



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Sunet Shutters

DATE: 17th – 21st June

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:

Published 1 landing page:



The screenshot shows the Rank Math SEO tool interface for the page 'Wooden Window Shutters'. It includes a preview of the page content, the focus keyword 'Wooden Window Shutters', and a list of SEO checks that are all marked as 'All Good'. The checks include: Focus Keyword in the SEO Title, Focus Keyword in the Meta Description, Focus Keyword in the URL, Focus Keyword in the first 10% of the content, Focus Keyword in the content, and Content length of 1823 words.

Wooden Window Shutters

<https://sunset-shutters.co.uk/wooden-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
- Permalink




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01409 703131 info@sunsetshutters.co.uk

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Wooden Window Shutters



Sublime, Bespoke, and Window Shutters

Our handcrafted Devon-made window shutters are designed with families in mind, offering a solution for those with young children. These shutters are carefully crafted with a blackout blind hidden behind the panels, providing a peaceful environment for uninterrupted nap time.

Additionally, they cater to night-shift workers by ensuring complete darkness for restful sleep during the day. Say goodbye to early morning sunlight disrupting your sleep during the summer months. Our wooden window shutters effectively block out natural daylight, allowing you to enjoy a serene and undisturbed rest.

Not only do these shutters enhance sleep quality, but they also enhance the experience of a home cinema, creating the perfect setting for movie nights.

Choose from our exclusive ranges of Antigua, Cuba, and Fiji shutters to find the perfect style that complements your home decor. With 20 different colour choices for the blinds, matching them to your existing interior design is effortless. Investing in our wooden window shutters will not only improve the functionality of your living space but also elevate your overall quality of life.

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Shutter Styles

Explore our exquisite selection of window shutters in Devon, showcasing the highest level of craftsmanship. Our shutters are meticulously designed to complement your refined taste, offering unmatched quality and versatility.

Browse through our wide range of shutters, each carefully crafted to enhance any style seamlessly. We specialise in catering to individual preferences, ensuring that your unique style is reflected in every detail. For a sophisticated and tailored experience, reach out to our customer service team for a complimentary consultation.

Experience the pinnacle of elegance with our exceptional collection of shutters today.

[Contact Sunset Shutters](#)



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Notes from your account manager:

This week we published 1 landing page “Wooden Window Shutters”. Landing pages help you rank for more keywords and increase your search visibility. We ensured the page was fully optimised with meta description, title tags and alt tags, plus more.

Are Meta Descriptions Important for SEO?

Meta descriptions are really important for SEO. Even though they aren't a direct ranking factor. They're used to generate snippets that tell searchers about your page. And help you stand apart from competitors on the SERP. An effective snippet convinces more people to click on your link, increasing your click-through rate (CTR) and brand awareness.

Both of which are primary goals of most SEO efforts.

Why Is Alt Text Important?

Alt text is important because it makes images more accessible to people and search engines. Even when they cannot be displayed.

If you don't provide appropriate alt text, people using screen readers can't get information from images. This unfairly excludes users with visual impairments. Which can harm your brand reputation, traffic, and conversion rate.

Plus, web accessibility is good for SEO.

Google and other search engines use alt text to determine what images portray (or link to). This can enhance their understanding of the image.



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