



WEEKLY UPDATE



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Louise Jenner

DATE: 8th – 12th 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

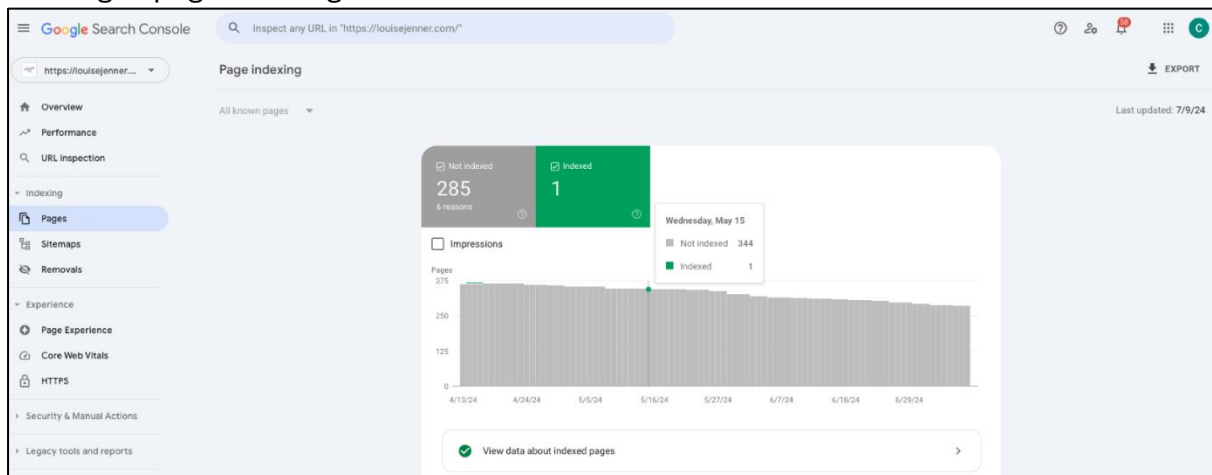
We are extremely partial for a coffee and cake type of chat, so do not hesitate to pop in.

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

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Updates:

Looking at page indexing:



Requested indexing for the following pages:

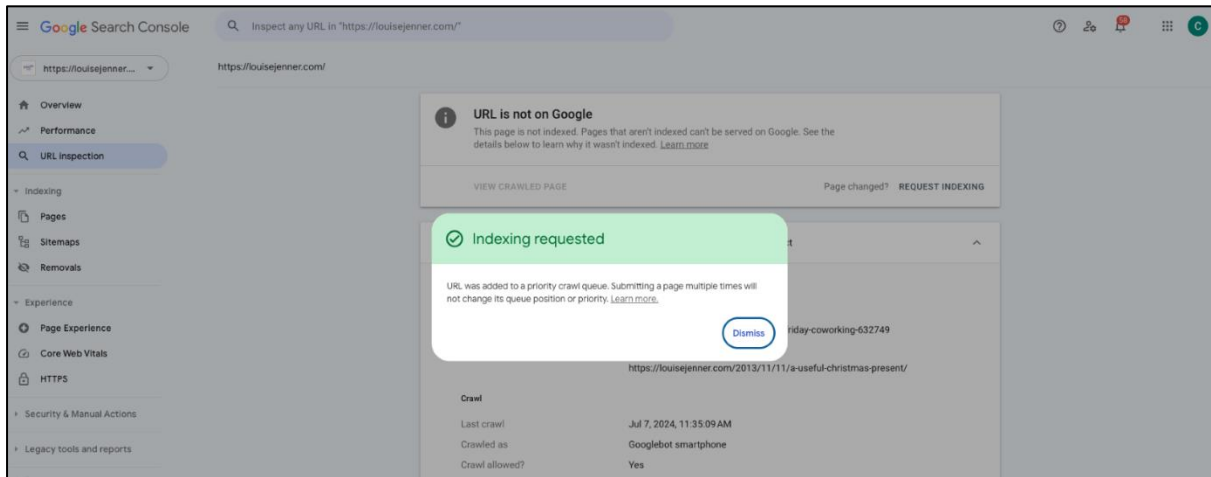
1. <https://louisejenner.com/>
2. <https://louisejenner.com/coaching-programmes>
3. <https://louisejenner.com/personal-development-coaching/>
4. <https://louisejenner.com/privacy-policy/>
5. <https://louisejenner.com/linkedin-tips-for-finding-your-dream-job/>
6. <https://louisejenner.com/coaching-programmes/>
7. <https://louisejenner.com/linkedin-coaching/>
8. <https://louisejenner.com/career-mentors/>
9. <https://louisejenner.com/my-dream-job/>
10. <https://louisejenner.com/hope-to-land-your-dream-job/>



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11. <https://louisejenner.com/preparing-for-job-interview/>
- 12.



