

YOUR LOGO
COMPANY NAME

INTERNET MARKETING REPORT

Prepared for

Jack Ross

04/17/2015



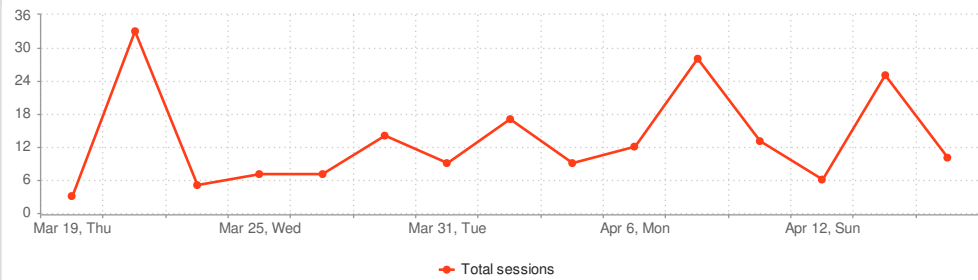
Demo project (emailtray.com)
PROJECT DASHBOARD (APRIL 17, 2015)

DO IT YOURSELF SEO

1. Keyword research: choosing effective keywords to optimize site pages for.	Completed on 4/14/15 100% ■■■■■■■■■■
2. Site structure and page optimization for high search engine rankings.	34 of 35 done 50% ■■■■■ ■■■■■■■■■■
3. Website submission to search engines, directories and niche resources.	Completed on 4/9/15 100% ■■■■■■■■■■
4. Link building by means of link bait, one-way link building, smart link exchange and social sharing.	Completed on 4/12/15 100% ■■■■■■■■■■
5. Launching a blog and promoting it on the web.	Completed on 3/31/15 100% ■■■■■■■■■■
6. Social media networking with the aim of increasing link popularity and bringing additional visitor traffic.	Completed on 4/7/15 100% ■■■■■■■■■■
7. Running paid advertising campaigns.	Completed on 4/12/15 100% ■■■■■■■■■■

SITE VISIBILITY

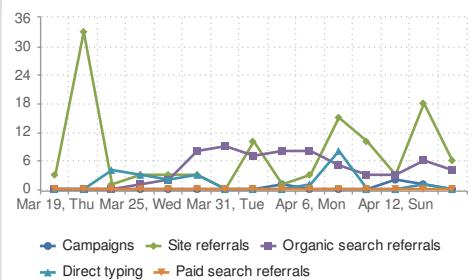
TOTAL SESSIONS (30 DAYS)



AVERAGE RANKING POSITION

Google.com (USA)	13	
Bing.com	20	
Yahoo.com	19	
Google.com (USA) Mobile	13	

NEW SESSIONS BY SOURCE (30 DAYS)



SESSIONS BY COUNTRY (30 DAYS)

Country	Sessions	% Sessions
Netherlands	149	44.88%
United States	94	28.31%
Russia	74	22.29%
United Kingdom	8	2.41%
Germany	7	2.11%

RANKING DISTRIBUTION

1 Top 1	16 ↑ 2
10 Top 10	53 ↑ 12
20 Top 20	91 ↓ 2
30 Top 30	106 ↓ 10

106 RESULTS FOUND FOR 36 KEYWORDS IN 4 SES.

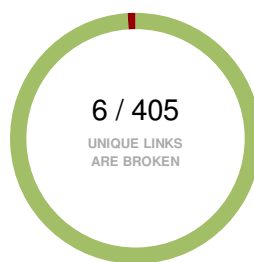
BROKEN LINKS

TECHNICAL AUDIT

! Page Not Found Issues	6
! Slow Response Time Pages	1
✓ No Broken Images	
✓ No Broken Anchors	
✓ No Server Issues	
✓ No Page Access Issues	

TOTAL PAGES SCANNED: 186 TOTAL LINKS SCANNED: 405

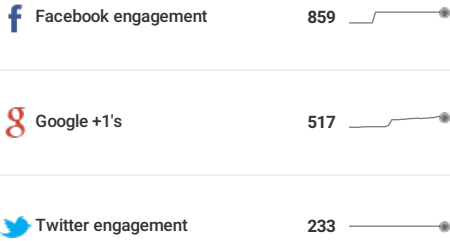
SITE HEALTH



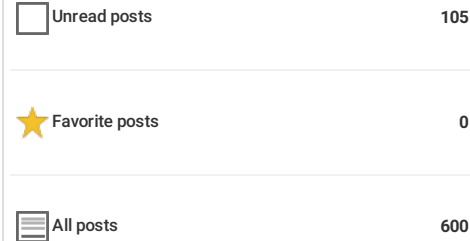
Demo project (emailtray.com) > Project Dashboard, continued

