

SOP for Using Google Sheets and Google Apps Script for SEO Content Audits

Purpose:

This SOP guides you through setting up Google Sheets with Google Apps Script to automate an SEO content audit. It will help extract key on-page SEO elements like meta titles, descriptions, H1 tags, and word counts.

Prerequisites:

- A Google Sheets document for your audit
- ChatGPT
- Access to Google Apps Script

Step 1: Set Up Your Google Sheet for SEO Audits

1. Create a New Google Sheet:

- Go to Google Sheets (<https://sheets.google.com>) and create a new sheet.

2. Add Columns for SEO Audit:

Create the columns for each of the data points that you want to pull through using the custom code generated by ChatGPT for example:

- Meta Titles
- Meta Descriptions
- Content Length
- Impressions (from Google Search Console)
- Clicks (from Google Search Console)

See presentation for a list of more data you can pull through from a website URL.

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Step 2: Add Google Apps Script for Extracting SEO Data

1. Open Google Apps Script:

- In the Google Sheet, go to Extensions > Apps Script to open the Google Apps Script editor.

2. Add the Code:

- Go to ChatGPT and ask it to "Generate a Google App Script code to extract X (insert what you want to extract) from a URL in a cell in the Google Sheet, this code needs to generate a formula to use so that the URL cell can be dynamic"

- Once ChatGPT has generated the code, then paste this into the Google App Scripts (I recommend that you create a code file for each separate script so you can organise it more easily and if you have any issues you can find the code more easily).

3. Deploy the script

- Follow the instructions to allow this to run on your Google Sheet.

Step 3: Start adding formulas to the Google Sheet

1. Write the formula

- Write the formula generated in the script (and provide the cell containing the URL you want to audit).

Check ChatGPT for what the formula is, so that you can make sure your using the correct formula.

2. Paste the content as plain text

- Either using Ctrl + Shift + V (on Windows) or CMD + Shift + V (on Mac) you can select the content and then use this keyboard shortcut to paste the formula content as plain text, to stop the script needing to be run every time someone loads the Google Sheet.

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If you want the audit to update every time someone goes on the spreadsheet, don't follow this step, and leave the formulas as they are.

Step 4: Write formulas in the Google Sheet

Well done, you've now completed your audit!

Additional Useful Information

Issues you may come across:

- Data not pulled through correctly (for example word count) - make sure you have provided the div class of the section of the HTML where your content is in. Using Chrome Inspector tool to find the div class of the content.

Normally this is in this following format: `<div class="content">`

- 'Run' button or custom menu in Google Sheet added - Sometimes ChatGPT can generate a script that just asks you to run the code to generate the script. Instead you need to tell ChatGPT that you want to use a formula, so that you can easily change the location of the URL in the spreadsheet).

- Make sure your clear with how you want the content to be generated in the spreadsheet, make sure if you want it to categorise something like Links that you tell it to put them in the following format:

X internal links and X external links (where X is the number of the type of link)

This helps to tell ChatGPT how the code needs to be generated so that it pulls through the correct format in the cell that you want.

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If you have any further questions, get in touch:

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