

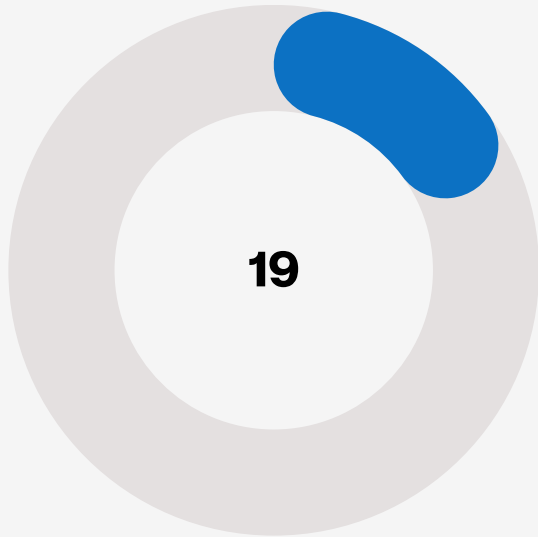


Louise Jenner Monthly SEO Report May 2024

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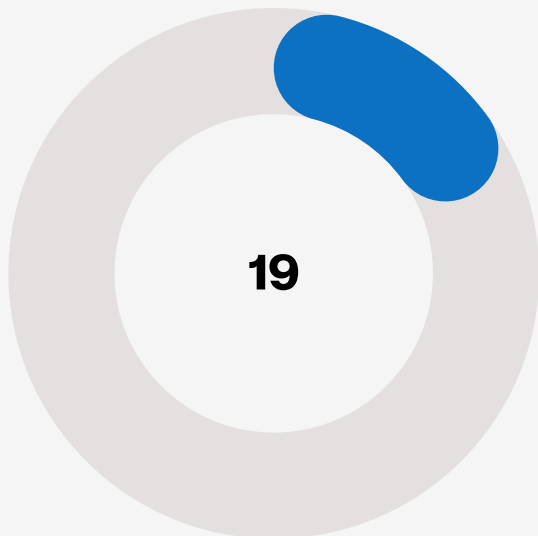
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SEO Overview



Domain Trust

Domain Trust: Domain Trust is a score, which shows how likely a domain (website) is to rank in search results (Google). To calculate it, we consider the number and quality of a website's referring domains and backlink profile. Domain Trust ranges from 1 to 100, where the higher score indicates better chances of ranking in search results.



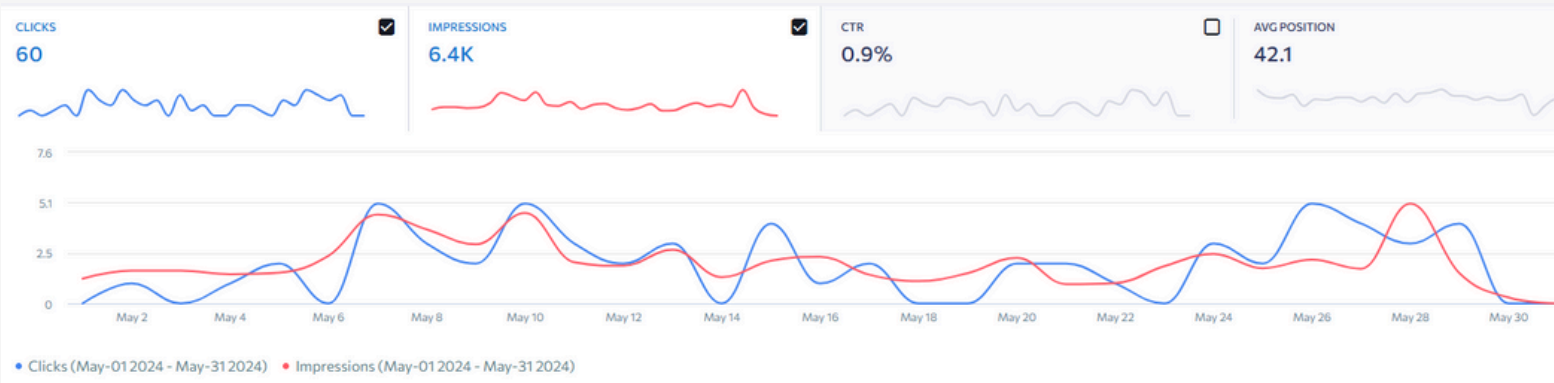
Page Trust

Page Trust: Page Trust is a score, which shows how likely a page is to rank in search results. To calculate it, we consider the same factors as Domain Trust. The score is also out of 100.