SOCIAL ENGAGEMENT

SOCIAL CITATIONS

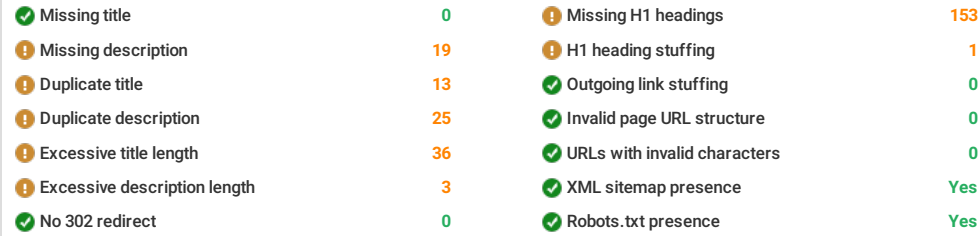


WEB BUZZ



ON-THE-PAGE OPTIMIZATION

SEO ISSUES



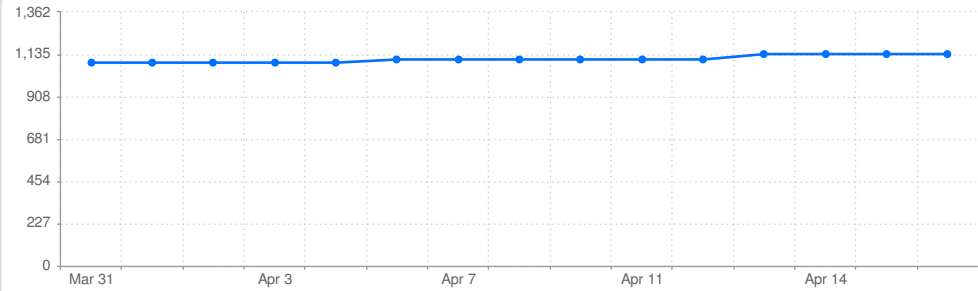
TOTAL OPTIMIZATION ISSUES: 250 PAGES SCANNED: 186

LANDING PAGES OVERVIEW

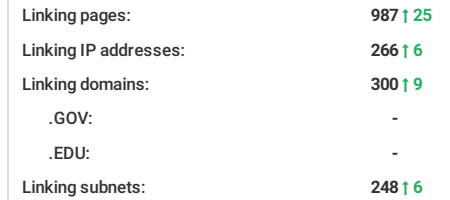
Landing page	Score	Critical issues
smart_email_system.html	9%	5
download-email-client.html	24%	4
index.html	36%	3
/	44%	2
email-sorting-software.html	64%	1

BACKLINK PROFILE QUALITY

TOTAL BACKLINKS

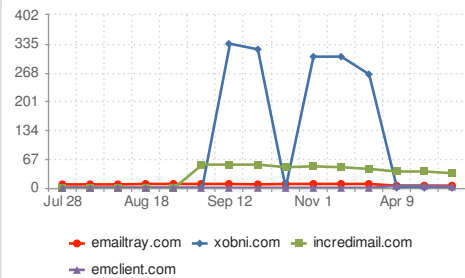


LINK SOURCES DISTRIBUTION



TOTAL BACKLINKS: 1.1K

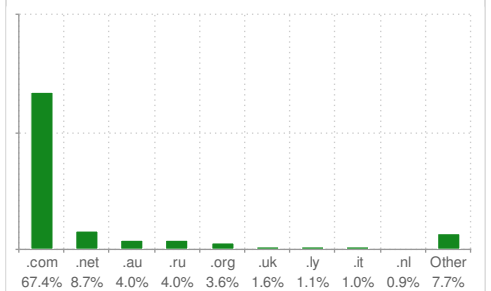
GOOGLE LINK POPULARITY



TOP 5 LINK TEXTS

Link text	Backlinks	Domain
EmailTray	130	60
Free email client	374	2
http://www.emailtray.com/	55	31
www.emailtray.com	87	42
www.emailtray.com/suggest.h...	41	26

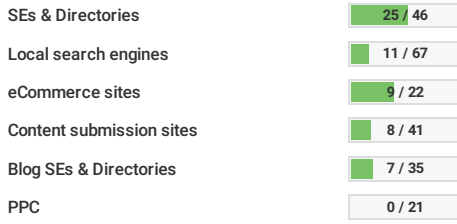
TOP LINKING TLDS



LINK BUILDING AND CONTENT SUBMISSIONS

Demo project (emailtray.com) > Project Dashboard, continued

SUBMISSION PROGRESS BY CATEGORY



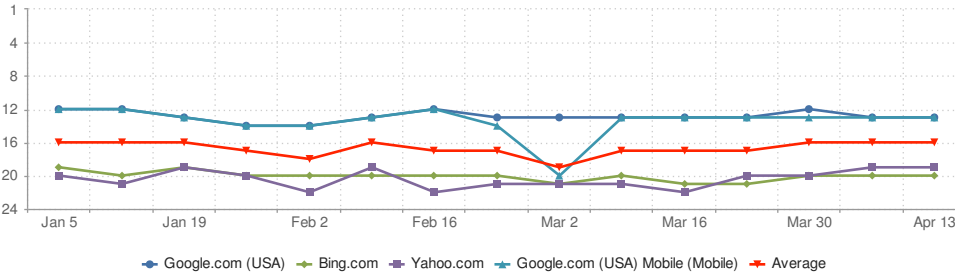
TOTAL SUBMISSIONS: 60

SITEMAP GENERATOR

Generated	Jul 7, 2014
Submitted to SEs	Apr 1, 2015
Google bot visit	Apr 10, 2015
Bing & Yahoo bot visit	Apr 13, 2015

Demo project (emailtray.com) RANK TRACKING SUMMARY (APRIL 13, 2015)

AVERAGE RANKING POSITION TREND



RANKING DISTRIBUTION

1	Top 1	16 ↑ 2
10	Top 10	53 ↑ 12
20	Top 20	91 ↓ 2
30	Top 30	106 ↓ 10

106 RESULTS FOUND FOR 36 KEYWORDS IN 4 SES.

TOP 5 KEYWORDS BY RANKINGS

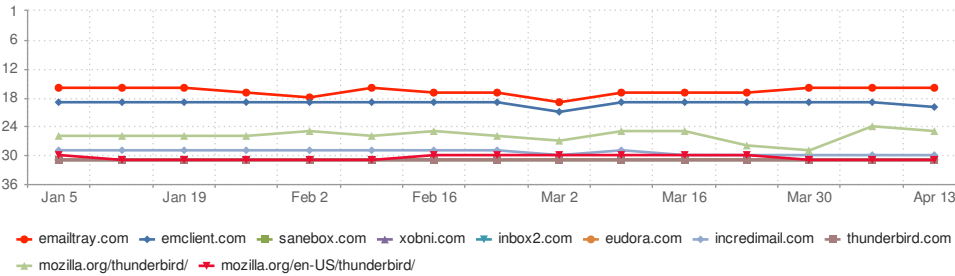
Keyword	Google.com (USA)	Bing.com	Yahoo.com
smart email notifier	1 ↑ 1	3 ↑ 1	- ↓
email sorting software	1	1	1
emailtray blog	1	1	1
emailtray	1	1	10 ↓ 9
smart email client	2	1	1

