



WEEKLY UPDATE



**FALCON** digital

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# Epiphany Heating

**DATE: 12<sup>th</sup> – 16<sup>th</sup> June**

**REPORT BY: Elise Prowse**

**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-

Updated previous landing pages: Heating Systems in Torquay

Increased word count by 1783

Increased keyword density.

Added image alt tags.

After:

The screenshot shows a search bar with the query "heating systems in torquay". Below the search bar, there is a notification: "Want more? Upgrade today to the PRO version." and a checkbox for "This post is Pillar Content". The main audit section is titled "Basic SEO" and shows a status of "All Good". It lists several green checkmarks for positive findings: "Hurray! You're using Focus Keyword in the SEO Title.", "Focus Keyword used inside SEO Meta Description.", "Focus Keyword used in the URL.", "Focus Keyword appears in the first 10% of the content.", "Focus Keyword found in the content.", and "Content is 1944 words long. Good job!". Below this is an "Additional" section with a status of "1 Error", listing several green checkmarks for positive findings: "Focus Keyword found in the subheading(s).", "Focus Keyword found in image alt attribute(s).", "Keyword Density is 0.98, the Focus Keyword and combination appears 19 times.", "URL is 57 characters long. Kudos!", "Great! You are linking to external resources.", "At least one external link with DoFollow found in your content.", and "You are linking to other resources on your website which is great."



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

This week we worked on your on-page SEO, we improved old content. It is important to update content, so Google knows the website is still relevant it also helps build domain authority. This also increased the page ranking.



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## Complete Digital Peace of Mind



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