



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Louise Jenner

DATE: 1st – 5th 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

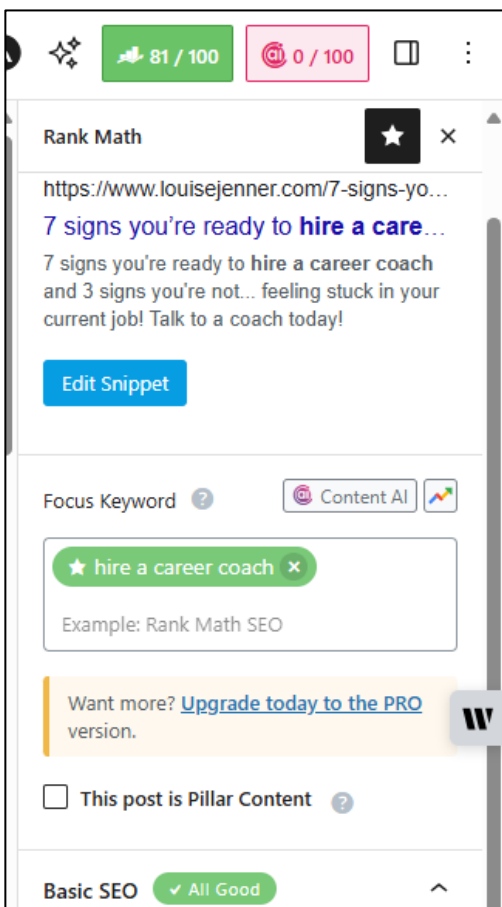
Telephone: 01626 912 773

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



On-Page SEO:

Published 2 blogs:

Blog 1:

7 signs you're ready to hire a career coach — and 3 signs you're not

<https://www.louisejenner.com/7-signs-youre-ready-to-hire-a-career-coach/>

Work done on the page:

- 1X H1 tag
- H2 tags – H4 tags
- Content
- Buttons
- Internal linking
- External linking
- Images
- Images alt tag
- Added table of contents
- Title tag
- Meta description
- Permalink



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Blog 2:

3 Cover Letter Mistakes You Can Avoid Making

The screenshot shows the Rank Math SEO tool interface. At the top, there are two progress bars: a green one for '85 / 100' and a pink one for '0 / 100'. Below this is the 'Rank Math' header with a star icon and a close button. The main section is titled 'Preview' and shows a snippet of the blog post: 'https://www.louisejenner.com/3-cover-l... 3 Cover Letter Mistakes You Can Avoid Making. It's essential to acknowledge the importance of crafting an engaging cover letter that sets you apart.' There is a blue 'Edit Snippet' button below the preview. Below the preview is the 'Focus Keyword' section, which includes a 'Content AI' button and a search icon. The focus keyword is '3 Cover Letter Mistakes You Can Avoid Making', with an example 'Rank Math SEO' shown below it. There is a yellow banner that says 'Want more? Upgrade today to the PRO version.' Below that is a checkbox for 'This post is Pillar Content'. At the bottom, there is a 'Basic SEO' section with a green 'All Good' status indicator.

<https://www.louisejenner.com/3-cover-letter-mistakes-you-can-avoid-making/>

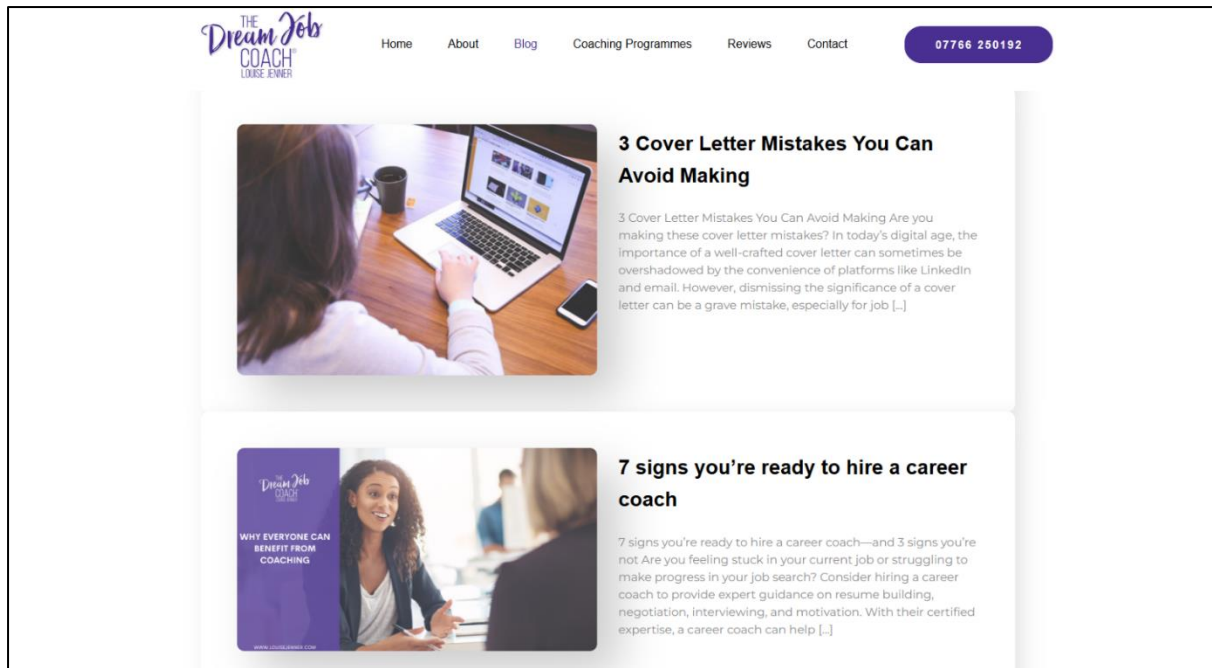
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Notes from your account manager:

This week we published 2 blogs “<https://www.louisejenner.com/7-signs-youre-ready-to-hire-a-career-coach/>” and “<https://www.louisejenner.com/3-cover-letter-mistakes-you-can-avoid-making/>”.

Why does blogging improve search engine optimisation?

Google and other search engines use ranking factors to figure out what results come up for each search query. It also decides how to rank those results. Blogging can help you optimise your site for important Google ranking factors like:

- Organic Click-Through Rate
- Index Coverage
- Internal Links

These are just a few of the many reasons that blogging is good for SEO. Blogging lets you share useful information with your audience. It can draw new customers and engage current customers. Creating a blog can help you build trust, boost sales and leads, and improve your search engine optimisation.



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