POSITIONS COMPARED WITH PREVIOUS SCAN

↑ Improved positions	41
↓ Depreciated positions	22
○ Unchanged positions	42
+ Added to SE listing	1
✎ Dropped from SE listing	13

TOTAL POSITIONS IN SEARCH RESULTS: 106

AVERAGE RANKING POSITION WITH COMPETITORS



TOP 5 MOVED UP KEYWORDS

Keyword	Search engine	Position
best free email client	Yahoo.com	4 ↑ 23
email client for windows	Yahoo.com	8 ↑ 19
mail client for windows	Yahoo.com	5 ↑ 17
email clients for windows	Yahoo.com	6 ↑ 15
email clients for windows 7	Yahoo.com	7 ↑ 15

















Demo project (emailtray.com)
SITE RANKINGS (DETAILED) (APRIL 13, 2015)

This report gives a detailed overview of the keywords' position on specific search engines (SEs) tied to the corresponding web pages of your site.

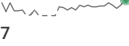


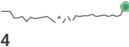














Only starred keywords are shown

Search engine / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	Total visits	Position	SERP	Web page
GOOGLE.COM (USA)							
★ free email client	3,600	20	151,000,000	46		1	/download-email-client.html
★ email notifier	1,900	30	1,230,000	177		1	/email-notifier.html
★ email etiquette	27,100	70	25,100,000	6		3	/support/email-management-tips/business-email-etiquette-rules.html
★ download email client	110	10	109,000,000	6		1	/download-email-client.html
★ smart email client	10	10	43,600,000	6		1	/
★ smart email notifier	10	10	174,000	1		1	/
★ best email client	9,900	110	158,000,000	9		2	/download-email-client.html
★ email client software	390	10	93,800,000	2		3	/outlook-plugin-email-client-software.html
★ lightweight email client	260	10	1,680,000	18		1	/simple-email-client.html
★ best free email client	1,900	10	137,000,000	5		2	/download-email-client.html
★ email clients for windows	720	10	39,800,000	7		2	/download-email-client.html
★ email client for windows 7	1,600	10	53,600,000	12		2	/download-email-client.html
★ email client for windows	1,900	10	63,300,000	24		2	/download-email-client.html
★ windows email client	1,300	10	64,700,000	7		2	/download-email-client.html
★ email clients for windows 7	590	10	29,900,000	3		2	/download-email-client.html
★ mail client for windows 7	590	10	26,500,000	6		2	/download-email-client.html
★ mail client for windows	880	10	33,100,000	9		1	/download-email-client.html
★ best email client for windows	1,600	20	54,000,000	15		1	/download-email-client.html






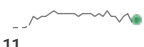


Demo project (emailtray.com) > Site Rankings (detailed), continued

Search engine / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	Total visits	Position	SERP	Web page
BING.COM							
★ free email client	3,600	20	60,800,000	46	 21	3	/download-email-client.html
★ email notifier	1,900	30	37,700,000	177	 16	2	/email-notifier.html
★ email etiquette	27,100	70	10,900,000	6	-	-	
★ download email client	110	10	43,700,000	6	 1	1	/download-email-client.html
★ smart email client	10	10	7,140,000	6	 1	1	https://www.facebook.com/EmailTray.Email.Client
★ smart email notifier	10	10	3,440,000	1	 3	1	/blog/a-smart-email-notifier-get-alerted-only-about-the-emails-that-are-worth-your-attention/
★ best email client	9,900	110	63,000,000	9	-	-	
★ email client software	390	10	57,800,000	2	 19	2	/download-email-client.html
★ lightweight email client	260	10	2,660,000	18	 17	2	/simple-email-client.html
★ best free email client	1,900	10	58,700,000	5	 22	3	/download-email-client.html
★ email clients for windows	720	10	51,500,000	7	 21	3	/download-email-client.html
★ email client for windows 7	1,600	10	17,700,000	12	 19	2	/download-email-client.html
★ email client for windows	1,900	10	30,600,000	24	 28	3	/download-email-client.html
★ windows email client	1,300	10	30,600,000	7	-	-	
★ email clients for windows 7	590	10	23,400,000	3	 25	3	/download-email-client.html
★ mail client for windows 7	590	10	27,800,000	6	 19	2	/download-email-client.html
★ mail client for windows	880	10	35,100,000	9	 23	3	/download-email-client.html
★ best email client for windows	1,600	20	24,600,000	15	-	-	
YAHOO.COM							
★ free email client	3,600	20	61,500,000	46	 6	2	/download-email-client.html
★ email notifier	1,900	30	37,200,000	177	-	-	
★ email etiquette	27,100	70	11,000,000	6	-	-	
★ download email client	110	10	42,600,000	6	-	-	
★ smart email client	10	10	7,140,000	6	 1	1	https://www.facebook.com/EmailTray.Email.Client

