WEEKLY UPDATE

FALCON digital

web design | digital marketing | SEO | PPC

Sunset Shutter

DATE: 15th - 19th April

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:
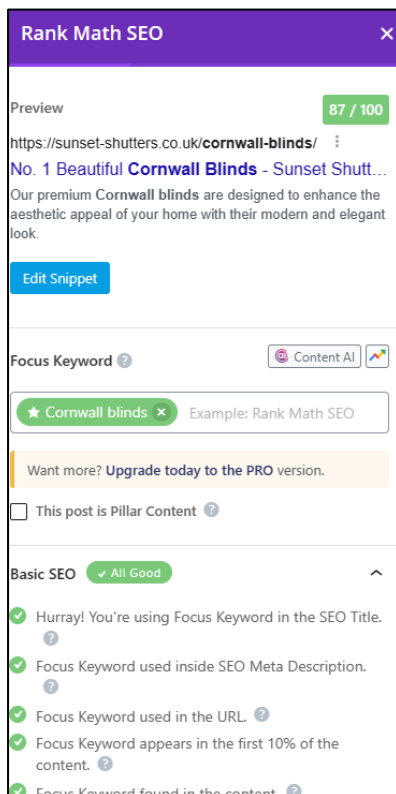Email: hello@falcondigital.co.uk
Telephone: 01626 912 773

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.

Falcon Digital.

Updates

On-Page SEO:

Silo 1 landing page
Cornwall blinds
https://sunset-shutters.co.uk/cornwall-blinds/
Work done on the page:
1. 1X H1 tag
2. H2 tags – H4 tags
3. Content
4. Buttons
5. Internal linking
6. External linking
7. Images
8. Images alt tag
9. Title tag
10. Meta description
11. Permalink
12. Submitted to IndexNow

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- https://sunset-shutters.co.uk/blinds-in-cornwall/
- https://sunset-shutters.co.uk/albaro-venetian-blinds-in-cornwall/
- https://sunset-shutters.co.uk/blinds-in-falmouth-tr11/
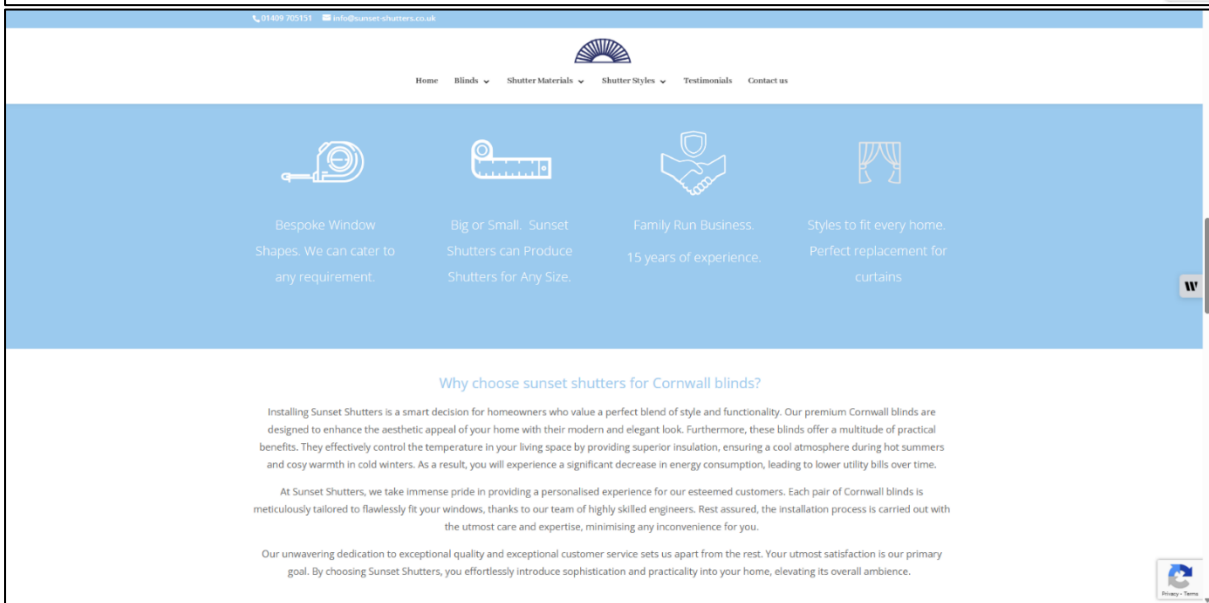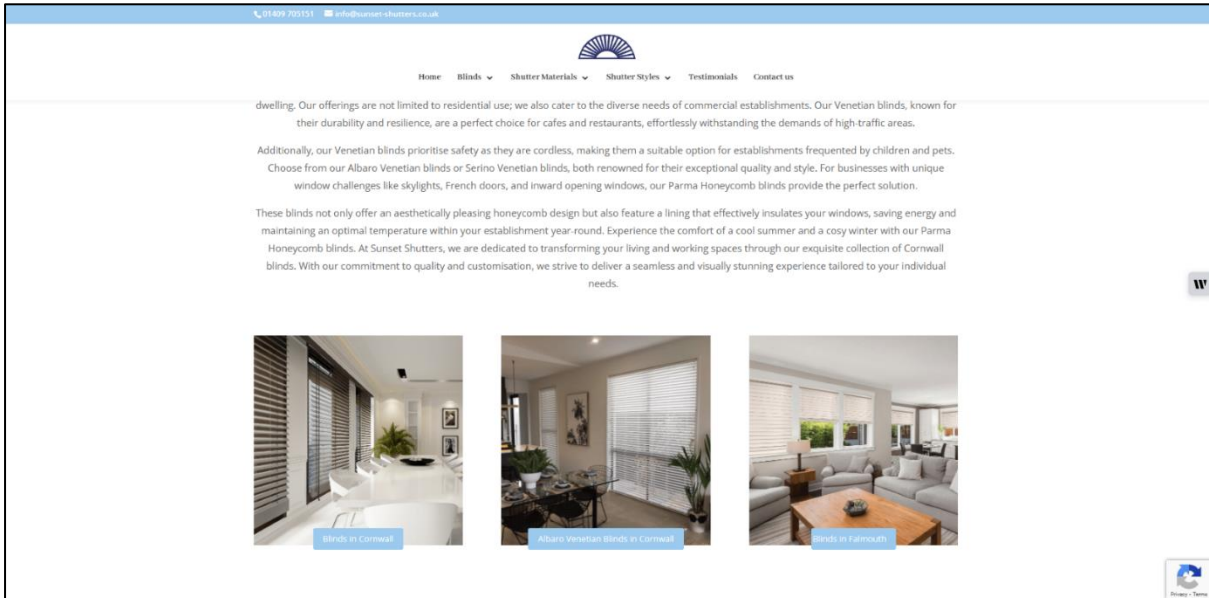
Notes from your account manager:

