



WEEKLY UPDATE



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Louise Jenner

DATE: 1st September

REPORT BY: Evi Dunphy

WORK TYPE: SEO

Welcome to your weekly update from Falcon Digital, this will include all actions taken by our talented SEO or digital marketing team to increase your search engine rankings or manage your social media.

If you would like to discuss this further, please do not hesitate to contact us:

Email: hello@falcondigital.co.uk

Telephone: 01626 912 773

We are extremely partial for a coffee and cake type of chat, so do not hesitate to pop in.

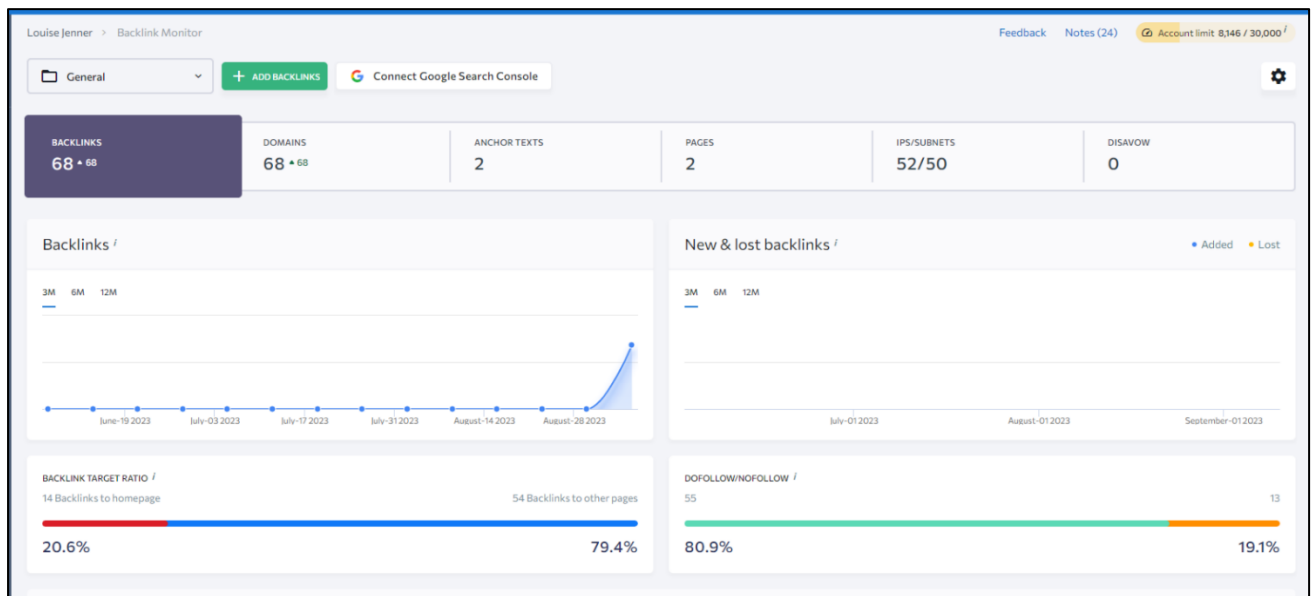
As always, we are extremely grateful that you are working with us.

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Updates

Off-Page SEO

- Backlinking Profile:
 - **68** new backlinks added
 - **68** new referring domains added



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On-Page SEO

- **Fixing Duplicate Descriptions errors:**

- [Contact | Louise Jenner, The Dream Job Coach](#)

Before:

The screenshot shows an SEO tool interface with the following fields:

- SEO title:** A dropdown menu with options 'Title', 'Page', 'Separator', and 'Site title'. The 'Title' option is selected. The text below the dropdown is empty.
- Slug:** A text input field containing 'contact'.
- Meta description:** A text input field containing 'This is your chance to get in touch with Louise Jenner to help you with your professional career goals.' Below the field is a progress bar that is approximately 75% full.

After:

The screenshot shows the same SEO tool interface after optimization:

- SEO title:** The dropdown menu is the same, but the text below it now reads 'To get in touch with Louise Jenner - The dream job coach - please fill out the online contact form or call her direct on 07766 250192.' Below the field is a progress bar that is approximately 95% full.
- Slug:** The text input field still contains 'contact'.
- Meta description:** The text input field is empty.

- [More Services | Louise Jenner, The Dream Job Coach](#)

Before:

The screenshot shows an SEO tool interface with the following fields:

- SEO title:** A dropdown menu with options 'More Services', 'Separator', and 'Site title'. The 'More Services' option is selected. The text below the dropdown is empty.
- Slug:** A text input field containing 'more-services'.
- Meta description:** A text input field containing 'This is your chance to get in touch with Louise Jenner to help you with your professional career goals.' Below the field is a progress bar that is approximately 75% full.

After:

The screenshot shows the same SEO tool interface after optimization:

- SEO title:** The dropdown menu is the same, but the text below it now reads 'Please click here to view more services provided by Louise Jenner, including information on career mentors and personal development coaching.' Below the field is a progress bar that is approximately 95% full.
- Slug:** The text input field still contains 'more-services'.
- Meta description:** The text input field is empty.

