



WEEKLY UPDATE



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Sunset Shutters

DATE: 25th – 29th 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.

Falcon Digital.

Updates

On-Page SEO:

Pages with poor-quality content

This insight displays the pages that rank in search results but have a lower Content Score than the average and fall behind the Top 10 competitors. From 08 Mar 2024 to 22 Mar 2024, has been detected 23 pages with content quality lower than the average value of competitors in the Top 10.

45	https://sunset-shutters.co.uk/french-doors/	🇬🇧 Google
▼ 21	Keyword: shutters for french windows	
39	https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/	🇬🇧 Google
	Keyword: Blinds in Plymouth	
45	https://sunset-shutters.co.uk/blinds-in-cornwall/	🇬🇧 Google
▼ 6	Keyword: Blinds in Cornwall	
48	https://sunset-shutters.co.uk/blinds-in-torquay-tq/	🇬🇧 Google
▼ 8	Keyword: Blinds in Torquay	
35	https://sunset-shutters.co.uk/	🇬🇧 Google
▼ 11	Keyword: window shutters cornwall	

[VIEW ALL](#) [Recommendations](#)



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URL	CONTENT SCORE	KEYWORD	REF. DOMAINS	TRAFFIC FORECAST	PAGE TRUST	SEARCH ENGINE	COUNTRY AND REGION	DATE OF DETECTION
https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/	39	Blinds in Plymouth	Google	United Kin...	Mar-13 2024
https://sunset-shutters.co.uk/blinds-in-cornwall/	45 ▼ 6	Blinds in Cornwall	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/blinds-in-cornwall/	51	Blinds in Cornwall	Google	United Kin...	Mar-16 2024
https://sunset-shutters.co.uk/blinds-in-torquay-tq/	48 ▼ 8	Blinds in Torquay	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/	35 ▼ 11	window shutters cornwall	Google	United Kin...	Mar-16 2024
https://sunset-shutters.co.uk/	35 ▼ 26	shutters in cornwall	Google	United Kin...	Mar-15 2024
https://sunset-shutters.co.uk/blinds-in-newton-abbot-tq12/	47 ▼ 21	Blinds in Newton Abbot	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/blinds-in-exeter-ex/	52	Blinds in Exeter	Google	United Kin...	Mar-12 2024
https://sunset-shutters.co.uk/blinds-in-bideford-ex39/	43 ▼ 8	Bideford blinds	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/	33 ▼ 1	Shutters in Devon	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/	34 ▼ 21	shutters in devon	Google	United Kin...	Mar-14 2024
https://sunset-shutters.co.uk/solid-panels/	31 ▼ 2	wooden shutters cornwall	Google	United Kin...	Mar-19 2024
https://sunset-shutters.co.uk/java-shutters/	33	Java Material	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/cuba-shutters/	37	Cuba Material	Google	United Kin...	Mar-18 2024
https://sunset-shutters.co.uk/blinds-in-cornwall/	49 ▼ 4	made to measure blinds cornwall	Google	United Kin...	Mar-17 2024
https://sunset-shutters.co.uk/cuba-shutters/	52 ▼ 2	cuba shutters	Google	United Kin...	Mar-16 2024
https://sunset-shutters.co.uk/blinds-in-torquay-tq/	24 ▼ 38	Shutters in Torquay	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/shutters-in-truro-tr15/	36 ▼ 3	Blinds in Truro	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/	41 ▼ 9	Shutters in Plymouth	Google	United Kin...	Mar-22 2024
https://sunset-shutters.co.uk/blinds-in-falmouth-tr11/	42 ▼ 7	Blinds in Falmouth	Google	United Kin...	Mar-22 2024

Fixing the content recommendations to increase the content quality score of the above landing pages.

