



WEEKLY UPDATE



FALCON digital

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Louise Jenner

DATE: 11th – 15th December

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.

Falcon Digital.

Updates

On-page SEO

HTTPS Status Code issues: external links leading to 4XX page not found

External links to 4XX					
		639 + 633 ^	0	633	Reset
PAGE WITH ISSUES	URLS	REFERRING PAGES	IS IN SITEMAP	STATUS CODE	
https://www.louisejenner.com/	404 https://thedreamjobcoach.as.me/ClaritySessions	804	✔	200	
https://www.louisejenner.com/dream-job-blog/	404 https://thedreamjobcoach.as.me/ClaritySessions	804	✔	200	
https://www.louisejenner.com/about-job-coaching/	404 https://thedreamjobcoach.as.me/ClaritySessions	804	✔	200	
	404 https://www.eventbrite.co.uk/o/louise-jenner-the-dream-job-coach-...				
https://www.louisejenner.com/contact/	404 https://thedreamjobcoach.as.me/ClaritySessions	804	✔	200	
	404 https://soundcloud.com/voiceoverserena/louise-jenner-mp3				
https://www.louisejenner.com/reviews/	404 https://thedreamjobcoach.as.me/ClaritySessions	804	✔	200	
https://www.louisejenner.com/coaching-programmes/	404 https://thedreamjobcoach.as.me/ClaritySessions	804	✔	200	
https://www.louisejenner.com	404 https://thedreamjobcoach.as.me/ClaritySessions	804	⊖	200	
https://www.louisejenner.com/who-needs-business-coaching/	404 https://thedreamjobcoach.as.me/ClaritySessions	21	✔	200	
https://www.louisejenner.com/changing-your-career-in-3-steps/	404 https://thedreamjobcoach.as.me/ClaritySessions	6	✔	200	
https://www.louisejenner.com/preparing-for-your-next-interview/	403 https://www.glassdoor.co.uk/	8	✔	200	
	404 https://thedreamjobcoach.as.me/ClaritySessions				



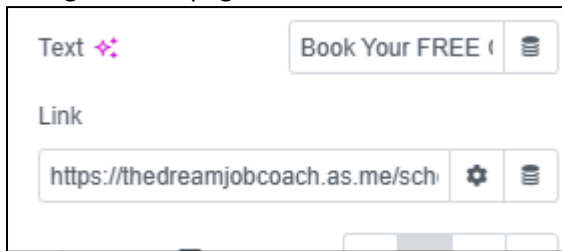
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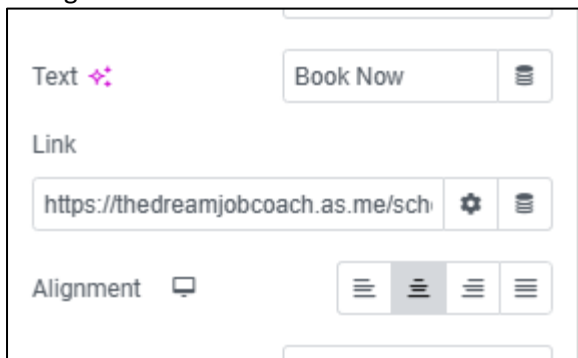
Changed website links on the home page from <https://thedreamjobcoach.as.me/ClaritySessions> to <https://thedreamjobcoach.as.me/schedule.php>

Desktop view changes:

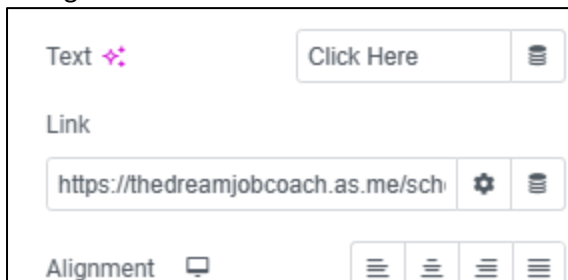
Changed home page banner



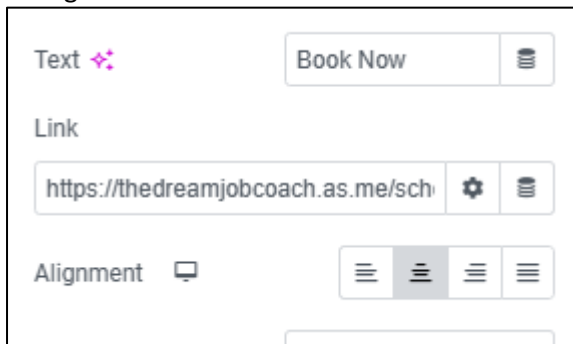
Changed book now button



Changed Click Here button



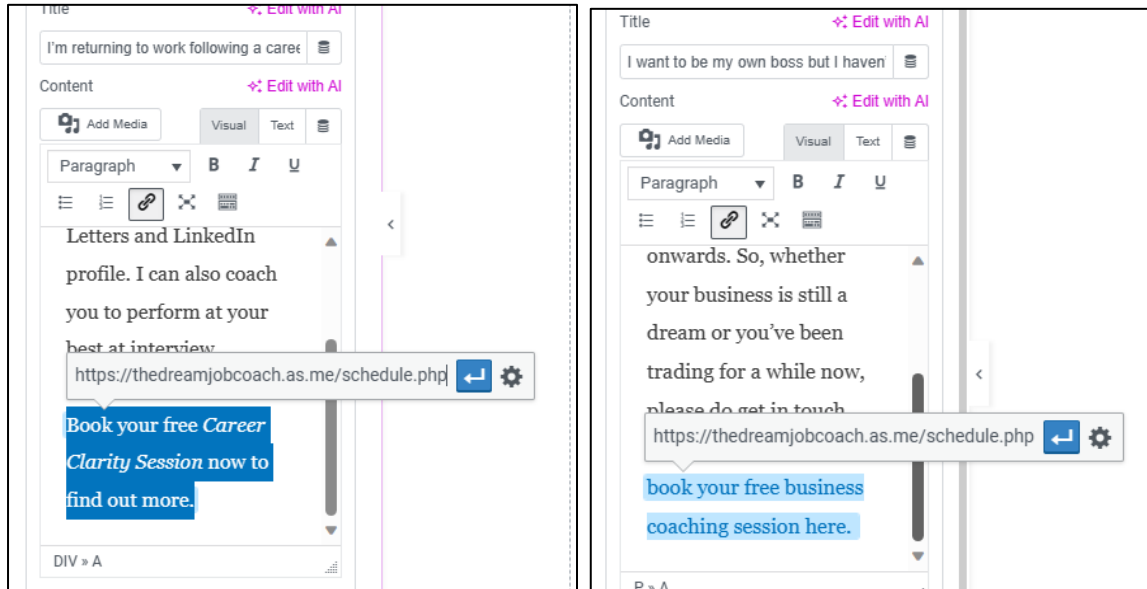
Changed bottom banner book now button



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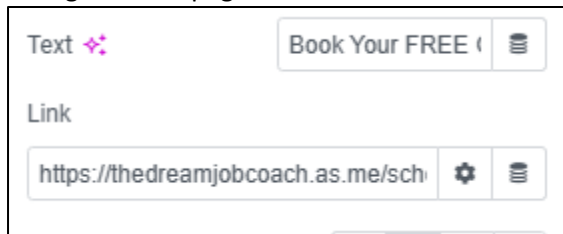
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Changed Frequently asked questions links:

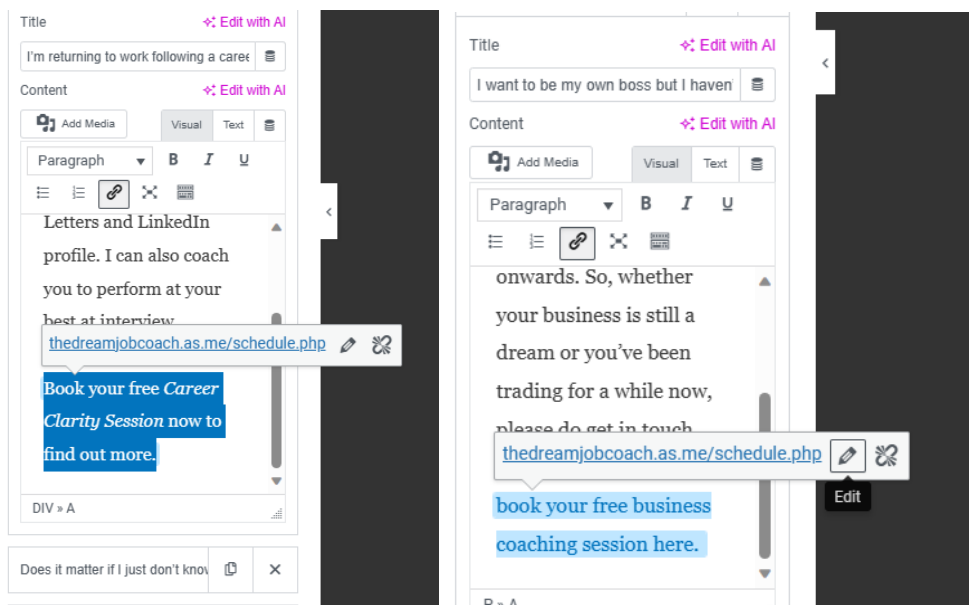


Tablet view changes:

Changed home page banner



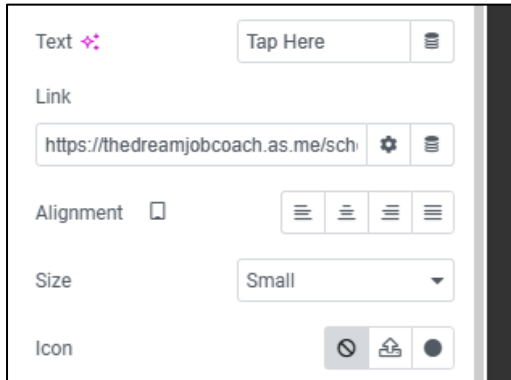
Changed links in frequently asked questions section



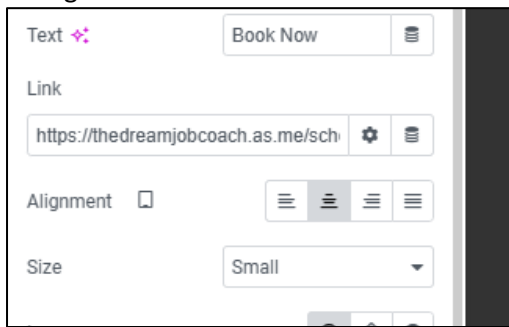
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Changed Tap Here link

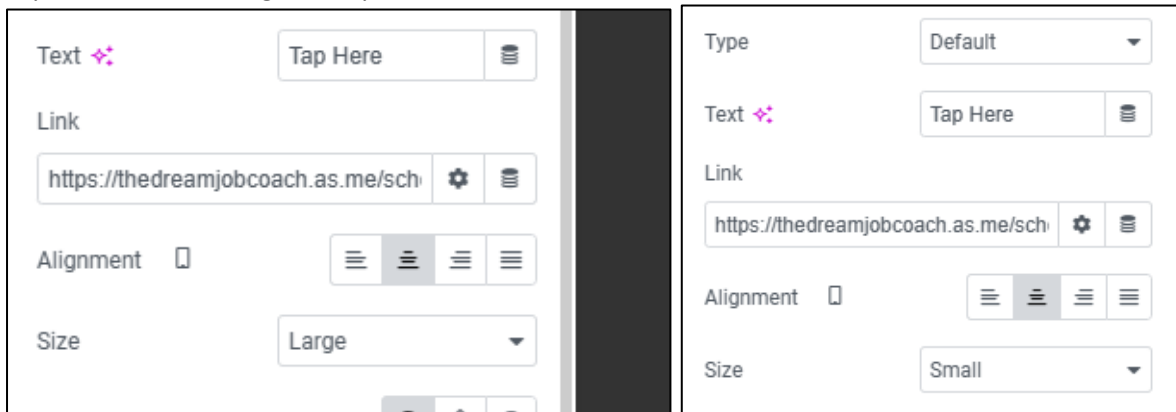


Changed bottom banner book now



Mobile view changes:

Tap here button changed in 2 places



By changing the above links from the home page, 611 pages got fixed due to them being global modules.



