



WEEKLY UPDATE



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Sunset Shutters

DATE: 24th – 28th 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

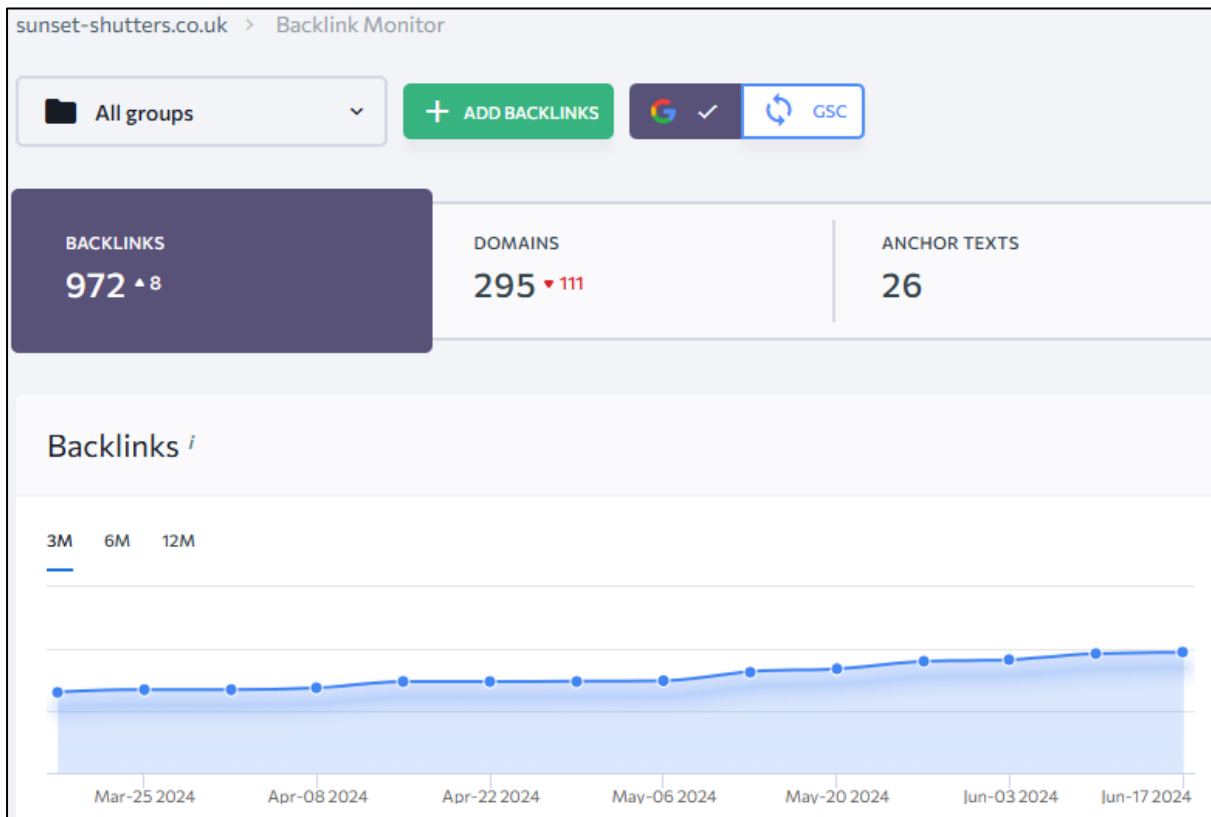
Telephone: 01626 912 773

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.

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Updates





Added 8 new backlinks





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Site health:

Textual Content Description ▾		
ISSUES	PAGES	FIXED
 H1 tag missing	1 ▾ 1	1 


Mobile Optimization Description ▾		
ISSUES	PAGES	FIXED
 Minimum text to HTML ratio	62 ▾ 2	2

Description Description ▾		
ISSUES	PAGES	FIXED
 Description missing	0	1

Textual Content Description ▾		
ISSUES	PAGES	FIXED
 Low word count	0	2

 H2 tag too long	0	1
---	---	---

 One inbound internal link	0	3
---	---	---

Images Description ▾		
ISSUES	PAGES	FIXED
 Image too big	0	2



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Write the content for 1 blog:
Do Shutters Discolour Over Time?
Content:

Do shutters discolour over time?

