



WEEKLY UPDATE



FALCON digital

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Epiphany Heating

DATE: 5th – 9th 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

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.

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Updates

On-page SEO-

Updated previous landing pages: Heating Systems in Newton Abott

Increased word count by 1373

Increased key word density.

Added image alt tags

After:

The screenshot shows a browser window with a search bar containing "heating systems in newton abbot". Below the search bar is a notification: "Want more? Upgrade today to the PRO version." There is a checkbox for "This post is Pillar Content" which is unchecked. The main content area is divided into two sections: "Basic SEO" and "Additional". The "Basic SEO" section has a green "All Good" status and lists six items, all with green checkmarks: "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 1845 words long. Good job!". The "Additional" section has a red "1 Errors" status and lists several items, all with green checkmarks: "Focus Keyword found in the subheading(s).", "Focus Keyword found in image alt attribute(s).", "Keyword Density is 0.92. the Focus Keyword and combination appears 17 times.", "URL is 62 characters long. Kudos!", "Great! You are linking to external resources.", "At least one external link with DoFollow found in your content.", "You are linking to other resources on your website which is great.", and "You haven't used this Focus Keyword before."



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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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