



WEEKLY UPDATE



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Louise Jenner

DATE: 1st – 5th April

REPORT BY: Elise Prowse

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

Competitor research:

<https://nicolasimpsonexecutivecoaching.co.uk/>










<https://www.alicestapleton.com/>

<https://christinecoaching.co.uk/>

<https://www.thecareercoach.co.uk/>

<https://www.hannahsalton.co.uk/>

Keyword research:

<input type="checkbox"/> (+) career coach 	 	23	3.6K
<input type="checkbox"/> (+) career coach uk 	 	19	390
<input type="checkbox"/> (+) business coach		33	2.9K
<input type="checkbox"/> (+) business coaching uk		18	320
<input type="checkbox"/> (+) online business coaching		18	210
<input type="checkbox"/> (+) online business coach 	 	19	210
<input type="checkbox"/> (+) business coaching online		19	210
<input type="checkbox"/> (+) coaching for small business		23	210
<input type="checkbox"/> (+) coaching for small business owners		23	210



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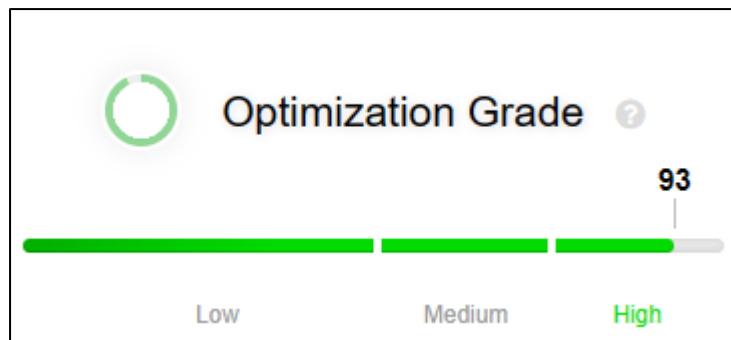
<input type="checkbox"/> + how to find your dream job	26	170
<input type="checkbox"/> + how to get your dream job	29	170
<input type="checkbox"/> + how do you find your dream job	28	170
<input type="checkbox"/> + how to discover your dream job	30	170
<input type="checkbox"/> + career development	46	1.3K

Wrote the content for 1 landing page:

Career Coach

<input type="checkbox"/> KEYWORD (603)	DIFFICULTY	SEARCH VOL. ▾
<input type="checkbox"/> + career coach	23	3.6K

Content score:



Content:

Career Coach

In today's ever-evolving professional landscape, it is not uncommon for individuals to question their career choices. These moments of uncertainty may arise due to major life transitions, a lack of stimulating challenges in their current job, or simply the desire to pursue a different path.

Interestingly, the ongoing pandemic has intensified this trend, leading to a surge in the number of people contemplating their career trajectories like never before.

Traditionally, individuals would seek solace in confiding in their loved ones during such times of professional crisis. However, in recent years, a flourishing career coaching industry has emerged, offering to guide individuals towards new vocational directions and equip them with the necessary skills to define and accomplish their ambitions.

What was once exclusive to the executive elite has now become accessible to a wider audience, either through company-sponsored programmes or personalised engagements sought by individuals themselves.

Nonetheless, it is important to note that this burgeoning industry lacks



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regulation, and engaging a coach can prove to be a substantial financial investment. Therefore, it becomes imperative to understand the true nature of career coaching—what it encompasses and what it does not.

Why is coaching important?

I understand the significance of your success and happiness, and I am fully committed to supporting you in achieving them. Sometimes, we all require someone to confide in—someone who is not affiliated with our company, someone who isn't a relative or a friend, but who genuinely has our best interests at heart. That person is your coach.

Whether you are aiming to advance in your career or establish your dream business, having an impartial guide to assist you in gaining the much-needed mental clarity is immensely valuable. Together, we will outline the precise vision of your ideal job or business. Subsequently, we will ensure that you portray yourself in a suitable manner online, on paper, and in person, making it an obvious choice for your dream employer or ideal clients to hire you for the work you are passionate about!

Moreover, coaching provides long-term benefits by helping you sustain your progress and thrive. As your coach, I will be there for you during challenging times and to rejoice in your accomplishments at every milestone along the way.

Have you ever wondered who might hire a Career coach?

