



WEEKLY UPDATE



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Sunset Shutter

DATE: 18th – 22nd 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:

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.

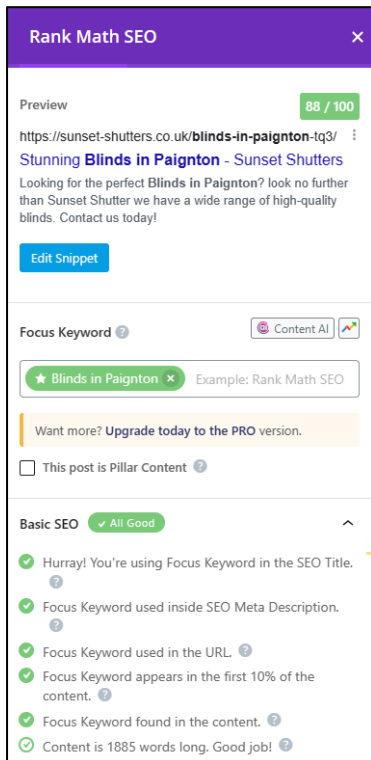
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Updates

On-Page SEO:

Published 1 landing page:

  blinds paignton	 2	50
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The screenshot shows the Rank Math SEO tool interface. At the top, it says 'Rank Math SEO' with a close button. Below that, there's a 'Preview' section showing a snippet of the page content: 'Stunning Blinds in Paignton - Sunset Shutters'. The snippet includes a meta description: 'Looking for the perfect Blinds in Paignton? look no further than Sunset Shutter we have a wide range of high-quality blinds. Contact us today!'. There's an 'Edit Snippet' button. Below the preview, there's a 'Focus Keyword' section with 'Blinds in Paignton' entered. A 'Basic SEO' section shows several green checkmarks indicating good SEO practices: 'Hurray! You're using Focus Keyword in the SEO Title.', 'Focus Keyword used inside SEO Meta Description.', 'Focus Keyword used in the URL.', 'Focus Keyword appears in the first 10% of the content.', 'Focus Keyword found in the content.', and 'Content is 1885 words long. Good job!'.

Blinds in Paignton:

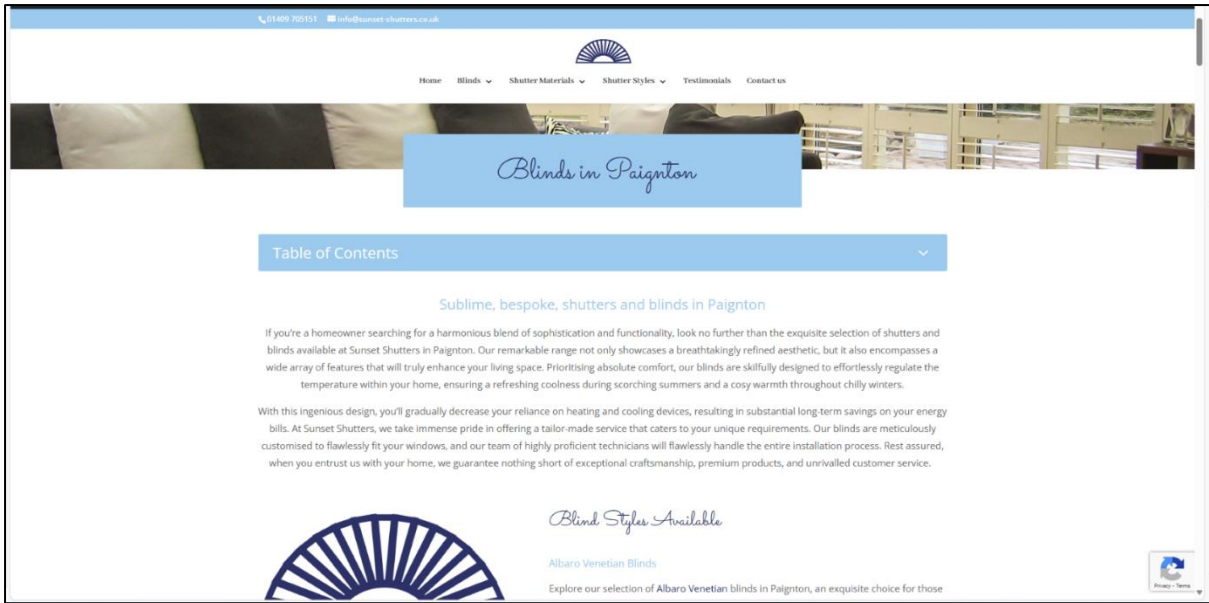
<https://sunset-shutters.co.uk/blinds-in-paignton-tq3/>