- [Dream Business Start Up Coaching | Louise Jenner, The Dream Job Coach](#)

Before:

The screenshot shows an SEO tool interface with the following fields:

- SEO title:** A dropdown menu with options 'Title', 'Page', 'Separator', and 'Site title'. The 'Title' option is selected. The text below the dropdown is empty.
- Slug:** A text input field containing 'dream-business-start-up-coaching'.
- Meta description:** A text input field containing 'Create a concise, manageable and bespoke plan that takes care of you, and your business direction. How can Louise Jenner help you?' Below the field is a progress bar that is approximately 95% full.

After:

The screenshot shows the same SEO tool interface after optimization:

- SEO title:** The dropdown menu is the same, but the text below it now reads 'Do you have a business idea to peruse but need support? Louise Jenner's dream business start up coaching helps you reach your business goal.' Below the field is a progress bar that is approximately 95% full.
- Slug:** The text input field still contains 'dream-business-start-up-coaching'.
- Meta description:** The text input field is empty.

- [Dream Business Coaching | Louise Jenner, The Dream Job Coach](#)

Before:

The screenshot shows an SEO tool interface with the following fields:

- Meta description:** A text input field containing 'Create a concise, manageable and bespoke plan that takes care of you, and your business direction. How can Louise Jenner help you?' Below the field is a progress bar that is approximately 95% full.

After:

The screenshot shows the same SEO tool interface after optimization:

- Slug:** A text input field containing 'dream-business-coaching'.
- Meta description:** A text input field containing 'Does your business need support? Louise Jenner can help you achieve your goals and create your dream business. Click here to find out more.' Below the field is a progress bar that is approximately 95% full.

- **Fixing Missing Descriptions errors:**

- <https://www.louisejenner.com/author/louise-jenner/>

Meta description to use for this page	Louise Jenner (also known as the dream job coach) has been providing career and business coaching across the UK since 2013. Join one of her coaching programs to help achieve your career and business goals.
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- <https://www.louisejenner.com/category/hr/>

Meta description	Insert variable
Having the right people in your team is crucial for a business. But how can you avoid hiring the wrong person? Click here to see how Louise Jenner can help.	

- <https://www.louisejenner.com/category/interviews/>

Preparation is necessary for interviews and Louise Jenner has shared her best tips. Click here to see how Louise Jenner can help you prepare for interviews .

- <https://www.louisejenner.com/category/career-change/>

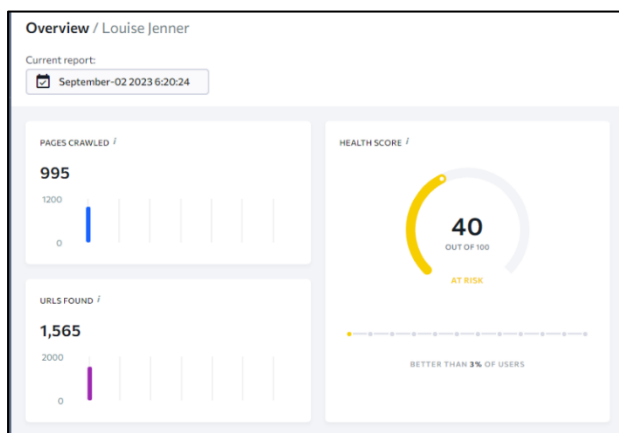
Slug career-change	
Meta description	Insert variable
Whatever age you are, a career change can be scary. Click here to read Louise Jenner's tips on how to confidently change careers and survive at a new job.	



Notes from your account manager:

This week we worked on increasing your backlinking profile and added **68** backlinks from **68** referring domains.

This week we also worked on your on-page SEO, focusing on your meta description errors – both duplicate and missing errors. This week we fixed the **4** duplicate description errors and started fixing the **586** pages which are missing their meta description. We will continue to fix the affected pages over the next weeks – this will not only help increase your traffic, but also increase your site health.



ISSUES	PAGES	FIXED	NEW	ACTION
Description missing	586	0	0	Reset
Duplicate description	4	0	0	Reset
Multiple description tags	0	0	0	
Description too long	3	0	0	Reset

Meta Description:

A meta description is a short summary, that is shown in the search results and gives a searcher an idea of what your page content is about. This is important to ensure we are convincing users to click on your link instead of a competitor's. Another reason why it is important to add meta description to your pages is because they let Google know what your webpage is about. If Google can understand the content of your meta description, they will have an easier chance of ranking your page.



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Understanding Your Backlinking Profile:

A backlink is when someone links to your website via a different online platform or web page and there are several ways backlinks will improve your off-page SEO ranking. By being used as a sign of validity to search engines, they allow Google, for example, to discover new content when it revisits and re-scans websites. They can also increase your referral traffic.

If other websites that rank highly for relevant keywords can be linked to your website, this is akin to a vote of confidence to search engines that your content is both reliable and valuable. Search engine bots will re-crawl and scan webpages to determine that they are presenting the most up-to-date information to searchers. When scanning web pages that have links to other pages, it helps them find new content that may also be relevant and informative.

Referral traffic is vital and relates to number of people who enter your website via a backlink from a different website which then helps search engines determine how useful others have found the information on your website. With backlinks on pages with high traffic levels, the more likely your referral traffic will increase.

The greater the number of backlinks you have pointing to your website, the higher your site will rank in search engine results pages.

Referring Domains:

The total number of active referring domains(websites) that have at least one backlink leading to your website.



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