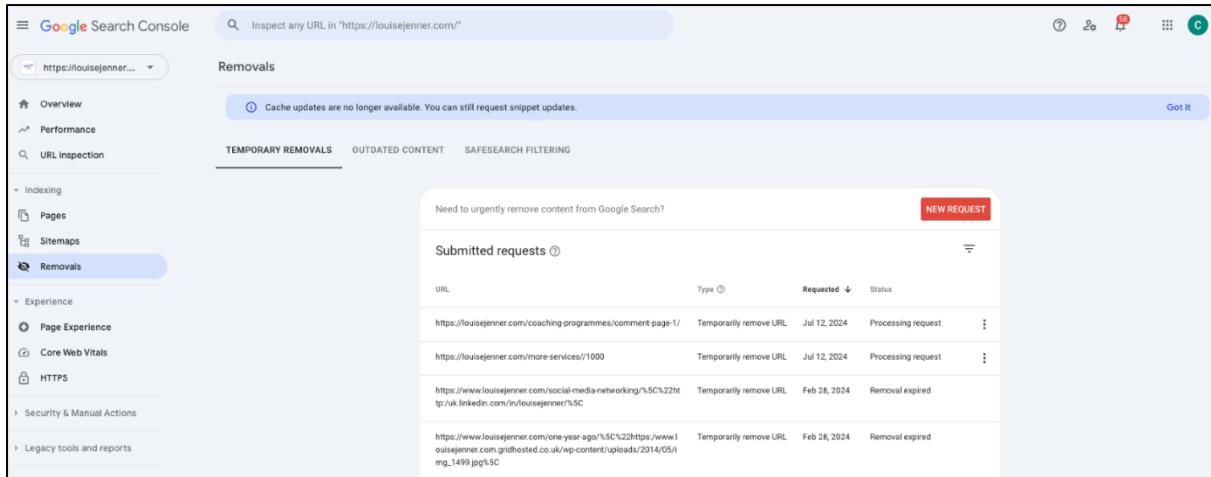
Requested removal of URLs that no longer exist:

1. <https://louisejenner.com/more-services//1000>
2. <https://louisejenner.com/coaching-programmes/comment-page-1/>
3. <https://louisejenner.com/contact-the-dream-job-coach/coaching/>
4. <https://louisejenner.com/?p=42113>
5. https://louisejenner.com/?utm_source=GMBlisting&utm_medium=organic
6. <https://louisejenner.com/about-job-coaching//1000>
7. <https://louisejenner.com/about/>
8. <https://louisejenner.com/contact-the-dream-job-coach/privacy-policy/>
9. https://louisejenner.com/why-wanting-your-dream-job-is-not-selfish/?page_number_0=1
10. https://louisejenner.com/anxiety-at-work/?utm_source=rss&utm_medium=rss&utm_campaign=anxiety-at-work
11. <https://louisejenner.com/2019/12/>
12. <https://louisejenner.com/your-dream-job-interview-tips/>
13. <https://louisejenner.com/business-coaching-for-women/changed>
14. <https://louisejenner.com/%22https://louisejenner.com/contact-the-dream-job-coach/programmes//%22>
15. <https://louisejenner.com/terms-of-business/>
16. <https://louisejenner.com/about-louise-jenner-2/>
17. <https://louisejenner.com/how-to-get-your-dream-job-my-interview-with-louise-jenner/>
18. <https://louisejenner.com/2020/05/>
19. <https://louisejenner.com/career-coaching//1000>



