



WEEKLY UPDATE



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# Sunset Shutters

**DATE:** 6<sup>th</sup> – 10<sup>th</sup> 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](mailto: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.

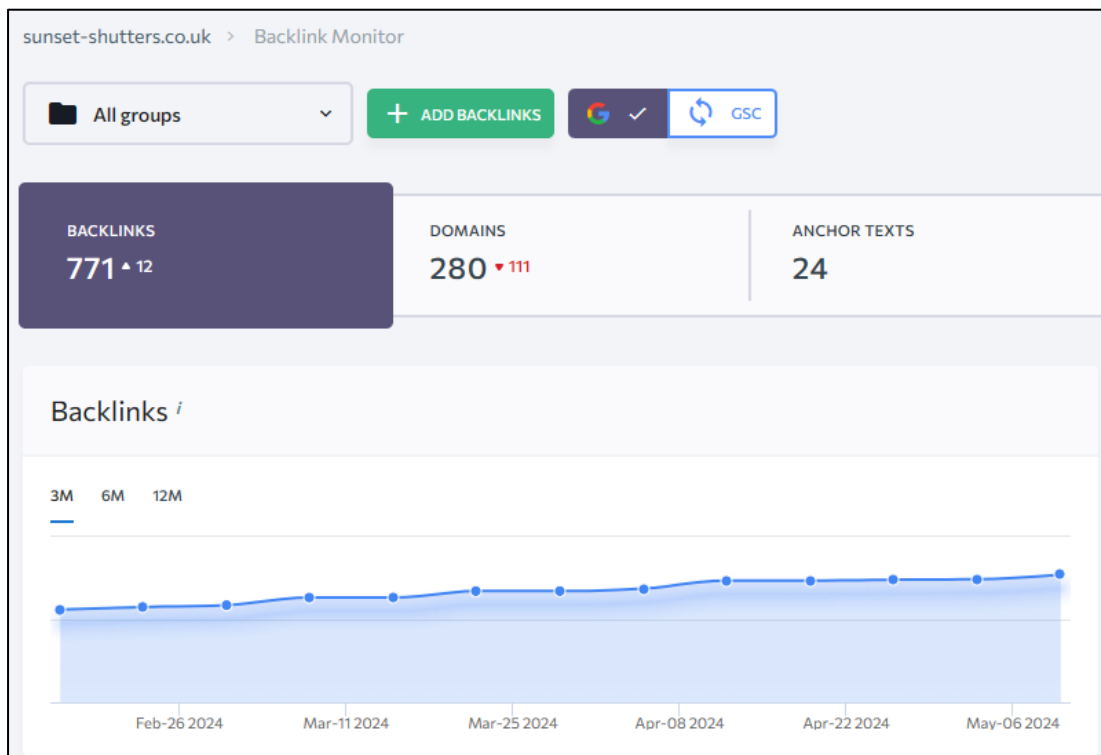
As always, we are extremely grateful that you are working with us.

Falcon Digital.

## Updates

Off-Page SEO:

Backlinks:



Added

12 backlinks.

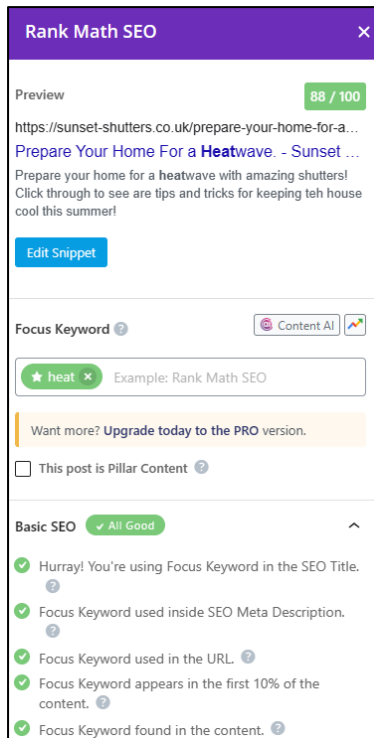


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## On-Page SEO:

Published 1 blog:



**Rank Math SEO**

Preview 88 / 100

<https://sunset-shutters.co.uk/prepare-your-home-for-a-heatwave/>

**Prepare Your Home For a Heatwave** - Sunset ...

Prepare your home for a heatwave with amazing shutters! Click through to see are tips and tricks for keeping teh house cool this summer!

[Edit Snippet](#)

Focus Keyword Content AI

★ heat ✕ Example: Rank Math SEO

Want more? [Upgrade today to the PRO version.](#)

