



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Louise Jenner

DATE: 13th – 17th May

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.

Falcon Digital.

Updates

Fixed the following blogs that were on the old builder:

1. <https://www.louisejenner.com/what-makes-you-you/>
2. <https://www.louisejenner.com/7-dream-job-habits/>
3. <https://www.louisejenner.com/do-you-think-like-a-job-seeker-or-an-employer/>
4. <https://www.louisejenner.com/dare-to-dream/>
5. <https://www.louisejenner.com/your-cv-easy-as-123/>
6. <https://www.louisejenner.com/social-media-networking/>
7. <https://www.louisejenner.com/speed-up-your-dream-job-search-using-social-media/>
8. <https://www.louisejenner.com/one-year-ago/>

HTTP Status Code	Description		
		ISSUES	PAGES
			FIXED
⊗ 4XX HTTP Status Codes		32 ▼ 7	7 ▲

Fixed 7 pages that had 4XX HTTP status codes:

1. <https://www.louisejenner.com/social-media-networking/%5C%22http://uk.linkedin.com/in/louisejenner/%5C>



FALCON digital

web design | digital marketing | SEO | PPC

2. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/img_0082-e1401036740722.jpg%5C
3. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/941227_10151691604173060_205669385_n.jpg%5C
4. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/417959_10151691604133060_1543136598_n.jpg%5C
5. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/228496_10151691604083060_1134273088_n.jpg%5C
6. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/428388_10151691604038060_2021931264_n.jpg%5C
7. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/img_1499.jpg%5C

⊗ 3XX images	7 ▼ 4	4
--------------	-------	---

Fixed 4 pages which had 3XX images:

1. <https://www.louisejenner.com/merry-christmas-everyone/>
2. <https://www.louisejenner.com/a-useful-christmas-present/>
3. <https://www.louisejenner.com/are-you-a-human-doing/>
4. <https://www.louisejenner.com/the-cheese-club/>

ISSUES	PAGES	FIXED
↻ Redirects		
⊗ Redirect to 4xx or 5xx	26 ▼ 7	7

Fixed 7 pages which had a redirect to a 4XX or 5XX error:

1. <https://www.louisejenner.com/social-media-networking/%5C%22http://uk.linkedin.com/in/louisejenner/%5C%22>
2. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/img_0082-e1401036740722.jpg%5C%22
3. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/img_1499.jpg%5C



FALCON digital

web design | digital marketing | SEO | PPC

[content/uploads/2014/05/941227_10151691604173060_205669385_n.jpg%5C%22](https://www.louisejenner.com/content/uploads/2014/05/941227_10151691604173060_205669385_n.jpg%5C%22)

4. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/417959_10151691604133060_1543136598_n.jpg%5C%22

5. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/228496_10151691604083060_1134273088_n.jpg%5C%22

6. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/428388_10151691604038060_2021931264_n.jpg%5C%22

7. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/img_1499.jpg%5C%22

HTTP Status Code			Description
ISSUES	PAGES	FIXED	
Internal links to 3XX redirect pages	14 ▼ 6	6	

Fixed 6 pages with internal links to 3XX redirect pages:

- <https://www.louisejenner.com/merry-christmas-everyone/>
- <https://www.louisejenner.com/a-useful-christmas-present/>
- <https://www.louisejenner.com/are-you-a-human-doing/>
- <https://www.louisejenner.com/social-media-networking/>
- <https://www.louisejenner.com/the-cheese-club/>
- <https://www.louisejenner.com/one-year-ago/>

Images			Description
ISSUES	PAGES	FIXED	
Alt text missing	19 ▼ 3	3	

Fixed 3 pages which had images missing image alt text:

- <https://www.louisejenner.com/2014-our-year/>
- <https://www.louisejenner.com/can-do-coffee-club/>
- <https://www.louisejenner.com/3-ways-to-get-hired/>



FALCON digital

web design | digital marketing | SEO | PPC

JavaScript Description ▾		
ISSUES	PAGES	FIXED
⚠ JavaScript not compressed	98 ▼ 16	16
⚠ Too many JavaScript files	97 ▼ 16	16
⚠ JavaScript not minified	98 ▼ 16	16

