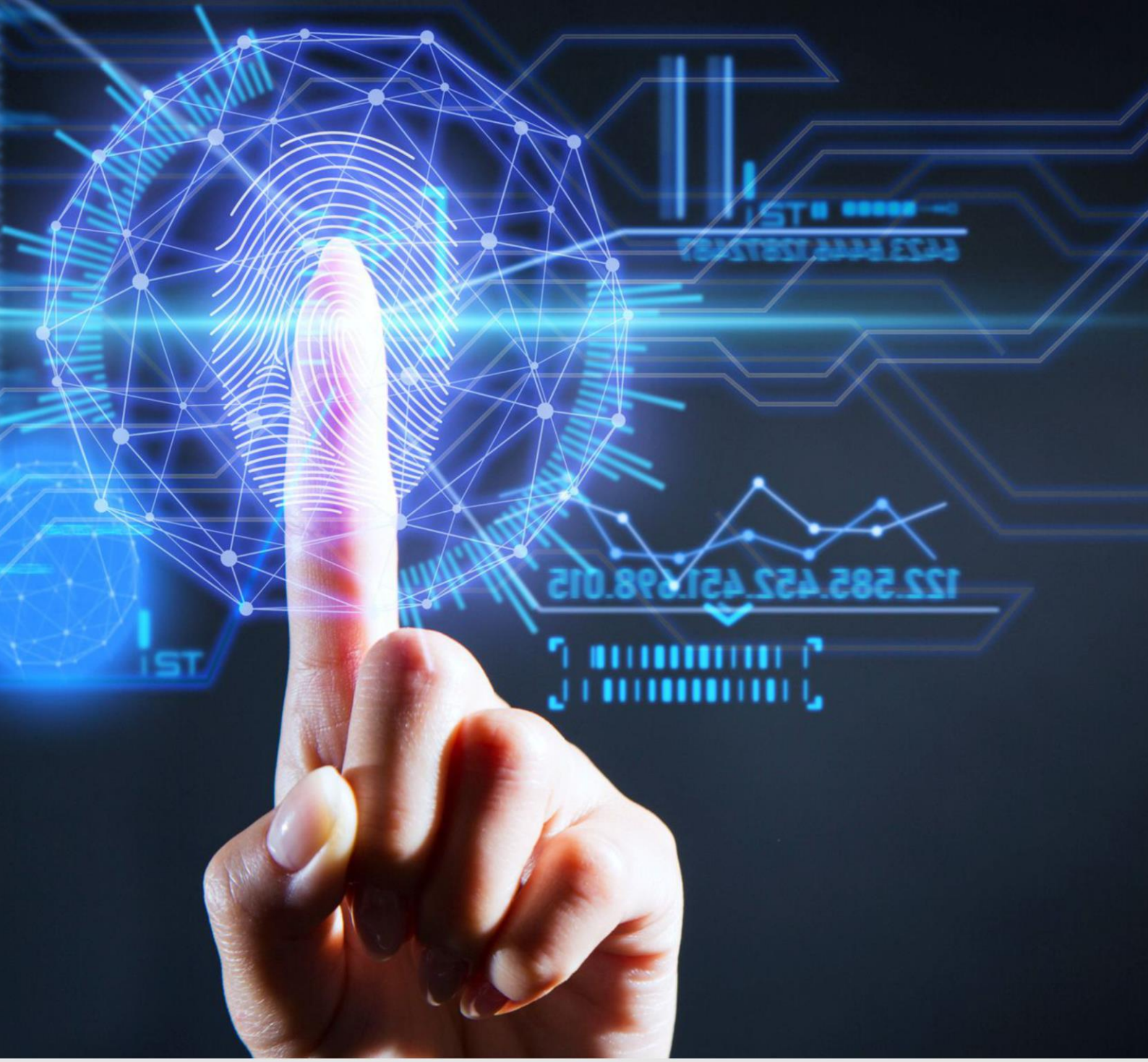


WEEKLY UPDATE

FALCON digital

web design | digital marketing | SEO | PPC

Microsoft Partner Network

TRADING STANDARDS APPROVED buywithconfidence.gov.uk

Digital Marketing Institute

Louise Jenner

DATE: 15th – 19th July

