



WEEKLY UPDATE



FALCON digital

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Sunset Shutters

DATE: 23rd – 27th October

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 912 773

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

Added inbound internal links to the following 13 pages:

- <https://sunset-shutters.co.uk/brochures/Sunset-Shutters-brochure.pdf>
- <https://sunset-shutters.co.uk/blinds-in-devon/>
- <https://sunset-shutters.co.uk/albaro-venetian-blinds-in-cornwall/>
- <https://sunset-shutters.co.uk/window-shutters/>
- <https://sunset-shutters.co.uk/shutters-in-holsworthy-ex22/>
- <https://sunset-shutters.co.uk/shutters-in-bideford-ex39/>
- <https://sunset-shutters.co.uk/shutters-in-barnstaple-ex31-2/>
- <https://sunset-shutters.co.uk/shutters-in-falmouth/>
- <https://sunset-shutters.co.uk/shutters-in-truro-tr15/>
- <https://sunset-shutters.co.uk/blinds-in-truro-tr15/>
- <https://sunset-shutters.co.uk/blinds-in-barnstaple-ex31/>
- <https://sunset-shutters.co.uk/blinds-in-torquay-tq/>
- <https://sunset-shutters.co.uk/blinds-in-falmouth-tr11/>

✔ One inbound internal link

13

0 ▼ 13



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Fixed 1 page with low word count, increased by 101 words, one H3 tag and one image:

<https://sunset-shutters.co.uk/contact-us/>

Content added:

Sunset Shutters is a local, family run business with over 15 years of experience in the shutter industry.



Based in Holsworthy, we cover the South West, from Lands End to Bristol including Devon, Cornwall, Dorset and Somerset. Our friendly customer service team and experienced installation engineers, specialise in finding the right shutters for your home. The Southwest encompasses an eclectically wide range newly built, aged and period homes which one of the reasons why Sunset Shutters stock such a range of shutter and blind options, while our customer service team will talk you through options to suit your home and budget.

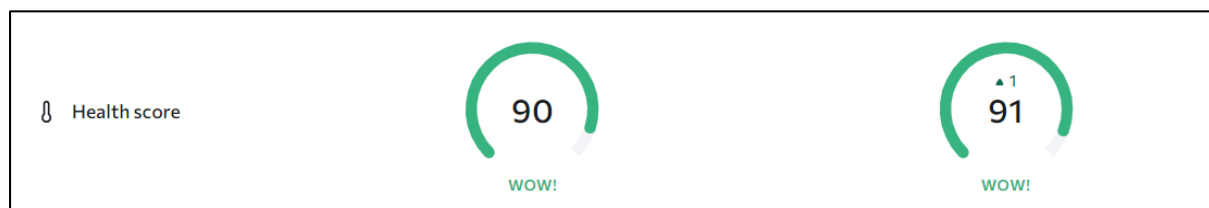
✔ Low word count	1	0 ▼ 1
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Notes from your account manager:

During the past week, we worked on your website health and fixed issues relating to low inbound linking and low word count. For the internal linking, we added multiple links to the above mentioned 13 pages on other website pages. Internal links help Google find, index, and understand all the pages on your site. This will help increase your rankings as Google will be able to improve the ranking positions for all your focus keywords.

For the low word count, we added a paragraph about Sunset Shutters to the contact us page. Please see the paragraph above. We also added an image and image alt tag to ensure the added text is inline with the rest of the website's branding and design.

By doing all of the above, we increased your website health, which is now scored 91!



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