It is completely normal for shutters to experience some discolouration over time, as they are constantly exposed to sunlight, dust, and other environmental factors. However, the extent to which this discolouration occurs can vary depending on the quality of the shutters and the level of maintenance they receive. High-quality shutters that are properly cared for are less likely to discolour significantly, maintaining their original appearance for longer periods of time. To prevent or minimise discolouration, it is important to clean your shutters regularly using gentle cleaning products and techniques recommended by the manufacturer. Additionally, applying a protective coating or sealant to the shutters can help shield them from UV rays and other damaging elements. By taking these simple steps, you can prolong the life of your shutters and keep them looking fresh and vibrant for years to come.

Quality and finish

The likelihood of shutters discolouring largely depends on two key factors: the quality of the shutters and their finish. Cheaper shutters made from subpar materials are more likely to fade or discolour over time due to exposure to sunlight and other environmental factors. In contrast, shutters from high-quality manufacturers like The Shutter Store are crafted using durable materials and premium finishes, making them more resistant to the effects of ageing and UV rays. At The Shutter Store, we take pride in offering customers long-lasting and beautiful shutters that not only enhance the aesthetic of their homes but also stand the test of time. Our commitment to quality craftsmanship and superior materials means that our shutters are less prone to discoloration, ensuring that they retain their original look and appeal for years to come. By investing in shutters from The Shutter Store, customers can feel confident that they are getting a product that is not only stylish but also built to last.

Maintaining your shutters

Quality plays a big role in your shutter's longevity, but so does maintenance. Luckily, taking care of your shutters doesn't mean endless cleaning. Here are a few of our quick and easy tips to keep yours gleaming:

Dusting

Dust can cause a dull appearance over time. Regular dusting with a soft cloth will keep your shutters looking sharp and Spanish.

Cleaning

Use mild soap and water for cleaning. Harsh chemicals or abrasive cleaners can damage the finish and colour.

Avoid excessive moisture.



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Especially for wooden shutters, excessive moisture can lead to warping and discolouration. Ensure that any dampness is promptly wiped off.

UV Protection

If your shutters are exposed to direct sunlight, consider measures like window films to reduce the impact of UV rays. However, our shutters are all coated in UV-protective paint, helping them stand up to the sun.

Why Choose Sunset Shutters for Your Window Shutters in Devon?

Choosing to install Sunset Shutters in your home is a smart and practical decision for homeowners looking to upgrade their living spaces. These shutters not only bring a modern touch to your home but also offer a range of practical benefits. Sunset Shutters are designed to provide excellent insulation, helping to regulate the temperature in your home and reduce energy costs throughout the year. Our team of experienced engineers takes care of every step of the installation process, ensuring a smooth and hassle-free experience for you. We take pride in offering personalised services tailored to your specific needs, and our commitment to exceptional products and customer service guarantees your satisfaction. By adding our window shutter blinds to your Devon home, you can enhance both the style and functionality of your living space. This investment is sure to add value to your home, and we are confident that you will be thrilled with the results.

Expertly crafted window shutters in Devon

Sunset Shutters is widely recognised for its top-notch selection of shutters in the UK. Our range of window shutter blinds in Devon is carefully crafted to suit a variety of home styles and budgets. We take pride in the quality of our products, using only the best materials to ensure both style and durability. Whether you prefer MDF, Hardwood, or Powder Coated Aluminium Shutters, we offer a diverse range of options that not only last long but also add a touch of freshness to any living space with a variety of colours and materials. At Sunset Shutters, we believe in seamlessly blending practicality and elegance to elevate the atmosphere of any interior. We understand that investing in plantation shutters is a long-term decision, which is why our shutters not only look great but also require minimal maintenance and are built to last. Our shutters are also energy-efficient, providing insulation and helping to reduce heating costs during the colder months. Additionally, we offer waterproof materials ideal for bathrooms and laundry rooms, ensuring the longevity and pristine condition of your window shutter blinds. By choosing Sunset Shutters, you can make a smart investment that will enhance the overall look of your home. Take a moment to explore our wide range of shutters and blinds in Devon to find the perfect fit for your needs.



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Notes from your account manager:

This week we did a little bit of work on your backlinking profile we added 8 new 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 did some site health work we fixed a selection of issues.

Finally, we wrote the content for 1 blog.

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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