The calculation is based highly on the following three factors:

1. Link Power: the quality and quantity of backlinks, internal links, and outbound links to other sites.
2. Organic Traffic: the estimate monthly average traffic on your website.
3. Spam factors: indicators of manipulation or spam in the link profile.

Performance on Search results



What is a click?

For most result types, any click that sends the user to a page outside of Google Search, Discover, or News is counted as a click; clicking a link that stays inside the Google platform is not counted as a click. (AMP clicks typically open the Google AMP reader, which is considered a click.) See [What is a query refinement?](#) for more information about clicks that don't leave Google Search.

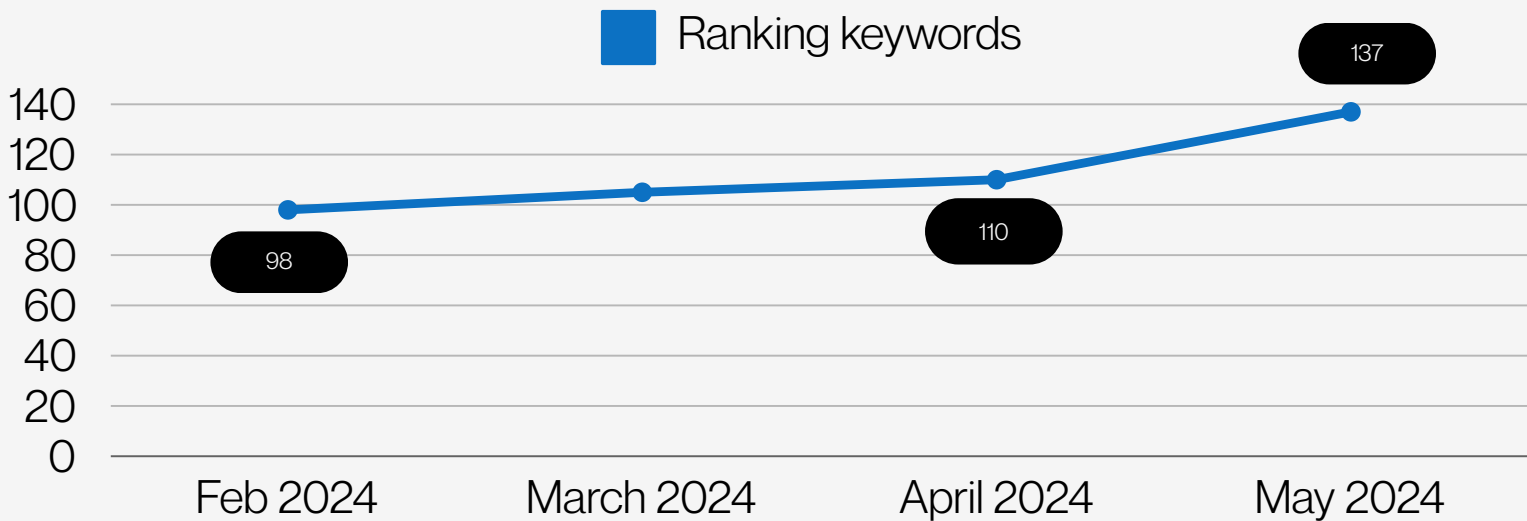
Clicking a search result to an outside page, returning, then clicking the same link again counts as only one click. Clicking a different link counts as a click for each link clicked.

What is an impression?

