



WEEKLY UPDATE



**FALCON** digital

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# Louise Jenner

**DATE:** 8<sup>th</sup> – 12<sup>th</sup> 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](mailto: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.

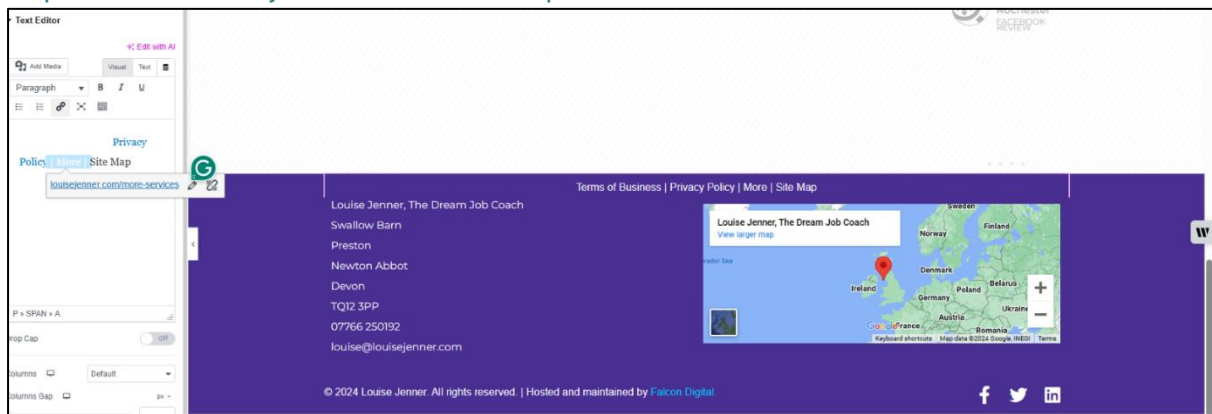
Falcon Digital.

## Updates

On-Page SEO:

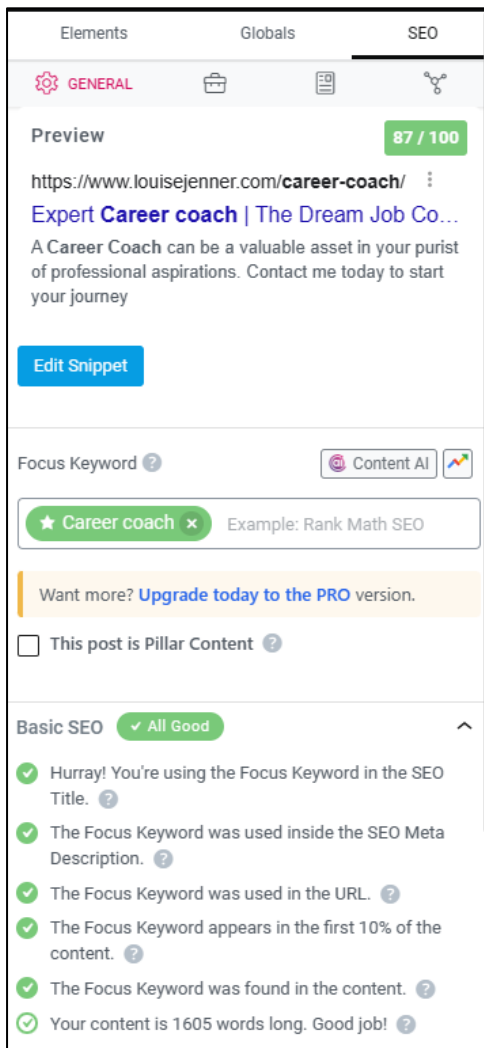
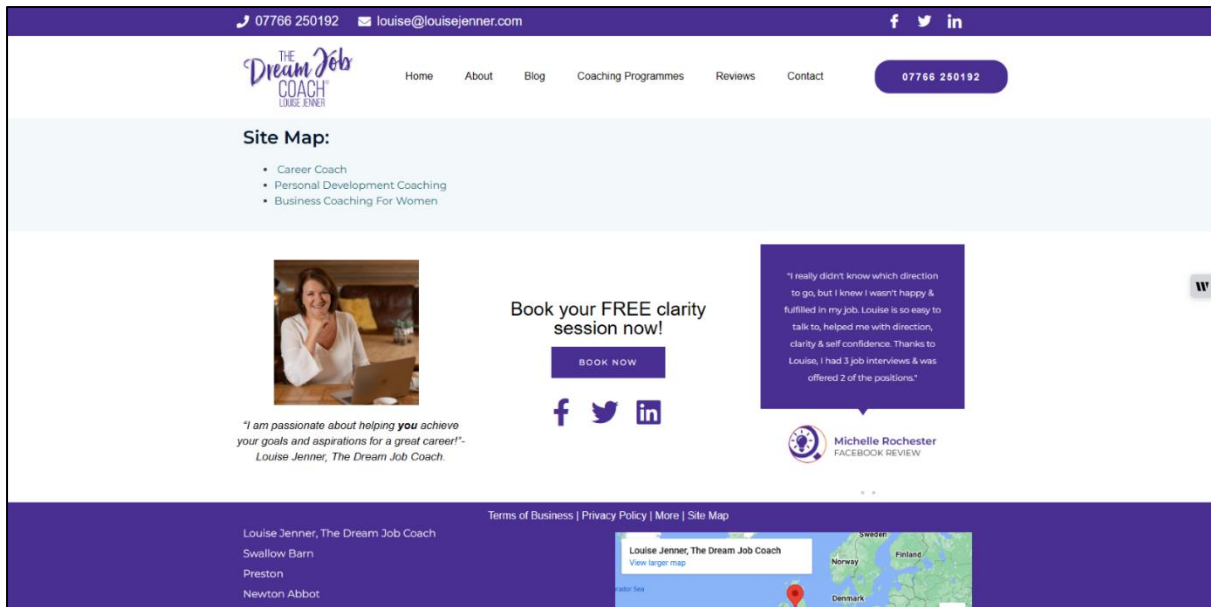
Created Site map and embedded link to Footer:

<https://www.louisejenner.com/site-map/>



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Published 1 landing page:

Career Coach

<https://www.louisejenner.com/career-coach/>

Work done on the page:

1. 1X H1 tag
2. H2 tags – H4 tags
3. Content
4. Buttons
5. Internal linking
6. External linking
7. Images
8. Images alt tag
9. Title tag
10. Meta description
11. Permalink
12. Submitted to IndexNow



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### EMPOWERING YOUR CAREER JOURNEY: THE TRANSFORMATIVE BENEFITS OF WORKING WITH A 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 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.

COACHING PROGRAMMES

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



## Notes from your account manager:

This week we published 1 landing page "Career Coach". Landing pages help you rank for more keywords and increase your search visibility.





## Complete Digital Peace of Mind



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