



WEEKLY UPDATE



FALCON digital

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Rowe and Woodward

DATE: 19th – 23rd 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:

Solid surface kitchen and utility room:

- Title tag
- Meta description
- 6X images added
- Image alt tags added
- 7X internal linking added
- External linking
- H2 tag
- Contact button
- H3 tag added
- Content

St Martins Church:

- Title tag
- Meta description
- Image added
- Image alt tag added



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Off-page SEO:

- Backlinking
 - 2 new referring domains obtained

Notes from your account manager:

This week we worked on both your on-page and off-page SEO. Our focus was working on the above two project pages and ensuring they were optimised in line with Google's requirements.

Next, we worked on your backlinking profile, and researched further referring domain opportunities.

BEFORE:

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

AFTER:

Referring domains 92	Toxic domains 0
Overall Toxicity Score Low	Analyzed backlinks 2,080 In your P In your D



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