



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Louise Jenner

DATE: 5th – 9th 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

Submitted Yoast Sitemap to Google Search Console

Sitemap	Type	Submitted ↓	Last read	Status	Discovered pages	Discovered videos
/sitemap_index.xml	Sitemap index	Feb 7, 2024	Feb 7, 2024	Success	0	0

Rows per page: 10 ▾ 1-1 of 1 < >

Fixed external links to 3XX for 111 pages:

ISSUES	PAGES	FIXED	NEW	ACTION
3XX HTTP status code	151	0	0	Reset
External links to 3XX	11 ▾ 111	111	0	Reset



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Fixed for the following pages:

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

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

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

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

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

<https://www.louisejenner.com/career-mentors/>

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

<https://www.louisejenner.com/career-and-business-coaching-in-devon/>

<https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-c...>

<https://www.louisejenner.com/get-online-groups/>

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

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

<https://www.louisejenner.com/cv-writing-services/>

<https://www.louisejenner.com/2020-best-year-yet/>

<https://www.louisejenner.com/hidden-job-market/>

<https://www.louisejenner.com/how-to-avoid-hiring-the-wrong-person/>

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

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

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

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

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

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

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

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

<https://www.louisejenner.com/privacy-policy/>

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

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

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

<https://www.louisejenner.com/preparing-for-your-next-interview/>

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

<https://www.louisejenner.com/most-common-mistakes-we-make-when-we-...>

<https://www.louisejenner.com/making-the-most-of-linkedin/>

<https://www.louisejenner.com/how-to-succeed-in-your-first-90-days-in-yo...>

<https://www.louisejenner.com/how-to-nail-your-interview-presentation/>

<https://www.louisejenner.com/3-cover-letter-mistakes/>

<https://www.louisejenner.com/3-mistakes-avoid-visiting-careers-fairs/>

<https://www.louisejenner.com/dress-for-success/>

<https://www.louisejenner.com/my-big-break/>

<https://www.louisejenner.com/the-age-of-anxiety/>

<https://www.louisejenner.com/7-simple-tips-to-declutter-your-mind-and-or...>

Etc ...






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Fixed internal links to 3XX redirect pages:

Original links added are incorrect and causing the website to add redirects. The links start with <https://louisejenner.com/> however your domain is <https://www.louisejenner.com/>

Example shown:

ISSUES	PAGES	FIXED	NEW	ACTION
 Internal links to 3XX redirect pages	48	0	0	Reset
PAGE WITH ISSUES	URLS	REFERRING PAGES	IS IN SITEMAP	
https://www.louisejenner.com/coaching-programmes/	<ul style="list-style-type: none">301 https://louisejenner.com/career-clarity-coaching/301 https://louisejenner.com/dream-business-coaching/301 https://louisejenner.com/freelancer-coaching/301 https://louisejenner.com/career-development-coach/301 https://louisejenner.com/dream-business-start-up-coaching/	302		
https://www.louisejenner.com/more-services/	<ul style="list-style-type: none">301 https://louisejenner.com/career-mentors/301 https://louisejenner.com/personal-development-coaching/301 https://louisejenner.com/business-coaching-for-women/301 https://louisejenner.com/startup-coach/301 https://louisejenner.com/linkedin-coaching/	302		

Page fixed on mobile view:

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

- <https://louisejenner.com/career-clarity-coaching/> link changed to <https://www.louisejenner.com/career-clarity-coaching/>
- <https://louisejenner.com/dream-business-coaching/> link changed to <https://www.louisejenner.com/dream-business-coaching/>
- <https://louisejenner.com/freelancer-coaching/> link changed to <https://www.louisejenner.com/freelancer-coaching/>
- <https://louisejenner.com/career-development-coach/> link changed to <https://www.louisejenner.com/career-development-coach/>
- <https://louisejenner.com/dream-business-start-up-coaching/> link changed to <https://www.louisejenner.com/dream-business-start-up-coaching/>
- <https://louisejenner.com/redundancy-coaching-programme/> link changed to <https://www.louisejenner.com/redundancy-coaching-programme/>
- <https://louisejenner.com/career-change-coaching/> link changed to <https://www.louisejenner.com/career-change-coaching/>
- <https://louisejenner.com/return-to-work-coaching-programme/> link changed to <https://www.louisejenner.com/return-to-work-coaching-programme/>
- <https://louisejenner.com/new-starter-coaching/> link changed to <https://www.louisejenner.com/new-starter-coaching/>
- <https://louisejenner.com/personal-development-coaching/> link changed to <https://www.louisejenner.com/personal-development-coaching/>