Demo project (emailtray.com) > Site Rankings (detailed), continued

Search engine / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	Total visits	Position	SERP	Web page
★ smart email notifier	10	10	3,440,000	1	-	-	
★ best email client	9,900	110	66,000,000	9	-	-	
★ email client software	390	10	58,100,000	2	-	-	
★ lightweight email client	260	10	2,690,000	18		2	/simple-email-client.html
★ best free email client	1,900	10	59,400,000	5		3	/download-email-client.html
★ email clients for windows	720	10	51,500,000	7		3	/download-email-client.html
★ email client for windows 7	1,600	10	17,700,000	12		2	/download-email-client.html
★ email client for windows	1,900	10	30,600,000	24		3	/download-email-client.html
★ windows email client	1,300	10	30,600,000	7	-	-	
★ email clients for windows 7	590	10	23,400,000	3		3	/download-email-client.html
★ mail client for windows 7	590	10	27,800,000	6		2	/download-email-client.html
★ mail client for windows	880	10	35,100,000	9		2	/download-email-client.html
★ best email client for windows	1,600	20	24,600,000	15	-	-	
GOOGLE.COM (USA) MOBILE							
★ free email client	3,600	20	34	46		1	/download-email-client.html
★ email notifier	1,900	30	n/a	177		1	/email-notifier.html
★ email etiquette	27,100	70	33	6		3	/support/email-management-tips/business-email-etiquette-rules.html
★ download email client	110	10	38	6		1	/download-email-client.html
★ smart email client	10	10	35	6		1	/
★ smart email notifier	10	10	n/a	1		1	/
★ best email client	9,900	110	n/a	9		2	/download-email-client.html
★ email client software	390	10	47	2		3	/outlook-plugin-email-client-software.html
★ lightweight email client	260	10	n/a	18		1	/simple-email-client.html
★ best free email client	1,900	10	44	5		2	/download-email-client.html

Demo project (emailtray.com) > Site Rankings (detailed), continued

Search engine / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	Total visits	Position	SERP	Web page
★ email clients for windows	720	10	n/a	7	 13	2	/download-email-client.html
★ email client for windows 7	1,600	10	15	12	 13	2	/download-email-client.html
★ email client for windows	1,900	10	n/a	24	 12	2	/download-email-client.html
★ windows email client	1,300	10	n/a	7	 13	2	/download-email-client.html
★ email clients for windows 7	590	10	n/a	3	 12	2	/download-email-client.html
★ mail client for windows 7	590	10	15	6	 11	2	/download-email-client.html
★ mail client for windows	880	10	34	9	 9	1	/download-email-client.html
★ best email client for windows	1,600	20	n/a	15	 10	1	/download-email-client.html

Demo project (emailtray.com)

COMPETITOR RANKINGS BY SE (APRIL 13, 2015)

This report shows the site rankings of your site compared to competitor rankings. The results are broken down by search engines (SEs).

Only starred keywords are shown

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	emclient.com	sanebox.com	xobni.com
GOOGLE.COM (USA)							
★ free email client	3,600	20	151,000,000	7	3	-	-
★ email notifier	1,900	30	1,230,000	4	-	-	-
★ email etiquette	27,100	70	25,100,000	27	-	-	-
★ download email client	110	10	109,000,000	5	\$ 2 11	-	-
★ smart email client	10	10	43,600,000	2	-	28	-
★ smart email notifier	10	10	174,000	1	-	-	-
★ best email client	9,900	110	158,000,000	16	5	-	-
★ email client software	390	10	93,800,000	25	1	-	-
★ lightweight email client	260	10	1,680,000	9	-	-	-
★ best free email client	1,900	10	137,000,000	12	7	-	-
★ email clients for windows	720	10	39,800,000	13	1	-	-
★ email client for windows 7	1,600	10	53,600,000	13	4	-	-
★ email client for windows	1,900	10	63,300,000	12	1	-	-
★ windows email client	1,300	10	64,700,000	13	1	-	-
★ email clients for windows 7	590	10	29,900,000	12	3	-	-
★ mail client for windows 7	590	10	26,500,000	11	4	-	-
★ mail client for windows	880	10	33,100,000	9	1	-	-
★ best email client for windows	1,600	20	54,000,000	10	4	-	-
BING.COM							
★ free email client	3,600	20	60,800,000	21	14	-	-
★ email notifier	1,900	30	37,700,000	16	-	-	-
★ email etiquette	27,100	70	10,900,000	-	-	-	-
★ download email client	110	10	43,700,000	1	6	-	-
★ smart email client	10	10	7,140,000	1	-	-	-

Demo project (emailtray.com) > Competitor Rankings by SE, continued

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	emclient.com	sanebox.com	xobni.com
★ smart email notifier	10	10	3,440,000	3	-	-	-
★ best email client	9,900	110	63,000,000	-	16	-	-
★ email client software	390	10	57,800,000	19	4	-	-
★ lightweight email client	260	10	2,660,000	17	-	-	-
★ best free email client	1,900	10	58,700,000	22	16	-	-
★ email clients for windows	720	10	51,500,000	21	14	-	-
★ email client for windows 7	1,600	10	17,700,000	19	13	-	-
★ email client for windows	1,900	10	30,600,000	28	9	-	-
★ windows email client	1,300	10	30,600,000	-	17	-	-
★ email clients for windows 7	590	10	23,400,000	25	10	-	-
★ mail client for windows 7	590	10	27,800,000	19	16	-	-
★ mail client for windows	880	10	35,100,000	23	15	-	-
★ best email client for windows	1,600	20	24,600,000	-	9	-	-
YAHOO.COM							
★ free email client	3,600	20	61,500,000	6	12	-	-
★ email notifier	1,900	30	37,200,000	-	-	-	-
★ email etiquette	27,100	70	11,000,000	-	-	-	-
★ download email client	110	10	42,600,000	-	3	-	-
★ smart email client	10	10	7,140,000	1	-	-	-
★ smart email notifier	10	10	3,440,000	-	-	-	-
★ best email client	9,900	110	66,000,000	-	-	-	-
★ email client software	390	10	58,100,000	-	2	-	-
★ lightweight email client	260	10	2,690,000	7	-	-	-
★ best free email client	1,900	10	59,400,000	4	-	-	-
★ email clients for windows	720	10	51,500,000	6	-	-	-
★ email client for windows 7	1,600	10	17,700,000	4	-	-	-
★ email client for windows	1,900	10	30,600,000	8	3	-	-
★ windows email client	1,300	10	30,600,000	-	-	-	-
★ email clients for windows 7	590	10	23,400,000	7	-	-	-