URL	CONTENT SCORE	KEYWORD	REF. DOMAINS	TRAFFIC FORECAST	PAGE TRUST
https://sunset-shutters.co.uk/blinds-in-torquay-tq/	24 ▼ 38	Shutters in Torquay	0	0	1

<https://sunset-shutters.co.uk/blinds-in-torquay-tq/>

- Decreased number of characters
- Decreased number of headings
- Decreased number of paragraphs
- Decreased number of images

https://sunset-shutters.co.uk/solid-panels/	31 ▼ 2	wooden shutters cornwall	2	0	1
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<https://sunset-shutters.co.uk/solid-panels/>

- Decreased number of headings
- Decreased number of images

https://sunset-shutters.co.uk/	33 ▼ 1	shutters in devon	10	6	1
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<https://sunset-shutters.co.uk/>

- Decreased number of headings
- Decreased number of images
- Increased keyword count

https://sunset-shutters.co.uk/java-shutters/	33	Java Material	2	0	1
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<https://sunset-shutters.co.uk/java-shutters/>

- Decreased number of headings
- Decreased number of images
- Increased keyword count



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https://sunset-shutters.co.uk/shutters-in-truro-tr15/	36 ▼ 3	Blinds in Truro	0	0	1
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<https://sunset-shutters.co.uk/shutters-in-truro-tr15/>

- Decreased number of headings
- Decreased number of images
- Increased keyword count

https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/	36 ▼ 3	Blinds in Plymouth	0	0	1
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<https://sunset-shutters.co.uk/blinds-in-plymouth-pl1/>

- Decreased number of headings
- Decreased number of images
- Increased keyword count

https://sunset-shutters.co.uk/blinds-in-bideford-ex39/	39 ▲ 6	Blinds in Bideford	0	0	1
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<https://sunset-shutters.co.uk/blinds-in-bideford-ex39/>

- Decreased number of headings
- Decreased number of images
- Increased keyword count

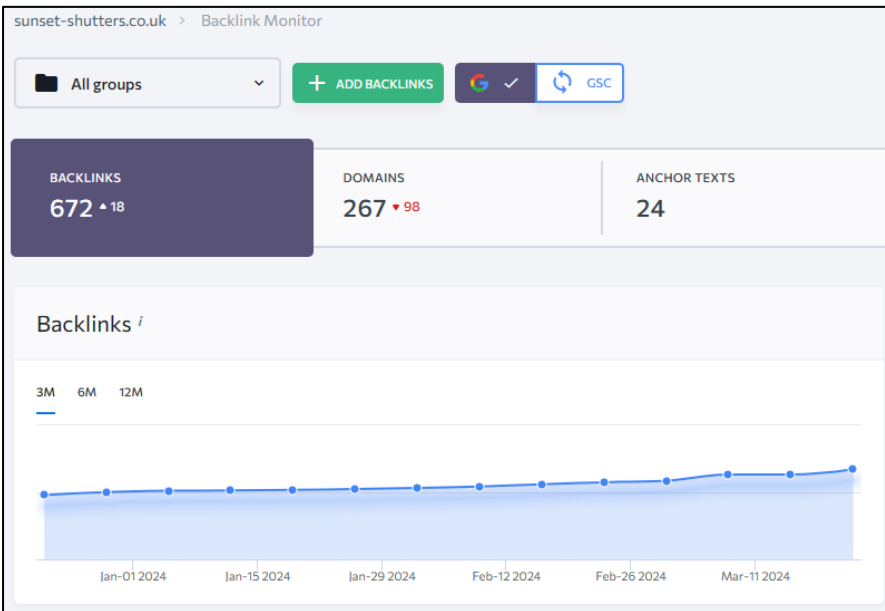
https://sunset-shutters.co.uk/blinds-in-falmouth-tr11/	42 ▲ 7	Blinds in Falmouth	0	0	1
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<https://sunset-shutters.co.uk/blinds-in-falmouth-tr11/>

- Decreased number of headings
- Decreased number of images
- Increased keyword count

Off-Page SEO:


Backlinks:





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Site Health:

ISSUES	PAGES	FIXED
 Image too big	0	1

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

Internal Links Description ▾		
ISSUES	PAGES	FIXED
 One inbound internal link	1 ▾ 1	1 

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

Notes from your account manager:

This week we started by working on your backlink profile we added 18 new backlinks.

Next, we started fixing the content recommendations to increase the content quality score of the above landing pages. This is due to the new Google Core update. This is the first core update of 2024. It will affect multiple core systems, making this update much more complex than the previous core algorithm updates. According to Google, the point of this update was to refine Google's ranking systems to further emphasize the importance of quality content. The search giant now rewards more traffic to high-quality, helpful content while simultaneously demoting low-quality pages. This will influence sites created to rank for very specific search queries.

Finally, we fixed a couple of small site health errors.



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