



WEEKLY UPDATE



**FALCON** digital

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# Epiphany Heating

**DATE:** 23<sup>rd</sup> – 27<sup>th</sup> October

**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

### Technical SEO:

Fixed 1 page that had no inbound links.

<https://epiphanyheating.co.uk/heating-systems-in-devon-bl1/>

Fixed 3 pages with titles that were too long.

1. <https://epiphanyheating.co.uk/eco-friendly-heating-systems-newton-abbot-tq12/>
2. [Eco-friendly Heating Systems in Torquay - Epiphany Heating Solutions](#)
3. [Eco-friendly Heating Systems in Plymouth - Epiphany Heating Solutions](#)

Fixed 5 pages that were missing image alt tags.

1. [Home - Epiphany Heating Solutions](#) (4 images)
2. [Energy Saving Case Study - Epiphany Heating Solutions](#) (1 image)
3. [Heating Systems in Newton Abbot - Epiphany Heating Solutions](#) (2 images)
4. [Heating Systems In Torquay - Epiphany Heating Solutions](#) (2 images)
5. [Heating Systems In Plymouth - Epiphany Heating Solutions](#) (1 image)



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✔ Slow page loading speed	3	0 ▼ 3
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Fixed 3 pages that had slow loading speed.

1. <https://epiphanyheating.co.uk/customer-login/>
2. <https://epiphanyheating.co.uk/employee-login/>
3. <https://epiphanyheating.co.uk/careers/>

✔ JavaScript not minified	13	0 ▼ 13
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Fixed 13 pages that had JavaScript files that were not minified.

1. <https://epiphanyheating.co.uk/customer-login/>
2. <https://epiphanyheating.co.uk/employee-login/>
3. <https://epiphanyheating.co.uk/careers/>
4. <https://epiphanyheating.co.uk/new-boiler-in-newton-abbot/>
5. <https://epiphanyheating.co.uk/new-boiler-in-torquay/>
6. <https://epiphanyheating.co.uk/new-boiler-in-plymouth/>
7. <https://epiphanyheating.co.uk/eco-friendly-heating-systems/>
8. <https://epiphanyheating.co.uk/eco-friendly-heating-systems-in-devon-ex20/>
9. <https://epiphanyheating.co.uk/eco-friendly-heating-systems-in-exeter-ex1/>
10. <https://epiphanyheating.co.uk/heating-systems-in-exeter-ex1/>
11. <https://epiphanyheating.co.uk/heating-systems-in-the-south-west-bs1/>
12. <https://epiphanyheating.co.uk/heating-systems-in-devon-bl1/>
13. <https://epiphanyheating.co.uk/apply/>

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

This week, we worked on your site's health. We started off by increasing the number of inbound links to 1 page that was missing them. We then moved on to fixing 3 pages which had titles that were too long. It is important that titles aren't too long to ensure that users can read the full title on the SERPS pages so they can get a full understanding of the page. After that, we worked on 5 pages with images that were missing image alt tags; these are important so Google Crawlers can understand the image and help rank your page higher.

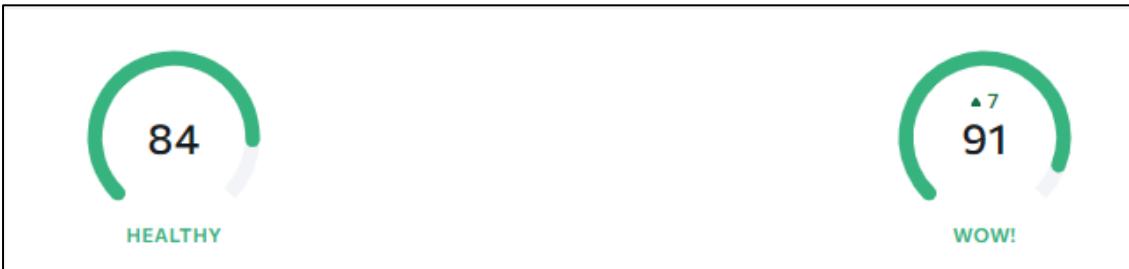
Then we fixed 3 pages with slow loading speeds. It is important for pages to load quickly because most users will only wait 5–10 seconds for a page to load.

Finally, we optimised 13 pages that had JavaScript files which were not minimised.

### **Site health**

Before:

After:



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## Complete Digital Peace of Mind



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