<> CSS Description ▾		
ISSUES	PAGES	FIXED
⚠ CSS too big	98 ▼ 16	16
⚠ CSS not compressed	98 ▼ 16	16
⚠ CSS not minified	98 ▼ 16	16

Mobile Optimization Description ▾		
ISSUES	PAGES	FIXED
⚠ Minimum text to HTML ratio	96 ▼ 16	16

This were the same 16 pages:

1. <https://www.louisejenner.com/merry-christmas-everyone/>
2. <https://www.louisejenner.com/thursday-thinking/>
3. <https://www.louisejenner.com/the-blame-game/>
4. <https://www.louisejenner.com/friday-feelings/>
5. <https://www.louisejenner.com/whopper-wednesday/>
6. <https://www.louisejenner.com/top-tip-tuesday/>
7. <https://www.louisejenner.com/5-mistakes-to-avoid-on-your-cv/>
8. <https://www.louisejenner.com/purple-cathedrals-pearls-poo/>
9. <https://www.louisejenner.com/2014-our-year/>
10. <https://www.louisejenner.com/a-useful-christmas-present/>
11. <https://www.louisejenner.com/congratulations-margaret/>
12. <https://www.louisejenner.com/are-you-a-human-doing/>
13. <https://www.louisejenner.com/competition-winner-shares-her-experience/>
14. <https://www.louisejenner.com/can-do-coffee-club/>
15. <https://www.louisejenner.com/3-ways-to-get-hired/>
16. <https://www.louisejenner.com/the-cheese-club/>



FALCON digital

web design | digital marketing | SEO | PPC

Q Crawling Description ▾		
ISSUES	PAGES	FIXED
🔍 Blocked by noindex	37 ▾ 5	5

Fixed 5 pages which were blocked by no indexing:

1. <https://www.louisejenner.com/author/louise-jenner/page/9/>
2. <https://www.louisejenner.com/category/career-coaching/page/8/>
3. <https://www.louisejenner.com/category/career/page/7/>
4. <https://www.louisejenner.com/author/louise-jenner/page/8/>
5. <https://www.louisejenner.com/category/career/page/6/>

^ HTTP Status Code Description ▾		
ISSUES	PAGES	FIXED
🔍 3XX HTTP status code	27 ▾ 7	7

Fixed 7 pages with a 3XX HTTP status code:

1. <https://www.louisejenner.com/social-media-networking/%5C%22http://uk.linkedin.com/in/louisejenner/%5C%22>
2. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/img_0082-e1401036740722.jpg%5C%22
3. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/941227_10151691604173060_205669385_n.jpg%5C%22
4. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/417959_10151691604133060_1543136598_n.jpg%5C%22
5. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/228496_10151691604083060_1134273088_n.jpg%5C%22
6. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/428388_10151691604038060_2021931264_n.jpg%5C%22
7. https://www.louisejenner.com/one-year-ago/%5C%22https://www.louisejenner.com.gridhosted.co.uk/wp-content/uploads/2014/05/img_1499.jpg%5C%22



FALCON digital

web design | digital marketing | SEO | PPC

External links to 3XX	21 ▼ 1	1
-----------------------	--------	---

Fixed 1 pages with external links to 3XX pages:

1. <https://www.louisejenner.com/7-dream-job-habits/>

Internal Links		
ISSUES	PAGES	FIXED
Internal links missing anchor	97 ▼ 16	16

Fixed 16 pages with internal links that were missing anchor text:

1. <https://www.louisejenner.com/merry-christmas-everyone/>
2. <https://www.louisejenner.com/thursday-thinking/>
3. <https://www.louisejenner.com/the-blame-game/>
4. <https://www.louisejenner.com/friday-feelings/>
5. <https://www.louisejenner.com/whopper-wednesday/>
6. <https://www.louisejenner.com/top-tip-tuesday/>
7. <https://www.louisejenner.com/5-mistakes-to-avoid-on-your-cv/>
8. <https://www.louisejenner.com/purple-cathedrals-pearls-poo/>
9. <https://www.louisejenner.com/2014-our-year/>
10. <https://www.louisejenner.com/a-useful-christmas-present/>
11. <https://www.louisejenner.com/congratulations-margaret/>
12. <https://www.louisejenner.com/are-you-a-human-doing/>
13. <https://www.louisejenner.com/competition-winner-shares-her-experience/>
14. <https://www.louisejenner.com/can-do-coffee-club/>
15. <https://www.louisejenner.com/3-ways-to-get-hired/>
16. <https://www.louisejenner.com/the-cheese-club/>