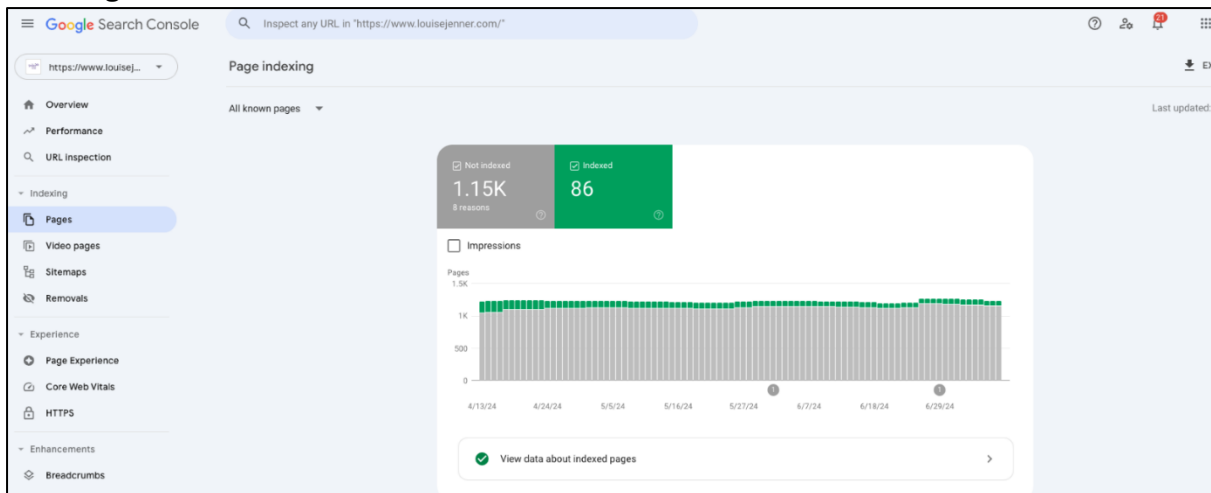
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Upon further investigation, we found out that whoever set up the original search console set it up to the wrong canonical, so we have set up a new search console to the www. Website.

Indexing issues under this canonical:



You currently have 449-pages that had a No index tag so these pages cannot be indexed by Google

Reason	Source	Validation	Trend	Pages
Excluded by 'noindex' tag	Website	Not Started		449

Examples of these URLs:

1. <https://www.lousejenner.com/tag/illustrator/>
2. <https://www.lousejenner.com/tag/flipping/>
3. <https://www.lousejenner.com/tag/precious/>
4. <https://www.lousejenner.com/tag/what-if/>



5. <https://www.louisejenner.com/tag/business/page/2/>
6. <https://www.louisejenner.com/tag/employment/page/2/>
7. <https://www.louisejenner.com/tag/jonathan-pollinger/>
8. <https://www.louisejenner.com/page/2/?s=how i left my job>
9. <https://www.louisejenner.com/tag/lb-roadshow/>
10. <https://www.louisejenner.com/2020/>
11. <https://www.louisejenner.com/page/3/?s=how i left my job>
12. <https://www.louisejenner.com/tag/newton-abbot/>
13. <https://www.louisejenner.com/tag/look-up/>
14. <https://www.louisejenner.com/tag/financial/>
15. <https://www.louisejenner.com/2018/05/>
16. <https://www.louisejenner.com/search/how i left my job/page/2/>
17. <https://www.louisejenner.com/tag/motivator/>
18. <https://www.louisejenner.com/search/how i left my job/>
19. <https://www.louisejenner.com/page/4/?s=how i left my job>
20. <https://www.louisejenner.com/2017/01/>
21. <https://www.louisejenner.com/2017/page/2/>
22. <https://www.louisejenner.com/author/louise-jenner/page/4/>
23. <https://www.louisejenner.com/2015/>

URL marked 'noindex'

When Google tried to index the page it encountered a 'noindex' directive and therefore did not index it. If you do not want this page indexed, congratulations! If you *do* want this page to be indexed, you should remove the 'noindex' directive.

- [Page Indexing report - Search Console Help \(google.com\)](#)

It is normal for tags to not be indexed as they are not something you want to generally appear in the search result page for as they are not content pages, they are collections of blog posts. It's also normal for dates not to index as they are also something you don't want to appear in the search results for so these pages that are blocked by no indexing are fine as they are.