This week we published 1 Silo landing page "Shutters in Cornwall". Landing pages help you rank for more keywords and increase your search visibility.

What is a SILO in SEO?

Silo structure in SEO is a type of website architecture where you group, isolate, and interlink content about a specific topic. This creates clean, distinct sections of related content on your website.

Here's roughly what SEO silos look like in practice:
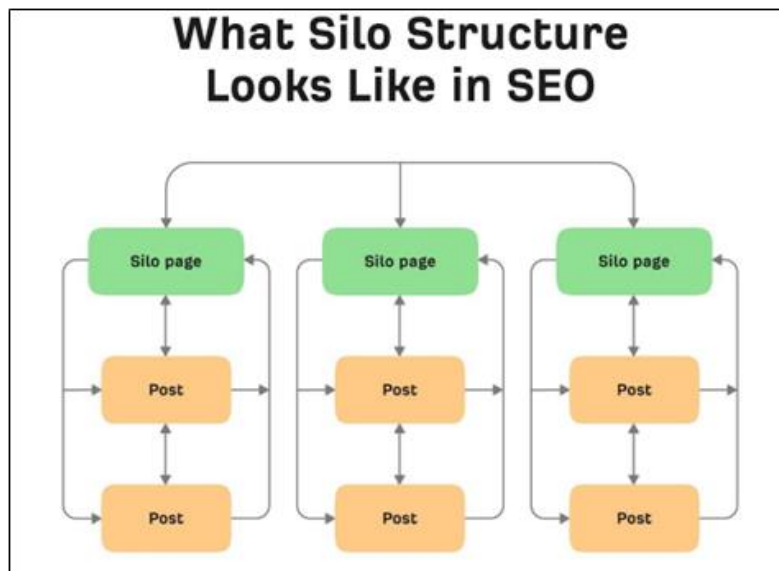
You can see that each silo consists of a main silo page and related content, all of which are interlinked. However—and this is a crucial point—the content in one silo does not link to the content in another silo. That's why it's called silo structure, as the content is literally isolated in silos.

Why is siloing so popular?

If we run a quick search in Content Explorer, we see over 11K published pages containing the phrase "silo structure" and the word "SEO."

The reason for its popularity is the perceived benefits, which usually go something like this:

1. It helps Google to find your pages

Internal links are one of the ways Google finds new pages, so it's best practice to ensure that all of your pages are interlinked in some way or another.

Siloing can help with this because it creates a logical hierarchical structure with consistent internal linking.

2. It boosts rankings

There are two main reasons why siloing may help to boost rankings.

Better flow of PageRank

PageRank (PR) is Google's formula for scoring the value of a page based on the quantity and quality of pages linking to it. Backlinks are how PR flows into your site, and internal links are how PR flows around it.

As all pages in a silo are interlinked, siloing helps PR flow between them.

In effect, if one page in a silo attracts lots of high-quality PR-boosting backlinks, some of that PR is shared with other pages in the silo through internal links.

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