Demo project (emailtray.com) > Competitor Rankings by SE, continued

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	emclient.com	sanebox.com	xobni.com
★ mail client for windows 7	590	10	27,800,000	5	-	-	-
★ mail client for windows	880	10	35,100,000	5	-	-	-
★ best email client for windows	1,600	20	24,600,000	-	-	-	-
GOOGLE.COM (USA) MOBILE							
★ free email client	3,600	20	34	7	3	-	-
★ email notifier	1,900	30	n/a	4	-	-	-
★ email etiquette	27,100	70	33	21	-	-	-
★ download email client	110	10	38	5	1	-	-
★ smart email client	10	10	35	2	-	30	-
★ smart email notifier	10	10	n/a	1	-	-	-
★ best email client	9,900	110	n/a	16	5	-	-
★ email client software	390	10	47	25	1	-	-
★ lightweight email client	260	10	n/a	9	-	-	-
★ best free email client	1,900	10	44	12	7	-	-
★ email clients for windows	720	10	n/a	13	1	-	-
★ email client for windows 7	1,600	10	15	13	4	-	-
★ email client for windows	1,900	10	n/a	12	1	-	-
★ windows email client	1,300	10	n/a	13	1	-	-
★ email clients for windows 7	590	10	n/a	12	3	-	-
★ mail client for windows 7	590	10	15	11	4	-	-
★ mail client for windows	880	10	34	9	1	-	-
★ best email client for windows	1,600	20	n/a	10	4	-	-

Legend:
 + Added - Not found on the first 3 result pages
 ↑ Position up ↓ Position dropped or down
 \$ Ad result 🖼️ Image result 📰 News result 📍 Places result 🛒 Shopping result 🎥 Video result

Domains:
 1. incredimail.com
 2. thunderbird.com
 3. mozilla.org/en-US/thunderbird/

Demo project (emailtray.com) > Competitor Rankings by SE, continued

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	inbox2.com	eudora.com	incredima...com ¹
GOOGLE.COM (USA)							
★ free email client	3,600	20	151,000,000	7	-	-	-
★ email notifier	1,900	30	1,230,000	4	-	-	-
★ email etiquette	27,100	70	25,100,000	27	-	-	-
★ download email client	110	10	109,000,000	5	-	-	-
★ smart email client	10	10	43,600,000	2	-	-	-
★ smart email notifier	10	10	174,000	1	-	-	17
★ best email client	9,900	110	158,000,000	16	-	-	-
★ email client software	390	10	93,800,000	25	-	-	-
★ lightweight email client	260	10	1,680,000	9	-	-	-
★ best free email client	1,900	10	137,000,000	12	-	-	-
★ email clients for windows	720	10	39,800,000	13	-	-	-
★ email client for windows 7	1,600	10	53,600,000	13	-	-	-
★ email client for windows	1,900	10	63,300,000	12	-	-	-
★ windows email client	1,300	10	64,700,000	13	-	-	-
★ email clients for windows 7	590	10	29,900,000	12	-	-	-
★ mail client for windows 7	590	10	26,500,000	11	-	-	-
★ mail client for windows	880	10	33,100,000	9	-	-	-
★ best email client for windows	1,600	20	54,000,000	10	-	-	-
BING.COM							
★ free email client	3,600	20	60,800,000	21	-	-	-
★ email notifier	1,900	30	37,700,000	16	-	-	10
★ email etiquette	27,100	70	10,900,000	-	-	-	-
★ download email client	110	10	43,700,000	1	-	-	-
★ smart email client	10	10	7,140,000	1	-	-	-
★ smart email notifier	10	10	3,440,000	3	-	-	-
★ best email client	9,900	110	63,000,000	-	-	-	-
★ email client software	390	10	57,800,000	19	-	-	-
★ lightweight email client	260	10	2,660,000	17	-	-	-

Demo project (emailtray.com) > Competitor Rankings by SE, continued

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	inbox2.com	eudora.com	incredima...com ¹
★ best free email client	1,900	10	58,700,000	22	-	-	-
★ email clients for windows	720	10	51,500,000	21	-	-	-
★ email client for windows 7	1,600	10	17,700,000	19	-	-	-
★ email client for windows	1,900	10	30,600,000	28	-	-	-
★ windows email client	1,300	10	30,600,000	-	-	-	-
★ email clients for windows 7	590	10	23,400,000	25	-	-	-
★ mail client for windows 7	590	10	27,800,000	19	-	-	-
★ mail client for windows	880	10	35,100,000	23	-	-	-
★ best email client for windows	1,600	20	24,600,000	-	-	-	-
YAHOO.COM							
★ free email client	3,600	20	61,500,000	6	-	-	-
★ email notifier	1,900	30	37,200,000	-	-	-	-
★ email etiquette	27,100	70	11,000,000	-	-	-	-
★ download email client	110	10	42,600,000	-	-	-	-
★ smart email client	10	10	7,140,000	1	-	-	-
★ smart email notifier	10	10	3,440,000	-	-	-	-
★ best email client	9,900	110	66,000,000	-	-	-	-
★ email client software	390	10	58,100,000	-	-	-	-
★ lightweight email client	260	10	2,690,000	7	-	-	-
★ best free email client	1,900	10	59,400,000	4	-	-	-
★ email clients for windows	720	10	51,500,000	6	-	-	-
★ email client for windows 7	1,600	10	17,700,000	4	-	-	-
★ email client for windows	1,900	10	30,600,000	8	-	-	-
★ windows email client	1,300	10	30,600,000	-	-	-	-
★ email clients for windows 7	590	10	23,400,000	7	-	-	-
★ mail client for windows 7	590	10	27,800,000	5	-	-	-
★ mail client for windows	880	10	35,100,000	5	-	-	-
★ best email client for windows	1,600	20	24,600,000	-	-	-	-
GOOGLE.COM (USA) MOBILE							

