



WEEKLY UPDATE



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Louise Jenner

DATE: 22nd – 26th 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.

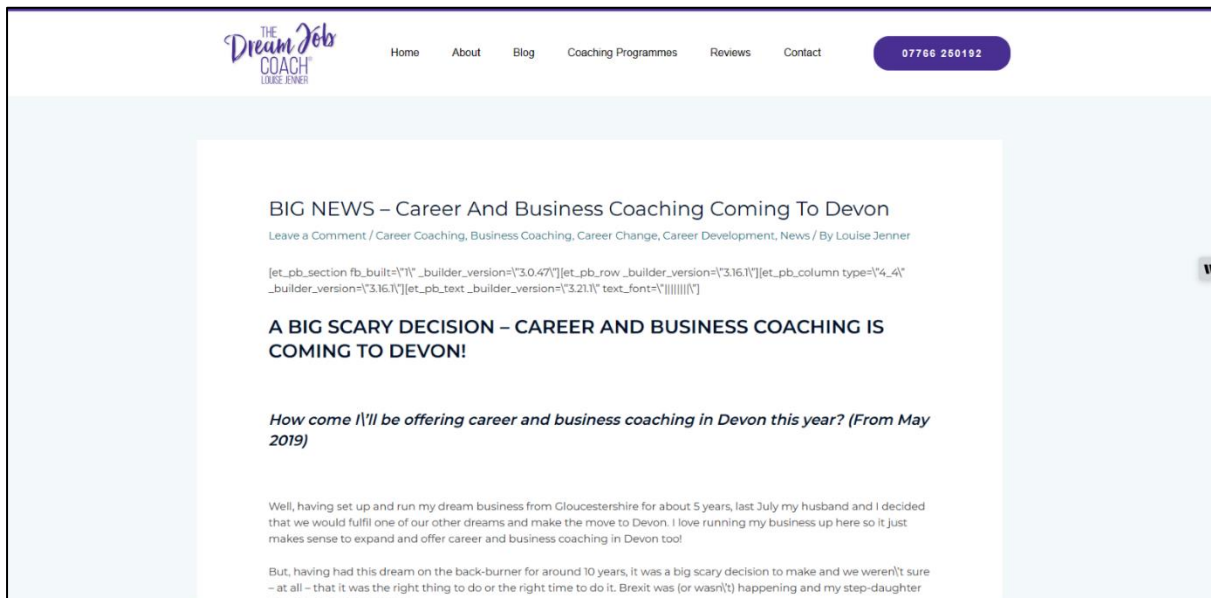
Falcon Digital.

Updates

On-Page SEO:

Started fixing the old blogs that were on the wrong builder.

Before:



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After:

BIG NEWS – Career And Business Coaching Coming To Devon

[Leave a Comment](#) / [Career Coaching](#), [Business Coaching](#), [Career Change](#), [Career Development](#), [News](#) / By [Louise Jenner](#)



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 was awaiting an operation.

“Heck,” we thought, “there’s never a right time to do something, only now.”

The last time we made a decision this big was when we quit our jobs in 2013 and that turned out ok! [You can read my](#)

- <https://www.louisejenner.com/career-and-business-coaching-in-devon/>
 - Removed visible code
 - Added images
 - Fixed linking errors
- <https://www.louisejenner.com/how-to-nail-your-interview-presentation/>
 - Removed visible code
 - Added images
 - Fixed linking errors
- <https://www.louisejenner.com/3-ways-creating-a-dream-biz-vision-board-can-help-you/>
 - Removed visible code
 - Added images
 - Fixed linking errors
- <https://www.louisejenner.com/most-common-mistakes-we-make-when-we-go-self-employed/>
 - Removed visible code
 - Added images
 - Fixed linking errors
- <https://www.louisejenner.com/why-wanting-your-dream-job-is-not-selfish/>
 - Removed visible code
 - Added images



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- c. Fixed linking errors

Fixing other blogs that are on the older builder:

6. <https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/>
 - a. Removed visible code
 - b. Added images
 - c. Fixed linking errors
7. <https://www.louisejenner.com/pioneers-women-pressforprogress/>
 - a. Removed visible code
 - b. Added images
 - c. Fixed linking errors
8. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/>
 - a. Removed visible code
 - b. Added images
 - c. Fixed linking errors
9. <https://www.louisejenner.com/love-job-even-hate/>
 - a. Removed visible code
 - b. Added images
 - c. Fixed linking errors
10. <https://www.louisejenner.com/its-your-money-guest-blog-richard-cook/>
 - a. Removed visible code
 - b. Added images
 - c. Fixed linking errors

