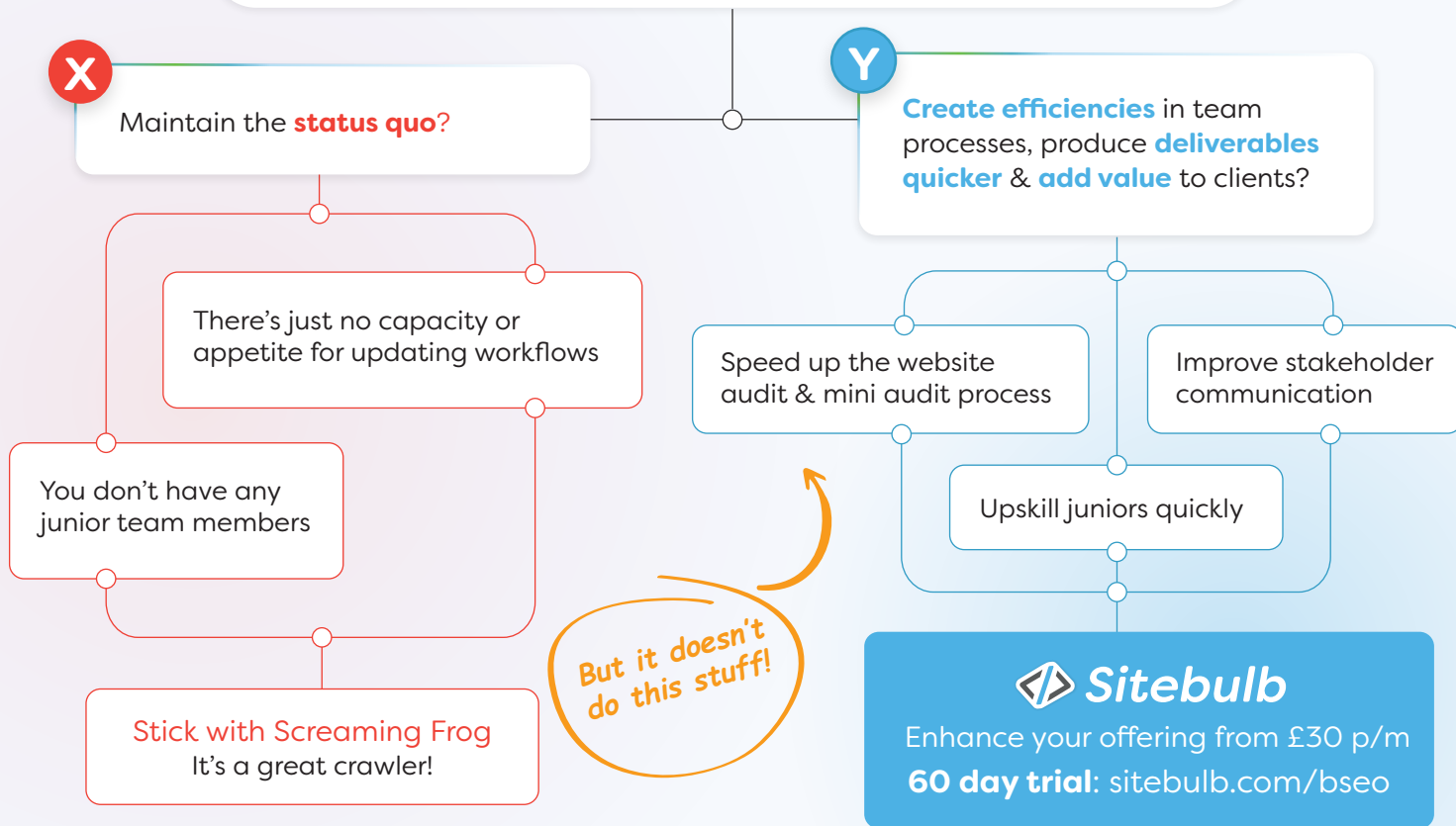


Why would you have **both** **Screaming Frog** AND **Sitebulb**?

Which is most important to you right now, **X** or **Y**?



Screaming Frog gives you this

*Piles and piles of data to wade through without prioritization;
you have to search for the insight yourself.*

The screenshot displays the Screaming Frog SEO Spider tool interface during a crawl of <https://www.womenintechseo.com/>. The interface is characterized by a dense arrangement of overlapping windows and panels, which visually represents the 'piles and piles of data' mentioned in the text.