Requested indexing for the following:

1. <https://www.louisejenner.com/social-media-networking/>

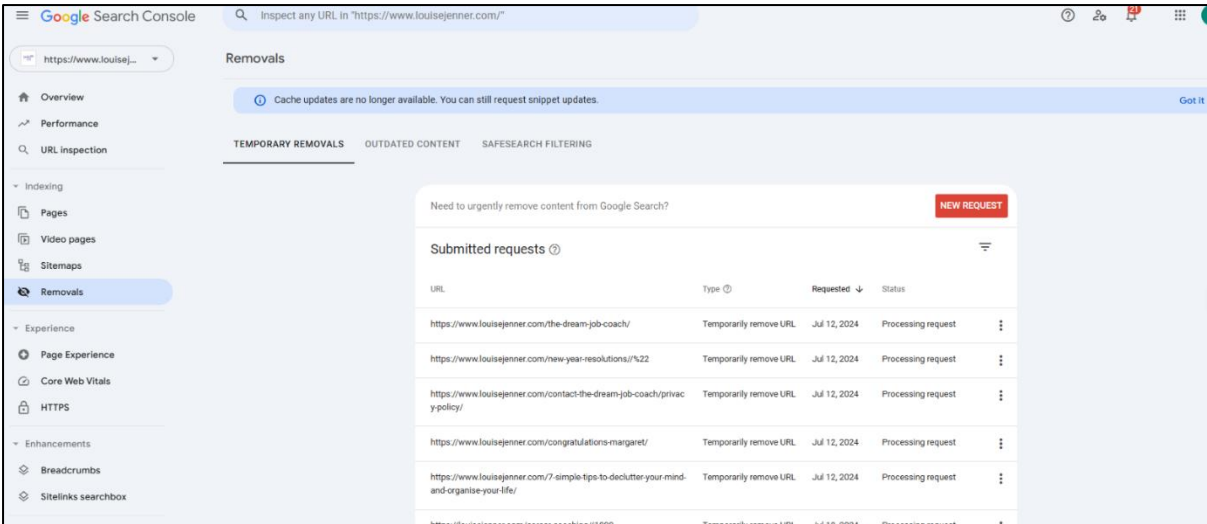
Request removal of the following URLs that don't exist:

1. <https://www.louisejenner.com/7-simple-tips-to-declutter-your-mind-and-organise-your-life/>
2. <https://www.louisejenner.com/congratulations-margaret/>
3. <https://www.louisejenner.com/contact-the-dream-job-coach/privacy-policy/>
4. <https://www.louisejenner.com/new-year-resolutions/>
5. <https://www.louisejenner.com/the-dream-job-coach/>
6. <https://www.louisejenner.com/tag/bel-mooney/feed/>
- 7.