This post is Pillar Content

Basic SEO All Good

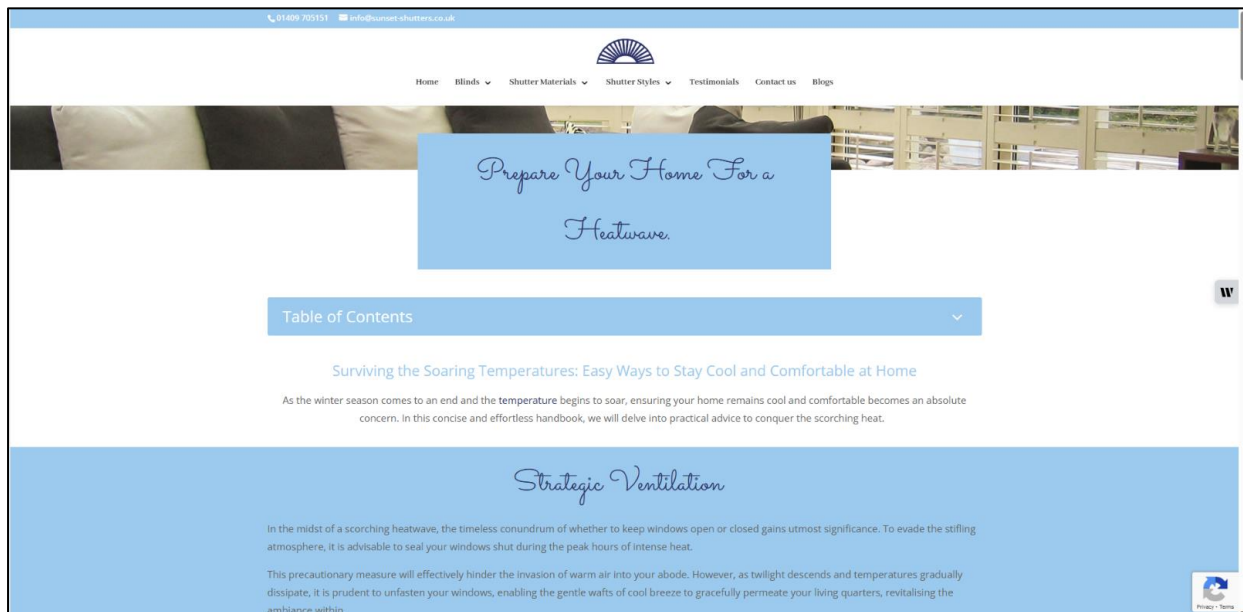
- ✓ Hurray! You're using Focus Keyword in the SEO Title.
- ✓ Focus Keyword used inside SEO Meta Description.
- ✓ Focus Keyword used in the URL.
- ✓ Focus Keyword appears in the first 10% of the content.
- ✓ Focus Keyword found in the content.

## Prepare Your Home for a Heatwave

<https://sunset-shutters.co.uk/prepare-your-home-for-a-heatwave/>

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 IndexNow



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# Prepare Your Home For a Heatwave.

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## Surviving the Soaring Temperatures: Easy Ways to Stay Cool and Comfortable at Home

As the winter season comes to an end and the temperature begins to soar, ensuring your home remains cool and comfortable becomes an absolute concern. In this concise and effortless handbook, we will delve into practical advice to conquer the scorching heat.

### Strategic Ventilation

In the midst of a scorching heatwave, the timeless conundrum of whether to keep windows open or closed gains utmost significance. To evade the stifling atmosphere, it is advisable to seal your windows shut during the peak hours of intense heat.

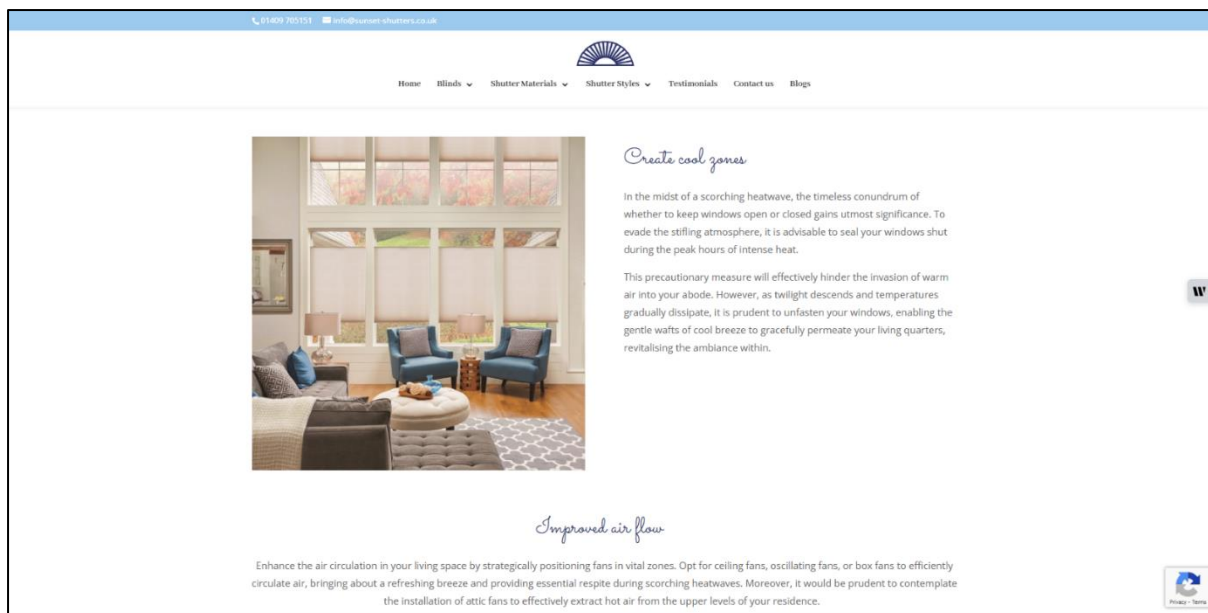
This precautionary measure will effectively hinder the invasion of warm air into your abode. However, as twilight descends and temperatures gradually dissipate, it is prudent to unfasten your windows, enabling the gentle wafts of cool breeze to gracefully permeate your living quarters, revitalising the ambiance within.

Privacy - Terms



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## **Notes from your account manager:**

This week we started by working on your backlink profile we added 12 backlinks.

### 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.

### Why Backlinks Are Important for SEO

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

After that, we published 1 blog <https://sunset-shutters.co.uk/prepare-your-home-for-a-heatwave/>.

### 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.



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## Complete Digital Peace of Mind



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