



WEEKLY UPDATE



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Louise Jenner

DATE: 15th - 19th 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.

Falcon Digital.

Updates

Site Health:

⚠ One inbound internal link	4 ▼ 8	9 ▲	1
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Fixed 9 pages with one inbound link:

1. <https://www.louisejenner.com/dream-business-coaching/>
2. <https://www.louisejenner.com/freelancer-coaching/>
3. <https://www.louisejenner.com/career-clarity-coaching/>
4. <https://www.louisejenner.com/career-development-coach/>
5. <https://www.louisejenner.com/dream-business-start-up-coaching/>
6. <https://www.louisejenner.com/redundancy-coaching-programme/>
7. <https://www.louisejenner.com/career-change-coaching/>
8. <https://www.louisejenner.com/return-to-work-coaching-programme/>
9. <https://www.louisejenner.com/business-coaching-for-women/>



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HTTP Status Code	Description		
ISSUES		PAGES	FIXED
⊗ 4XX HTTP Status Codes		93 ▼ 29	29

Fixed 29 pages with 4XX HTTP status Code:

- <https://www.louisejenner.com/who-needs-business-coaching/%5C%22https://www.louisejenner.com/business-coaching/%5C%22>
- https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.amazon.co.uk/gp/product/B07XQGGVK5?pf_rd_p=330fbd82-d4fe-42e5-9c16-d4b886747c64&pf_rd_r=GJ6RWV5GX2T073SHS9HR%5C%22
- <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/career-coaching/%5C%22>
- <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/business-coaching/%5C%22>
- <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/career-coaching/%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/business-coaching/%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/ebook-your-dream-job/%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.eventbrite.co.uk/e/fast-track-to-growth-business-festival-2019-tickets-55758164170%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/laptopfriday/%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/sixoclockclub/%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.business-shows.co.uk/gloucestershire/%5C%22>
- <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.sustainablebd.com/%5C%22>
- <https://www.louisejenner.com/how-to-nail-your-interview-presentation/%5C%22https://www.amazon.co.uk/Introverted-Presenter-Delivering-Successful-Presentations/dp/1484210891%5C%22>



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16. <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/>
17. <https://www.louisejenner.com/?s=how+i+left+my+job/>
18. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/>
19. <https://www.louisejenner.com/your-dream-job-interview-tips/>
20. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
21. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
22. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
23. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
24. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
25. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
26. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
27. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/>
28. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/>
29. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>

Redirects		Description	85	28	0
ISSUES	PAGES	FIXED	NEW	ACTION	
Redirect to 4xx or 5xx	85	28	0	Reset	

Fixed 28 redirects to 4XX or 5XX error pages:

1. <https://www.louisejenner.com/who-needs-business-coaching/>
2. <https://www.louisejenner.com/2020-best-year-yet/>



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- [330fbd82-d4fe-42e5-9c16-d4b886747c64&pf_rd_r=GJ6RWV5GX2T073SHS9HR%5C%22](#)
3. <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/career-coaching/%5C>
 4. <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/business-coaching/%5C>
 5. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
 6. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
 7. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/career-coaching/%5C>
 8. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/business-coaching/%5C>
 9. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/ebook-your-dream-job/%5C>
 10. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.eventbrite.co.uk/e/fast-track-to-growth-business-festival-2019-tickets-55758164170%5C>
 11. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/laptopfriday/%5C>
 12. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/sixoclockclub/%5C>
 13. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.business-shows.co.uk/gloucestershire/%5C>
 14. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.sustainablebd.com/%5C#>
 15. <https://www.louisejenner.com/how-to-nail-your-interview-presentation/%5C%22https://www.amazon.co.uk/Introverted-Presenter-Delivering-Successful-Presentations/dp/1484210891%5C>
 16. <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
 17. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/%5C%22mailto:louise@louisejenner.com%5C>
 18. <https://www.louisejenner.com/your-dream-job-interview-tips/%5C>
 19. <https://www.louisejenner.com/your-dream-job-interview-tips/%5C>
 20. https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/smartphone-1445489_1920.jpg%5C
 21. https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/10/tree-200795_640.jpg%5C