Now fixing the remaining 28 pages:

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

- Changed click here button

<https://www.louisejenner.com/reviews/>



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- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/contact/>

- Changed free career clarity session link on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/coaching-programmes/>

- Changed book now button
- Changed click here button in 2 places on desktop and tablet view
- Changed tap here button on tablet and mobile view

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

- Changed book your free clarity session link

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

- Changed book your free clarity session link

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

- Changed book your free clarity session link

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

- Changed book now button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/more-services/>

- Changed tap here button on mobile view

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

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/dream-business-coaching/>

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/career-development-coach/>

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/freelancer-coaching/>

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/dream-business-start-up-coaching/>

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/redundancy-coaching-programme/>

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

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

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/return-to-work-coaching-programme/>

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/new-starter-coaching/>

- Changed click here button on desktop and tablet view
- Changed tap here button on mobile view

<https://www.louisejenner.com/personal-development-coaching/>

- Changed book now button on desktop and tablet view
- Changed tap here button on mobile view in 2 places



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- Changed click here button on desktop and tablet view
<https://www.louisejenner.com/cv-writing-services/>
- Changed book now button on desktop and tablet view
- Changed tap here button on mobile view
- Changed book now button on desktop and tablet view
<https://www.louisejenner.com/career-mentors/>
- Changed tap here button on mobile view in 2 places
- Changed click here button on desktop and tablet view
- Changed book now button on desktop and tablet view
<https://www.louisejenner.com/business-coaching-for-women/>
- Changed tap here button on mobile view
- Changed book now button on desktop and tablet view
<https://www.louisejenner.com/startup-coach/>
- Changed tap here button on mobile view in 2 places
- Changed click here button on desktop and tablet view
- Changed book now button on desktop and tablet view
<https://www.louisejenner.com/about-job-coaching/>
- Changed tap here button on mobile view in 2 places
- Changed click here button on desktop and tablet view

External links to 4XX		7 of 21	21	0	Reset
PAGE WITH ISSUES	URLS	REFERRING PAGES	IS IN SITEMAP		
https://www.louisejenner.com/about-job-coaching/	404 https://www.eventbrite.co.uk/o/louise-jenner-the-dream-job-coach-... 404 https://soundcloud.com/voiceoverserena/louise-jenner-mp3	804	✓		
https://www.louisejenner.com/preparing-for-your-next-interview/	403 https://www.glassdoor.co.uk/	8	✓		
https://www.louisejenner.com/step-up-your-freelancing-game-turning-your-...	404 https://gosolo.net/blog/post/the-benefits-of-launching-your-busine...	14	✓		
https://www.louisejenner.com/hidden-job-market/	403 https://www.glassdoor.co.uk/index.htm	26	✓		
https://www.louisejenner.com/preparing-for-job-interview/	403 https://glassdoor.com/	20	✓		
https://www.louisejenner.com/business-coaching-for-women/	403 https://static1.squarespace.com/static/5a56011f268b9649237ca29f/...	0	✓		
https://www.louisejenner.com/career-mentors/	403 https://www.sciencedirect.com/science/article/pii/S2352647521000...	0	✓		

Notes from your account manager:

This week, we continued working on your link errors but noticed all the clarity session links stopped working. After emailing with yourself, we have changed the URL's to an accurate one. There are still 7 pages with 4XX errors, however these are different links to the Clarity Sessions ones. We will continue fixing the link errors next week.



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Complete Digital Peace of Mind



Telephone:

01626 912773

Website:

falcondigital.co.uk

Address:

18 Union Street, Newton Abbot

Devon, TQ12 2JS



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