



WEEKLY UPDATE



FALCON digital

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Sunset Shutters

DATE: 22nd – 26th 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.

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Updates

On-Page SEO:

Published 1 Blog:

The screenshot shows the Rank Math SEO interface for a page titled "Rank Math SEO". It includes a preview of the page content, a focus keyword of "summer", and a list of SEO audit results. The audit results are as follows:

- ✓ 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.

Keeping your home cool in the summer

<https://sunset-shutters.co.uk/2024/04/30/keeping-your-home-cool-in-the-summer/>

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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Keeping Your Home Cool in The Summer

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Bespoke Shutters For Summer

At long last, the summer has undeniably arrived. The distant memories of donning multiple layers and seeking solace in the embrace of a toasty hot water bottle have faded away. However, as much as we adore the warmth of the sun, one can easily have an excess of a good thing. In recent times, the United Kingdom has experienced unprecedented temperatures, with scorching heatwaves becoming a regular occurrence during the summer season.

Consequently, acquiring the knowledge of how to maintain a cool abode during these sweltering times proves to be an invaluable skill. Hence, within the contents of this blog, we shall delve into a few uncomplicated methods by which you can ensure your dwelling remains refreshingly cool and effectively shield yourself from the sun's relentless rays.


Maximise natural ventilation.

According to extensive research conducted by renowned institutions such as the Met Office, it has been determined that

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Modest Adjustments, Monumental Impact

Ensuring comfort during scorching weather need not entail extensive modifications to your living space. Remarkably, there are countless actions you can take today that are far from extreme. For instance, when you find yourself engulfed in heat, it is advisable to refrain from using appliances such as ovens or even gaming consoles unnecessarily.

Remember, electricity generates heat, and even having devices on standby can contribute to a warmer household. Adding a few fans and placing them strategically throughout your home is another practical suggestion worth considering.

Moreover, implementing simpler measures such as creating shade, closing windows during the hottest parts of the day, opening them when temperatures rise, adequately insulating your residence, and utilising effective window coverings can all make a significant difference. This brings us seamlessly to our subsequent point...

Shutters: Stylish Solutions for a Cool Home

Shutters have long been recognised for their excellent insulation properties, but did you know they also provide a remarkable solution for maintaining a cool and comfortable home during hot weather? By acting as a protective barrier between your windows and the interior of your home, shutters effectively prevent heat from infiltrating and cool air from escaping. Not only that, but the adjustable slats also enable you to effortlessly control the