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22. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.facebook.com/%5C>
23. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://sheisdigital.co/5-steps-to-getting-more-customers-using-facebook/%5C>
24. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.facebook.com/sheisdigital/%5C>
25. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.facebook.com/sheisdigital/%5C>
26. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://twitter.com/sheisdigitalco%5C>
27. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/03/if-youre-not-in-your-dream-job-youre.png%5C>
28. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/%5C%22https://pixabay.com/%5C>

HTTP Status Code	Description		
ISSUES		PAGES	FIXED
 Internal links to 3XX redirect pages		31 ▼ 10	10

Fixed 10 pages with internal links to 3XX redirect pages:

1. <https://www.louisejenner.com/more-services/>
 - a. <https://louisejenner.com/career-mentors/> changed to <https://www.louisejenner.com/career-mentors/>
 - b. <https://louisejenner.com/personal-development-coaching/> changed to <https://www.louisejenner.com/personal-development-coaching/>
 - c. <https://louisejenner.com/business-coaching-for-women/> changed to <https://www.louisejenner.com/business-coaching-for-women/>
 - d. <https://louisejenner.com/startup-coach/> changed to <https://www.louisejenner.com/startup-coach/>
 - e. <https://louisejenner.com/linkedin-coaching/> changed to <https://www.louisejenner.com/linkedin-coaching/>
2. <https://www.louisejenner.com/who-needs-business-coaching/>
 - a. <https://www.louisejenner.com/who-needs-business-coaching/%5C%22https://www.louisejenner.com/business-coaching/%5C%22> changed to <https://www.louisejenner.com/dream-business-coaching/>
3. <https://www.louisejenner.com/2020-best-year-yet/>



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- a. https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.amazon.co.uk/gp/product/B07XQGGVK5?pf_rd_p=330fbd82-d4fe-42e5-9c16-d4b886747c64&pf_rd_r=GJ6RWV5GX2T073SHS9HR%5C%22 changed to <https://www.louisejenner.com/2020-best-year-yet/>
 - b. <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/career-coaching/%5C%22> changed to <https://www.louisejenner.com/2020-best-year-yet/>
 - c. <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/business-coaching/%5C%22> changed to <https://www.louisejenner.com/2020-best-year-yet/>
4. <https://www.louisejenner.com/career-and-business-coaching-in-devon/>
- a. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
 - b. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/career-coaching/%5C%22>
 - c. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/business-coaching/%5C%22>
 - d. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/ebook-your-dream-job/%5C%22>
 - e. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/laptopfriday/%5C%22>
 - f. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/sixoclockclub/%5C%22>
 - g. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.eventbrite.co.uk/e/fast-track-to-growth-business-festival-2019-tickets-55758164170%5C%22>
 - h. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.sustainablebd.com/%5C%22>
 - i. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.business-shows.co.uk/gloucestershire/%5C%22>
5. <https://www.louisejenner.com/3-mistakes-avoid-visiting-careers-fairs/>
- a. <https://www.louisejenner.com/your-dream-job-interview-tips/%5C%22> changed to <https://www.louisejenner.com/your-dream-job-interview-tips/>




- b. <https://louisejenner.com/> changed to <https://www.louisejenner.com>
- 6. <https://www.louisejenner.com/how-to-nail-your-interview-presentation/>
- 7. <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/>
- 8. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/>
- 9. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
- 10. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/>

 External links to 4XX	119 ▼ 7	7
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Fixed 7 pages with external links to 4XX pages:

- 1. <https://www.louisejenner.com/2020-best-year-yet/>
- 2. <https://www.louisejenner.com/career-and-business-coaching-in-devon/>
- 3. <https://www.louisejenner.com/how-to-nail-your-interview-presentation/>
- 4. <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/>
- 5. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/>
- 6. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
- 7. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/>

HTTP Status Code		Description ▼	
ISSUES		PAGES	FIXED
 3XX HTTP status code		86 ▼ 34	34

Fixed 34 pages with 3XX HTTP status codes:

- 1. <https://louisejenner.com/career-mentors/>
- 2. <https://louisejenner.com/personal-development-coaching/>
- 3. <https://louisejenner.com/business-coaching-for-women/>
- 4. <https://louisejenner.com/startup-coach/>
- 5. <https://louisejenner.com/linkedin-coaching/>
- 6. <https://www.louisejenner.com/who-needs-business-coaching/%5C%22https://www.louisejenner.com/business-coaching/%5C%22>
- 7. https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.amazon.co.uk/gp/product/B07XQGGVK5?pf_rd_p=330fbd82-d4fe-42e5-9c16-d4b886747c64&pf_rd_r=GJ6RWV5GX2T073SHS9HR%5C%22