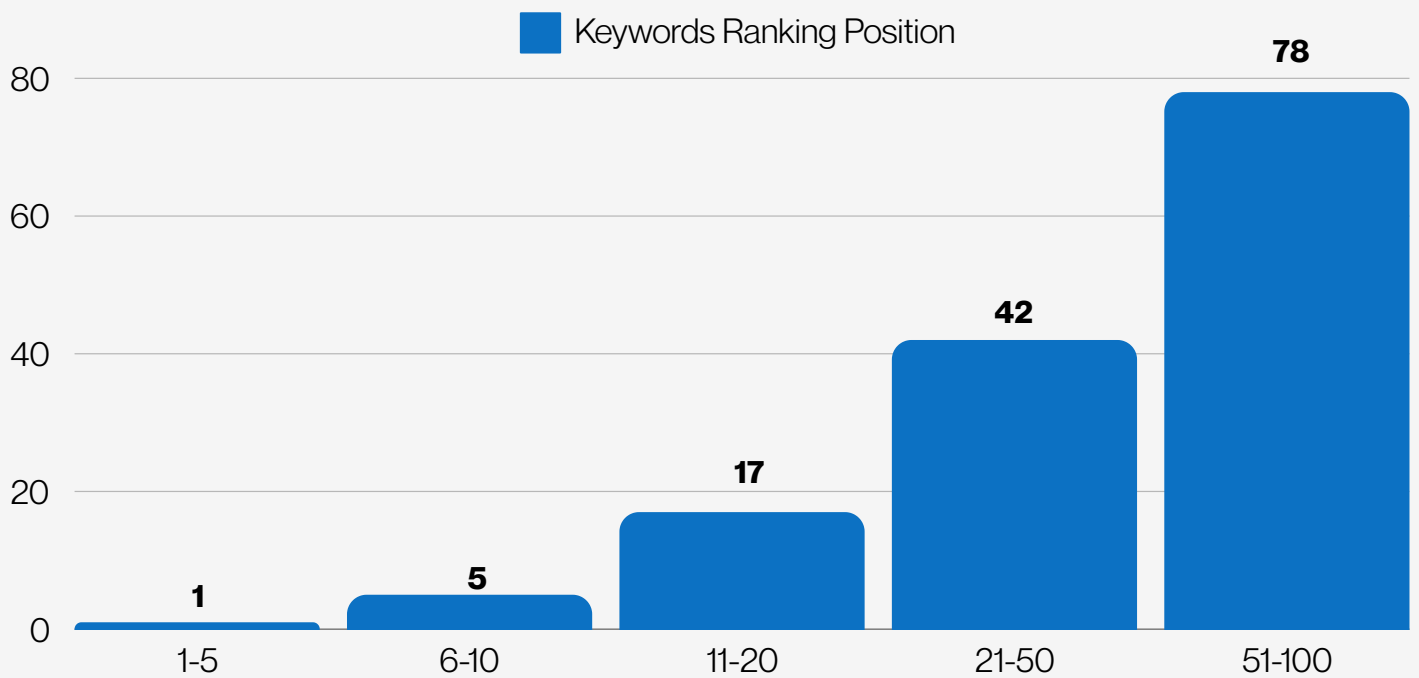
An impression means that a user has seen (or potentially seen) a link to your site in Search, Discover, or News.

In general, an impression is counted whenever an item appears in the current page of results, whether or not the item is scrolled into view, as long as the user need not click to see more results (such as being required to click "see more" to see the link).

Keywords



Louise Jenner is currently ranked for 137 keywords which is an increase of 27 keywords compared to April and a massive increase of 39 keywords since February. This shows that are Landing pages are working for increasing keyword rankings.

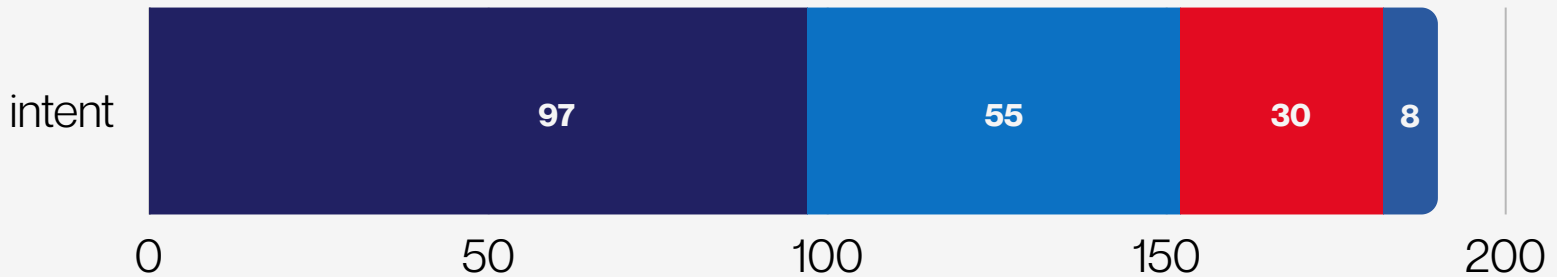
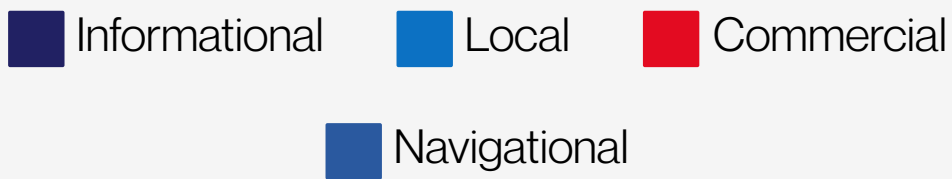


