WEEKLY UPDATE

FALCON digital
web design | digital marketing | SEO | PPC

Microsoft
Partner Network

TRADING STANDARDS APPROVED
buywithconfidence.gov.uk

Digital Marketing Institute

Louise Jenner

DATE: 24th – 28th June

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
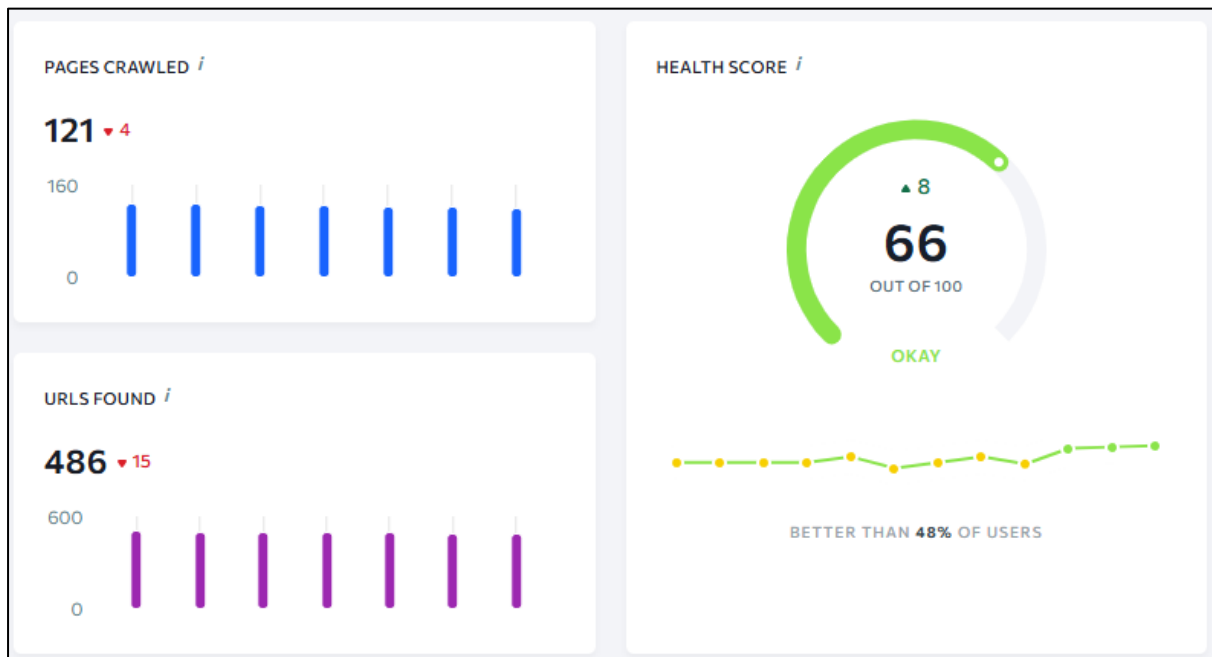Telephone: 01626 912 773

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:

∿ HTTP Status Code	Description ∨		
ISSUES		**PAGES**	**FIXED**
⊗ 4XX HTTP Status Codes		1 ▾ 2	2

Fixed 2 pages with 4XX HTTP Status Codes:

1. https://www.louisejenner.com/events-in-devon/facebook.com/devonwomeninbusiness
2. https://www.louisejenner.com/events-in-devon/thedreamjobcoach.as.me/DWIBLunch

⬧ Internal Links	Description ∨		
ISSUES		**PAGES**	**FIXED**
⊘ No inbound links		0	1

Fixed 1 page with no inbound links:

1. https://www.louisejenner.com/events/

⬚ Images	Description ∨		
ISSUES		**PAGES**	**FIXED**
⊘ Image too big		0	1

Fixed 1 page with an image that was too big:

1. https://www.louisejenner.com/my-big-break/

⊘ Redirect to 4xx or 5xx ∨		0	2 ∨

Fixed 2 pages with redirects to 4XX or 5XX codes:

1. https://www.louisejenner.com/events-in-devon/facebook.com/devonwomeninbusiness
2. https://www.louisejenner.com/events-in-devon/thedreamjobcoach.as.me/DWIBLunch

⊘ Internal links to 3XX redirect pages	0	1

Fixed 1 page with internal links to 3XX pages:

1. https://www.louisejenner.com/events/

⊘ 3XX HTTP status code	0	2

Fixed 2 pages that were 3XX HTTP status codes:

1. https://www.louisejenner.com/events-in-devon/facebook.com/devonwomeninbusiness

2. https://www.louisejenner.com/events-in-devon/thedreamjobcoach.as.me/DWIBLunch

⚡ HTTP Status Code	Description ⌄		
ISSUES		**PAGES**	**FIXED**
⚠ External links to 4XX		3 ▾ 7	7

Fixed 7pages with links to external 4XX pages:
1. https://www.louisejenner.com/career-mentors/
2. https://www.louisejenner.com/cv-writing-services/
3. https://www.louisejenner.com/startup-coach/
4. https://www.louisejenner.com/business-coaching-for-women/
5. https://www.louisejenner.com/hidden-job-market/
6. https://www.louisejenner.com/preparing-for-job-interview/
7. https://www.louisejenner.com/step-up-your-freelancing-game-turning-your-work-into-a-small-business/

⊘ H1 tag missing	0	2

Fixed 2 pages that were missing H1 tags:
1. https://www.louisejenner.com/site-map/
2. https://www.louisejenner.com/business-coaching-for-women/

🖼 Images	Description ⌄		
ISSUES		**PAGES**	**FIXED**
⚠ Alt text missing		14 ▾ 2	2

Fixed 2 pages with images missing alt tags:
1. https://www.louisejenner.com/changing-your-career-in-3-steps/
2. https://www.louisejenner.com/a-fish-out-of-water/

JavaScript	Description ⌄			⊗ 0
ISSUES		PAGES	FIXED	NEW
⚠ JavaScript not compressed		87 ▾1	1	0
⚠ Too many JavaScript files		86 ▾1	1	0
⚠ JavaScript not minified		87 ▾1	1	0

‹› CSS	Description ⌄			⊗ 0
ISSUES		PAGES	FIXED	NEW
⚠ CSS too big		87 ▾1	1	0
⚠ CSS not compressed		87 ▾1	1	0
⚠ CSS not minified		87 ▾1	1	0

▯ Mobile Optimization	Description ⌄			⊗ 0
ISSUES		PAGES	FIXED	NEW
⚠ Minimum text to HTML ratio		85 ▾1	1	0

Re written:

3 Cover Letter Mistakes You Can Avoid Making

Are you making these cover letter mistakes?

In today's digital age, the importance of a well-crafted cover letter can sometimes be overshadowed by the convenience of platforms like LinkedIn and email. However, dismissing the significance of a cover letter can be a grave mistake, especially for job seekers aiming to make a lasting impression on potential employers.

Failure to include a compelling cover letter could lead to your CV being overlooked or discarded without a second glance, potentially denying you the opportunity to showcase your suitability for the role.

When taking a proactive approach in pursuing your dream job, a thoughtfully written cover letter can be the key to capturing the attention of hiring managers and setting yourself apart from other applicants.

Although some may believe that cover letters have become obsolete in the recruitment process, many job adverts still explicitly request one, underscoring its continued relevance in the job application process. Neglecting to submit a cover letter when required may leave you scrambling to put together a last-minute, subpar document that fails to effectively convey your skills and experience to potential employers.

3 mistakes to avoid making in your cover letter

It's essential to acknowledge the importance of crafting an engaging cover letter that sets you apart in the job market. By avoiding common mistakes, you can effectively showcase your qualifications and professionalism.

FALCON digital
web design | digital marketing | SEO | PPC

These mistakes often include generic templates that fail to highlight your unique skills and experiences. Instead, personalising your cover letter for each application can demonstrate your genuine interest in the role.

Moreover, steering clear of spelling and grammatical errors is crucial to making a positive impression. Attention to detail is key, as employers are likely to overlook applications that contain such mistakes. Demonstrating your attention to detail in your cover letter can signal to recruiters that you are a diligent and competent candidate. By avoiding these common pitfalls, you can increase your chances of securing the job you desire.

1. *writing too much or too little*

The first mistake to avoid in your cover letter is finding the right balance in the length. While it's important to provide enough information to showcase your qualifications and interest in the job, going overboard with lengthy paragraphs can be counterproductive. Remember, hiring managers are busy individuals with numerous applications to go through, so keeping your cover letter concise and to the point is crucial.

