



WEEKLY UPDATE



FALCON digital

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Louise Jenner

DATE: 4th – 8th 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

On-Page SEO

- **Fixing Missing Descriptions errors:**

ISSUES	PAGES	FIXED	NEW	ACTION
 Description missing	542 ▼ 44	44	0	Reset

- 40 pages fixed this week (4 fixed last week Friday) I have attached a few examples below.

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

Meta description Insert variable

Need help building your dream career? With Louise Jenner's career-coaching she can help identify the next steps to build your career. Click here to start.

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

Meta description Insert variable

Looking to change your career? LinkedIn is one of the best ways to tap into the hidden job market. Click here to read Louise Jenner's tips for linkedin.



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

Meta description Insert variable

Networking is key for accessing the hidden job market. But how do you start? Louise Jenner can help you grow your personal and professional networks.

- <https://www.louisejenner.com/category/social-media-2/>

Meta description Insert variable

Developing a personal brand on social media is key to getting recognised online. Louise Jenner can help you create and improve your social media presence.

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

Meta description Insert variable

Want to keep yourself and your business updated with Louise Jenner's newest tips and advice? Please click here to read the latest news from Louise Jenner.

- <https://www.louisejenner.com/my-big-break/>

Meta description Use AI Insert variable

Want to know how you can get your 'big break'? Click here to read how Louise Jenner achieved her big breaks and how you can achieve yours.



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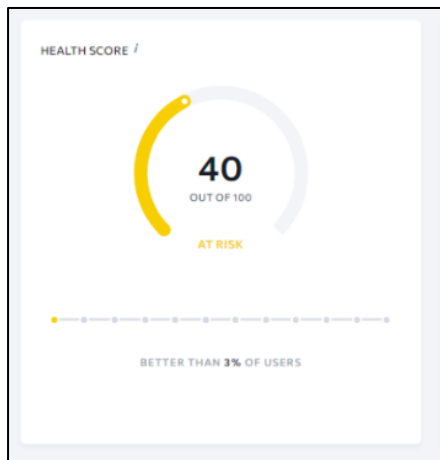
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Notes from your account manager:

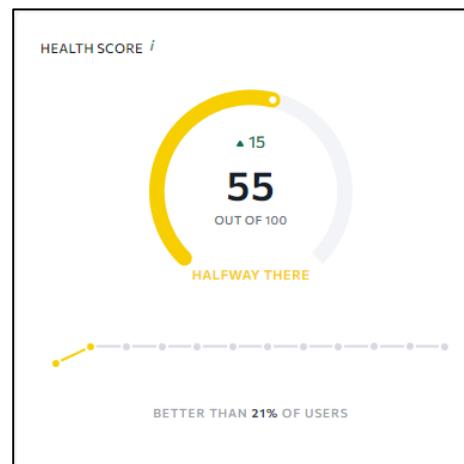
This week we continued working on your on-page SEO, focusing on your missing meta description errors.

This week we fixed the **40** missing description errors. This has resulted in a 15% increase in site health! That in turn, will help with your Google trust and rankings.

Before:



After:



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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