only 1 out of 137 keywords are currently positioned in the top 5 on Google. Most of your keywords are ranked position 51+. Moving forward we will be working on improving the ranking of current keywords by creating helpful content that will satisfy user search queries.

Current Top Keywords

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<input type="checkbox"/> + mydream job	• 5	140	I	📺 ☰ 📄 ☰	4
<input type="checkbox"/> + small business startup coaching	• 6	10	I	☰ ★ 📺 ...	6
<input type="checkbox"/> + great job coach	• 4	10	I	☰ ★ 📺 ...	7 ▲ 18
<input type="checkbox"/> + business career coach	• 9	30	L C	📍 ★ 📺 ...	7
<input type="checkbox"/> + freelancer coaching	• 8	50	I	★ 📺 ☰ 📄	8 NEW
<input type="checkbox"/> + freelance career coach	• 4	10	I	★ ☰ 📄 ...	9 ▲ 1
<input type="checkbox"/> + rachael blackmore blog	• 3	90	I N	☰ 📺 📄	9 NEW
<input type="checkbox"/> + business coaching devon	• 2	10	L C	📍 ★ 📄 🗨️	9
<input type="checkbox"/> + career coach devon	• 2	0	I	★ 📺 ☰ 📄	9 NEW
<input type="checkbox"/> + jenner blog	• 7	10	I	★ 📺 📄	10
<input type="checkbox"/> + how to sort yourself out	• 8	20	I	☰ ★ 📺 ...	11
<input type="checkbox"/> + life coach newton abbot	• 2	0	L C	📍 ★ 📺 ...	12
<input type="checkbox"/> + sort out everything	• 8	10	I	★ 📺 ☰ ...	12
<input type="checkbox"/> + coach startup	• 2	70	L C	📍 ★ 📺 ...	14
<input type="checkbox"/> + online job coach	• 11	10	I	★ 📺 ☰ 📄	15
<input type="checkbox"/> + business career coaching	• 6	30	L C	☰ 📍 ★ ...	15
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Keyword Intent



Keyword intent, also known as search intent, is what searchers want to achieve after they conduct a specific search.

For example, when someone searches “buy orchid seeds,” the intent behind that search is probably to make a purchase.

But someone searching for “orchid seeds” might not want to make a purchase. It’s possible that they just want to learn more about orchid seeds.

Google’s goal is to answer searchers' queries as efficiently as possible. So, if your content answers a keyword’s search intent, you’re more likely to rank for that keyword.

This is why it’s important to identify keyword intent before you create a piece of content to target a specific keyword.

