



WEEKLY UPDATE



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Louise Jenner

DATE: 19th – 23rd 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.

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Updates

Meeting with Louise at Laptop Friday:

- Updated social link on Instagram to add scheduling link
- Added virtual coffee option
- Pop up notes for Charlie to action
- List old blog articles with problems such as missing images and '/' present

Set up Rank Math to replace Yoast SEO

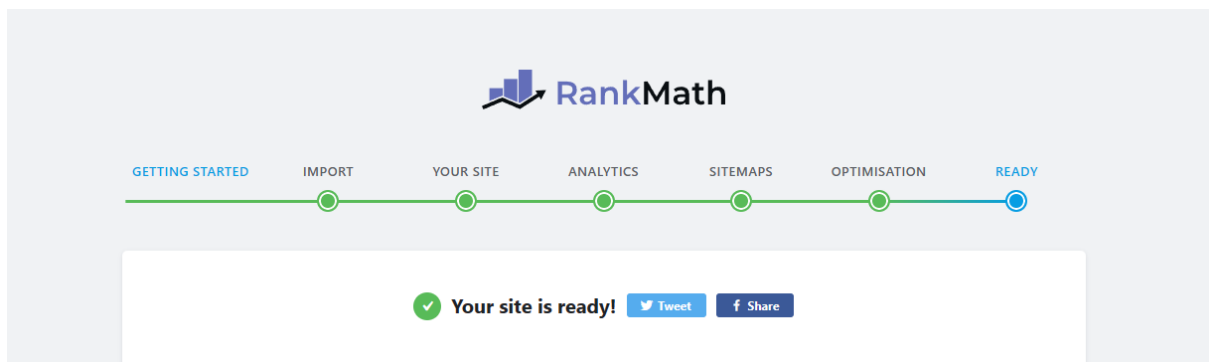
- Deactivated Yoast SEO plugin
- Installed Rank Math SEO plugin
- Activated Rank Math SEO plugin
- Set up Advanced SEO option
- Imported SEO settings from Yoast SEO
- Added:
 - Website type
 - Business type
 - Website name
 - Website alternate name
 - Person/organization name
 - Logo for Google
- Created an updated XML sitemap
 - To include:
 - Images
 - Posts
 - Landing pages



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- Pages
 - Set up Global Meta settings
 - Set up Local SEO settings
 - Set up Social Meta settings
 - Set up Posts settings
 - Set up Pages settings
 - Set up Landing Pages settings
 - Set up ElementsKit Items settings
 - Set up Templates settings
 - Set up Mega Menu Items settings
 - Turned on 404 monitoring
 - Turned on Redirections module
 - Deleted Yoast SEO plugin



Notes from your account manager:

This week we had a meeting with Louise, at which we actioned last review's tasks as Louise has been occupied with family business. At this meeting we updated the Instagram link to add a direct scheduling link, we also added a virtual coffee option and discussed the pop up function. I have written a support ticket for Charlie to action this once he has completed his current website projects.

Following on from the meeting, I actioned the change over from Yoast SEO to Rank Math SEO.

Next week we will action the faulty blog articles discussed at the meeting.



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