



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Louise Jenner

DATE: 20th – 24th 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

Site Health:

Fixing old blogs:

1. <https://www.louisejenner.com/hidden-job-market/>
2. <https://www.louisejenner.com/anxiety-at-work/>
3. <https://www.louisejenner.com/3-ways-change-career/>

HTTP Status Code	Description		
ISSUES		PAGES	FIXED
⊗ 4XX HTTP Status Codes		11 ▼ 21	21

Fixed 21 pages with 4XX HTTP status codes:

1. <https://www.louisejenner.com/my-story-i-left-my-job/>
2. <https://www.louisejenner.com/3-ways-change-career/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
3. <https://www.louisejenner.com/linkedin-tips-for-finding-your-dream-job/%5C%22https://apps.apple.com/gb/app/linkedin/id288429040?ign-mpt=uo%3D2%5C%22>
4. <https://www.louisejenner.com/finding-work-you-love/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>



FALCON digital

web design | digital marketing | SEO | PPC

5. https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/07/IMG_2678.jpg%5C
6. <https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.facebook.com/thedreamjobcoach%5C>
7. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/How-to-Love-Your-Job-Even-When-You-Hate-It.png%5C>
8. https://www.louisejenner.com/whats-my-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/02/dreams-flag-107402_1280.jpg%5C
9. <https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/YourDreamJob-2.png%5C>
10. https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/07/people-821624_640.jpg%5C
11. <https://www.louisejenner.com/whats-my-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2014/05/skills-wordle.jpg%5C>
12. https://www.louisejenner.com/whats-my-dream-job/%5C%22mailto:jenner_louise1@me.com%5C
13. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/frustrated-with-files.jpg%5C>
14. https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/road-sign-798176_1920.jpg%5C
15. https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/font-954949_1920.jpg%5C
16. <https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/Let-what-you-love-be-what-you-do.png%5C>
17. https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/www.louisejenner.com_.png%5C
18. <https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.totaljobs.com/insidejob/experts-finding-work-you-love/%5C>
19. https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/family-557100_640.jpg%5C



FALCON digital



web design | digital marketing | SEO | PPC

20. https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/baby-164897_640.jpg%5C
21. https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/baby-164897_640.jpg%5C

 3XX images	1 ▾ 6	6
--	-------	---

Fixed 6 pages with 3XX images:

1. <https://www.louisejenner.com/family-time/>
2. <https://www.louisejenner.com/finding-work-you-love/>
3. <https://www.louisejenner.com/career-change-5-ways-identify-dream-job/>
4. <https://www.louisejenner.com/whats-my-dream-job/>
5. <https://www.louisejenner.com/love-job-even-hate/>
6. <https://www.louisejenner.com/dream-job-meditation/>

 Redirects Description ▾	ISSUES	PAGES	FIXED
 Redirect to 4xx or 5xx		8 ▾ 18	18

Fixed 17 pages with redirects to 4xX or 5XX pages:


1. <https://www.louisejenner.com/my-story-i-left-my-job/>
2. <https://www.louisejenner.com/3-ways-change-career/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
3. <https://www.louisejenner.com/linkedin-tips-for-finding-your-dream-job/%5C%22https://apps.apple.com/gb/app/linkedin/id288429040?ign-mpt=uo%3D2%5C%22>
4. <https://www.louisejenner.com/finding-work-you-love/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
5. https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/07/IMG_2678.jpg%5C
6. <https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.facebook.com/thedreamjobcoach%5C>
7. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/How-to-Love-Your-Job-Even-When-You-Hate-It.png%5C>



FALCON digital

web design | digital marketing | SEO | PPC

8. https://www.louisejenner.com/whats-my-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/02/dreams-flag-107402_1280.jpg%5C
9. <https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/YourDreamJob-2.png%5C>
10. https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/07/people-821624_640.jpg%5C
11. <https://www.louisejenner.com/whats-my-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2014/05/skills-wordle.jpg%5C>
12. https://www.louisejenner.com/whats-my-dream-job/%5C%22mailto:jenner_louise1@me.com%5C
13. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/frustrated-with-files.jpg%5C>
14. https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/road-sign-798176_1920.jpg%5C
15. https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/font-954949_1920.jpg%5C
16. <https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/Let-what-you-love-be-what-you-do.png%5C>
17. https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/www.louisejenner.com_.png%5C
18. https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/baby-164897_640.jpg%5C%22

