



WEEKLY UPDATE



FALCON digital

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Louise Jenner

DATE: 16th – 20th October

REPORT BY: Millie Barrett

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.

Falcon Digital.

Updates

On-Page SEO

- Fixed 34 pages with descriptions missing
- Fixed 11 pages with titles too long
- Fixed 1 page with a H2 tag too long

⚠ Description missing	539	505 ▼ 34
⚠ Title too long	98	87 ▼ 11
ⓘ H2 tag too long	7	6 ▼ 1



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Notes from your account manager:

This week, our focus was on-page SEO. We have fixed 34 pages with descriptions missing. It is important that your pages have descriptions so that users know the context of your page. We then fixed 11 pages whose titles were too long. Extensively long titles are cut off by search engines and can only be up to 600 pixels in length on the search engine results pages. If a title is too long, it may be cut off by search engines, meaning users cannot see the full title of your page. After this, we fixed 1 page with a H2 tag that was too long. H2 tags are used by search engines to understand the context of the page. It is important that they aren't too long so that they don't compete with your main heading.

By doing this, the warnings on your site have decreased by 45, and the notices have also decreased by 1.

 Warnings	2,005	1,960 ▼ 45
 Notices	2,220	2,219 ▼ 1



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