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

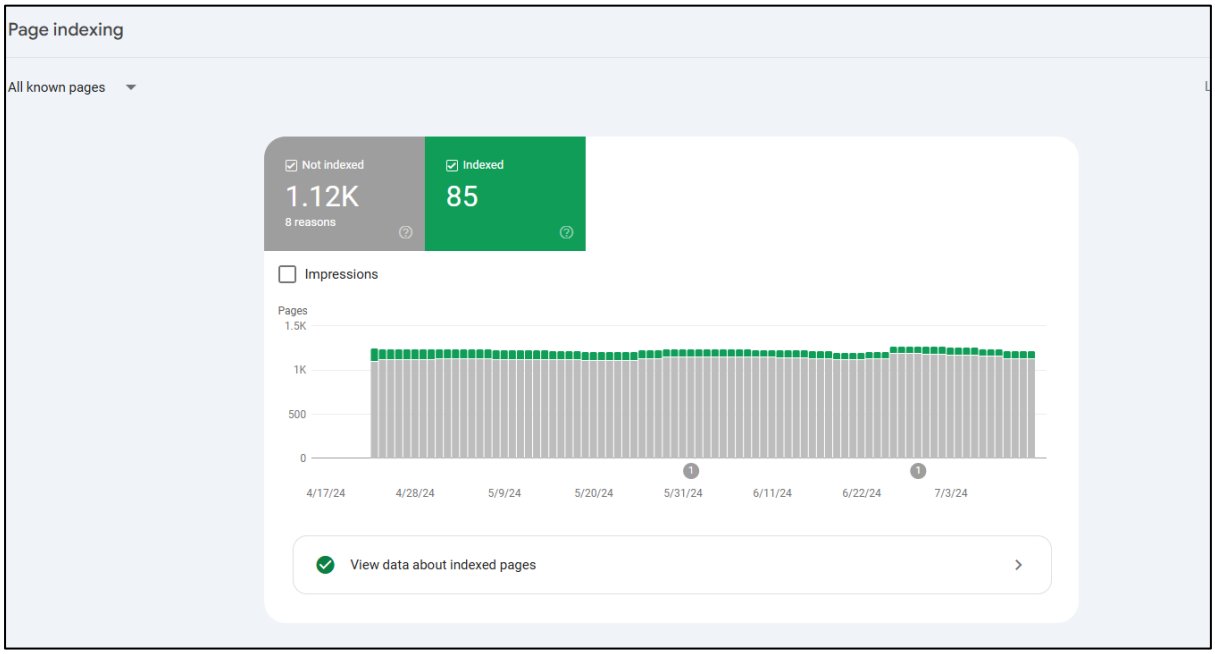
We are extremely partial for a coffee and cake type of chat, so do not hesitate to pop in.

As always, we are extremely grateful that you are working with us.

Falcon Digital.

Updates:

Looking at indexing issues:

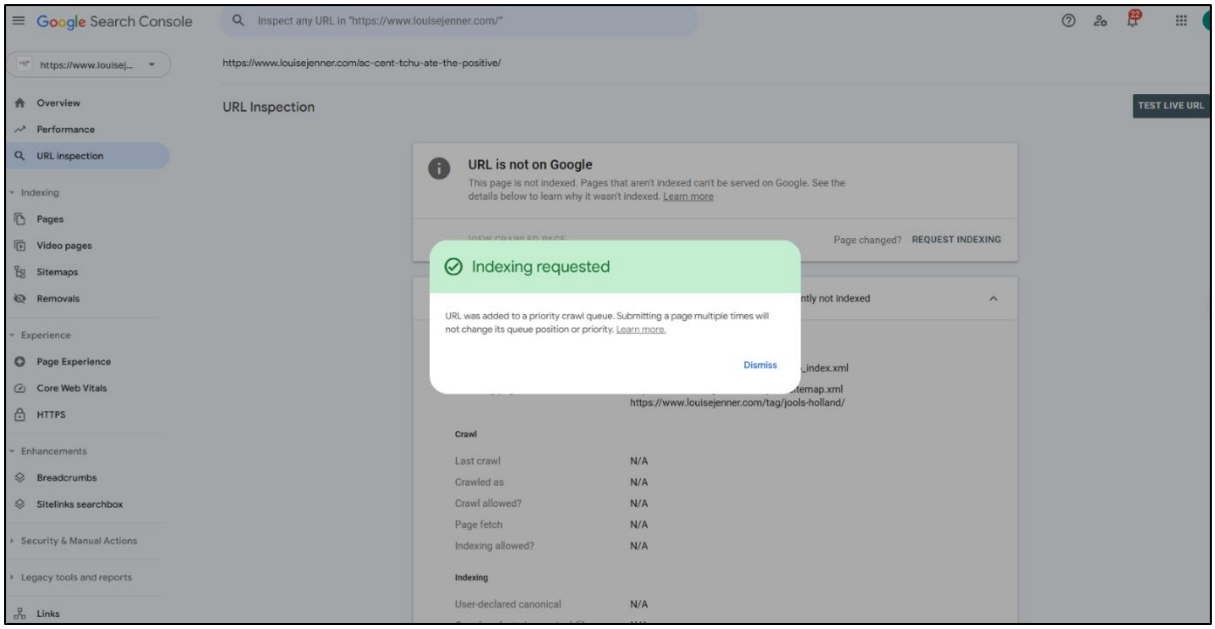


Requested indexing for:

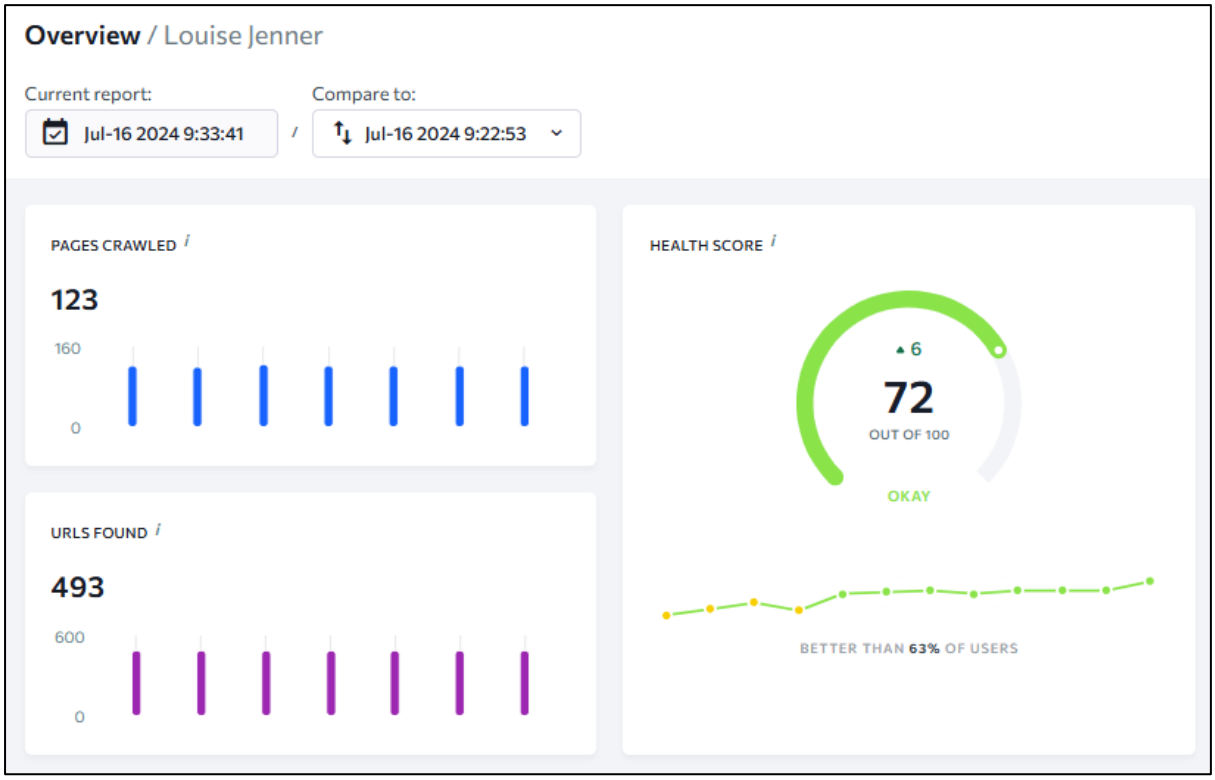
1. https://www.louisejenner.com/5-top-tips-to-make-your-dream-job-cv-dazzle/
2. https://www.louisejenner.com/ac-cent-tchu-ate-the-positive/
3. https://www.louisejenner.com/good-habits/
4. https://www.louisejenner.com/love-job-even-hate/