Page fixed on desktop view:

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

- <https://louisejenner.com/career-mentors/> link changed to <https://www.louisejenner.com/career-mentors/>



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- <https://louisjenner.com/personal-development-coaching/> link changed to <https://www.louisjenner.com/personal-development-coaching/>
- <https://louisjenner.com/business-coaching-for-women/> link changed to <https://www.louisjenner.com/business-coaching-for-women/>
- <https://louisjenner.com/startup-coach/> link changed to <https://www.louisjenner.com/startup-coach/>
- <https://louisjenner.com/linkedin-coaching/> link changed to <https://www.louisjenner.com/linkedin-coaching/>

Post fixed on desktop view:

<https://www.louisjenner.com/step-up-your-freelancing-game-turning-your-work-into-a-small-business/>

- <https://louisjenner.com/> link changed to <https://www.louisjenner.com/>

By fixing the above links, the following issues also got fixed:

Internal Links					
Description					
Issues					
2 + 13					
13					
0					
Reset					
URL	REFERRING PAGES	INLINKS	INLINKS DOFOLLOW	INLINKS NOFOLLOW	INTERNAL OUTLINKS
https://www.louisjenner.com/career-clarity-coaching/	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/dream-business-coaching/	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/freelancer-coaching/	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/career-development-coach/	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/dream-business-start-up-coachi...	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/redundancy-coaching-program...	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/career-change-coaching/	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/return-to-work-coaching-progr...	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/new-starter-coaching/	0	1	1(100%)	0(0%)	10
https://www.louisjenner.com/personal-development-coaching/	0	1	1(100%)	0(0%)	10

HTTP Status Code			
Description			
Issues			
141 + 10			
10			
0			
Reset			
PAGE WITH ISSUES	REFERRING PAGES	IS IN SITEMAP	STATUS CODE
https://louisjenner.com/career-clarity-coaching/	1	⊖	301
https://louisjenner.com/dream-business-coaching/	1	⊖	301
https://louisjenner.com/freelancer-coaching/	1	⊖	301
https://louisjenner.com/career-development-coach/	1	⊖	301
https://louisjenner.com/dream-business-start-up-coaching/	1	⊖	301
https://louisjenner.com/redundancy-coaching-programme/	1	⊖	301
https://louisjenner.com/career-change-coaching/	1	⊖	301
https://louisjenner.com/return-to-work-coaching-programme/	1	⊖	301
https://louisjenner.com/new-starter-coaching/	1	⊖	301
https://louisjenner.com/	1	⊖	301



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Notes from your account manager:

This week we worked on your sitehealth and fixed a range of warnings and notices, which led to a 6% increase in site health. I also submitted your Yoast XML sitemap to your Google Search Console account. This way Google is accurately informed of any changes made to your website pages and posts and can rank your site accordingly.



The screenshot displays the 'Audit results' page in Google Search Console. It compares two audit runs from February 7, 2024. The first run at 15:06:13 shows a health score of 58, labeled 'HALFWAY THERE'. The second run at 15:26:54 shows a health score of 64, labeled 'OKAY', with a +6 point increase. The table below details the metrics for each run.

	Feb-07 2024 15:06:13	Feb-07 2024 15:26:54	FIXED	NEW
Health score	58 HALFWAY THERE	64 OKAY		
Pages crawled	470	470	—	—
Passed checks	97	98 + 1	—	—
Errors	332	332	0	0
Warnings	962	959 - 3	3	0
Notices	612	501 - 111	111	0





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