type ], one );  
  }  
  return elem;  
}  
  
if ( data == null && fn == null ) {
```

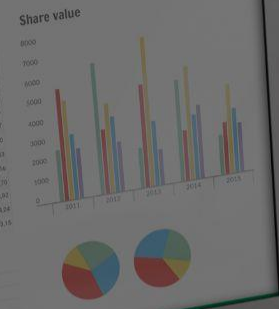

API Data



REPORT

Financial statement

	JANUARY	FEBRUARY	MARCH	2019 APRIL	MAY	JUNE	JULY	2020
1	\$172.30	\$170.00	\$187.00	\$111.05	\$292.47	\$470.38	\$653.28	\$1143.18
2	\$382.35	\$281.90	\$300.98	\$336.48	\$484.81	\$653.28	\$609.81	\$1913.15
3	\$478.38	\$382.99	\$400.98	\$464.10	\$608.38	\$653.28	\$609.81	\$2876.45
4	\$525.41	\$420.33	\$420.98	\$464.12	\$609.47	\$1,273.83	\$1,076.62	\$1,681.87
5	\$412.41	\$376.46	\$387.04	\$474.88	\$723.13	\$919.44	\$919.44	\$1,319.40
6	\$469.25	\$189.22	\$412.94	\$474.88	\$328.83	\$411.28	\$1,143.24	\$1,484.38
7	\$238.32	\$177.28	\$208.14	\$338.26	\$484.81	\$484.81	\$484.81	\$708.18
8	\$471.58	\$407.06	\$187.00	\$396.48	\$484.81	\$484.81	\$484.81	\$1,143.24
9	\$796.32	\$178.00	\$187.00	\$396.48	\$484.81	\$484.81	\$484.81	\$2,276.48
10	\$212.50	\$281.90	\$453.98	\$484.10	\$923.47	\$1,076.62	\$1,076.62	\$1,861.87
11	\$182.25	\$281.90	\$453.98	\$484.10	\$923.47	\$1,076.62	\$1,076.62	\$1,861.87
12	\$478.38	\$382.99	\$400.98	\$464.10	\$608.38	\$653.28	\$609.81	\$1,913.15
13	\$406.84	\$420.33	\$420.98	\$464.12	\$609.47	\$1,273.83	\$1,076.62	\$1,681.87
14	\$525.41	\$376.46	\$387.04	\$474.88	\$723.13	\$919.44	\$919.44	\$1,319.40
15	\$412.41	\$376.46	\$387.04	\$474.88	\$723.13	\$919.44	\$919.44	\$1,319.40
16	\$489.25	\$189.22	\$412.94	\$474.88	\$328.83	\$411.28	\$1,143.24	\$1,484.38
17	\$238.32	\$177.28	\$208.14	\$338.26	\$484.81	\$484.81	\$484.81	\$708.18
18	\$471.58	\$407.06	\$187.00	\$396.48	\$484.81	\$484.81	\$484.81	\$1,143.24
19	\$796.32	\$178.00	\$187.00	\$396.48	\$484.81	\$484.81	\$484.81	\$2,276.48
20	\$212.50	\$281.90	\$453.98	\$484.10	\$923.47	\$1,076.62	\$1,076.62	\$1,861.87
21	\$182.25	\$281.90	\$453.98	\$484.10	\$923.47	\$1,076.62	\$1,076.62	\$1,861.87