External Links		
ISSUES	PAGES	FIXED
External links missing anchor	98 ▼ 16	16

Fixed 16 pages with external links that were missing anchor text:

1. <https://www.louisejenner.com/merry-christmas-everyone/>
2. <https://www.louisejenner.com/thursday-thinking/>
3. <https://www.louisejenner.com/the-blame-game/>
4. <https://www.louisejenner.com/friday-feelings/>
5. <https://www.louisejenner.com/whopper-wednesday/>
6. <https://www.louisejenner.com/top-tip-tuesday/>
7. <https://www.louisejenner.com/5-mistakes-to-avoid-on-your-cv/>
8. <https://www.louisejenner.com/purple-cathedrals-pearls-poo/>



9. <https://www.louisejenner.com/2014-our-year/>
10. <https://www.louisejenner.com/a-useful-christmas-present/>
11. <https://www.louisejenner.com/congratulations-margaret/>
12. <https://www.louisejenner.com/are-you-a-human-doing/>
13. <https://www.louisejenner.com/competition-winner-shares-her-experience/>
14. <https://www.louisejenner.com/can-do-coffee-club/>
15. <https://www.louisejenner.com/3-ways-to-get-hired/>
16. <https://www.louisejenner.com/the-cheese-club/>

 4XX images (Not Found) ▾	0	1 ▾
--	---	-----

Fixed 1-page with 4xx images:

1. <https://www.louisejenner.com/one-year-ago/>

 Nofollow external links	13 ▾ 3	3
---	--------	---

Fixed 3 pages with no follow external links:

1. <https://www.louisejenner.com/2014-our-year/>
2. <https://www.louisejenner.com/can-do-coffee-club/>
3. <https://www.louisejenner.com/3-ways-to-get-hired/>



FALCON digital

web design | digital marketing | SEO | PPC

Notes from your account manager:

This week we fixed 8 of your old blogs which had visible code elements on the page and image errors.

After that we moved onto your site health, and we fixed the following:

- Fixed 7 pages that had 4XX HTTP status codes.
- Fixed 4 pages which had 3XX images.
- Fixed 7 pages which had a redirect to a 4XX or 5XX error.
- Fixed 6 pages with internal links to 3XX redirect pages.
- Fixed 3 pages which had images missing image alt text.
- Fixed 5 pages which were blocked by no indexing.
- Fixed 7 pages with a 3XX HTTP status code.
- Fixed 1 page with external links to 3XX pages.
- Fixed 16 pages with internal links that were missing anchor text.
- Fixed 16 pages with external links that were missing anchor text.
- Fixed 1 page with 4xx images.
- Fixed 3 pages with no follow external links.

Why Is Alt Text Important?

Alt text is important because it makes images more accessible to people and search engines. Even when they cannot be displayed.

If you don't provide appropriate alt text, people using screen readers can't get information from images. This unfairly excludes users with visual impairments. Which can harm your brand reputation, traffic, and conversion rate.

Plus, web accessibility is good for SEO.

Google and other search engines use alt text to determine what images portray (or link to). This can enhance their understanding of the image.

Why are 4XX HTTP status codes bad?

4XX HTTP status codes indicate that the requested page or resource cannot be accessed. 4XX URLs provide a poor user experience for the site's visitors because they cannot access the page or file via the link they clicked on. Moreover, internal links to 4XX URLs drain your crawl budget. Pages of your website that changed their response code to 4XX will be removed from search engine indexes.

Some of these errors were fixed by drafting older blogs that either need to be re-written and re-published or left unpublished. It is important to remember with the new Google update you don't want to over-publish and have too much content on your website.

Read more here: <https://blog.google/products/search/google-search-update-march-2024/>



FALCON digital

web design | digital marketing | SEO | PPC



Complete Digital Peace of Mind



Telephone:

01392 908804

Website:

falcondigital.co.uk

Address:

18 Union Street, Newton Abbot

Devon, TQ12 2JS



FALCON digital

web design | digital marketing | SEO | PPC