



WEEKLY UPDATE



FALCON digital

web design | digital marketing | SEO | PPC



Sunset Shutters

DATE: 1st – 5th July

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:

The screenshot shows the Rank Math SEO tool interface for a page titled "Rank Math SEO". The page score is 82 / 100. The URL is <https://sunset-shutters.co.uk/do-shutters-discolour-over-time/>. The focus keyword is "shutters". The tool indicates that the page is not pillar content. The basic SEO section shows several green checkmarks indicating good performance: "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."

Published 1 blogs:

Do Shutters Discolour Over Time?

<https://sunset-shutters.co.uk/do-shutters-discolour-over-time/>

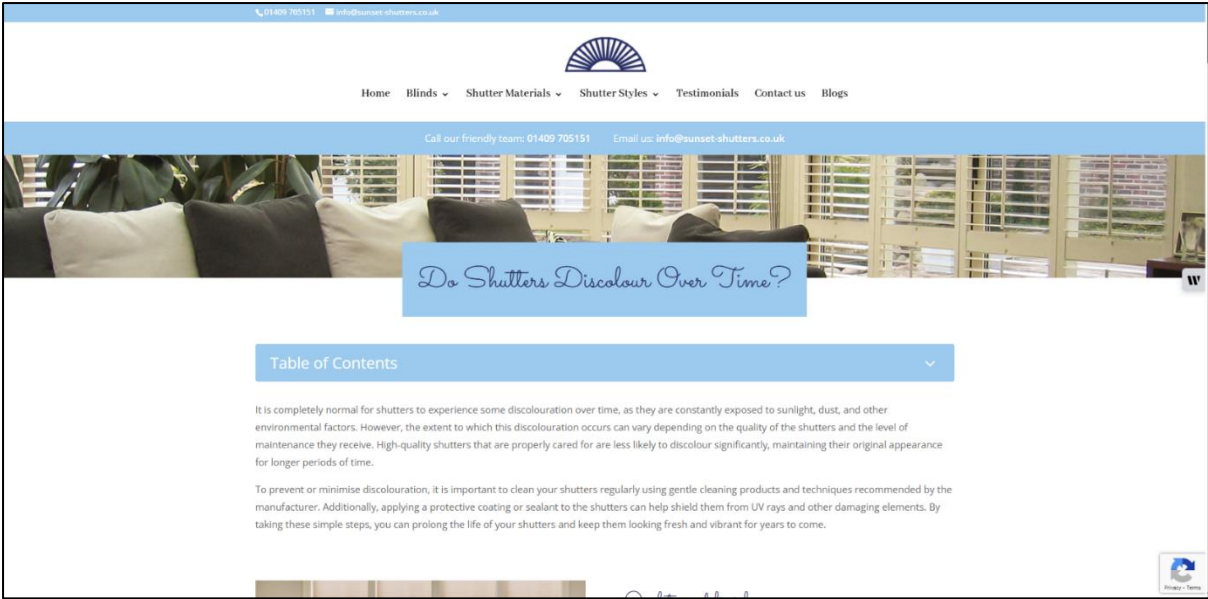
Work done on the page:

- 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

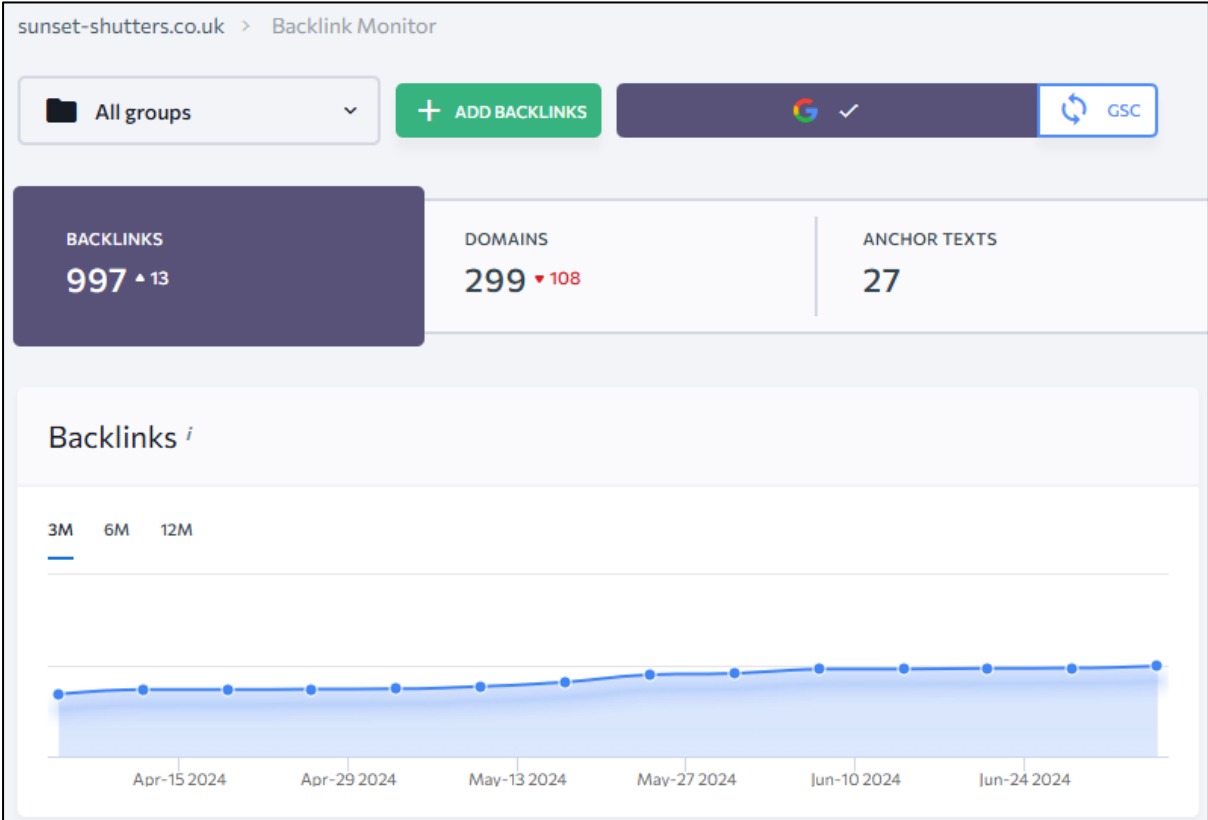


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Backlinking:



Added 13 backlinks



Notes from your account manager:

This week we published 1 blog <https://sunset-shutters.co.uk/do-shutters-discolour-over-time/>.

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.

After that we worked on your backlinking profile we added 13 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.



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