



WEEKLY UPDATE



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# Sunset Shutters

**DATE: 6<sup>th</sup> – 10<sup>th</sup> November**

**REPORT BY: Millie Barrett**

**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.

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## Updates

### **On-Page SEO**

Shutters in Exeter landing page:

<https://sunset-shutters.co.uk/shutters-in-exeter-ex1/>

- H1 tag
- 2x H2 tags
- 8x H3 tag
- Content (1,307 words)
- 10x images
- 10x image alt tags
- Title tag
- Meta description
- Permalink with postcode for local SEO
- Submitted to IndexNow
- Added to sitemap
  
- Added 2 internal links
  - <https://sunset-shutters.co.uk/shutter-styles/>
  - <https://sunset-shutters.co.uk/contact-us/>
  
- Added 1 button link
  - <https://sunset-shutters.co.uk/contact-us/>



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

This week our focus was on page SEO. We have written and published 1 landing page on your site. The title of this landing page is 'Shutters in Exeter.' Landing pages are important as they convert more traffic to your site by providing information on your products and services.

We then added two internal links and a button linking to the contact us page. We have added these links to help Google find, index, and understand all the pages on your site. Pages with internal links also allow for good website navigation and allow search engines to crawl or spider websites.

After this, we added 10 images and relevant image alt texts. Image alt texts are important as they allow search engines to better crawl and rank your website. We then added a title tag and meta description. These are important as they help search engines understand the content of a page and can impact your website's ranking in search engine results pages.

After this, we submitted the page to IndexNow. IndexNow informs participating search engines of the changes on your site and cuts down crawling demands on the server. Finally, we added a relevant postcode into the permalink as this will optimise your site's local SEO.

Landing Page Example:

### **Shutters in Exeter h1**

Are you looking to transform your living space? Sunset Shutters are here to help. With our reliable reputation and strong local roots, we are dedicated to exceeding the expectations of each and every customer in Exeter and the neighbouring areas by delivering unparalleled services.

Our experienced professionals will collaborate closely with you in order to assist in choosing shutters that align with your personal preferences and enhance the aesthetics of your interior design. Moreover, we provide complimentary home consultations where our team can conduct thorough technical assessments and offer design suggestions without placing any pressure on you to make a purchase.

### **Window Shutter Styles h2**

We take pride in presenting an extensive array of materials, colours, and styles, meticulously crafted to cater to your individual taste. Our exquisite shutters in Exeter are meticulously engineered to enhance the ambiance and appearance of any living area. Whether you yearn for a timeless elegance or a modern twist, our carefully curated collection is poised to meet your desires.

We are eager to introduce you to our unparalleled selection of window shutters in Exeter, which possess the transformative power to elevate your home into a true masterpiece.

### **Bay Window Shutters h3**

In today's contemporary homes, bay windows have gained immense popularity as an architectural highlight, effortlessly enhancing the overall appeal of the exterior. Nevertheless, the quest for an ideal window treatment that complements these exceptional structures can be quite daunting. Our bespoke bay window shutters offer a practical and visually captivating solution.

We understand that each person has unique tastes and preferences when it comes to shutters in Exeter. That's why we offer a wide variety of designs, including full-height and café-style shutters, to cater to individual styles. Our goal is to seamlessly integrate our custom-made shutters in Exeter with the distinct charm of bay windows, providing a practical and flexible solution. With our made-to-order service, you can expect a personalised design that perfectly complements your home's aesthetic, ensuring a flawless fit.



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### Café Style Shutters h3

Café-inspired shutters not only offer enhanced window protection but also facilitate the seamless influx of revitalising natural light and invigorating air circulation.

Our measuring service guarantees that you maintain full authority over the extent of the shutters that adorn your windows. This exceptional offering caters to homeowners seeking to customise their window adornments to perfectly align with their distinctive tastes and desires.

By incorporating Café style shutters into your living space, you can effortlessly infuse your home with character and allure, all the while relishing in the advantages of ample natural light and refreshing airflow.

### French Doors h3

French doors offer a remarkable window solution that seamlessly blends style and practicality. Their adaptability makes them an exceptional selection, effortlessly infusing sophistication into any space while effortlessly harmonising with your personal preferences and existing décor.