Contrary to popular belief, seeking guidance from coaches is not limited to the successful and ambitious few. Individuals from all walks of life, regardless of their background, have turned to coaches for assistance. This is not a reflection of incompetence or an inability to solve problems independently. Rather, it signals a recognition that their current circumstances do not align with the future they aspire to achieve. If you find yourself feeling stagnant or unsure about how to reach your goals, consider the option of hiring a coach.

The transformative impact it can have on your life may far exceed your expectations.

Why might you need a career coach?

Many individuals discover that reading self-help books alone is insufficient to make significant progress towards their goals. For those of us who require a more personalised approach, there may be burning questions left unanswered by the books or unique situations that cannot fit into a one-size-fits-all solution. This is precisely why having someone in our corner, offering support and guidance, becomes invaluable. With their help, we can stay accountable and on track, knowing that we have the extra support and encouragement necessary to thrive.

In various fields, seeking guidance and support from experienced professionals is quite common. Whether it's a child's sports team or a successful athlete, having a coach can greatly enhance performance and



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overall success. It is reasonable to assume that most accomplished individuals have benefited from coaching or mentorship throughout their journey.

Are you currently facing challenges in your workplace that are causing unease?

Do you aspire to boost your product sales? Is there an intense desire within you to achieve greater success in your life? Are you at risk of burning out if you don't make substantial changes? Perhaps considering the option of bringing on a coach could be just what you need to achieve your goals.

What makes a good career coach?

A truly exceptional coach is characterised by their unwavering commitment to honesty, even when the truth may be difficult to hear. They refrain from imposing their own beliefs upon you, instead guiding you to navigate challenges independently.

They transcend the roles of boss or best friend, are wholeheartedly invested in your triumphs, and employ every possible means to empower you in the pursuit of your aspirations.

How can I help?

Career coaching can be a valuable asset in your pursuit of professional aspirations. The key lies in selecting the most suitable coach to guide you on this journey. Should you seek a mentor who can provide unwavering support, your search ends here.

I am fully dedicated to assisting you in attaining your career objectives and flourishing in all aspects of life.

My name is Louise Jenner, and I am known as the Dream Job Coach.

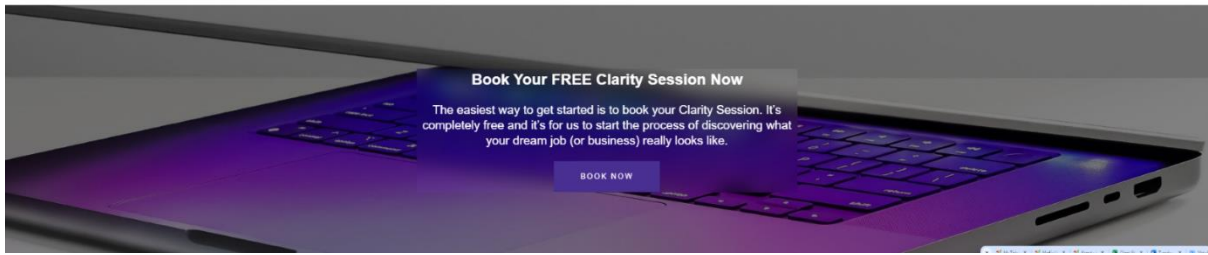
Since 2013, I have been honing my expertise in career and business coaching, guiding numerous clients towards success. Through my own encounters with challenges and hurdles in the professional realm, I have become intimately familiar with the emotions of frustration and uncertainty. Armed with a wealth of experience and a deep understanding, I possess the necessary tools to empower you and propel your career to great heights.

To experience the benefits of coaching, please [book your free Clarity Session](#) now and let's take it from there.



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What happens in a clarity session?

Regardless of whether I am serving as your career coach or business coach, the initial step is to gain a thorough understanding of your present circumstances. Only then can we embark on uncovering your true aspirations in your professional journey moving forward. To begin, we devote ample time to contemplating your past career experiences. Subsequently, we envision how you desire your future career to take shape, followed by devising a practical and straightforward action plan to set you on your desired path.

The Dream Job Coach
Coaching For Your Dream Job or Business

		
Career Clarity Coaching Career Clarity Coaching is for you when you are unsure about the next steps that you should take in your career...	Dream Business Coaching Your business can be the success you always dreamed that it would be...	Fabulous Freelancers Coaching Your fabulous freelance career can be just what you imagined it should be...

Notes from your account manager:

This week we conducted some competitor research and keyword research to help us understand and start your business goals effectively. After that, we wrote the content for 1 landing page "career coach". We chose this keyword because it had a low difficulty score and a high search volume.

We will publish this landing page next week.



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