



WEEKLY UPDATE



FALCON digital

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Sunset Shutters

DATE: 16th – 20th January

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

As always, we are extremely grateful that you are working with us.

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Updates:

On-Page SEO:

Window Shutters Landing Page Draft:

- Title tag
- 2X H2 tag
- H3 tag
- 4X H4 tags
- Image
- Image alt tag
- 7 paragraphs added (260 words added)
- Shutter Styles product selection added

Notes from your account manager:

This week we worked on your on-page SEO and started creating a new landing page for 'Window Shutters'. We have completed detailed competitors' analysis and used this to start creating a new landing page. So far, we have included H-tags, imagery and content which we will continue to add to next week.



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