

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: <u>hello@falcondigital.co.uk</u> 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:

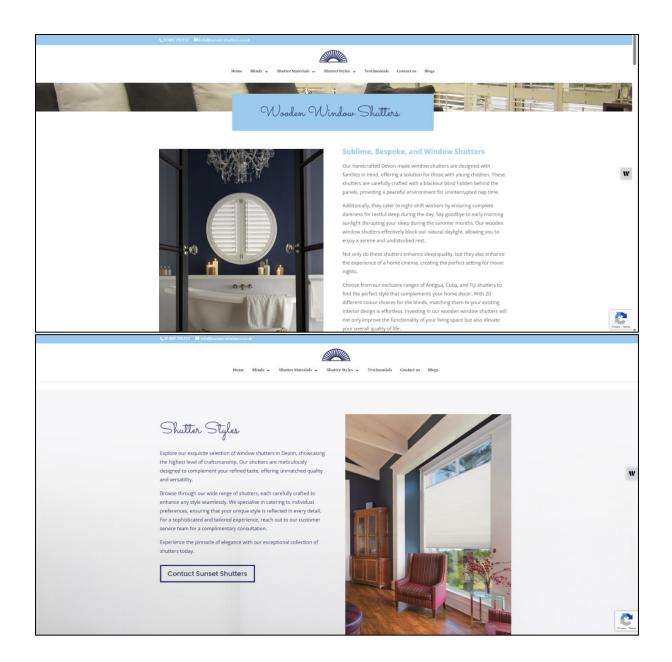
Published 1 landing page:



Rank Math SEO × Preview 85 / 100 https://sunset-shutters.co.uk/wooden-window-shutt No.1 Wooden Window Shutters - Sunset Shu Our wooden window shutters effectively block out natural daylight, allowing you to enjoy a serene and undisturbed rest. Edit Snippet	Wooden Window Shutters https://sunset-shutters.co.uk/wooden-window- shutters/ Work done on the page: • 1X H1 tag • H2 tags – H4 tags • Content
Focus Keyword Content Al Con	 Buttons Internal linking External linking Images Images alt tag Added table of contents Title tag
 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. Focus Keyword found in the content. Content is 1823 words long. Good job! 	Meta description Permalink



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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.





Complete Digital Peace of Mind



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