



WEEKLY UPDATE



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Rowe and Woodward

DATE: 12th – 16th September

REPORT BY: Evi Dunphy

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 912 390

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:

Custom Kitchen and Bathroom page:

- Title tag
- Meta description
- Image
- Image alt tag
- H2 tag

Jessica Rose Studio page:

- External link added
- Title tag
- Meta description
- Image
- Image alt tag
- Permalink
- H2 tag

KDC one page:

- Title tag
- Meta description
- Images
- Image alt tags
- H2 tag



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Off-page SEO:

- Backlinking:
 - 57 new backlinks obtained
 - Analysed and whitelisted
 - 12 new referring domains obtained

Notes from your account manager:

This week we worked on both your on-page and off-page SEO.

For the on-page SEO, I worked on the above pages and optimised them in line with Google's requirements.

For the off-page SEO, I continued working on your backlinking profile.

BEFORE:

Referring domains 78	Toxic domains 0
Overall Toxicity Score Low	Analyzed backlinks 2,023 In your In your

AFTER:

Referring domains 90	Toxic domains 0
Overall Toxicity Score Low	Analyzed backlinks 2,080 In your In your



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