



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Louise Jenner

DATE: 30th October – 3rd November

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

- Added missing meta descriptions for 50 pages:
 - <https://www.louisejenner.com/author/guest-author/>
 - <https://www.louisejenner.com/tag/believe/>
 - <https://www.louisejenner.com/tag/cheltenham/>
 - <https://www.louisejenner.com/tag/chemicals/>
 - <https://www.louisejenner.com/tag/choice/>
 - <https://www.louisejenner.com/tag/choose/>
 - <https://www.louisejenner.com/tag/chronic-digestive-disorder/>
 - <https://www.louisejenner.com/tag/christmas/>
 - <https://www.louisejenner.com/tag/cigarettes/>
 - <https://www.louisejenner.com/tag/circles/>
 - <https://www.louisejenner.com/tag/client-confidentiality/>
 - <https://www.louisejenner.com/tag/clarity/>
 - <https://www.louisejenner.com/tag/clutter/>
 - <https://www.louisejenner.com/tag/clients/>
 - <https://www.louisejenner.com/tag/coaching-2/>
 - <https://www.louisejenner.com/tag/coach/>
 - <https://www.louisejenner.com/tag/coffee/>
 - <https://www.louisejenner.com/tag/cognitive-change/>
 - <https://www.louisejenner.com/tag/colleagues/>
 - <https://www.louisejenner.com/tag/colours/>
 - <https://www.louisejenner.com/tag/comfort-zone/>
 - <https://www.louisejenner.com/tag/commission/>
 - <https://www.louisejenner.com/tag/common-sense/>
 - <https://www.louisejenner.com/tag/communities/>
 - <https://www.louisejenner.com/tag/company-culture/>
 - <https://www.louisejenner.com/tag/confidence/>
 - <https://www.louisejenner.com/tag/congratulations/>
 - <https://www.louisejenner.com/tag/control/>



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- <https://www.louisejenner.com/tag/coping/>
 - <https://www.louisejenner.com/tag/cornwall/>
 - <https://www.louisejenner.com/tag/cortisol/>
 - <https://www.louisejenner.com/tag/cosmetic/>
 - <https://www.louisejenner.com/tag/counsellor/>
 - <https://www.louisejenner.com/tag/cover-letter/>
 - <https://www.louisejenner.com/tag/covering-letter/>
 - <https://www.louisejenner.com/tag/coworking/>
 - <https://www.louisejenner.com/tag/cowshed-studio/>
 - <https://www.louisejenner.com/tag/craft/>
 - <https://www.louisejenner.com/tag/culture/>
 - <https://www.louisejenner.com/tag/curriculum-vitae/>
 - <https://www.louisejenner.com/tag/customers/>
 - <https://www.louisejenner.com/tag/cv/>
 - <https://www.louisejenner.com/tag/daily-mail/>
 - <https://www.louisejenner.com/tag/dartington/>
 - <https://www.louisejenner.com/tag/dating/>
 - <https://www.louisejenner.com/tag/dawn-swinley/>
 - <https://www.louisejenner.com/tag/day-job/>
 - <https://www.louisejenner.com/tag/dazzle/>
 - <https://www.louisejenner.com/tag/decision/>
 - <https://www.louisejenner.com/tag/degree/>
- Fixed 42 pages with titles that were too long:
 - <https://www.louisejenner.com/landing-your-dream-job/>
 - <https://www.louisejenner.com/why-everyone-can-benefit-from-coaching/>
 - <https://www.louisejenner.com/career-development-coach/>
 - <https://www.louisejenner.com/freelancer-coaching/>
 - <https://www.louisejenner.com/redundancy-coaching-programme/>
 - <https://www.louisejenner.com/dream-business-start-up-coaching/>
 - <https://www.louisejenner.com/return-to-work-coaching-programme/>
 - <https://www.louisejenner.com/2020-best-year-yet/>
 - <https://www.louisejenner.com/how-to-avoid-hiring-the-wrong-person/>
 - <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/>
 - <https://www.louisejenner.com/career-and-business-coaching-in-devon/>
 - <https://www.louisejenner.com/get-online-groups/>
 - <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/>
 - <https://www.louisejenner.com/category/business-coaching/page/3/>
 - <https://www.louisejenner.com/category/business-coaching/page/2/>
 - <https://www.louisejenner.com/how-to-succeed-in-your-first-90-days-in-your-new-job/>
 - <https://www.louisejenner.com/preparing-for-job-interview/>
 - <https://www.louisejenner.com/how-to-nail-your-interview-presentation/>
 - <https://www.louisejenner.com/3-cover-letter-mistakes/>
 - <https://www.louisejenner.com/category/career-change/page/2/>
 - <https://www.louisejenner.com/category/career-change/page/4/>
 - <https://www.louisejenner.com/category/career-coaching/page/2/>
 - <https://www.louisejenner.com/category/career-coaching/page/9/>
 - <https://www.louisejenner.com/category/career/page/2/>
 - <https://www.louisejenner.com/3-mistakes-avoid-visiting-careers-fairs/>
 - <https://www.louisejenner.com/category/career/page/7/>
 - <https://www.louisejenner.com/dress-for-success/>
 - <https://www.louisejenner.com/category/interviews/page/2/>
 - <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
 - <https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/>
 - <https://www.louisejenner.com/career-change-5-ways-identify-dream-job/>
 - <https://www.louisejenner.com/category/career-change/page/3/>
 - <https://www.louisejenner.com/category/career-coaching/page/3/>
 - <https://www.louisejenner.com/category/career/page/3/>
 - <https://www.louisejenner.com/category/career-coaching/page/8/>
 - <https://www.louisejenner.com/category/career/page/6/>



- <https://www.louisejenner.com/category/career-coaching/page/4/>
 - <https://www.louisejenner.com/category/career/page/4/>
 - <https://www.louisejenner.com/category/career-coaching/page/7/>
 - <https://www.louisejenner.com/category/career/page/5/>
 - <https://www.louisejenner.com/category/career-coaching/page/5/>
 - <https://www.louisejenner.com/category/career-coaching/page/6/>
- Fixed 1 page with a description which is too long:
 - <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/>

Notes from your account manager:

This week our focus was on page SEO. We have added missing meta tag descriptions to 50 pages. Meta descriptions are important as they tell users about your page and can help raise the click-through rate of your organic search results.

We then fixed 42 pages with titles too long. Extensively long titles are cut off by search engines and can only be up to 600 pixels in length in the search engines results pages. If a title is too long, users may see an incomplete title in the search results.

After this, we fixed 1 page with a description too long. Meta descriptions are used to inform users with a short, relevant summary of the pages content. If the meta description is too long, it may be cut of or shortened by search engines.

⚠ Description missing	360 ▼ 50
⚠ Title too long	45 ▼ 42
⚠ Description too long	12 ▼ 1



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