



WEEKLY UPDATE



**FALCON** digital

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# Rowe and Woodward

**DATE:** 15<sup>th</sup> – 19<sup>th</sup> August

**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](mailto: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:**

- **Corian Plymouth landing page:**
  - Content added
  - Outbound link added
  - H2 tag added
  - H5 tag added
  - Image alt tag added
- **Fixed 205 warnings relating to JavaScript and CSS files**
- **Embedded Google Maps at the bottom of all pages**
- **Shop Fitting Newton Abbot landing page:**
  - H1 tag
  - Title tag
  - Meta description
  - H2 tag
  - H3 tag
  - H5 tag
  - Postcode added to URL for Local SEO
  - 8 images added
  - 8 image alt tags added
  - Internal linking
  - External linking



- Published
- URL added to sitemap

### **Notes from your account manager:**

This week we worked on your on-page SEO and further optimised the Corian Plymouth landing page. I also fixed 205 warnings relating to JavaScript and CSS files.

Next, I created a new landing page called Shop Fitting Newton Abbot.

We have also embedded the Google maps onto the bottom of all your pages. This will greatly help with Local SEO.



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Complete Digital Peace of Mind



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