



WEEKLY UPDATE



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## Sunset Shutters

**DATE:** 24<sup>th</sup> – 28<sup>th</sup> July

**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 912 773

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

#### Off-Page SEO:

- Backlinking:
  - **143** new backlinks obtained
    - Analysed and whitelisted

Before:

Whitelist 5,394

After:

Whitelist 5,537

### Notes from your account manager:

This week we continued working on your off-page SEO and improved your backlinking profile by obtaining another **143** backlinks.



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## Understanding Your Backlinking Profile:

**Backlinks** are hyperlinks coming from one web page to your website. A good example of understanding backlinking is to think of it as a similar approach to your friends recommending a restaurant. The more people that recommend you to a place, the higher the chances are that you will go there. But these recommendations also need to come from people who you trust.

The more and better backlinks you have, the more google will trust your website and bring you to the top of search results pages. So, getting backlinks from domains with high authority scores is important. Examples of high authority domains include the likes of Yell, Trustpilot... and low authority domains include 'spammy' blog forums and other non-trusted websites.

### **Referring Domains:**

The total number of active referring domains(websites) that have at least one backlink leading to your website.

### **Toxicity Score:**

Toxic domains negatively impact your position in search results. Toxic domains have a score between 60 and 100. Potentially toxic domains have a score between 46 and 59.

### **Whitelisted Domains:**

Backlinks which have been analysed and found to not be harmful to your website get whitelisted.

### **Disavowed Domains:**

Backlinks which have been analysed and found to be harmful to your website will get disavowed. This is where we upload them to Google and tell them to remove bad backlinks to ensure your website doesn't get ranked poorly.



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## Complete Digital Peace of Mind



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