Louise Jenner Monthly SEO Report June 2024

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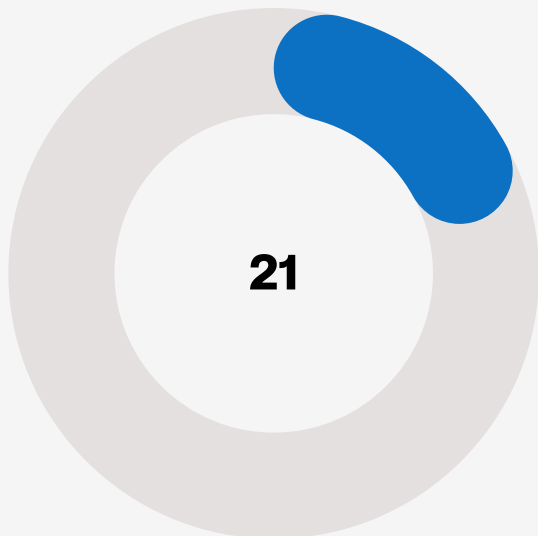
SEO Overview

21

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

21

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

CLICKS ☑	IMPRESSIONS ☑	CTR ☐	AVG POSITION
43	4.5K	1%	40.5

7.6

5.1

2.5

0

Jun 1 Jun 3 Jun 5 Jun 7 Jun 9 Jun 11 Jun 13 Jun 15 Jun 17 Jun 19 Jun 21 Jun 23 Jun 25 Jun 27

● Clicks (Jun-01 2024 - Jun-30 2024)   ● Impressions (Jun-01 2024 - Jun-30 2024)

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 being required to click "see more" to see the link).

Keywords

■ Ranking keywords

March 2024	April 2024	May 2024	June 2024

105   137   154
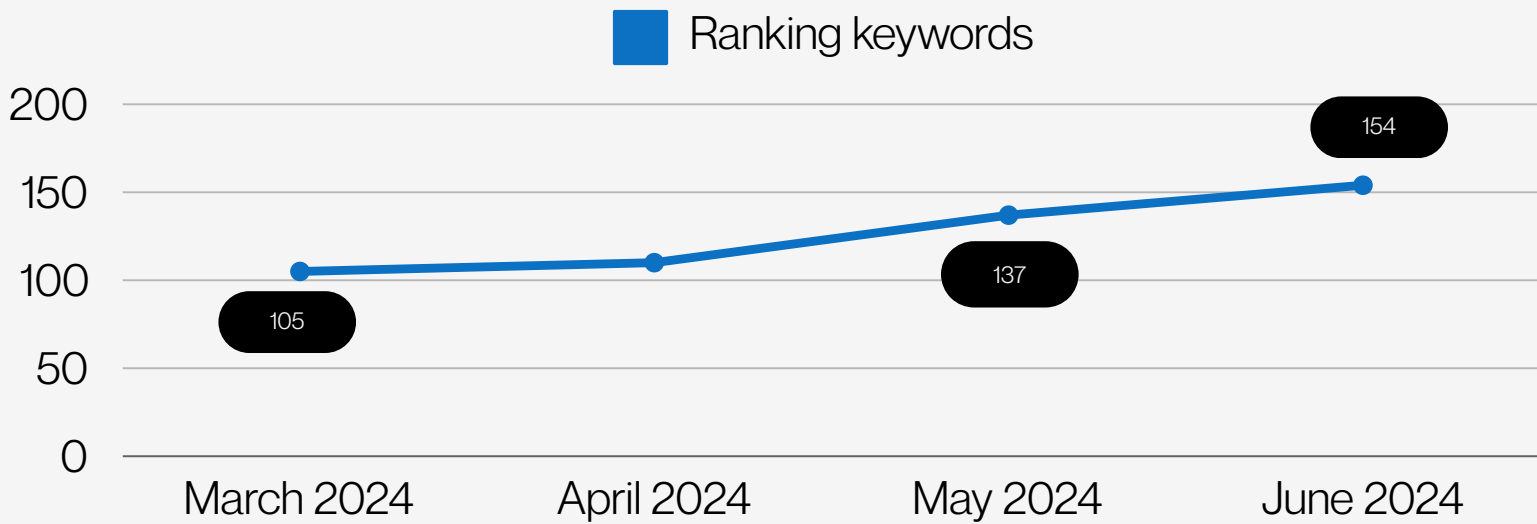
Louise Jenner is currently ranked for 154 keywords which is an increase of 17 keywords compared to May and a massive increase of 49 keywords since March. This shows that are Landing pages are working for increasing keyword rankings.