Site Health:

External links to 3XX	16	5
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Fixed 5 external links to 3XX:

1. <https://www.louisejenner.com/>
2. <https://www.louisejenner.com/>
3. <https://www.louisejenner.com/linkedin-coaching/>
4. <https://www.louisejenner.com/career-mentors/>
5. <https://www.louisejenner.com/cv-writing-services/>

3XX images	18	3
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Fixed 3 pages with 3XX images:

1. <https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/>
 - a. https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/04/woman-687560_640-300x225.jpg%5C%22



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- b. https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/04/sofa-837019_1920-300x182.jpg%5C%22
 - c. https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/04/job-search-276893_1920-300x200.jpg%5C%22
 - d. https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/04/road-1668916_1920-300x169.jpg%5C%22
 - e. <https://www.louisejenner.com/2-ways-to-get-clarity-about-your-dream-job/%5C%22https://www.louisejenner.com/wp-content/uploads/2015/04/YourDreamJob-1-300x251.png%5C%22>
2. <https://www.louisejenner.com/pioneers-women-pressforprogress/>
- a. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/03/International-Womens-Day-PressforProgress-Glass-Ceilings-Louise-Jenner-The-Dream-Job-Coach-300x300.png%5C%22>
 - b. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/03/matthew-hamilton-166549-unsplash-300x300.jpg%5C%22>
 - c. https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/03/fist-1148029_1920-300x200.jpg%5C%22
 - d. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/03/I-will-challenge-stereotypes-and-bias-PressforProgress-Louise-Jenner-The-Dream-Job-Coach-Gloucester-300x251.png%5C%22>
 - e. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/03/I-will-celebrate-womens-achievements-Louise-Jenner-The-Dream-Job-Coach-Gloucester-300x251.png%5C%22>
 - f. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/03/I-will-celebrate-womens-achievements-Louise-Jenner-The-Dream-Biz-Coach-Gloucester-300x251.png%5C%22>
 - g. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/wp-content/uploads/2014/05/cropped-The-Dream-Job-Coach%2%AE-Louise-Jenner-300x300.png%5C%22>



- h. https://www.louisejenner.com/wp-content/uploads/2017/02/candles-2000135_1920-300x200.jpg
- 3. <https://www.louisejenner.com/its-your-money-guest-blog-richard-cook/>
 - a. <https://www.louisejenner.com/its-your-money-guest-blog-richard-cook/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/01/wish-you-were-here-300x169.png%5C%22>

HTTP Status Code		Description		103	
ISSUES	PAGES	FIXED	NEW		
4XX HTTP Status Codes	80	22	7		

Fixed 22 pages with 4XX HTTP Status Codes:

1. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
2. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
3. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.facebook.com/thedreamjobcoach%5C>
4. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.facebook.com/DreamBizCoach%5C>
5. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
6. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.internationalwomensday.com%5C>
7. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/woman-975339_1920.jpg
8. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/purchases-731872_1920.jpg
9. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/family-1822498_1920.jpg
10. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/frustrated-with-files.jpg>



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11. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/adult-1850268.jpg>
12. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/character-1797362_1920.jpg
13. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/girl-1733346_1920.jpg
14. https://www.louisejenner.com/wp-content/uploads/2017/02/black-coffee-1867753_1920.jpg
15. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/candles-2000135_1920.jpg
16. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/AEEAAQAAAAAAAAAIA2AAAAJDlkNjE3ZjNmLWNiMjc tNDQzNC1hNmFhLThjNjA5NGVkdMDUyOA.jpg>
17. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22mailto:rachaelasblackmore@gmail.com>
18. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/Dont-wish-your-time-away-plan-your-escape.png%5C>
19. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/Take-at-least-one-small-step-in-the-direction-of-your-dream-every-day..png%5C>
20. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/When-you-do-well-it-makes-my-heart-swell.png%5C>
21. <https://www.louisejenner.com/its-your-money-guest-blog-richard-cook/%5C%22https://www.theinvestmentandretirementcoach.co.uk/%5C>
22. <https://www.louisejenner.com/its-your-money-guest-blog-richard-cook/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/01/wish-you-were-here.png%5C>