Aim for one side of A4 as a good guideline for a compelling cover letter, ensuring you provide all necessary details without overwhelming the reader. Conversely, submitting a cover letter that's too brief can also be detrimental to your application. A generic statement like, "I am applying for this vacancy, please find my CV attached," lacks the personal touch and detail needed to stand out from other candidates. It's essential to strike a balance between brevity and substance in your cover letter, demonstrating your enthusiasm and suitability for the role.

By crafting a well-rounded cover letter that concisely highlights your relevant experience and motivations, you increase your chances of making a positive impression on potential employers.

2. *Describing your life history*

The second of my 3 cover letter mistakes you can avoid is describing your life history. Your future employer is not interested in everything you have done since you left school! They are interested in what you can do for them now.

Identify their main pain point or the biggest problem they have that you can solve and you've got their attention. Show them how you have dealt with this kind of situation in your previous/current role and they are beginning to get excited about meeting you!

3. *Not creating a call to action at the end of your cover letter*

The third of my 3 cover letter mistakes is forgetting to create a call to action at the end of your letter. Many cover letters tail off with a weak ending. This is not the best way to make a lasting impression.

Express your desire to connect with the employer by proposing a meeting. For a speculative application, suggest meeting for coffee to discuss potential opportunities. If you're responding to a job posting, convey your excitement about the possibility of interviewing with them in the near future.

After learning about the common pitfalls to steer clear of in your cover letter writing, I'm confident you'll nail it next time! If you need personalised advice for a particular job application, feel free to reach out for more tailored support. Best of luck with your future endeavors!

FALCON digital
web design | digital marketing | SEO | PPC

Maybe you're not sure what your next career move should be? In that case, please do book in for a free Career Clarity Session and to ensure that you are kept updated with all the latest news and tips from me, please subscribe for my newsletter at the end of this blog.

Here's a link, *especially for you*, to book an hour, completely free, with me. It's what I call your Career Clarity Session.

It's an opportunity to press **"Pause"** and really focus on the way ahead. It could be the most important hour you've ever invested in yourself!

Please let me know if you have any questions about this post or how you can improve your chances of getting hired. You can comment below or email me direct.

Louise Jenner is known as The Dream Job Coach and The Dream Biz Coach. She provides career coaching and business coaching, face-to-face in South Devon and online via video link if you\'re further afield.

Book your FREE Career Clarity Session with Louise by clicking the button below.

Copyright: Louise Jenner, 2020.

This post was published originally in 2017 and has been updated for the new decade.

(I will publish this page next week)

Notes from your account manager:

This week we worked on your site health, we were able to increase your site health by 8 points.

We fixed the following:

- Fixed 2 pages with 4XX HTTP Status Codes
- Fixed 1 page with no inbound links
- Fixed 1 page with an image that was too big
- Fixed 2 pages with redirects to 4XX or 5XX codes
- Fixed 1 page with internal links to 3XX pages
- Fixed 2 pages that were 3XX HTTP status codes
- Fixed 7pages with links to external 4XX pages
- Fixed 2 pages that were missing H1 tags
- Fixed 2 pages with images missing alt tags
- And more…

Monitoring and resolving site health issues helps ensure that your website is working fully and is optimised for the Google algorithm. Please see below some explanations of these site health issues and why they needed to be resolved.

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.

Are Meta Descriptions Important for SEO?

Meta descriptions are really important for SEO. Even though they aren't a direct ranking factor. They're used to generate snippets that tell searchers about your page. And help you stand apart from competitors on the SERP. An effective snippet convinces more people to click on your link, increasing your click-through rate (CTR) and brand awareness.

Both of which are primary goals of most SEO efforts.

Why Is Alt Text Important?

Alt text is important because it makes images more accessible to people and search engines. Even when they cannot be displayed.

If you don't provide appropriate alt text, people using screen readers can't get information from images. This unfairly excludes users with visual impairments. Which can harm your brand reputation, traffic, and conversion rate.

Plus, web accessibility is good for SEO.

Google and other search engines use alt text to determine what images portray (or link to). This can enhance their understanding of the image.

Why Are H1 Tags Important for SEO?

H1 tags aren't a confirmed ranking factor. But they're still important for SEO.

Search engines look at your H1s to learn about your pages and their content. The more descriptive your H1, the better. H1 tags improve the user experience (UX) by allowing readers to learn what your page is about at a glance. Especially when you consider most websites display the H1 as the largest text on the page.And improving UX is fundamental. Google has emphasized it contributes to better rankings. A quick browse of headings can show readers what they'll learn before they dig in. That way, they can pre-assess your content's value.

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