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8. <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/career-coaching/%5C%22>
9. <https://www.louisejenner.com/2020-best-year-yet/%5C%22https://www.louisejenner.com/business-coaching/%5C%22>
10. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
11. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/career-coaching/%5C%22>
12. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/ebook-your-dream-job/%5C%22>
13. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.louisejenner.com/ebook-your-dream-job/%5C%22>
14. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.eventbrite.co.uk/e/fast-track-to-growth-business-festival-2019-tickets-55758164170%5C%22>
15. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/laptopfriday/%5C%22>
16. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.facebook.com/groups/laptopfriday/%5C%22>
17. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.business-shows.co.uk/gloucestershire/%5C%22>
18. <https://www.louisejenner.com/career-and-business-coaching-in-devon/%5C%22https://www.sustainablebd.com/%5C%22>
19. <https://www.louisejenner.com/how-to-nail-your-interview-presentation/%5C%22https://www.amazon.co.uk/Introverted-Presenter-Delivering-Successful-Presentations/dp/1484210891%5C%22>
20. <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
21. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/%5C%22https://mariannecantwell.com/%5C%22>
22. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/%5C%22mailto:louise@louisejenner.com%5C%22>
23. <https://louisejenner.com/your-dream-job-interview-tips/%5C%22>
24. <https://louisejenner.com/>
25. https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/smartphone-1445489_1920.jpg%5C%22



26. https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/smartphone-1445489_1920.jpg%5C%22
27. https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/10/tree-200795_640.jpg%5C%22
28. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://sheisdigital.co/5-steps-to-getting-more-customers-using-facebook/%5C%22>
29. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://sheisdigital.co/%5C%22>
30. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://www.facebook.com/sheisdigital/%5C%22>
31. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/%5C%22https://twitter.com/sheisdigitalco%5C%22>
32. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/03/if-youre-not-in-your-dream-job-youre.png%5C%22>
33. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/%5C%22https://pixabay.com/%5C%22>
34. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/%5C%22mailto:louise@louisejenner.com%5C%22>

Drafted blogs due to weird code issues:



THE Dream Job COACH
LOUISE JENNER

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07766 250192

BIG NEWS – Career And Business Coaching Coming To Devon

Leave a Comment / Career Coaching, Business Coaching, Career Change, Career Development, News / By Louise Jenner

[et_pb_section fb_built="1" _builder_version="3.0.47"][et_pb_row _builder_version="3.16.1"][et_pb_column type="4_4" _builder_version="3.16.1"][et_pb_text _builder_version="3.21.1" text_font="|||||||"]

A BIG SCARY DECISION – CAREER AND BUSINESS COACHING IS COMING TO DEVON!

How come I'll be offering career and business coaching in Devon this year? (From May 2019)

Well, having set up and run my dream business from Gloucestershire for about 5 years, last July my husband and I decided that we would fulfil one of our other dreams and make the move to Devon. I love running my business up here so it just makes sense to expand and offer career and business coaching in Devon too!

But, having had this dream on the back-burner for around 10 years, it was a big scary decision to make and we weren't sure – at all – that it was the right thing to do or the right time to do it. Brexit was (or wasn't) happening and my step-daughter



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3. <https://www.louisejenner.com/how-to-nail-your-interview-presentation/>
4. <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/>
5. <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/>
6. <https://www.louisejenner.com/why-you-should-use-social-media-to-build-your-personal-brand/>
7. <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/>

I will be looking at all these drafted pages and fixing the issue of visible code I believe this is down to these pages being on a different builder to Elementor. Since most of these blogs are from 2018/2019.

Notes from your account manager:

This week we worked on your site health, we fixed:

- Fixed 9 pages with one inbound link
- Fixed 29 pages with 4XX HTTP Status Code
- Fixed 28 redirects to 4XX or 5XX error pages
- Fixed 10 pages with internal links to 3XX redirect pages
- Fixed 7 pages with external links to 4XX pages
- Fixed 34 pages with 3XX HTTP status codes

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.



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Complete Digital Peace of Mind



Telephone:

01392 908804

Website:

falcondigital.co.uk

Address:

18 Union Street, Newton Abbot

Devon, TQ12 2JS



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