

WEEKLY UPDATE



FALCON digital

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Sunset Shutters

DATE: 29th April – 3rd May

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 tool interface for the page 'The History of Window Shutters'. The top bar indicates a score of 82 / 100. The preview shows the URL <https://sunset-shutters.co.uk/2024/05/08/the-history-of-window-shutters/> and the title 'The History of Window Shutters - Sunset Shut...'. The focus keyword is 'shutter'. The '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.', and 'Focus Keyword found in the content.'

The History of Window Shutters

<https://sunset-shutters.co.uk/the-history-of-window-shutters/>

Work done on the page:

- 1X H1 tag
- H2 tags – H4 tags
- Content
- Buttons
- Internal linking
- External linking
- Images
- Images alt tag
- Added table of contents
- Title tag
- Meta description
- Embedded map
- Permalink
- Submitted to Index Now



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The History of Window Shutters

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Are you curious about the origins of window shutters? Perhaps you've pondered their history before, or maybe it is a topic that has never crossed your mind. Regardless, we are here to enlighten you. Window shutters, a ubiquitous feature in homes worldwide, possess a captivating past that spans generations. Prepare to embark on an intriguing journey as we unveil the secrets behind these architectural marvels. From their ancient beginnings to their relevance in the modern era, this captivating blog will unravel the captivating narrative of window shutters.

Ancient Beginnings

The start of our adventure can be traced back to the distant past, when the first glimpses of window shutters appeared. In ancient times, encompassing civilisations such as Egypt, Greece, and Rome, these shutters played a vital role in safeguarding structures against natural forces. Constructed from various materials like wood and even marble, they served as a formidable barrier, shielding interiors from the relentless heat of the Mediterranean and the Nile delta.



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Picking your perfect shutters!

When it comes to finding the perfect shutters for your home, the vast array of options available can sometimes feel overwhelming. However, rest assured, we are here to provide you with some valuable guidance. If your main concern is maintaining a cool and comfortable home during scorching heatwaves, our selection of full-height or tier-on-tier shutters is the ideal choice for you. Both styles offer comprehensive window coverage, ensuring maximum protection. For those seeking a more personalised touch, the tier-on-tier shutters are an exceptional option.

These shutters consist of two separate sets of panels, with one positioned above and another below. This unique design allows you the freedom to control each tier independently. By closing the bottom section, you can enhance privacy without sacrificing the abundance of natural light filtering into your space. It is the perfect fusion of practicality and aesthetics, expertly tailored to fulfill your specific requirements.

[Contact Sunset Shutters](#)


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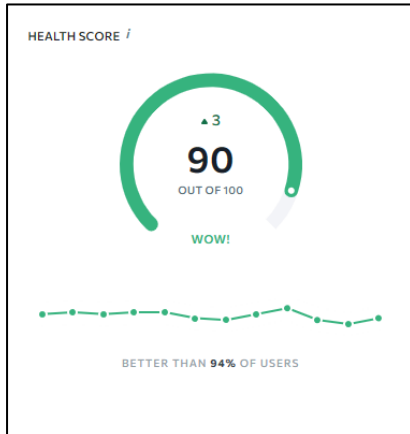
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Site Health:



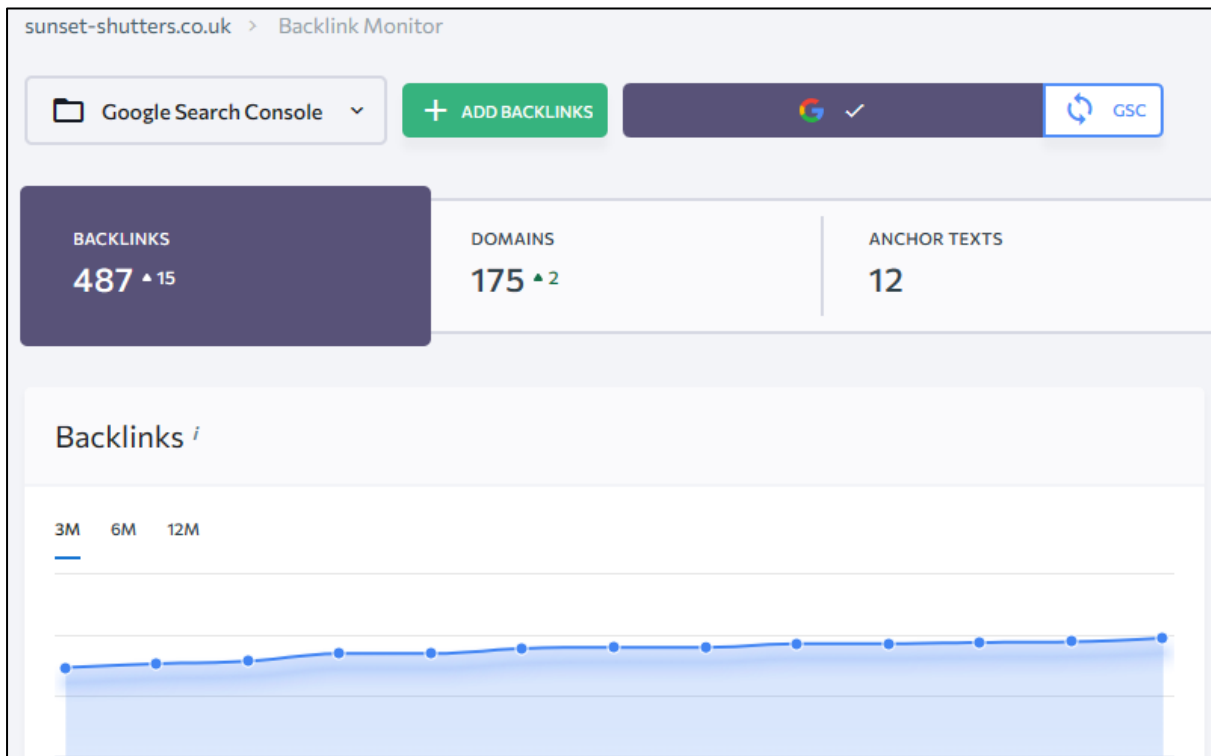
Fixed 3 pages that only had 1 inbound ink:

1. <https://sunset-shutters.co.uk/beautiful-devon-blinds/>
2. <https://sunset-shutters.co.uk/shutters-in-cornwall/>
3. <https://sunset-shutters.co.uk/cornwall-blinds/>



Off-Page SEO:

Backlinks:



Added 15 new backlinks and 2 new referring domains.



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Notes from your account manager:

This week we published 1 Blog <https://sunset-shutters.co.uk/the-history-of-window-shutters/>.

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 then worked on your backlinking profile where we added 15 new backlinks and 2 new referring domains.

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.

We also fixed 3 pages which only had one inbound link.





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