22	\$478.38	\$382.99	\$400.98	\$464.10	\$608.38	\$653.28	\$609.81	\$1,913.15



=IMPORTXML





Slow

A man with a shocked expression, covering his eyes with his hands, wearing a dark red sweater. The background is a solid dark grey color.

Remember XPath

A 3D bar chart with four bars of increasing height, made of red blocks, on a blue background. The bars are composed of smaller red rectangular blocks. The first bar has 1 block, the second has 2, the third has 3, and the fourth has 4. The text "Flexibility, Scalability and Customisation" is overlaid in white on the chart.

Flexibility, Scalability and Customisation

What are Google Sheets App Scripts?



Rank	Name	College	Pos.	Comb.	Height	Weight	Class	Arms	Hands	40 Yard Dash	20 Y
1	Anthony Anderson	Alabama	DE	4-11	250	25.0	Senior	28.0	9.0	4.75	1.80
2	Deion Branch	Alabama	DE	6-1	250	25.0	Senior	28.0	9.0	4.75	1.80
3	Deion Branch	Alabama	DE	6-1	250	25.0	Senior	28.0	9.0	4.75	1.80
4	Deion Branch	Alabama	DE	6-1	250	25.0	Senior	28.0	9.0	4.75	1.80
5	Deion Branch	Alabama	DE	6-1	250	25.0	Senior	28.0	9.0	4.75	1.80

Let's start generating Google Apps Scripts to add to a Google Sheet



A woman with her hair in a bun, wearing a bright yellow long-sleeved shirt, is seated at a white desk in a modern office. She is looking at two large computer monitors. The left monitor displays a dashboard with various charts, including a bar chart, a world map, and circular progress indicators. The right monitor shows a detailed spreadsheet with columns of data. The background features a large window with a view of greenery outside. The overall scene is brightly lit, suggesting a professional and productive work environment.

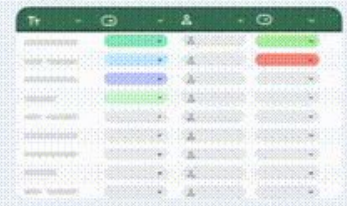
How do you access Google Apps Scripts?



	A	B	C	D	E	F	G	H	I	J
1	Type '@' then a file name to insert a file smart chip									
