



WEEKLY UPDATE



FALCON digital

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Louise Jenner

DATE: 29th January – 2nd 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

Technical SEO

- Removed tags from XML sitemap as they are causing problems.
- Removed elementskit from XML sitemaps as they are causing problems.
- Removed author archives from XML sitemap as they are causing problems.
- Removed templates from XML sitemap as they are causing problems.

✘ Errors	916	357 ▼ 559
⚠ Warnings	5,334	1,242 ▼ 4.1K
ℹ Notices	2,295	676 ▼ 1.6K

Some of the problems this fixed:

ℹ External links to 3XX	695	154 ▼ 541
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⚠ External links to 4XX	8	6 ▼ 2
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⚠ Title too long	50	10 ▼ 40
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Internal Links	Description		
⊗	No inbound links	493	15 ▼ 478
✔	Too many links	0	0
ⓘ	Internal links missing anchor	695	153 ▼ 542
⚠	Nofollow internal links	1	1
⚠	One inbound internal link	28	3 ▼ 25

External Links	Description		
ⓘ	External links missing anchor	695	154 ▼ 541
ⓘ	Nofollow external links	18	18
✔	External links Timed out	0	0

JavaScript	Description		
⚠	JavaScript not compressed	697	154 ▼ 543
✔	JavaScript not cached	0	0
✔	JavaScript too big	0	0
⚠	Too many JavaScript files	696	153 ▼ 543
⚠	JavaScript not minified	697	154 ▼ 543

CSS	Description		
⚠	CSS too big	697	154 ▼ 543
⚠	CSS not compressed	697	154 ▼ 543
✔	CSS not cached	0	0
✔	Too many CSS files	0	0
⚠	CSS not minified	697	154 ▼ 543

Mobile Optimization	Description		
✔	Viewport meta tag missing	0	0
✔	Fixed width value in viewport meta tag	0	0
✔	Use of incompatible plugins	0	0
⚠	Minimum text to HTML ratio	694	151 ▼ 543


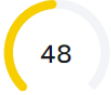
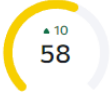







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Removed categories from XML sitemap as they were causing problems.

This resulted in the following problems getting fixed:

RESULTS		
 Health score	 48 HALFWAY THERE	 58 HALFWAY THERE
 Pages crawled	470	470
 Passed checks	91	97 ▲ 6
 Errors	357	332 ▼ 25
 Warnings	1,245	962 ▼ 283
 Notices	676	612 ▼ 64

Some of the problems this fixed:

JavaScript	Description		
 JavaScript not compressed		154	122 ▼ 32
 JavaScript not cached		0	0
 JavaScript too big		0	0
 Too many JavaScript files		153	121 ▼ 32
 JavaScript not minified		154	122 ▼ 32

CSS	Description		
 CSS too big		154	122 ▼ 32
 CSS not compressed		154	122 ▼ 32
 CSS not cached		0	0
 Too many CSS files		0	0
 CSS not minified		154	122 ▼ 32



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Mobile Optimization Description ▾		
✔ Viewport meta tag missing	0	0
✔ Fixed width value in viewport meta tag	0	0
✔ Use of incompatible plugins	0	0
⚠ Minimum text to HTML ratio	151	119 ▾ 32

External Links Description ▾		
ⓘ External links missing anchor	154	122 ▾ 32
ⓘ Nofollow external links	18	18
✔ External links Timed out	0	0

Internal Links Description ▾		
⊗ No inbound links	15	15
✔ Too many links	0	0
ⓘ Internal links missing anchor	153	121 ▾ 32
⚠ Nofollow internal links	1	1
⚠ One inbound internal link	3	2 ▾ 1

Notes from your account manager:

This week we looked into your XML sitemap as it was flagging up issues. We then noticed that the original XML settings were not set up correctly and indexing items which it shouldn't have. We have fixed the settings which has resulted in a drastic decrease in your sites errors, warnings and notices. We now have a clearer picture of your site health score and will continue to target the remaining problems.





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