



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Louise Jenner

DATE: 12th – 16th February

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.

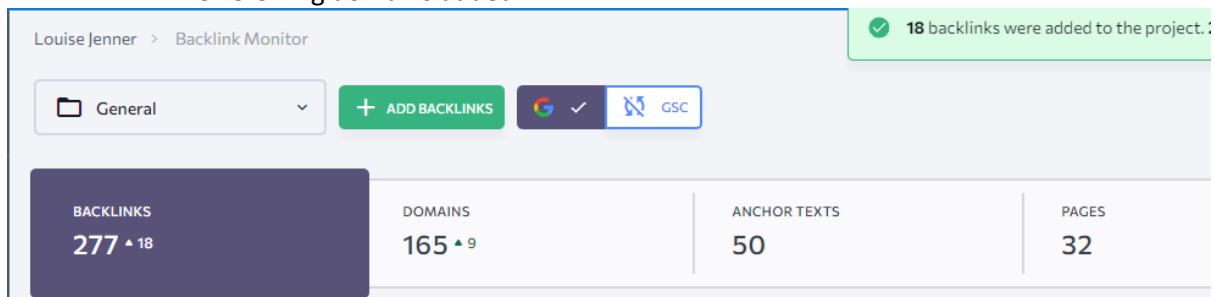
Falcon Digital.

Updates

Off-page SEO:

Backlinking:

- 18 backlinks added
- 9 referring domains added



Google Search Console:

Submitting pages to google

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

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

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



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On-Page SEO:

H1 tag too long:

Before:

ISSUES	PAGES
 H1 tag too long	1

After:

 H1 tag too long	1	0  1
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Identical Title and H1 tags:

Before:

 Identical Title and H1 tags	2
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After:

 Identical Title and H1 tags	2	1  1
---------------------------------------------------------------------------------------------------------------	---	-----------------------------------------------------------------------------------------

H2 tag empty:

Before:


 H2 tag empty	1
--------------------------------------------------------------------------------------------------	---

After:

 H2 tag empty	1	0  1
--------------------------------------------------------------------------------------------------	---	-------------------------------------------------------------------------------------------

Alt text missing:

Before:

ISSUES	PAGES	FIXED	NEW	ACTION
 Alt text missing	27	0	0	Reset

After:

 Alt text missing	27	21  6
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Description too long:

Before:

Description		Description			0	2
ISSUES	PAGES	FIXED	NEW	ACTION		
Description too long	2	0	0	Reset		

After:

Description too long	2	0	2
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Title too long:

Before:

Title		Description			0	10
ISSUES	PAGES	FIXED	NEW	ACTION		
Title too long	10	0	0	Reset		

After:

Title too long	10	0	10
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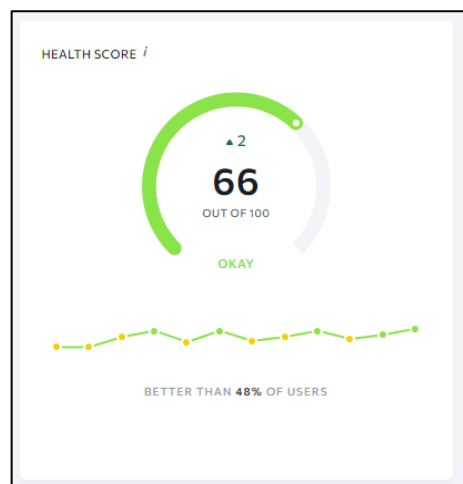
Notes from your account manager:

This week we worked on your off-page and on-page SEO. We started working on your backlinking profile and enhanced this by obtaining new backlinks and referring domains. Next, we signed into your Google Search Console account and checked your indexing issues, from this we submitted pages which haven't been indexed yet. Lastly, we worked on your site health.

Passed checks	98	101	3
Errors	319	310	9
Warnings	967	951	16
Notices	489	481	8



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