



WEEKLY UPDATE



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Epiphany Heating

DATE: 30th October – 3rd November

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.

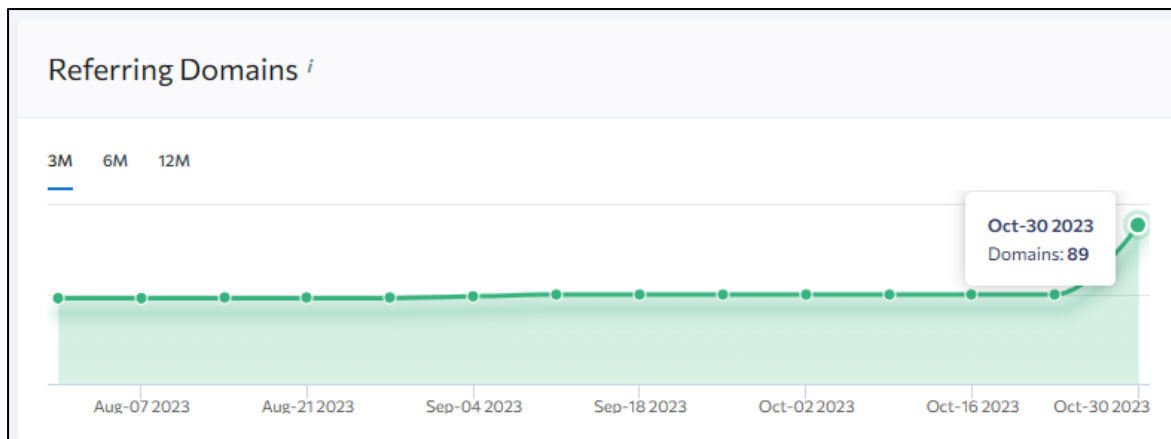
As always, we are extremely grateful that you are working with us.

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Updates

Off-Page SEO:

Worked on your backlinking profile.
Increased your backlinks by 39.



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Understanding Your Backlinking Profile:

Backlinks are hyperlinks coming from one web page to your website. A good example of understanding backlinking is to think of it as a similar approach to your friends recommending a restaurant. The more people that recommend you to a place, the higher the chances are that you will go there. But these recommendations also need to come from people who you trust.

The more and better backlinks you have, the more Google will trust your website and bring you to the top of search results pages. So, getting backlinks from domains with high authority scores is important. Examples of high authority domains include the likes of Yell, and Trustpilot... and low authority domains include 'spammy' blog forums and other non-trusted websites.

Referring Domains:

The total number of active referring domains(websites) that have at least one backlink leading to your website.

Toxicity Score:

Toxic domains negatively impact your position in search results. Toxic domains have a score between 60 and 100. Potentially toxic domains have a score between 46 and 59.

Whitelisted Domains:

Backlinks which have been analysed and found to not be harmful to your website get whitelisted.

Disavowed Domains:

Backlinks which have been analysed and found to be harmful to your website will get disavowed. This is where we upload them to Google and tell them to remove bad backlinks to ensure your website doesn't get ranked poorly.

Notes from your account manager:

Throughout the week, our team increased your backlinking profile by 39 backlinks and referring domains. We evaluated each backlink, looking for any potentially toxic or detrimental links, which were promptly erased to maintain a healthy backlink profile. Backlinks serve as a powerful testament, instilling a sense of trust within Google's algorithms and affirming the safety and quality of your website's content.



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