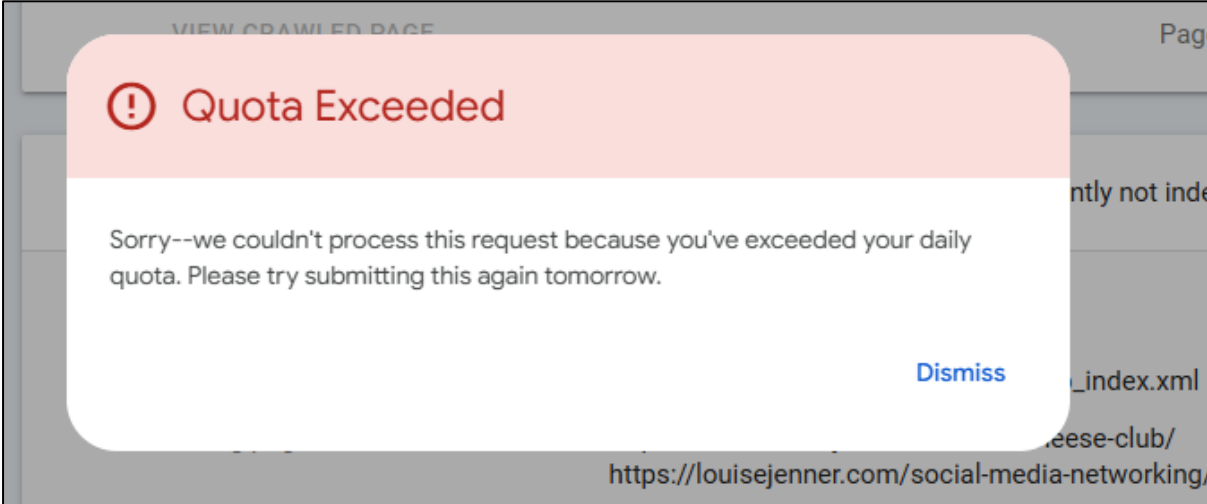


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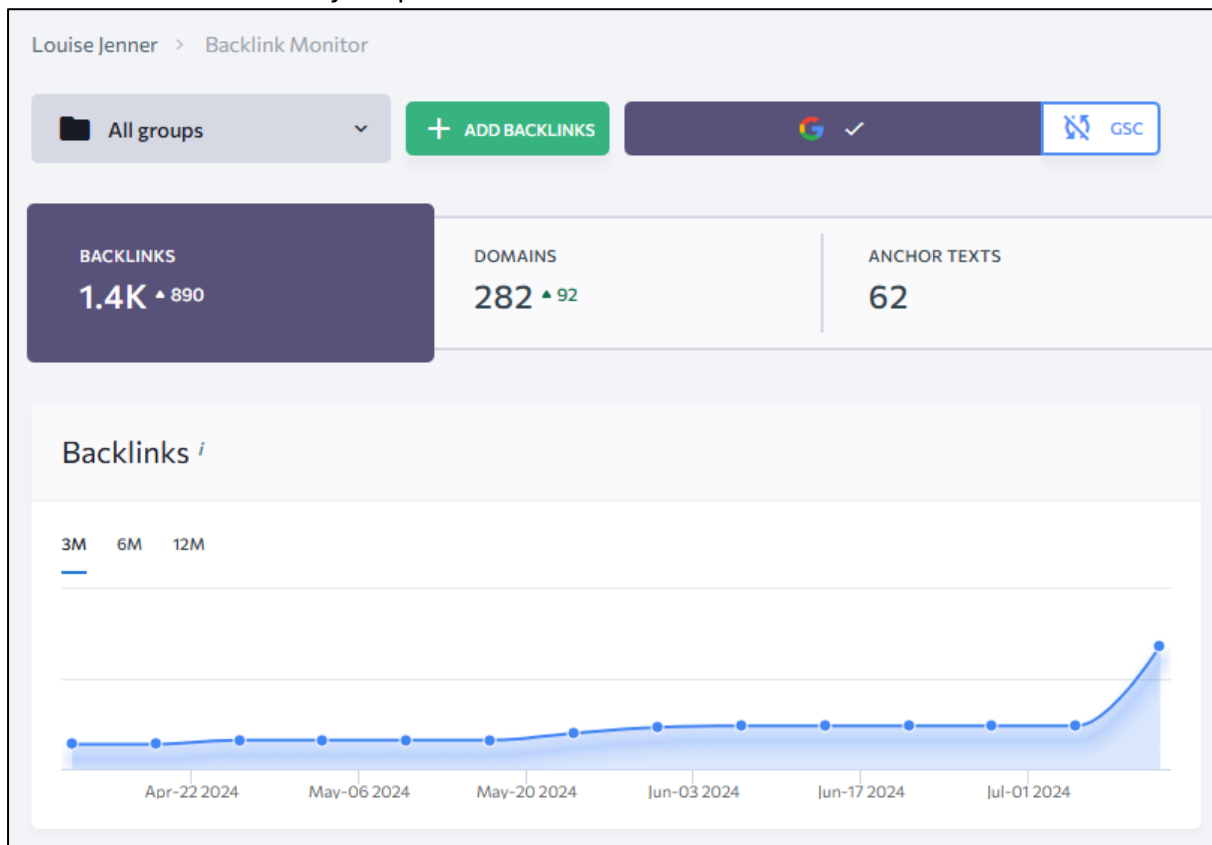
I will continue working on this next week. I have exceeded the quota of domains I can make requests against for this week.



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Synced the new google search console profile with your SE ranking account, which added 890 backlinks to your profile:



Notes from your account manager:

This week we looked at your page indexing as requested. Upon investigation, we noticed that the Google Search Console account was set up to the wrong canonical, so we have set up a new search console for the www. Website. But because the old canonical automatically forwards to www. Our earlier efforts were not wasted. We then looked into the indexing issues on the www. Website. We noticed that you had 449 pages that had a No index tag so these pages cannot be indexed by Google. Upon investigating these URLs we are confident in saying it is fine for these pages to not be indexing and will not be effecting your SEO negatively.

We then looked at the other reasons why pages were indexing like page redirects and 404 not found errors and started requesting the removal of URLs that don't exist and requesting indexing for pages that have been discovered but not indexed by Google yet.

I have exceeded the quota of domains I can make requests against for this week. So I will continue looking more into the indexing next week.



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We then synced the new Google Search Console profile to your SE ranking account which added 890 new backlinks and 92 new referring domains.

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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