- H1 tag
- H2 – H4 tags
- Content
- Images
- Image alt tags
- Internal linking
- Permalink with postcode
- Title tag
- Meta description
- Submitted to Index Now
- Added to Sitemap

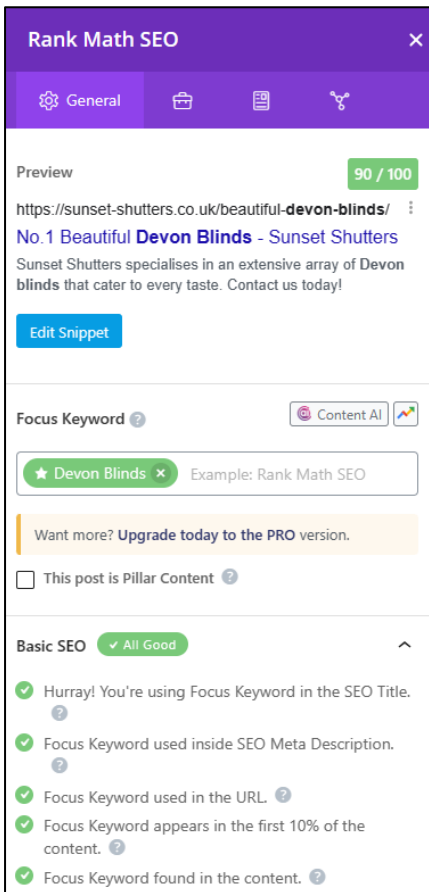
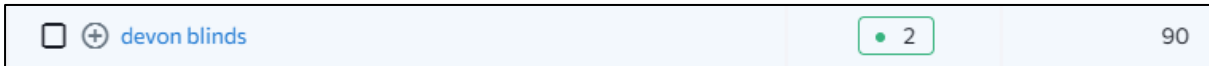


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Silo page:



Devon Blinds

<https://sunset-shutters.co.uk/beautiful-devon-blinds/>

- H1 tag
- H2 – H4 tags
- Content
- Images
- Image alt tags
- Internal linking
- Permalink with postcode
- Title tag
- Meta description
- Submitted to Index Now
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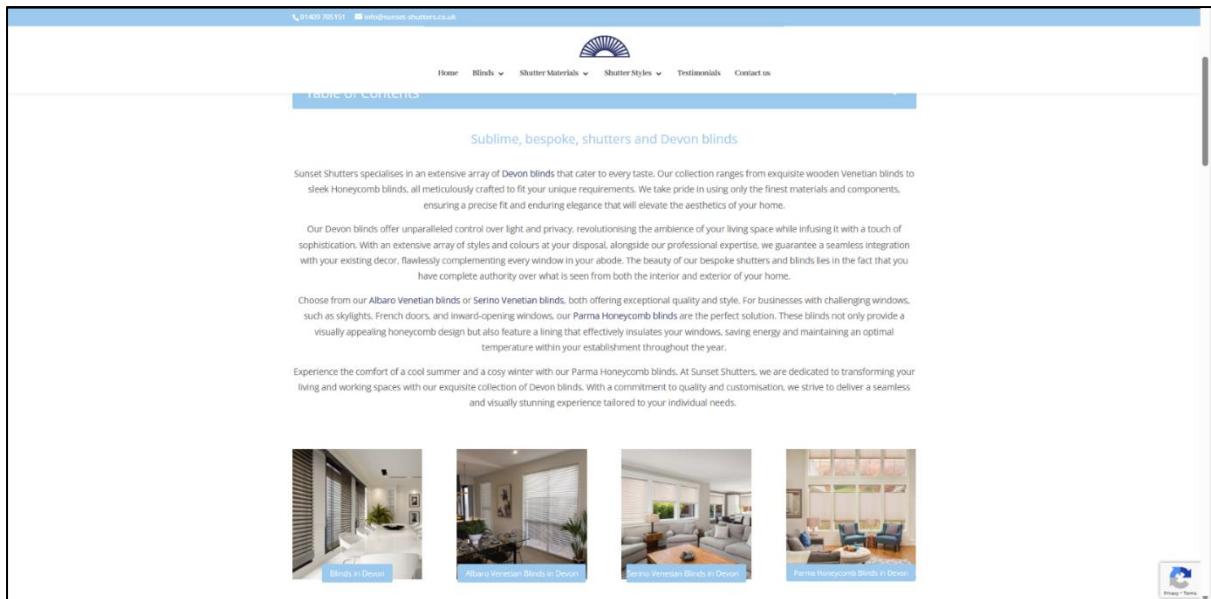
Silo includes:

- <https://sunset-shutters.co.uk/blinds-in-devon/>
- <https://sunset-shutters.co.uk/albaro-venetian-blinds-in-devon/>
- <https://sunset-shutters.co.uk/parma-honeycomb-blinds-in-devon/>
- <https://sunset-shutters.co.uk/serino-venetian-blinds-in-devon/>



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Notes from your account manager:

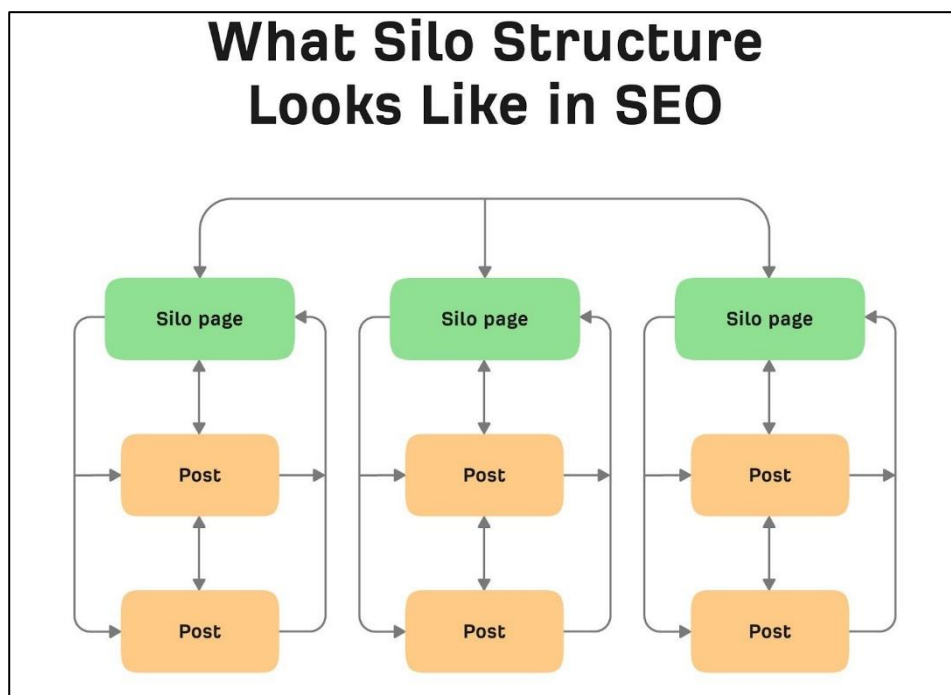
This week we published 1 landing page(<https://sunset-shutters.co.uk/blinds-in-paignton-tq3/>). Landing pages help you rank for more keywords and gain more website traffic.

We also published 1 SILO page (<https://sunset-shutters.co.uk/beautiful-devon-blinds/>).

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:



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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.

Read more on SILOs here:

<https://ahrefs.com/blog/seo-silo-structure/#:~:text=Silo%20structure%20in%20SEO%20is,related%20content%20on%20your%20web site.&text=You%20can%20see%20that%20each,all%20of%20which%20are%20interlinked.>



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