HTTP Status Code	Description	PAGES	FIXED
ISSUES			
 Internal links to 3XX redirect pages		7	7

Fixed 7 pages with internal links to 3xx redirect pages:

1. <https://www.louisejenner.com/family-time/>
2. <https://www.louisejenner.com/finding-work-you-love/>
3. <https://www.louisejenner.com/career-change-5-ways-identify-dream-job/>
4. <https://www.louisejenner.com/whats-my-dream-job/>



FALCON digital

web design | digital marketing | SEO | PPC

5. <https://www.louisejenner.com/love-job-even-hate/>
6. <https://www.louisejenner.com/linkedin-tips-for-finding-your-dream-job/>
7. <https://www.louisejenner.com/sample-page/>

Internal Links Description ▾		
ISSUES	PAGES	FIXED
⊘ No inbound links	2 ▾ 1	1

Fixed 1 page with no inbound links:

1. <https://www.louisejenner.com/sample-page/>

HTTP Status Code Description ▾		
ISSUES	PAGES	FIXED
ⓘ 3XX HTTP status code	8 ▾ 19	19

Fixed 19 pages with 3XX HTTP status code:

1. <https://www.louisejenner.com/linkedin-tips-for-finding-your-dream-job/%5C%22https://apps.apple.com/gb/app/linkedin/id288429040?ign-mpt=uo%3D2%5C%22>
2. https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/07/IMG_2678.jpg%5C%22
3. https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/07/people-821624_640.jpg%5C%22
4. <https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.facebook.com/thedreamjobcoach%5C%22>
5. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/How-to-Love-Your-Job-Even-When-You-Hate-It.png%5C%22>
6. https://www.louisejenner.com/whats-my-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/02/dreams-flag-107402_1280.jpg%5C%22
7. <https://www.louisejenner.com/whats-my-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2014/05/skills-wordle.jpg%5C%22>
8. https://www.louisejenner.com/whats-my-dream-job/%5C%22mailto:jenner_louise1@me.com%5C%22
9. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael->



FALCON digital

web design | digital marketing | SEO | PPC

- [blackmore/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/frustrated-with-files.jpg%5C%22](https://www.louisejenner.com/wp-content/uploads/2017/02/frustrated-with-files.jpg)
10. [https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/YourDreamJob-2.png%5C%22](https://www.louisejenner.com/dream-job-meditation/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/YourDreamJob-2.png)
 11. [https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/family-1822498_1920.jpg%5C%22](https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/family-1822498_1920.jpg)
 12. [https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/font-954949_1920.jpg%5C%22](https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/font-954949_1920.jpg)
 13. [https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/road-sign-798176_1920.jpg%5C%22](https://www.louisejenner.com/career-change-5-ways-identify-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/11/road-sign-798176_1920.jpg)
 14. [https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/Let-what-you-love-be-what-you-do.png%5C%22](https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/Let-what-you-love-be-what-you-do.png)
 15. [https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/www.louisejenner.com_.png%5C%22](https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/www.louisejenner.com_.png)
 16. [https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.totaljobs.com/insidejob/experts-finding-work-you-love/%5C%22](https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.totaljobs.com/insidejob/experts-finding-work-you-love/)
 17. [https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.totaljobs.com/insidejob/experts-finding-work-you-love/%5C%22](https://www.louisejenner.com/finding-work-you-love/%5C%22https://www.totaljobs.com/insidejob/experts-finding-work-you-love/)
 18. [https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/family-557100_640.jpg%5C%22](https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/family-557100_640.jpg)
 19. [https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/baby-164897_640.jpg%5C%22](https://www.louisejenner.com/family-time/%5C%22https://www.louisejenner.com/wp-content/uploads/2016/03/baby-164897_640.jpg)
 20. <https://www.louisejenner.com//wp-admin/>

External links to 3XX

12

2

Fixed 2 pages with external links to 3xx:

1. <https://www.louisejenner.com/startup-coach/>
2. <https://www.louisejenner.com/anxiety-at-work/>



FALCON digital

web design | digital marketing | SEO | PPC

Notes from your account manager:

This week we worked on your site health we fixed the following:

- Fixed 21 pages with 4XX HTTP status codes.
- Fixed 6 pages with 3XX images.
- Fixed 17 pages with redirects to 4XX or 5XX pages.
- Fixed 7 pages with internal links to 3XX redirect pages.
- Fixed 19 pages with 3XX HTTP status code.
- Fixed 2 pages with external links to 3XX.

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.



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