Demo project (emailtray.com) > Competitor Rankings by SE, continued

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	inbox2.com	eudora.com	incredima...com ¹
★ free email client	3,600	20	34	7	-	-	-
★ email notifier	1,900	30	n/a	4	-	-	-
★ email etiquette	27,100	70	33	21	-	-	-
★ download email client	110	10	38	5	-	-	-
★ smart email client	10	10	35	2	-	-	-
★ smart email notifier	10	10	n/a	1	-	-	21
★ best email client	9,900	110	n/a	16	-	-	-
★ email client software	390	10	47	25	-	-	-
★ lightweight email client	260	10	n/a	9	-	-	-
★ best free email client	1,900	10	44	12	-	-	-
★ email clients for windows	720	10	n/a	13	-	-	-
★ email client for windows 7	1,600	10	15	13	-	-	-
★ email client for windows	1,900	10	n/a	12	-	-	-
★ windows email client	1,300	10	n/a	13	-	-	-
★ email clients for windows 7	590	10	n/a	12	-	-	-
★ mail client for windows 7	590	10	15	11	-	-	-
★ mail client for windows	880	10	34	9	-	-	-
★ best email client for windows	1,600	20	n/a	10	-	-	-

Legend:
 + Added - Not found on the first 3 result pages
 ↑ Position up ↓ Position dropped or down
 \$ Ad result 🖼️ Image result 📰 News result 📍 Places result 🛒 Shopping result 📺 Video result

Domains:
 1. incredimail.com
 2. thunderbird.com
 3. mozilla.org/en-US/thunderbird/

Demo project (emailtray.com) > Competitor Rankings by SE, continued

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	thunderbi...com ²	mozilla.org/thunderbird/	mozilla.org/en-US/...erbird/ ³
GOOGLE.COM (USA)							
★ free email client	3,600	20	151,000,000	7	-	1	-
★ email notifier	1,900	30	1,230,000	4	-	-	-
★ email etiquette	27,100	70	25,100,000	27	-	-	-
★ download email client	110	10	109,000,000	5	-	1	-
★ smart email client	10	10	43,600,000	2	-	13	-
★ smart email notifier	10	10	174,000	1	-	-	-
★ best email client	9,900	110	158,000,000	16	-	-	-
★ email client software	390	10	93,800,000	25	-	2	-
★ lightweight email client	260	10	1,680,000	9	-	-	-
★ best free email client	1,900	10	137,000,000	12	-	9	-
★ email clients for windows	720	10	39,800,000	13	-	11	-
★ email client for windows 7	1,600	10	53,600,000	13	-	16	-
★ email client for windows	1,900	10	63,300,000	12	-	6	-
★ windows email client	1,300	10	64,700,000	13	-	8	-
★ email clients for windows 7	590	10	29,900,000	12	-	17	-
★ mail client for windows 7	590	10	26,500,000	11	-	18	-
★ mail client for windows	880	10	33,100,000	9	-	8	-
★ best email client for windows	1,600	20	54,000,000	10	-	16	-
BING.COM							
★ free email client	3,600	20	60,800,000	21	-	16	-
★ email notifier	1,900	30	37,700,000	16	-	-	-
★ email etiquette	27,100	70	10,900,000	-	-	-	-
★ download email client	110	10	43,700,000	1	-	7	-
★ smart email client	10	10	7,140,000	1	-	-	-
★ smart email notifier	10	10	3,440,000	3	-	-	-
★ best email client	9,900	110	63,000,000	-	-	-	-
★ email client software	390	10	57,800,000	19	-	-	21
★ lightweight email client	260	10	2,660,000	17	-	-	-