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Redirects		Description		
ISSUES		PAGES	FIXED	NEW
⊘ Redirect to 4xx or 5xx		74 ▼ 13	20	7

Fixed 20 pages with redirects to 4XX or 5XX pages:

1. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
2. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
3. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.facebook.com/thedreamjobcoach%5C>
4. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.facebook.com/DreamBizCoach%5C>
5. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
6. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.internationalwomensday.com%5C>
7. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/woman-975339_1920.jpg
8. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/purchases-731872_1920.jpg
9. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/family-1822498_1920.jpg
10. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/frustrated-with-files.jpg>
11. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/adult-1850268.jpg>
12. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael->



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- [blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/character-1797362_1920.jpg](https://www.louisejenner.com/wp-content/uploads/2017/02/character-1797362_1920.jpg)
13. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/girl-1733346_1920.jpg
14. https://www.louisejenner.com/wp-content/uploads/2017/02/black-coffee-1867753_1920.jpg
15. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/candles-2000135_1920.jpg
16. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/AEEAAQAAAAAAAAAIA2AAAAJDlkNjE3ZjNmLWNiMjc tNDQzNC1hNmFhLThjNjA5NGVkdMDUyOA.jpg>
17. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22mailto:rachaelasblackmore@gmail.com>
18. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/Dont-wish-your-time-away-plan-your-escape.png%5C>
19. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/Take-at-least-one-small-step-in-the-direction-of-your-dream-every-day..png%5C>
20. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/When-you-do-well-it-makes-my-heart-swell.png%5C>

HTTP Status Code		Description		103	18
ISSUES		PAGES	FIXED	NEW	
3XX HTTP status code		75	20	7	

Fixed 20 pages with 3XX HTTP status code:

1. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>



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2. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://thedreamjobcoach.acuityscheduling.com/schedule.php?appointmentType=401485%5C%22>
3. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.facebook.com/thedreamjobcoach%5C>
4. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.facebook.com/DreamBizCoach%5C>
5. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.louisejenner.com/?s=how+i+left+my+job%5C%22>
6. <https://www.louisejenner.com/pioneers-women-pressforprogress/%5C%22https://www.internationalwomensday.com%5C>
7. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/woman-975339_1920.jpg
8. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/purchases-731872_1920.jpg
9. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/family-1822498_1920.jpg
10. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/frustrated-with-files.jpg>
11. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/adult-1850268.jpg>
12. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/character-1797362_1920.jpg
13. https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/girl-1733346_1920.jpg
14. https://www.louisejenner.com/wp-content/uploads/2017/02/black-coffee-1867753_1920.jpg
15. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael->



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[blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/candles-2000135_1920.jpg](https://www.louisejenner.com/wp-content/uploads/2017/02/candles-2000135_1920.jpg)

16. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22https://www.louisejenner.com/wp-content/uploads/2017/02/AEAAQAAAAAAAL2AAAAJDlkNjE3ZjNmLWNiMjc tNDQzNC1hNmFhLThjNjA5NGVkMDUyOA.jpg>

17. <https://www.louisejenner.com/stress-work-can-alarming-impact-relationship-guest-blog-rachael-blackmore/%22mailto:rachaelasblackmore@gmail.com>

18. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/Dont-wish-your-time-away-plan-your-escape.png%5C>

19. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/Take-at-least-one-small-step-in-the-direction-of-your-dream-every-day..png%5C>

20. <https://www.louisejenner.com/love-job-even-hate/%5C%22https://www.louisejenner.com/wp-content/uploads/2017/02/When-you-do-well-it-makes-my-heart-swell.png%5C>

Notes from your account manager:

This week we started by fixing 10 of your older blogs which are still on the wrong builder we will carry on with this next week. It is important to update these to ensure a positive user experience since the older builder is not pulling through images and has code elements visible.

After that, we then worked on your site health we fixed the following:

- Fixed 5 external links to 3XX
- Fixed 3 pages with 3XX images
- Fixed 22 pages with 4XX HTTP Status Codes
- Fixed 20 pages with redirects to 4XX or 5XX pages
- Fixed 20 pages with 3XX HTTP status code

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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