



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Louise Jenner

DATE: 6th – 10th 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 to 60 pages:
 1. <https://www.louisejenner.com/tag/decisions/>
 2. <https://www.louisejenner.com/tag/declutter/>
 3. <https://www.louisejenner.com/tag/delegate/>
 4. <https://www.louisejenner.com/tag/deserve/>
 5. <https://www.louisejenner.com/tag/devon/>
 6. <https://www.louisejenner.com/tag/diabetes/>
 7. <https://www.louisejenner.com/tag/difficult/>
 8. <https://www.louisejenner.com/tag/digital/>
 9. <https://www.louisejenner.com/tag/do-good/>
 10. <https://www.louisejenner.com/tag/disease/>
 11. <https://www.louisejenner.com/tag/dog/>
 12. <https://www.louisejenner.com/tag/dog-walking/>
 13. <https://www.louisejenner.com/tag/dogs/>
 14. <https://www.louisejenner.com/tag/dream/>
 15. <https://www.louisejenner.com/tag/dream-biz/>
 16. <https://www.louisejenner.com/tag/dream-business/>
 17. <https://www.louisejenner.com/tag/dream-biz-coach/>
 18. <https://www.louisejenner.com/tag/dreams/>
 19. <https://www.louisejenner.com/tag/drop-a-dress-size-coach/>
 20. <https://www.louisejenner.com/tag/dying/>
 21. <https://www.louisejenner.com/tag/easter/>
 22. <https://www.louisejenner.com/tag/eft/>
 23. <https://www.louisejenner.com/tag/emotional-freedom-technique/>
 24. <https://www.louisejenner.com/tag/empathy/>
 25. <https://www.louisejenner.com/tag/employer/>
 26. <https://www.louisejenner.com/tag/employers/>
 27. <https://www.louisejenner.com/tag/employment/>
 28. <https://www.louisejenner.com/tag/employment-agency/>
 29. <https://www.louisejenner.com/tag/empower/>
 30. <https://www.louisejenner.com/tag/energise/>



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31. <https://www.louisejenner.com/tag/engineer/>
32. <https://www.louisejenner.com/tag/entertainment/>
33. <https://www.louisejenner.com/tag/events/>
34. <https://www.louisejenner.com/tag/excuses/>
35. <https://www.louisejenner.com/tag/exeter/>
36. <https://www.louisejenner.com/tag/experience/>
37. <https://www.louisejenner.com/tag/facebook/>
38. <https://www.louisejenner.com/tag/family/>
39. <https://www.louisejenner.com/tag/fashion/>
40. <https://www.louisejenner.com/tag/fast-track-to-growth-business-festival/>
41. <https://www.louisejenner.com/tag/fatigue/>
42. <https://www.louisejenner.com/tag/fear/>
43. <https://www.louisejenner.com/tag/finance/>
44. <https://www.louisejenner.com/tag/first-impression/>
45. <https://www.louisejenner.com/tag/first-90-days/>
46. <https://www.louisejenner.com/tag/financial/>
47. <https://www.louisejenner.com/tag/flash-gordon/>
48. <https://www.louisejenner.com/tag/flipping/>
49. <https://www.louisejenner.com/tag/focus/>
50. <https://www.louisejenner.com/tag/fog/>
51. <https://www.louisejenner.com/tag/follow-up/>
52. <https://www.louisejenner.com/tag/followers/>
53. <https://www.louisejenner.com/tag/food/>
54. <https://www.louisejenner.com/tag/franklincovey/>
55. <https://www.louisejenner.com/tag/free/>
56. <https://www.louisejenner.com/tag/free-advice/>
57. <https://www.louisejenner.com/tag/freelance/>
58. <https://www.louisejenner.com/tag/how-to-start-a-new-job-well/>
59. <https://www.louisejenner.com/tag/speculative-application/>
60. <https://www.louisejenner.com/tag/sustainable-business-design/>

ISSUES	PAGES	FIXED
⚠ Description missing	300 ▼ 60	60

- Fixed 5 pages with titles too long:
 1. <https://www.louisejenner.com/step-up-your-freelancing-game-turning-your-work-into-a-small-business/>
 2. <https://www.louisejenner.com/2-ways-to-identify-your-dream-job/>
 3. <https://www.louisejenner.com/social-media-for-dream-job-seekers/>
 4. <https://www.louisejenner.com/tag/speculative-application/>
 5. <https://www.louisejenner.com/tag/sustainable-business-design/>

ISSUES	PAGES	FIXED
⚠ Title too long	40 ▼ 5	5

Notes from your account manager:

This week our focus was on page SEO. We have fixed 60 pages with missing meta descriptions. Meta descriptions are used to generate snippets that tell searches about your page and can raise the click-through rate of your pages organic search results. This means that more of the people who see your page in the search results will click through and land on your site.

After this, we fixed 5 pages with titles too long. Extensively long titles are cut off by search engines and can only be up to 600 pixels in the SERPs. If a title is too long, users may not see the full title.



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