■ Keywords Ranking Position

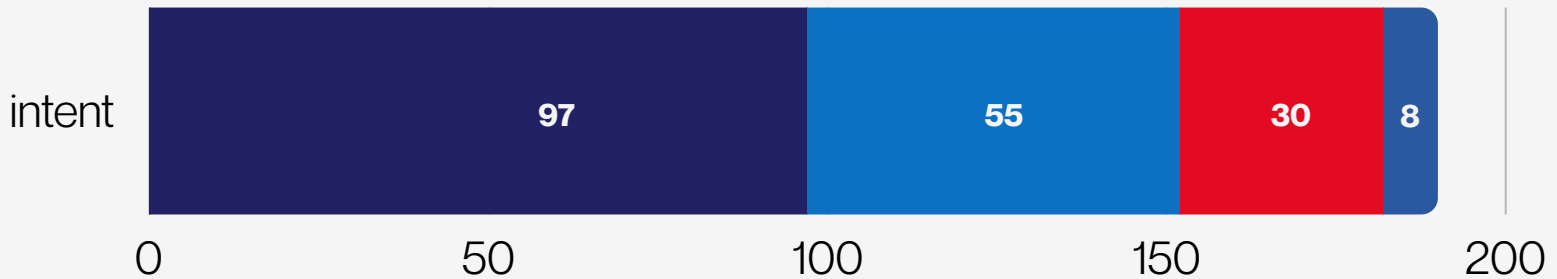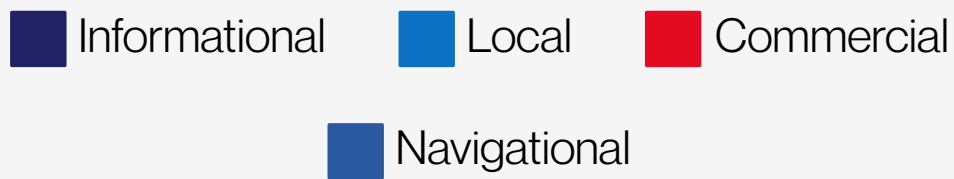| 1-5	6-10	11-20	21-50	51-100
1	5	17	42	78
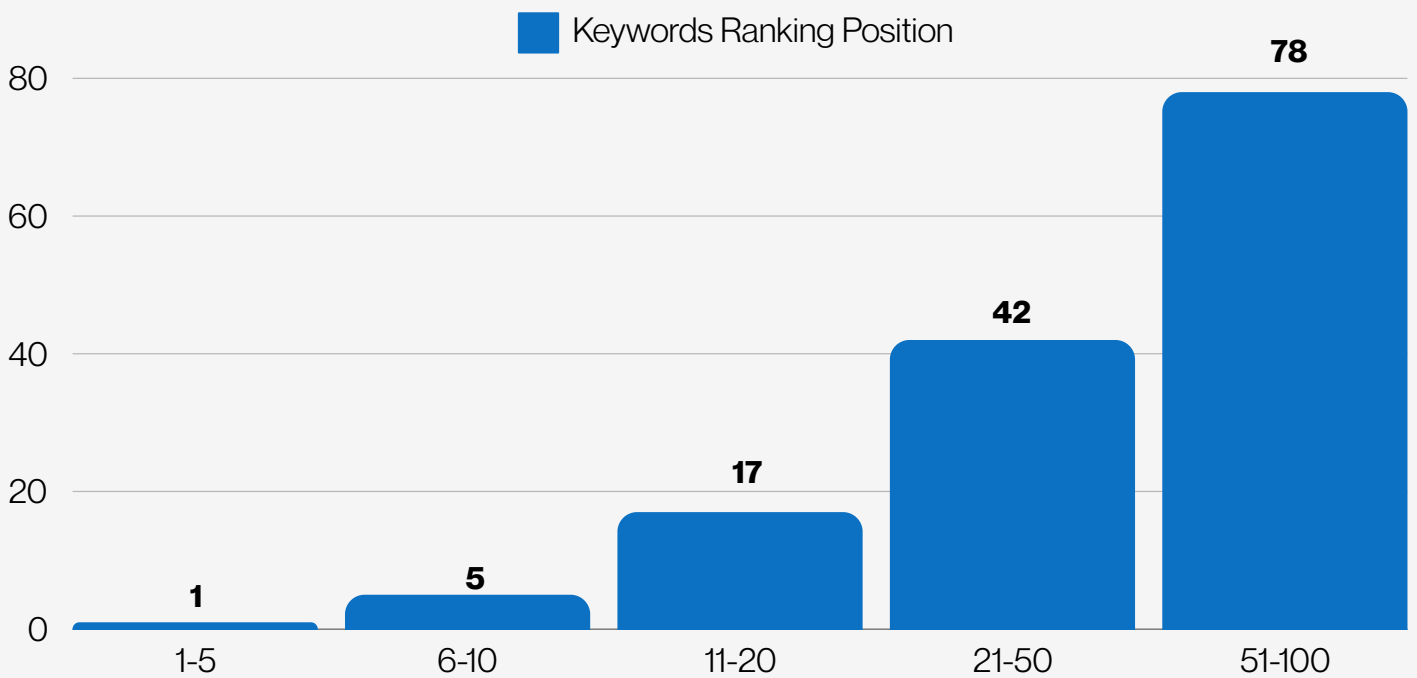
only 1 out of 137 keywords are currently positioned in the top 5 on Google. Most of your keywords are ranked position 51+. Moving forward we will be working on improving the ranking of current keywords by creating helpful content that will satisfy user search queries.