Backlinking Profile

Backlinks

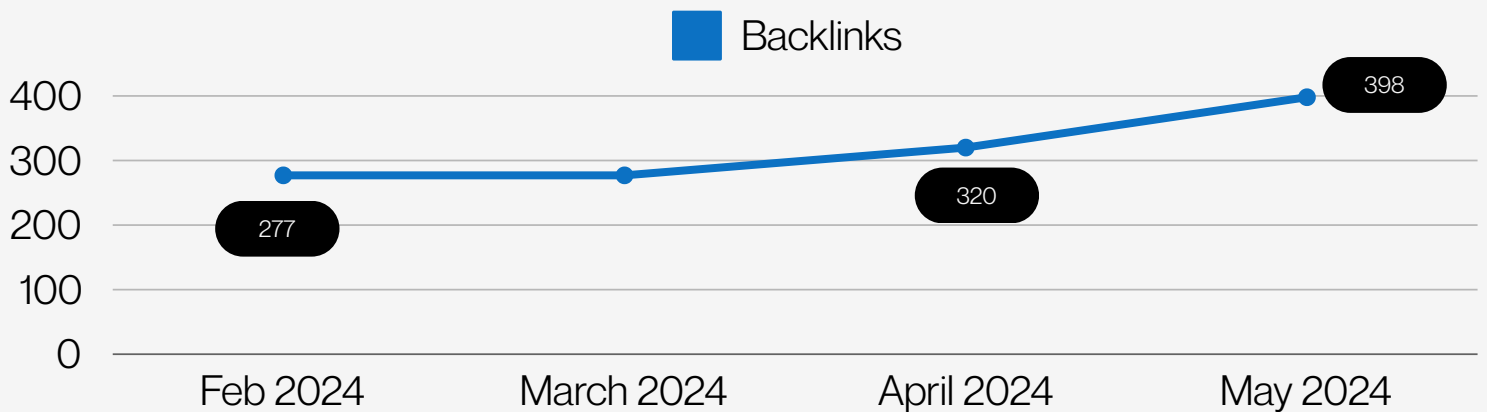


A backlink is when someone links to your website via a different online platform or web page and there are several ways backlinks will improve your off-page SEO ranking. By being linked to by other websites that rank highly for relevant keywords can be linked to your website, this is akin to a vote of confidence to search engines that your content is both reliable and valuable.



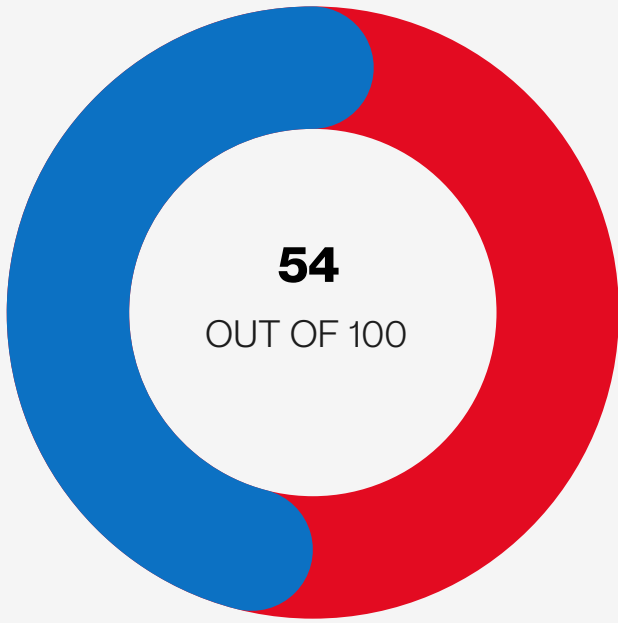
Referring domains

The total number of active referring domains (websites) that have at least one backlink leading to your website. Referral traffic is vital and relates to number of people who enter your website via a backlink from a different website which then helps search engines determine how useful others have found the information on your website. With backlinks on pages with high traffic levels, the more likely your referral traffic will increase.



Louise Jenner currently has 398 backlinks from 190 referring domains. We have been actively working on increasing your backlinks, finding more low-toxic, high-domain authority backlinks to increase your website's domain trust score.

Website Health



This metric shows the overall health of the website. It is calculated based on the number of issues that were found on the website during an audit and the impact these issues have on a websites performance and use ability.