Demo project (emailtray.com) > Competitor Rankings by SE, continued

SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	thunderbi...com ²	mozilla.org/thunderbird/	mozilla.org/en-US/...erbird/ ³
★ best free email client	1,900	10	58,700,000	22	-	-	-
★ email clients for windows	720	10	51,500,000	21	-	-	-
★ email client for windows 7	1,600	10	17,700,000	19	-	-	-
★ email client for windows	1,900	10	30,600,000	28	-	-	-
★ windows email client	1,300	10	30,600,000	-	-	-	-
★ email clients for windows 7	590	10	23,400,000	25	-	-	-
★ mail client for windows 7	590	10	27,800,000	19	-	-	-
★ mail client for windows	880	10	35,100,000	23	-	-	-
★ best email client for windows	1,600	20	24,600,000	-	-	-	-
YAHOO.COM							
★ free email client	3,600	20	61,500,000	6	-	-	-
★ email notifier	1,900	30	37,200,000	-	-	-	-
★ email etiquette	27,100	70	11,000,000	-	-	-	-
★ download email client	110	10	42,600,000	-	-	-	4
★ smart email client	10	10	7,140,000	1	-	-	-
★ smart email notifier	10	10	3,440,000	-	-	-	-
★ best email client	9,900	110	66,000,000	-	-	-	-
★ email client software	390	10	58,100,000	-	-	5	-
★ lightweight email client	260	10	2,690,000	7	-	-	-
★ best free email client	1,900	10	59,400,000	4	-	-	-
★ email clients for windows	720	10	51,500,000	6	-	-	-
★ email client for windows 7	1,600	10	17,700,000	4	-	-	-
★ email client for windows	1,900	10	30,600,000	8	-	-	-
★ windows email client	1,300	10	30,600,000	-	-	-	-
★ email clients for windows 7	590	10	23,400,000	7	-	-	-
★ mail client for windows 7	590	10	27,800,000	5	-	-	-
★ mail client for windows	880	10	35,100,000	5	-	-	-
★ best email client for windows	1,600	20	24,600,000	-	-	-	-
GOOGLE.COM (USA) MOBILE							

Demo project (emailtray.com) > Competitor Rankings by SE, continued

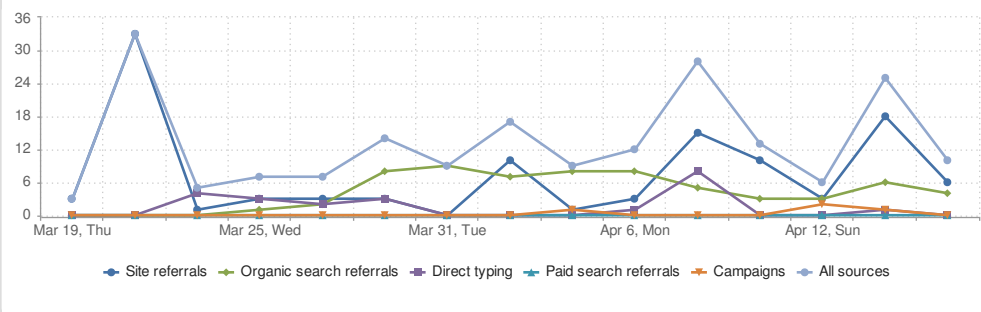
SE / Keyword (18 filtered from 36)	Global searches	Local searches	Competition	emailtray.com	thunderbi...com ²	mozilla.org/thunderbird/	mozilla.org/en-US/...erbird/ ³
★ free email client	3,600	20	34	7	-	1	-
★ email notifier	1,900	30	n/a	4	-	-	-
★ email etiquette	27,100	70	33	21	-	-	-
★ download email client	110	10	38	5	-	3	-
★ smart email client	10	10	35	2	-	14	-
★ smart email notifier	10	10	n/a	1	-	-	-
★ best email client	9,900	110	n/a	16	-	-	-
★ email client software	390	10	47	25	-	2	-
★ lightweight email client	260	10	n/a	9	-	-	-
★ best free email client	1,900	10	44	12	-	9	-
★ email clients for windows	720	10	n/a	13	-	11	-
★ email client for windows 7	1,600	10	15	13	-	16	-
★ email client for windows	1,900	10	n/a	12	-	7	-
★ windows email client	1,300	10	n/a	13	-	8	-
★ email clients for windows 7	590	10	n/a	12	-	17	-
★ mail client for windows 7	590	10	15	11	-	18	-
★ mail client for windows	880	10	34	9	-	8	-
★ best email client for windows	1,600	20	n/a	10	-	16	-

Legend:
 + Added - Not found on the first 3 result pages
 ↑ Position up ↓ Position dropped or down
 \$ Ad result 🖼️ Image result 📰 News result 📍 Places result 🛒 Shopping result 📺 Video result

Domains:
 1. incredimail.com
 2. thunderbird.com
 3. mozilla.org/en-US/thunderbird/

Demo project (emailtray.com)
WEB ANALYTICS SUMMARY (APRIL 17, 2015)

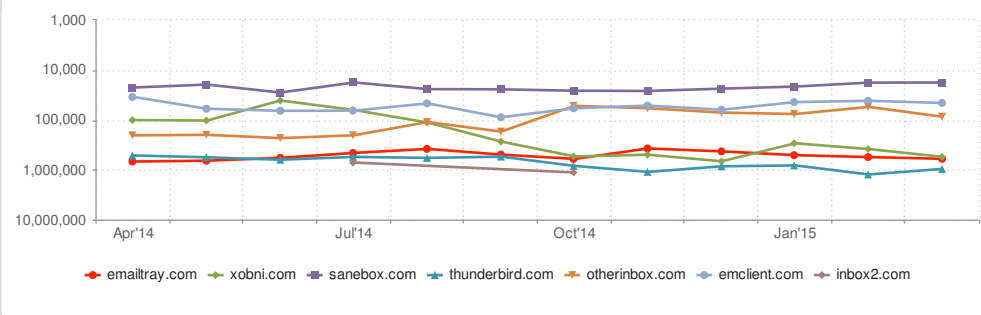
TRAFFIC SOURCE TREND (30 DAYS)



SESSIONS BY COUNTRY (30 DAYS)

Country	Sessions	% Sessions
Netherlands	149	44.88%
United States	94	28.31%
Russia	74	22.29%
United Kingdom	8	2.41%
Germany	7	2.11%