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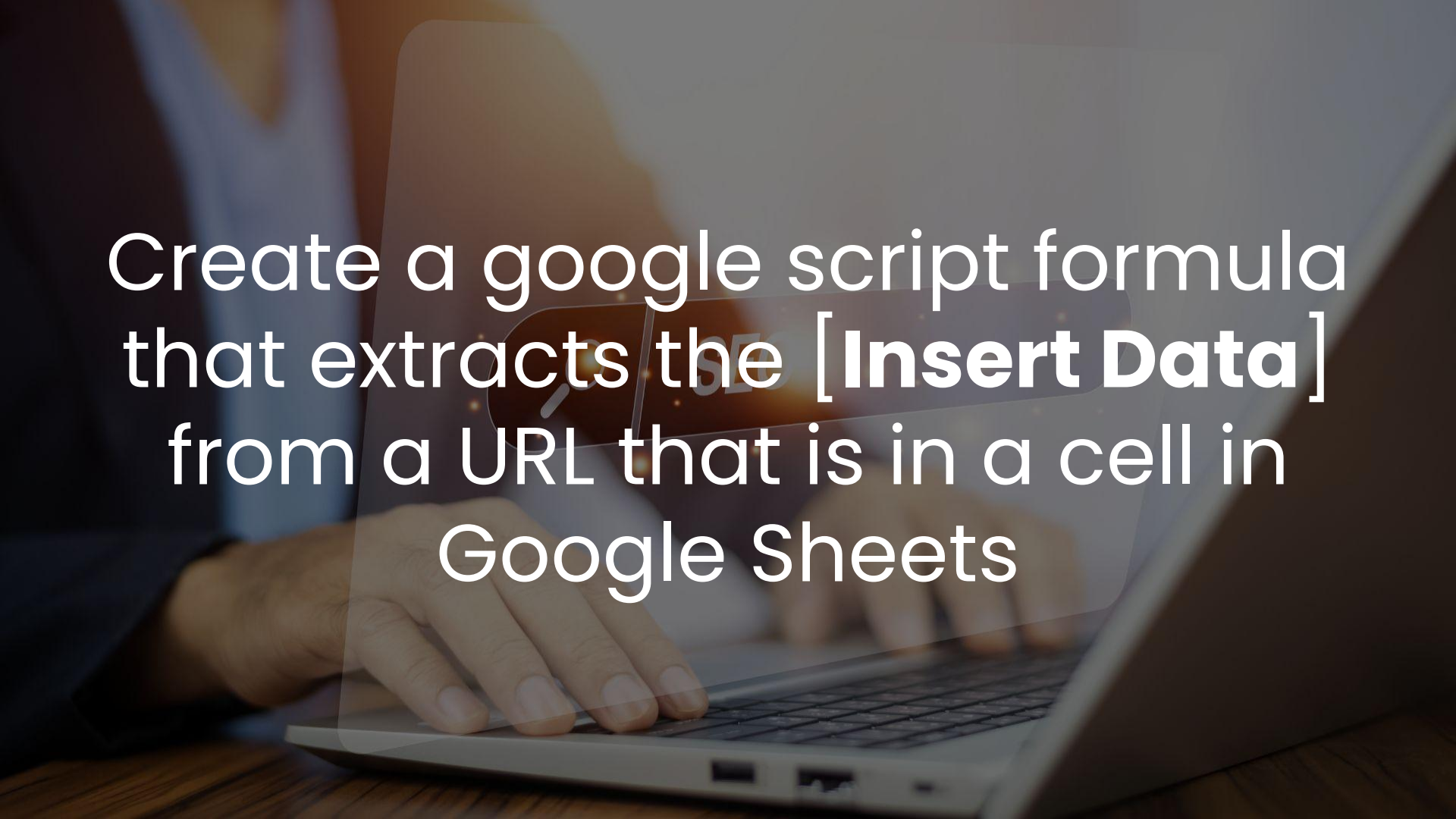
Tables

Start with pre-built tables
Includes smart chips, placeholders and custom colour palettes



Featured

- Event tasks
- Project tasks
- Content tracker
- Product prioritisation

A person's hands are shown typing on a laptop keyboard. The image is dimmed, and a semi-transparent white box with a dark border is overlaid on the center, containing text. The text is in a clean, white, sans-serif font. The background shows a person's hands on a laptop keyboard, with a semi-transparent white box overlaid on the center containing text.

Create a google script formula
that extracts the **[Insert Data]**
from a URL that is in a cell in
Google Sheets



ChatGPT 4o ▾



- ChatGPT
- Bio To Schema
- GSC Opportunity Finder
- Write For Me
- Semantic SEO Schem...
- 5 more ▾
- Explore GPTs

- Today
- Extracting Web Data Formulas
 - Custom Functions in Sheets
 - Extract Webpage Data Script

- Yesterday
- Extract Text from Format
 - Extract Content Using Excel

- Add Team workspace
Collaborate on a Team plan



Message to comfort a friend



Plan a relaxing day



Morning routine for productivity



Make me a personal webpage



Message ChatGPT



ChatGPT can make mistakes. Check important info.



A man in a dark suit and light blue shirt is looking through a pair of black binoculars. The background is a plain, light-colored wall with several unlit incandescent light bulbs floating in the air. The text "Something to look out for..." is overlaid in white, bold font across the center of the image.


**Something to look
out for...**

5. To run the script, you can either:

- Click the `Run` button in the script editor and select `extractTitle`, or
- Set up a custom menu in Google Sheets to run the script.

Here's how to set up a custom menu:

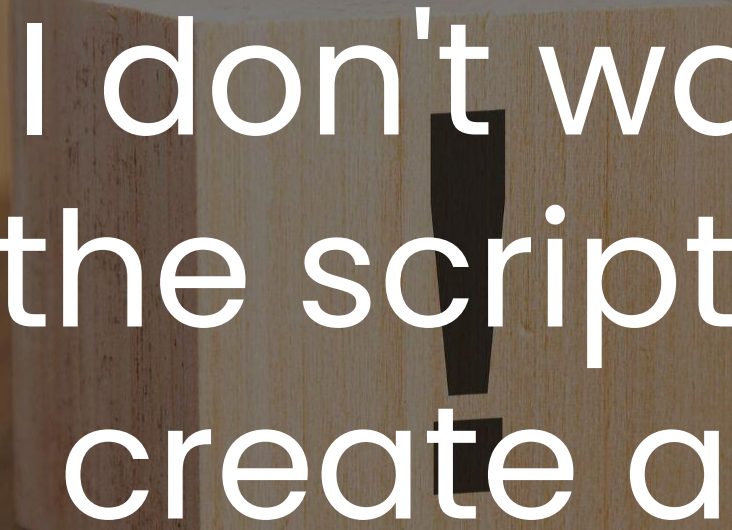
javascript

 Copy code

