



WEEKLY UPDATE



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# Sunset Shutters

**DATE: 26th February – 1st March**

**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:

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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

### Site health:

CSS		Description ▾			⊘ 0	⚠ 1 ▾ 27
ISSUES	PAGES	FIXED	NEW	ACTION		
⚠ CSS too big	1 ▾ 27	28	1	<a href="#">Reset</a>		

Fixed 28 pages that had CSS files that were too big:

1. <https://sunset-shutters.co.uk/>
2. <https://sunset-shutters.co.uk/blinds/>
3. <https://sunset-shutters.co.uk/parma-honeycomb-blinds/>
4. <https://sunset-shutters.co.uk/antigua-shutters/>
5. <https://sunset-shutters.co.uk/cuba-shutters/>
6. <https://sunset-shutters.co.uk/fiji-shutters/>
7. <https://sunset-shutters.co.uk/bay-windows/>
8. <https://sunset-shutters.co.uk/full-height/>
9. <https://sunset-shutters.co.uk/solid-panels/>
10. <https://sunset-shutters.co.uk/shutters-blinds/>
11. <https://sunset-shutters.co.uk/special-shapes/>
12. <https://sunset-shutters.co.uk/tier-on-tier/>
13. <https://sunset-shutters.co.uk/shutters-in-truro-tr15/>
14. <https://sunset-shutters.co.uk/shutters-in-falmouth/>
15. <https://sunset-shutters.co.uk/shutters-in-barnstaple-ex31-2/>
16. <https://sunset-shutters.co.uk/shutters-in-bideford-ex39/>
17. <https://sunset-shutters.co.uk/shutters-in-holsworthy-ex22/>
18. <https://sunset-shutters.co.uk/blinds-in-truro-tr15/>



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19. <https://sunset-shutters.co.uk/blinds-in-barnstaple-ex31/>
20. <https://sunset-shutters.co.uk/blinds-in-torquay-tq/>
21. <https://sunset-shutters.co.uk/blinds-in-exeter-ex/>
22. <https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/>
23. <https://sunset-shutters.co.uk/blinds-in-falmouth-tr11/>
24. <https://sunset-shutters.co.uk/shutters-in-exeter-ex1/>
25. <https://sunset-shutters.co.uk/shutters-in-torquay-tq1/>
26. <https://sunset-shutters.co.uk/shutters-in-plymouth-pl1/>
27. <https://sunset-shutters.co.uk/blinds-in-bideford-ex39/>
28. <https://sunset-shutters.co.uk/blinds-in-newton-abbot-tq12/>

Slow page loading speed	2	0 + 2	2	0
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Fixed 2 pages that had slow loading speeds:

1. <https://sunset-shutters.co.uk/brochures/Sunset-Shutters-brochure.pdf>
2. <https://sunset-shutters.co.uk/brochures/Albaro.pdf>

JavaScript not minified	28	0 + 28	28	0
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Fixed 28 pages that had JavaScript that was not minified:

1. <https://sunset-shutters.co.uk/>
2. <https://sunset-shutters.co.uk/blinds/>
3. <https://sunset-shutters.co.uk/parma-honeycomb-blinds/>
4. <https://sunset-shutters.co.uk/antigua-shutters/>
5. <https://sunset-shutters.co.uk/cuba-shutters/>
6. <https://sunset-shutters.co.uk/fiji-shutters/>
7. <https://sunset-shutters.co.uk/bay-windows/>
8. <https://sunset-shutters.co.uk/full-height/>
9. <https://sunset-shutters.co.uk/solid-panels/>
10. <https://sunset-shutters.co.uk/shutters-blinds/>
11. <https://sunset-shutters.co.uk/special-shapes/>
12. <https://sunset-shutters.co.uk/tier-on-tier/>
13. <https://sunset-shutters.co.uk/shutters-in-truro-tr15/>
14. <https://sunset-shutters.co.uk/shutters-in-falmouth/>
15. <https://sunset-shutters.co.uk/shutters-in-barnstaple-ex31-2/>
16. <https://sunset-shutters.co.uk/shutters-in-bideford-ex39/>
17. <https://sunset-shutters.co.uk/shutters-in-holsworthy-ex22/>
18. <https://sunset-shutters.co.uk/blinds-in-truro-tr15/>
19. <https://sunset-shutters.co.uk/blinds-in-barnstaple-ex31/>
20. <https://sunset-shutters.co.uk/blinds-in-torquay-tq/>
21. <https://sunset-shutters.co.uk/blinds-in-exeter-ex/>
22. <https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/>
23. <https://sunset-shutters.co.uk/blinds-in-falmouth-tr11/>
24. <https://sunset-shutters.co.uk/shutters-in-exeter-ex1/>
25. <https://sunset-shutters.co.uk/shutters-in-torquay-tq1/>
26. <https://sunset-shutters.co.uk/shutters-in-plymouth-pl1/>
27. <https://sunset-shutters.co.uk/blinds-in-bideford-ex39/>
28. <https://sunset-shutters.co.uk/blinds-in-newton-abbot-tq12/>



