



WEEKLY UPDATE



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## Sunset Shutters

**DATE:** 31<sup>st</sup> July – 4<sup>th</sup> August

**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

#### On-Page SEO:

Landing page published:

Shutters in Barnstable - <https://sunset-shutters.co.uk/shutters-in-barnstable-ex31-2/>

Work on landing page includes:

- H1 tag
- 2X H2 tags
- 1x H3 tag
- 8x H4 tags
- Content (1402 words)
- Internal linking
- External linking
- 17X images
- 17X image alt tags
- Title tag
- Meta description
- Permalink – incl postcode for local SEO
- Submitted to IndexNow
- Added to sitemap



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

This week we wrote, published and optimised a new landing page targeting the search phrase; 'Shutters in Barnstaple'. With this page we focused on local SEO and along other things we added a postcode to the URL to drive up your local visibility on map packs.



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## Complete Digital Peace of Mind



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