```
function onOpen() {  
  var ui = SpreadsheetApp.getUi();  
  ui.createMenu('Custom Scripts')  
    .addItem('Extract Meta Title', 'extractTitle')  
    .addToUi();  
}
```

Add the `onOpen` function to the script, save it, and reload the Google Sheets document. You will now see a `Custom Scripts` menu item with an `Extract Meta Title` option.

Explanation:



I don't want to run
the script I want to
create a formula

- ```
}

```
4. Save the script with a name like "CustomFunctions".
  5. Close the Apps Script tab and return to your Google Sheets.
  6. You can now use the custom function `GET_META_TITLE` in your Google Sheets just like any other function. For example, if you have a URL in cell `A1`, you can use the following formula in another cell to extract the meta title:

```
scss
```

[Copy code](#)

```
=GET_META_TITLE(A1)
```

This formula will fetch the content of the URL in `A1`, extract the title using a regular expression, and return it. If the URL is invalid or there's any error during fetching, it will return an error message.



Deploy

- New deployment
- Manage deployments
- Test deployments

```
1 function myFunction() {
2
3 }
4
```

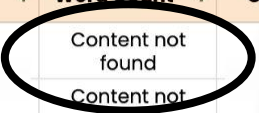
**Deploy code once done**



A man with a surprised expression, hands on his forehead, wearing a maroon sweater. The background is a solid dark grey color.

**Some Issues You May  
Come Across**

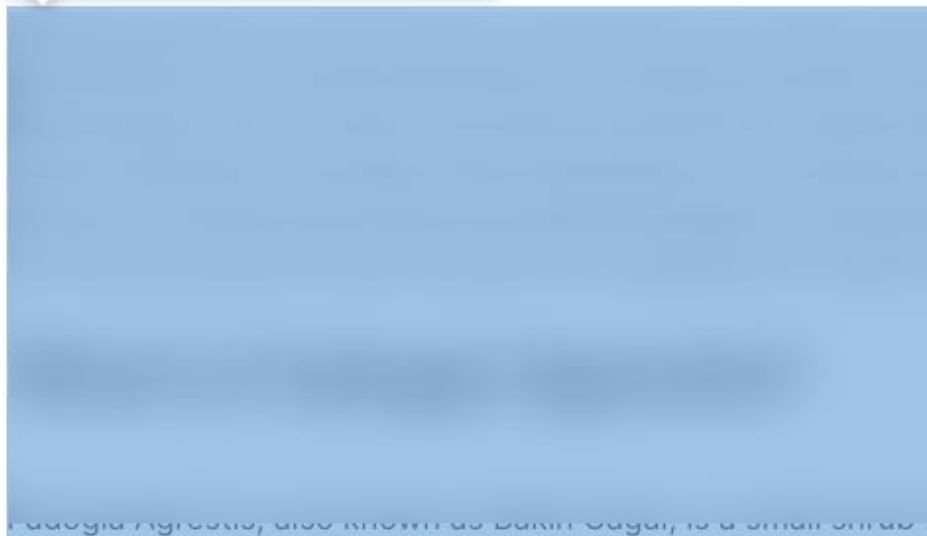
|    | A   | H             | I      | J                 | K        |            |
|----|-----|---------------|--------|-------------------|----------|------------|
| 1  | URL | Last modified | Author | Word Count        | Category | H1 Titles? |
| 2  |     |               |        | Content not found |          |            |
| 3  |     |               |        | Content not found |          |            |
| 4  |     |               |        | Content not found |          |            |
| 5  |     |               |        | Content not found |          |            |
| 6  |     |               |        | Content not found |          |            |
| 7  |     |               |        | Content not found |          |            |
| 8  |     |               |        | Content not found |          |            |
| 9  |     |               |        | Content not found |          |            |
| 10 |     |               |        |                   |          |            |
| 11 |     |               |        |                   |          |            |
| 12 |     |               |        |                   |          |            |
| 13 |     |               |        |                   |          |            |
| 14 |     |               |        |                   |          |            |



# Website Specific Details

# Finding Content sections in HTML

div.article-details.css-0 920 x 487/2



Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder Performance insights

```
<div class="css-1p8cAAT">
 <div class="css-1uwxw9">
 <div class="css-1k0b6d7"> flex
 <div class="article-details css-0"> == $0
 <div class="css-0">
 <n>
 </div>
 </div>
</div>
```

html.js-focus-visible body.chakra-ui-light div.react-target div.sf-app.css-13xbs69 div#app.css-b95f0i main#app-main.css-b95f0i div.css-qsggnf div.css-1uwxw9 div.article-d



A person is sitting at a wooden desk, working on a laptop. The laptop screen displays the Google homepage. To the right of the laptop is a white cup of coffee on a saucer. The background is slightly blurred, showing a potted plant and a window. The overall scene is dimly lit, suggesting an indoor setting.

# **Get Access to the Slides & Additional Bonus**

**<https://www.flyhighmedia.co.uk/brightonseo24/>**

**If you have any further  
questions?**

