



WEEKLY UPDATE



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# Rowe and Woodward Shopfitting

**DATE:** 23<sup>rd</sup>-27<sup>th</sup> May

**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:**

### **Google accounts:**

- Google Analytics set up and added to website code
- Google Search Console set up and added to website code

### **Backlinking:**

- Backlink verification codes added to website
- Backlink csv file created and imported
- 18 new successful backlinks obtained

### **Corian Plymouth landing page optimised:**

- Title tag created
- Permalink created
- Meta description completed
- Image alt text completed

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

This week we focused on increasing your google authority and also optimised the 'Corian Plymouth' landing page.



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We have had a very successful week on our backlinking campaign this week; with 43 new backlinks added to your website. This campaign is crucial for increasing your google authority score.



## Complete Digital Peace of Mind



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