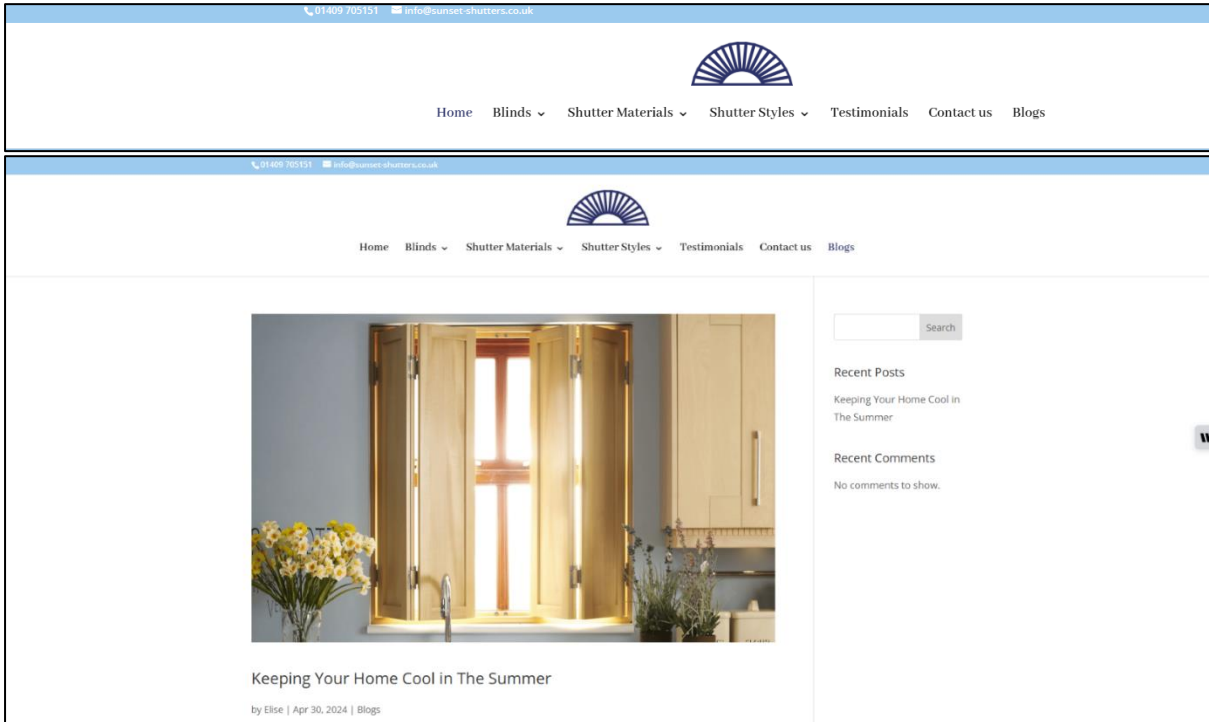
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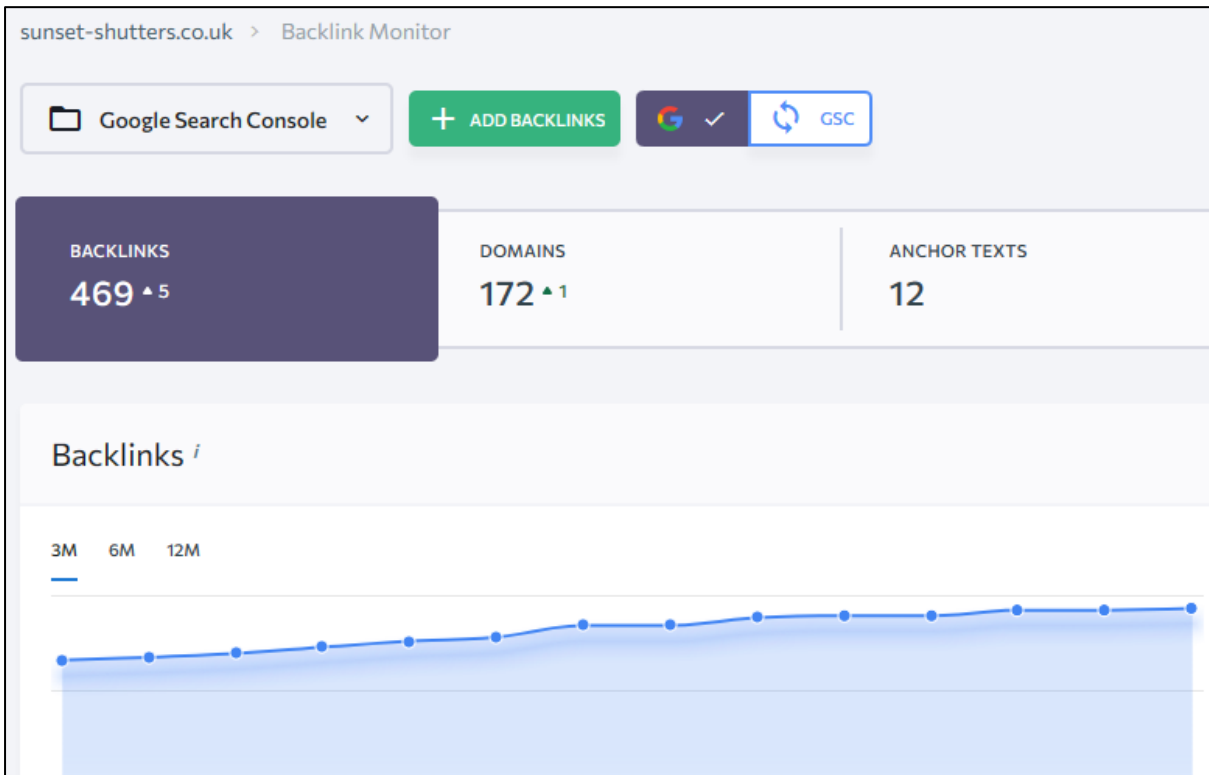
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Added [Blogs - Sunset Shutters \(sunset-shutters.co.uk\)](https://www.sunset-shutters.co.uk) to the header banner



Off-Page SEO:

Backlinks:



Added 5 backlinks and 1 referring domain.



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Notes from your account manager:

This week we published 1 blog “Keeping your home cool in the summer”.

Why does blogging improve search engine optimisation?

Google and other search engines use ranking factors to figure out what results come up for each search query. It also decides how to rank those results. Blogging can help you optimise your site for important Google ranking factors like:

- Organic Click-Through Rate
- Index Coverage
- Internal Links

These are just a few of the many reasons that blogging is good for SEO. Blogging lets you share useful information with your audience. It can draw new customers and engage current customers. Creating a blog can help you build trust, boost sales and leads, and improve your search engine optimisation.

We added the link to the blog category page to the home page so that your blogs will be easy for users to find and prevent orphan pages.

After this, we worked a little bit on your backlinking profile we added 5 backlinks and 1 referring domain.

Why Backlinks Are Important for SEO

Backlinks are important for SEO because Google views some backlinks as recommendations. Generally, the more backlinks a page or site has, the more trustworthy it's perceived to be.

What Are Backlinks?

A backlink is a link that one website gets from another. In addition to driving brand awareness and referral traffic, backlinks can benefit your SEO performance. Many sites accrue backlinks naturally, but marketers often work to generate and maintain them.





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