5. https://www.louisejenner.com/making-the-most-of-linkedin/
6. https://www.louisejenner.com/my-story-how-i-left-my-job/
7. https://www.louisejenner.com/social-media-networking/
8. https://www.louisejenner.com/who-are-you-working-for-and-why/
9. https://www.louisejenner.com/your-dream-job-search-my-top-tips/
10. https://www.louisejenner.com/your-dream-job/
11. https://www.louisejenner.com/interview-nerves/

Reached quota for pages I can request indexing for. I will continue next week.



Site health:



One inbound internal link	0	6

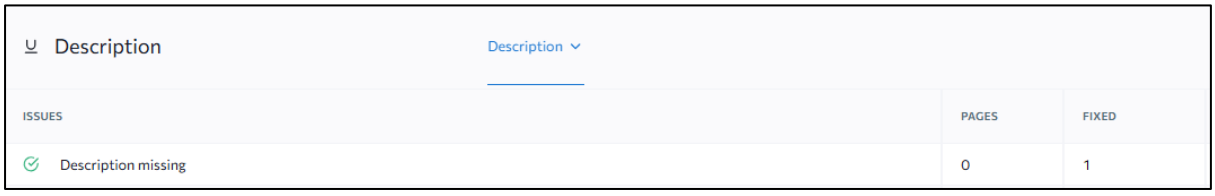
Fixed 6 pages with one inbound link:

1. https://www.louisejenner.com/career-mentors/
2. https://www.louisejenner.com/startup-coach/
3. https://www.louisejenner.com/cv-writing-services/
4. https://www.louisejenner.com/career-coach/
5. https://www.louisejenner.com/events/
6. https://www.louisejenner.com/business-coaching-in-devon/

Title too long	0	1

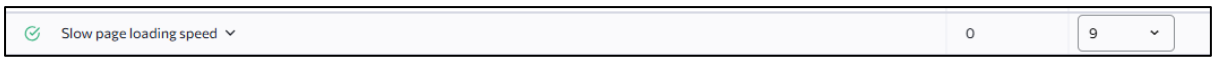
Fixed 1 page with a title that was too long:

1. https://www.louisejenner.com/your-dream-job-interview-tips/



Fixed 1 page that was missing a meta description:

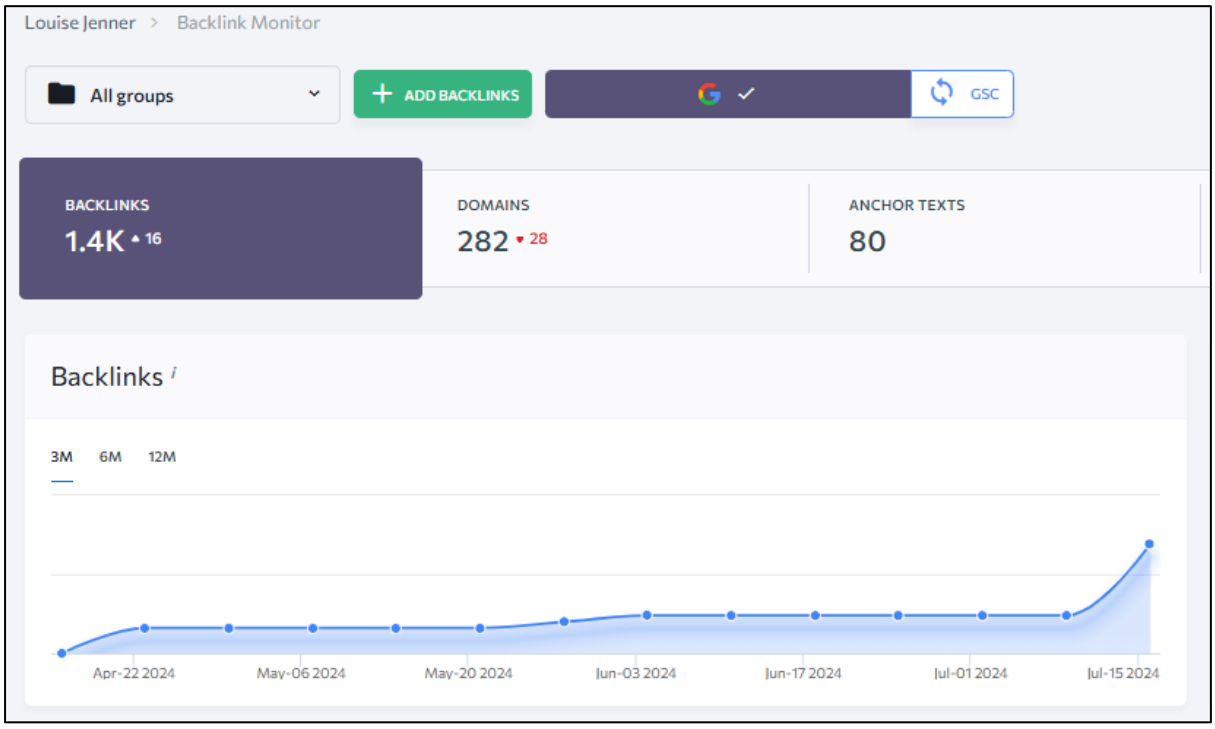
1. https://www.louisejenner.com/site-map/



Fixed 9 pages with slow loading speed:

1. https://www.louisejenner.com/good-habits/
2. https://www.louisejenner.com/love-job-even-hate/
3. https://www.louisejenner.com/category/career-coaching/page/5/
4. https://www.louisejenner.com/category/career/page/4/
5. https://www.louisejenner.com/i-want-to-change-the-world/
6. https://www.louisejenner.com/who-are-you-working-for-and-why/
7. https://www.louisejenner.com/author/louise-jenner/page/4/
8. https://www.louisejenner.com/do-you-think-like-a-job-seeker-or-an-employer/
9. https://www.louisejenner.com/ac-cent-tchu-ate-the-positive/

Backlinking:



Added 16 new backlinks.

Notes from your account manager:

This week we looked at page indexing errors I requested the indexing of 11 URLs which have not been indexed by Google. I reached the quota limit for this week. I will continue to look at this weekly.

I then looked at site health, I fixed a selection of errors which increased the site health by 6 points. I fixed the following:

1. Fixed 6 pages with one inbound link
2. Fixed 1 page with a title that was too long
3. Fixed 1 page that was missing a meta description
4. Fixed 9 pages with slow loading speed

We then worked on your backlinking profile and added 16 new backlinks.

What Are Backlinks?

A backlink is a link that one website gets from another. In addition to driving brand awareness and referral traffic, backlinks can benefit your SEO performance. Many sites accrue backlinks naturally, but marketers often work to generate and maintain them.

Why Backlinks Are Important for SEO

Backlinks are important for SEO because Google views some backlinks as recommendations. Generally, the more backlinks a page or site has, the more trustworthy it's perceived to be.

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