



## MONTHLY REPORT



# FALCON digital

web design | digital marketing | SEO | PPC





# FALCON digital

web design | consultancy | SEO

**DATE:** 24<sup>th</sup> November 2023

**REPORT BY:** Evi and Millie

**WORK TYPE:** SEO Report September – November 2023

**CLIENT:** Louise Jenner <https://www.louisejenner.com/>

In this monthly update, we will go over all the work we have completed since you joined us on the 4<sup>th</sup> of September 2023.

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## Repurposed and published blogs:

Utilising blogs enables your webpage to establish itself as a valuable resource in addressing users' queries regarding business coaching, career coaching and job seeking relevant topics. Consequently, this will significantly elevate the traffic flowing to your website. As part of our SEO efforts, we have reformatted and published a total of 4 engaging blog posts.

<https://www.louisejenner.com/preparing-for-your-next-interview/>

<https://www.louisejenner.com/why-everyone-can-benefit-from-coaching/>

<https://www.louisejenner.com/landing-your-dream-job/>

<https://www.louisejenner.com/changing-your-career-in-3-steps/>

## Fixed 400 pages with missing meta descriptions:

A meta description informs and interests users with a short, relevant summary of what your page is about. By adding an effective meta description, more users will click on your page ultimately increasing your click-through rate.

⚠ Description missing

586

186 ▼ 400





- <https://www.louisejenner.com/tag/decisions/>
- <https://www.louisejenner.com/tag/declutter/>
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## Fixed 56 pages with titles too long:

If a title on a page is too long, it may be cut off in the SERPs (Search Engine Results Page) or completely re-written. This means that users will not see the full title of your page.

 Title too long	96	40 ▼ 56
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- <https://www.louisejenner.com/step-up-your-freelancing-game-turning-your-work-into-a-small-business/>
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- <https://www.louisejenner.com/category/career-coaching/page/6/>

### Fixed 643 pages with missing image alt texts:

An image alt text is a short-written description of an image on your site. By adding image alt text, search engines can better crawl and rank your website.

Alt text missing	643	0 ▼ 643
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### Server health since joining Falcon Digital:

Fixed 643 pages with JavaScript not compressed

JavaScript not compressed	643	0 ▼ 643
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Fixed 639 pages with too many JavaScript Files

Too many JavaScript files	639	0 ▼ 639
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Fixed 643 pages with JavaScript not minified

JavaScript not minified	643	0 ▼ 643
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Fixed 636 pages with CSS too big

CSS too big	643	7 ▼ 636
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Fixed 643 pages with CSS not compressed

CSS not compressed	643	0 ▼ 643
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Fixed 642 pages with CSS not minified

CSS not minified	643	1 ▼ 642
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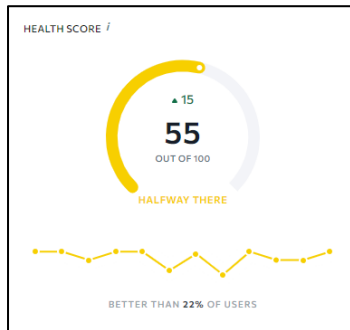
Pages in Google have increased by 370.

Pages in Google	87	457 ▲ 370
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We have fixed a total of 4,970 warnings on your site.

Warnings	6,522	1,594 ▼ 4.9K
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## Site Health



Audit results	Sep-02 2023 6:20:24	Nov-21 2023 10:27:27	FIXED	NEW
RESULTS				
Health score	40 AT RISK	55 HALFWAY THERE		
Pages crawled	995	999 ▲ 4	–	–
Passed checks	88	95 ▲ 7	–	–
Errors	915	969 ▲ 54	39	93
Warnings	6,522	1,594 ▼ 4.9K	4,970	42
Notices	2,225	2,219 ▼ 6	28	22

Since you joined Falcon Digital, we have fixed 39 errors, 4970 warnings and 28 notices. With every crawl, new issues will be picked up which is natural with plugin updates, website edits etc. However overall, we have seen a drastic increase in site health and we look forward to continuing improving your website.

## December Campaign Strategy:

During December, we will continue to focus on your site health with a focus on fixing the new errors which have been scanned. We will also work on the warnings and notices to ensure your website health continues to improve.

Alongside working on your technical SEO, we are going to be publishing landing pages targeting your focus keywords. Not only does this strategy help to improve search engine rankings, but it also helps to drive targeted traffic to the website. We will start by targeting business coaching within Devon towns.







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## Complete Digital Peace of Mind



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