Main Crawl Table:

Address	Content Type	Status Code	Status	Indexability	Indexability Status	Title
1 https://www.womenintechseo.com/	text/html	200	OK	Indexable		Women in Tech SEO C
2 https://www.womenintechseo.com/conference/london/	text/html	200	OK	Indexable		WTSFest London 2025
3 https://www.womenintechseo.com/?filter=News	text/html	200	OK	Indexable		Women in Tech SEO C
4 https://www.womenintechseo.com/join	text/html	200	OK	Indexable		You belong here WTS
5 https://www.womenintechseo.com/conference/berlin/	text/html	200	OK	Indexable		WTSFest Berlin 2025
6 https://www.womenintechseo.com/knowledge/fixing-international-seo-issues/	text/html	200	OK	Indexable		Fixing international SEC
7 https://www.womenintechseo.com/conference/london	text/html	200	OK	Indexable		WTSFest London 2025
8 https://www.womenintechseo.com/founders/	text/html	200	OK	Indexable		Founders Hub Women
9 https://www.womenintechseo.com/blog/social-enterprise/	text/html	200	OK	Indexable		Our Social Enterprise C
10 https://www.womenintechseo.com/conference/melbourne/	text/html	200	OK	Indexable		WTSFest Melbourne 20
11 https://www.womenintechseo.com/partners/	text/html	200	OK	Indexable		WTSPartners - Commu
12 https://www.womenintechseo.com/community-building-book/	text/html	200	OK	Indexable		Community Building fo
13 https://www.womenintechseo.com/privacy-policy/	text/html	200	OK	Indexable		Privacy Policy Women
14 https://www.womenintechseo.com/?filter=Interviews	text/html	200	OK	Indexable		Women in Tech SEO C
15 https://www.womenintechseo.com/conference/	text/html	200	OK	Indexable		WTSFest Hub Women
16 https://www.womenintechseo.com/knowledge/product-pr-ama-with-nikki-snell/	text/html	200	OK	Indexable		Ask me anything on Prc

Link Table:

Type	From	To	Anchor Text
hyperlink	https://www.womenintechseo.com/	https://www.womenintechseo.com/	
HTML Canonical	https://www.womenintechseo.com/	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/conference/london/	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/?filter=News	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/join	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/conference/berlin/	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/knowledge/fixing-international-seo-issues/	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/conference/london	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/founders/	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/blog/social-enterprise/	https://www.womenintechseo.com/	
hyperlink	https://www.womenintechseo.com/conference/melbourne/	https://www.womenintechseo.com/	

The interface also features several side panels and bottom status bars, including 'URL Details', 'Inlinks', 'Outlinks', 'Image Details', 'Resources', 'SERP Snippet', 'Rendered Page', 'Chrome Console Log', 'View Source', 'HTTP', 'Duplicate Details', 'Structured Data Details', 'PageSpeed Details', and 'Spelling & Grammar Details'. These panels further contribute to the cluttered appearance, showing a vast amount of data without clear prioritization or search functionality within the tool itself.

Sitebulb gives you...

300+ technical SEO issues automatically flagged and compiled into relevant reports, with contextualized Hints and explanations to **speed up audit analysis** PLUS all the raw data if you want to dig into it.

The screenshot displays the Sitebulb SEO audit interface. On the left, a sidebar menu lists various audit categories: Internal, Links, Indexability (highlighted with an orange arrow), Redirects, On Page, Duplicate Content, Code Coverage, Page Resources, Structured Data, Accessibility, External, Content Extraction, Content Search, and XML Sitemap Generator. The main content area is titled 'Indexability' and features a circular progress indicator showing a score of 92. Below this, a table summarizes the audit results: Critical (0), High (0), Medium (2), Low (0), Insights (2), and No Issue (57). A detailed view of a 'Medium' potential issue is shown, titled 'URLs that contain possible Soft 404 phrases'. This section includes a table with columns for 'URLs', 'No Change', 'Percentage', 'Indexable', 'No Change', and 'Not Indexable'. The table shows 20 URLs with a 3.1% percentage, 20 indexable URLs, and 0 not indexable URLs. A description explains that soft 404s are pages that respond with a 200 status but appear to be error pages, leading to a poor user experience. A 'Learn more about this hint' link is provided. Below this, another 'Medium' potential issue is shown, titled 'Canonical points to homepage', with a table showing 2 URLs, 0.3% percentage, and 2 canonical URLs pointing to the homepage. A description explains that this causes indexing issues when non-duplicate URLs point to the homepage.

Audit Overview

URL Reports ▾ URL Explorer Link Explorer Site Visualisations ▾ PDF Report Bulk Exports Google Drive ▾

All Hints 64 SEO

Indexability

Printable PDF Export Indexability Data Search URLs...

Overview Hints 4 URLs Robots.txt

Indexability Score

Critical 0 High 0 Medium 2 Low 0 Insights 2 No Issue 57

All Hints 4 Issues 0 Potential Issues 2 Opportunities 0

Medium Potential Issue URLs that contain possible Soft 404 phrases

URLs: 20 No Change Percentage: 3.1% Indexable: 20 No Change Not Indexable: 0 No Change

URLs that respond with a 200 status but may appear to be an error page (soft 404). A soft 404 is a page that looks to the user like a 404 page, but actual 200 HTTP response. Soft 404s can result in a terrible user experience, as the user is expecting to find content, but are presented with some kind of error.