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Fixed 7 pages that only had one inbound link:

1. <https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/>
2. <https://sunset-shutters.co.uk/shutters-in-exeter-ex1/>
3. <https://sunset-shutters.co.uk/shutters-in-torquay-tq1/>
4. <https://sunset-shutters.co.uk/shutters-in-plymouth-pl1/>
5. <https://sunset-shutters.co.uk/blinds-in-bideford-ex39/>
6. <https://sunset-shutters.co.uk/blinds-in-newton-abbot-tq12/>
7. <https://sunset-shutters.co.uk/antigua-shutters-in-devon/>

Fixed 12 pages that had images that were missing image alt text:

1. <https://sunset-shutters.co.uk/shutter-styles/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
2. <https://sunset-shutters.co.uk/bay-windows/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
3. <https://sunset-shutters.co.uk/cafe-style/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
4. <https://sunset-shutters.co.uk/french-doors/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
5. <https://sunset-shutters.co.uk/full-height/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
6. <https://sunset-shutters.co.uk/shutters-blinds/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
7. <https://sunset-shutters.co.uk/solid-panels/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>



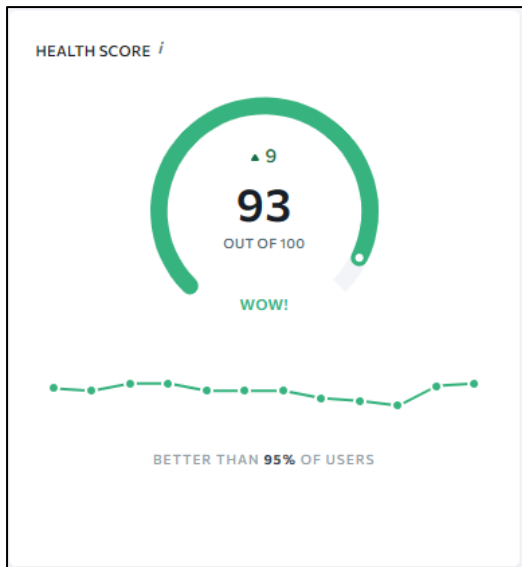
- b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
- c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
- 8. <https://sunset-shutters.co.uk/special-shapes/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
- 9. <https://sunset-shutters.co.uk/tier-on-tier/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
- 10. <https://sunset-shutters.co.uk/window-shutters/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
- 11. <https://sunset-shutters.co.uk/shutters-and-blinds-in-devon/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)
- 12. <https://sunset-shutters.co.uk/shutters-in-devon/>
  - a. <https://sunset-shutters.co.uk/wp-content/uploads/2022/02/bay-web.png>
  - b. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_shutter\\_shade.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_shutter_shade.png)
  - c. [https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web\\_solid.png](https://sunset-shutters.co.uk/wp-content/uploads/2022/02/web_solid.png)

Audit results		Feb-27 2024 16:25:28	Mar-01 2024 12:16:44	FIXED	NEW
RESULTS					
Health score	84 HEALTHY	93 WOW!			
Pages crawled	52	53 +1	-	-	
Passed checks	127	131 +4	-	-	
Errors	2	0 +2	2	0	
Warnings	123	52 +71	74	3	



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

This week, we worked on your site health. We started by fixing 28 pages that had CSS files that were too big. This can slow down the loading speed of the page, which affects its SEO score negatively. Next, we fixed 2 pages that had slow loading speeds; this damages the user experience and increases the chance of page abandonment, so it is important that all pages are optimised to load efficiently. After that, we fixed 28 pages that had JavaScript that was not minified.

We then fixed 7 pages which only had one inbound link. Interlinking is important because it helps Google find and index pages more effectively. Finally, we fixed 12 pages that had images that were missing image alt text. Image alt text helps Google crawlers understand the image and why it is relevant to the page.

All these efforts increased your site's health by 9.



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## Complete Digital Peace of Mind



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