Our French doors offer a wide range of possibilities, catering to your individual taste and style preferences. Whether you gravitate towards a timeless, traditional aesthetic or lean towards a sleek and contemporary style, the options are truly abundant. From the diverse selection of materials to the endless array of captivating styles and designs, you can effortlessly find the perfect French doors that speak to your unique sensibilities.

French doors have a remarkable ability to infuse any room with an abundance of natural light, lending an unparalleled brightness to the space. However, for those seeking a touch of seclusion or wanting to control the amount of light, our shutters in Exeter are the perfect option.

### Shutters & Blinds Combined h3

Incorporating cutting-edge technology, our blind system within the Antigua, Cuba, and Fiji collections effortlessly merges with the panels, guaranteeing absolute darkness and a warm, inviting atmosphere indoors.

We present an array of 20 distinct shades, granting you the freedom to handpick the ideal colour that seamlessly harmonises with your one-of-a-kind taste, effortlessly elevating the ambiance of your living space. Our selection stands unmatched in its adaptability and refined elegance, delivering both contemporary and classic aesthetics that seamlessly meld with the essence of your home.

Contact Sunset Shutters today to experience the practicality and visual allure of our shutters in Exeter.

### Solid Panel Shutters h3

Designed to create a pitch-black ambiance in your bedroom, these shutters ensure uninterrupted sleep throughout the night. However, their benefits extend beyond practicality, as they possess the ability to elevate the aesthetic appeal of your wardrobe doors. By adding a touch of sophistication and refinement, these shutters effortlessly elevate the overall elegance of your storage space.

Solid-panel shutters are an excellent option for homeowners seeking to enhance their living space. Not only do they provide aesthetic appeal, but they also serve a practical purpose. These shutters boast a timeless design that will endure the test of time. They represent a prudent choice for individuals aiming to add value and elegance to their homes in Exeter.

### Special Shape Shutters h3

If you find yourself facing difficulty when it comes to procuring window coverings that align with the distinct shape of your windows, consider shutters in Exeter as a viable solution. In addition to offering practical advantages such as ensuring privacy, they also bring forth a refined touch of elegance that perfectly complements the individuality of your home. At Sunset Shutters, our expertise lies in crafting customised shutters in Exeter that are precisely measured to fit your windows flawlessly. We aim to provide full coverage to your windows, seamlessly integrating with the aesthetics of your home. Whether you desire an unobstructed view of the outside world or utmost privacy, our shutters present the ideal answer for windows of any shape.



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### Tier-on-tier Window Shutters h3

Tier-on-tier window shutters provide a practical and stylish answer to controlling your window coverings. With their unique design featuring two separate panels, these shutters in Exeter offer seamless control over the amount of natural light and privacy you desire. This allows you to curate the perfect atmosphere for unwinding after a long day.

These shutters offer not only functional advantages but also elevate the visual allure of your living area. Combine them with our full-length shutters for a flawless and refined appearance or keep the panels unobstructed to create a delightful cafe-inspired ambience. Elevate the aesthetic of your home with this adaptable and fashionable window treatment choice.

### Full Height Window Shutters h3

Enhance the ambience of your living space with our exquisite full-height window shutters. Impeccably crafted with a sophisticated panel design, these shutters exude elegance and seamlessly enhance windows of all dimensions.

Enhance the practicality and aesthetic appeal of your living space by incorporating full-height window shutters. Rely on our expertise to provide a tailored solution that perfectly caters to your requirements while effortlessly elevating the overall ambience of your home.

### Unearth the charm of plantation shutters in Exeter h2

Transform the ambience of your home by embracing the everlasting grace of window shutters in Exeter. Irrespective of whether your preference leans towards a modern or traditional aesthetic for your Exeter residence, shutters present an adaptable remedy to harmonise with your personal style.

Sunset Shutters is proud to present our exceptional collection of bespoke shutters and blinds, meticulously crafted to perfectly suit your personal taste and specific needs. Our extensive range of products is expertly designed to enhance the natural lighting in your living space, regardless of the size or shape of your windows. With great pride, we strive to deliver customised shutters that seamlessly blend with your interior decor, guaranteeing a harmonious and sophisticated appearance.

In addition to enhancing the visual appeal of your space, our shutters offer exceptional functionality as effective light and privacy regulators. Furthermore, they serve as a remarkable insulator, ensuring your comfort during the colder months. Meticulously crafted to meet and exceed your expectations, our shutters in Exeter guarantee a truly satisfying experience.

Contact us today for more information on our range of shutters in Exeter.



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