Current Top Keywords

KEYWORD (164)	DIFFICULTY	SEARCH VOL.	POSITION ∧
☐ ⊕ career coach devon	• 2	0	1
☐ ⊕ mydream job ⊙	• 5	140	4
☐ ⊕ small business startup coaching	• 6	10	6
☐ ⊕ great job coach	• 4	10	7
☐ ⊕ business career coach	• 9	20	7
☐ ⊕ freelancer coaching	• 8	50	8
☐ ⊕ freelance career coach	• 4	10	9
☐ ⊕ rachael blackmore blog	• 3	90	9
☐ ⊕ business coaching devon	• 2	10	9
☐ ⊕ career coach devon	• 2	0	9
☐ ⊕ how to sort yourself out	• 8	10	11
☐ ⊕ life coach newton abbot	• 2	0	12
☐ ⊕ sort out everything	• 8	10	12
☐ ⊕ jenner blog	• 6	10	13 ▼ 3
☐ ⊕ coach startup	• 2	70	14
☐ ⊕ online job coach	• 11	10	15
☐ ⊕ business career coaching	• 6	20	15
☐ ⊕ business coaching exeter	• 2	20	15
☐ ⊕ hidden jobs market	• 12	30	15

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

478

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
If 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

190

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.

Backlinks

	March 2024	April 2024	May 2024	June 2024
Backlinks	277		398	478
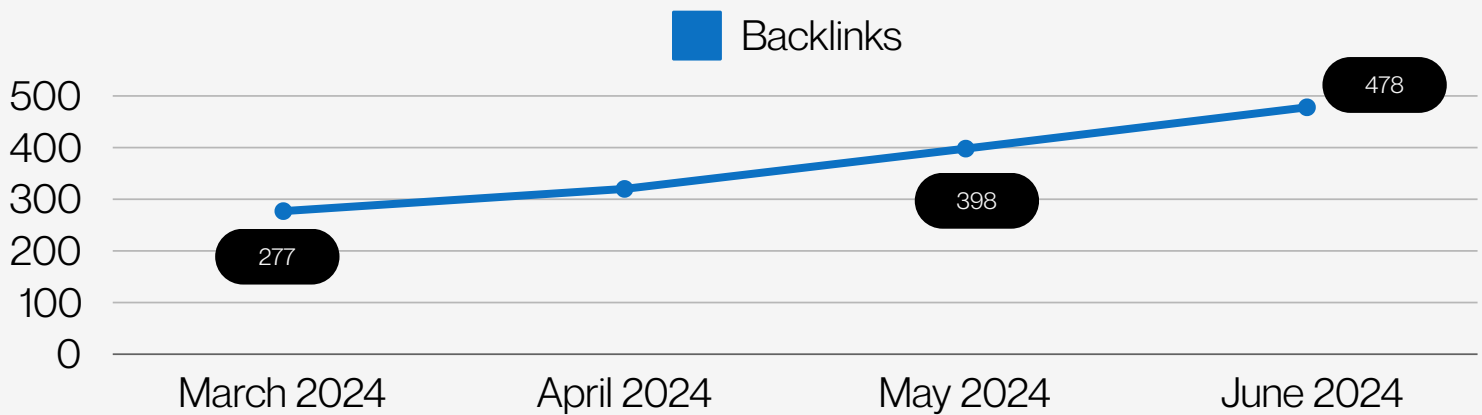
Louise Jenner currently has 478 backlinks from 190 referring domains. we have been actively working on increasing your backlinks, finding more low-toxic, high-domain authority backlinks to increase your website's domain trust score. Since the end of May your backlinks have increased by 80.

Website Health

66
OUT OF 100
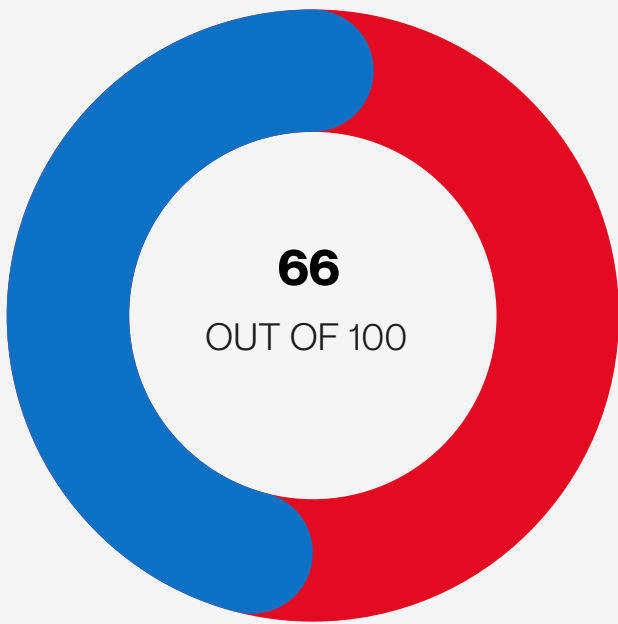
This metric shows the overall health of the website. It is calculated based on the number of issues that were found on the website during an audit and the impact these issues have on a websites performance and use ability.
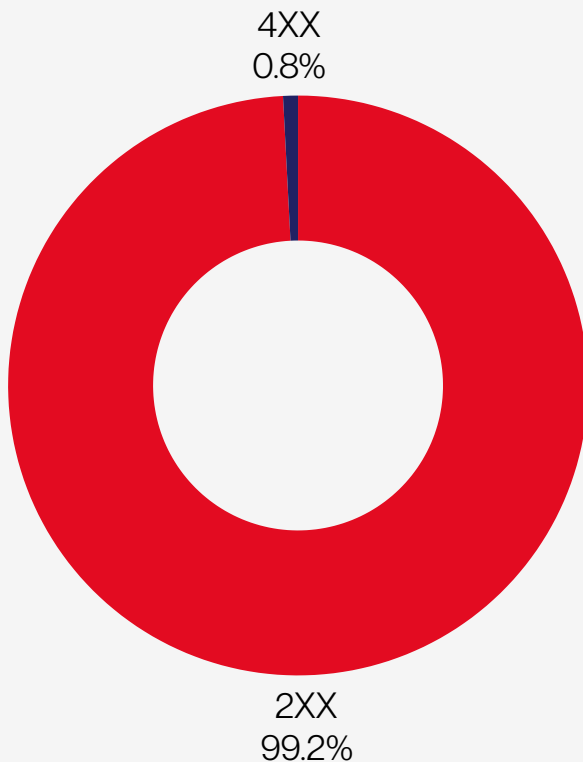
Notices

