



WEEKLY UPDATE



**FALCON** digital

web design | digital marketing | SEO | PPC



# Rowe and Woodward

**DATE:** 20<sup>th</sup> - 24<sup>th</sup> June

**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:

- Yell account created
- 10 new backlinks from 8 new domains now at 38 backlinks from 12 referring domains
- Gallery page
  - Added image alt tag
- About us page
  - Increased word count (567 now 605)
  - Increased keyword density (1 now 3)
- Our work page
  - Added image alt tag
  - Increased keyword density (2 now 3)
- Our services page:
  - Added image alt tag
  - Keyword density was 2.75 now 2.48 and appears 5 times
  - Increased word count (110 now 209)

## Notes from your account manager:

This week we focused both on your off-page SEO and worked on your backlinking profile in order to increase your Google Authority Score, and we also worked on your on-page SEO and ensure your pages are optimised inline with Google's Requirements in order to rank higher for targeted keywords.





Complete Digital Peace of Mind



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