Notices



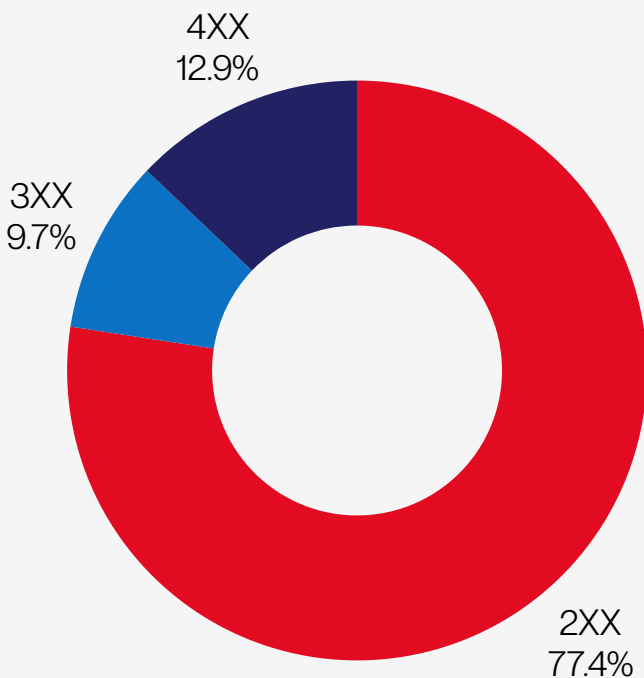
Warnings



Errors



HTTP Status Codes

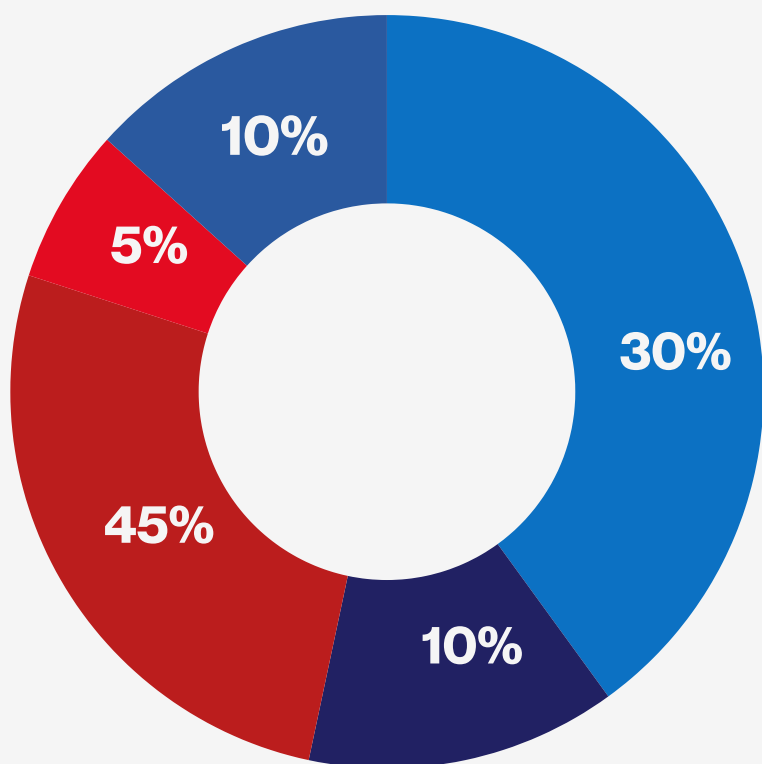


HTTP status codes are codes that indicate whether a specific HTTP request has been successfully completed or not. There are 5 types of HTTP status codes:

- Informational responses (100–199): The request has been received and the server is continuing the process.
- Successful responses (200–299): The request has been successfully completed and the requested page has been delivered.
- Redirection messages (300–399): The client needs to take additional action to complete the request, such as following a different URL.
- Client error responses (400–499): The request contains an error or is invalid, such as a bad syntax or an unauthorised access.
- Server error responses (500–599): The server failed to fulfill the request, such as due to an internal error or an overload.

Overview of SEO Strategies

SEO is about fulfilling users' search needs by creating relevant, high-quality content and providing the best possible user experience. SEO activities can take place both on-site and off-site. That's why you may often see SEO divided into "on-page" and "off-page" categories.



- On-Page Optimisation
- Keyword Research
- Link Building
- Content Quality
- Technical SEO

This month we will be focusing on link building, finding more low-toxic, high-domain authority backlinks to increase your website's domain trust score. We will also be looking at your Technical SEO and producing high quality content for on-page optimisation.

Conclusion & Closing



Louise Jenner has a domain trust of 19 this is something we will be trying to improve long term via our SEO efforts.

Throughout the month of May Louise Jenner received 60 clicks on google and made 6400 impressions, resulting in an average click-through rate of 0.9%.

due to on-page efforts Louise Jenner now ranks for 137 keywords which is an increase of 27 keywords compared to April.

Louise Jenner backlinks have also increased by an amazing 121 backlinks.

Moving forward, our focus for this month will be on link building. We aim to secure more low-toxic, high-domain authority backlinks to boost your website's domain trust score. Additionally, we will be actively working on your Technical SEO and creating top-notch content for on-page optimisation.

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