252

Warnings

646

### Errors

3

HTTP Status Codes

4XX
0.8%

2XX
99.2%

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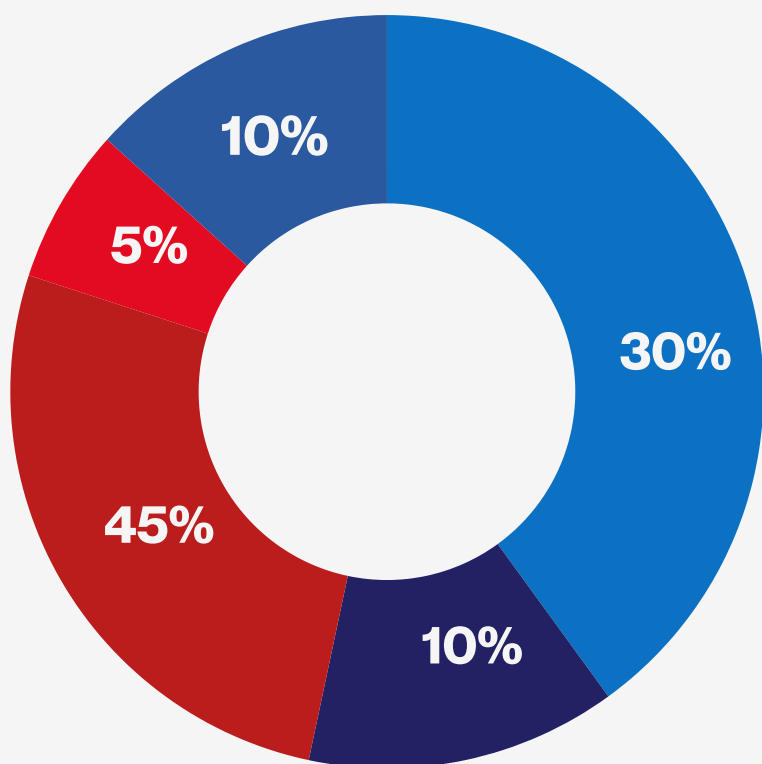
■	On-Page Optimisation
■	Keyword Research
■	Link Building
■	Content Quality
■	Technical SEO

30%
10%
45%
5%
10%

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 21 this is something we will be trying to improve long term via our SEO efforts. This has gone up by 2 points since end of May.

Throughout the month of June Louise Jenner received 43 clicks on google and made 4500 impressions, resulting in an average click-through rate of 1%.

due to on on-page efforts Louise Jenner now ranks for 154 keywords which is an increase of 17 keywords compared to April.

Louise Jenner backlinks have also increased by an amazing 80 backlinks.

Moving forward, our focus for this month will be on creating top-notch content for on-page optimisation. Additionally, we will be actively working on your Technical SEO and backlinks.

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