Learn more about this hint

Mark as Fixed View URLs

Medium Potential Issue Canonical points to homepage

URLs: 2 No Change Percentage: 0.3%

URLs that specify a canonical URL that points to the homepage. This causes an issue when URLs which are not duplicates of the homepage have a canonical points to the homepage, as this typically indicates a misconfiguration, and could cause indexing issues.

How **Sitebulb** helps **StudioHawk** accelerate **SEO results** for **clients**



“Using Sitebulb means we can get our tech audits one faster – within 2 weeks of working with the client – which means we can get the website basics all fixed up as soon as we’ve onboarded them.”

Sophie Gibson, StudioHawk Tech SEO Director



[View case study online](#)

Sitebulb gives you...

In-built issue prioritization and one-click data export, to speed up reporting, further investigation, and fixes.

The image shows a screenshot of the Sitebulb audit results interface. Three callout boxes highlight specific features:

- Importance:** Points to the 'High' status label for the 'Defer offscreen images' issue.
- Warning Type:** Points to the 'Opportunity' category label for the 'Defer offscreen images' issue.
- No. of URLs affected:** Points to the '611' value in the 'URLs' field for the 'Defer offscreen images' issue.
- Coverage:** Points to the '94.14%' value in the 'Percentage' field for the 'Defer offscreen images' issue.

The background shows three audit results cards:

- Critical Issue: Eliminate render blocking resources**
 - URLs: 68 ▲ 1
 - Percentage: 10.48%
 - Description: URLs that contain JavaScript or CSS that block the initial render of the page. 'Render blocking resources' are JS or CSS files that are not critical for the first paint of your page, yet still need to be processed before this first render can occur. This means you are forcing the browser to spend extra time on network transmission, decompressing, parsing and compiling code that is not actually necessary for the initial render.
 - Buttons: Mark as Fixed, View URLs, Export URLs
- High Issue: Defer offscreen images**
 - URLs: 611 No Change
 - Percentage: 94.14%
 - Description: Images which are fully loaded by the browser even though they are not visible in the user's viewport. This means that during the initial render downloading images that are not necessary to download right away, which increases the Time to Interactive.
 - Buttons: Mark as Fixed, View URLs, Export URLs
- Medium Issue: Add dimensions to images**
 - URLs: 649 No Change
 - Percentage: 100%
 - Description: URLs that contain images which do not have width and height size attributes. If you don't specify width and height on images, when loading the page, the browser does not know how much space to allocate for the images. This results in an image 'jump', as the layout shifts around the images.
 - Buttons: Mark as Fixed, View URLs, Export URLs

The **Audit Accelerator: Angela Hill's** Award-Winning **Sitebulb Strategy**



“My audit process has been reduced from 1-2 days of work to half a day’s work, while retaining the level of detail and quality required for the caliber of deliverables that my clients expect. That’s a 50% reduction at the very least.”

Angela Hill, Fractional CMO/CSO, Chief Outsiders

[View case study online](#)

Sitebulb gives you...

Client-friendly descriptions, explanations, and persuasive data visualizations **to aid understanding and encourage buy-in.**

High Opportunity **Defer offscreen images**

URLs: 611 No Change Percentage: 94.14%

URLs that contain images which are fully loaded by the browser during the initial render download, which increases the Time to Interactive.

[Learn more about this hint](#)

Client-friendly descriptions

High Opportunity

Defer offscreen images

This means that the URL contains images that are fully loaded by the browser even though they are not visible in the user's viewport.

Why is this important?

When a browser loads a page, it will load in all page resources (that are not deferred), including images that are only visible to the user once they scroll down the page. This means that the browser spends time during the initial render downloading images that are not necessary to download right away, which increases the [Time to Interactive](#) (the amount of time it takes for the page to become fully interactive).

What does the Hint check?

This Hint will trigger for any internal URL that contains offscreen or hidden images which are not lazy-loaded.

How do you resolve this issue?

You can resolve this issue by lazy-loading images which appear below-the-fold, which ensures that the browser only loads in the images that are actually needed for display in the viewport. In order to lower Time to Interactive, implement lazy-loading for these images after all critical resources have finished loading.

How **Sitebulb** transformed **Arnout Hellemans'** discussions with **clients** and **developers**



“The bottom line is that using Sitebulb has improved my conversations with clients, dev teams and other stakeholders. An SEO tool should make your life easier and decrease your workload, and in a lot of cases, that’s exactly what Sitebulb has done.”

Arnout Hellemans, freelance SEO, PPC and analytics consultant

[View case study online](#)

2 website crawlers with *different strengths*

Keep **Screaming Frog** for:

- ✓ Custom scripts
- ✓ “Quick and dirty” validation
- ✓ Raw data to analyze yourself

Use **Sitebulb** for:

- ✓ Efficient website auditing
- ✓ Single page analysis
- ✓ Audit comparisons and monitoring



Sitebulb free trial

sitebulb.com/download

Choose a plan

bit.ly/sitebulb-pricing