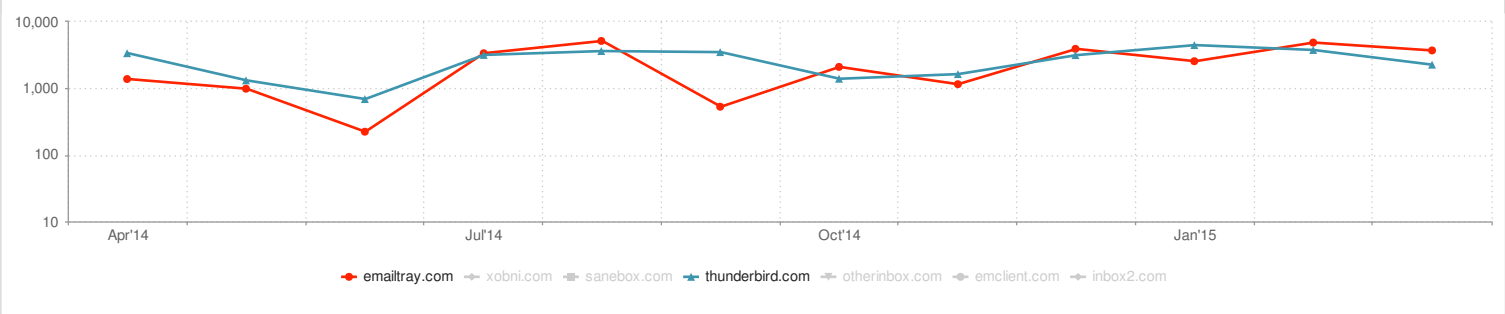
ALEXA TRAFFIC RANK WITH COMPETITORS



TOP 5 LANGUAGES (30 DAYS)

Source	Sessions	% Sessions
Dutch	112	35.67%
English (United States of Amer...)	94	29.94%
Russian	73	23.25%
Dutch (Netherlands)	31	9.87%
French	4	1.27%

COMPETITOR TRAFFIC BY COMPETE.COM



Demo project (emailtray.com)
TECHNICAL AUDIT (APRIL 17, 2015)

This report lists broken internal and external links found on your site.

186 Scanned unique pages	6 ↓ 1 Unique broken links	6 ↓ 1 Page Not Found Issues	0 Broken Image Links	0 Broken Anchors	0 Server Issues	0 Page Access Issues	1 ↑ 1 Slow Response Time Pages
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Page Not Found Issues - External (6)

Replace the broken internal and external links to pages with valid ones, because broken links reduce your site quality and may negatively impact your site visitors' experience.

1. The http://www.comscoredatamine.com/2012/04/android-captures-majority-share-of-us-smartphone-market/ broken link was found on 7 page(s):	
/blog/tag/android/	Line: 245; Status: 404
/blog/tag/smartphone/	Line: 144; Status: 404
/blog/page/2/	Line: 511; Status: 404
/blog/category/technology/	Line: 474; Status: 404
/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/	Line: 73; Status: 404
/blog/tag/comscore/	Line: 71; Status: 404
/blog/tag/mobile-phone/	Line: 71; Status: 404
2. The http://www.comscoredatamine.com/2012/07/getting-smart-u-s-smartphone-population-reaches-110-million-consumers/ broken link was found on 7 page(s):	
/blog/tag/android/	Line: 240; Status: 404
/blog/tag/smartphone/	Line: 139; Status: 404
/blog/page/2/	Line: 506; Status: 404
/blog/category/technology/	Line: 469; Status: 404
/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/	Line: 68; Status: 404
/blog/tag/comscore/	Line: 66; Status: 404
/blog/tag/mobile-phone/	Line: 66; Status: 404
3. The http://www.comscoredatamine.com/2012/05/apps-account-for-4-in-every-5-us-mobile-media-minutes/ broken link was found on 7 page(s):	
/blog/tag/android/	Line: 249; Status: 404
/blog/tag/smartphone/	Line: 148; Status: 404
/blog/page/2/	Line: 515; Status: 404
/blog/category/technology/	Line: 478; Status: 404
/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/	Line: 77; Status: 404
/blog/tag/comscore/	Line: 75; Status: 404

Demo project (emailtray.com) > Technical Audit, continued

3. The http://www.comscoredatamine.com/2012/05/apps-account-for-4-in-every-5-us-mobile-media-minutes/ broken link was found on 7 page(s):	
/blog/tag/mobile-phone/	Line: 75; Status: 404

4. The http://www.returnpath.net/blog/intheknow/2012/03/return-path-study-shows-global-email-deliverability-experiences-historic-decline-in-second-half-of-2011-2/ broken link was found on 6 page(s):	
/blog/tag/email-deliverability/	Line: 243; Status: 404
/blog/category/email-management-2/	Line: 380; Status: 404
/blog/tag/email-delivery/	Line: 215; Status: 404
/blog/beware-attachments-may-ruin-your-email-delivery-expectations/	Line: 66; Status: 404
/blog/tag/email-attachment/	Line: 64; Status: 404
/blog/page/3/	Line: 208; Status: 404

5. The http://www.comscoredatamine.com/2012/01/u-s-mobile-email-audience-grows-by-nearly-20-million-users-in-the-past-year/ broken link was found on 6 page(s):	
/blog/tag/android-email-app/	Line: 211; Status: 404
/blog/category/email-trends-and-stats/	Line: 243; Status: 404
/blog/the-importance-of-being-always-available-via-email/	Line: 67; Status: 404
/blog/tag/email-stats/	Line: 65; Status: 404
/blog/tag/phone/	Line: 65; Status: 404
/blog/page/3/	Line: 289; Status: 404

6. The http://blog.focus.it/graphic-news/2012/06/20/tutti-i-numeri-dello-spam/ broken link was found on 1 page(s):	
/blog/infographic-email-spam-phishing-trends-2011-2012/	Line: 137; Status: 404

Slow Response Time Pages

Optimize your server software because pages that load slowly reduce your site quality and may negatively impact your site visitor experiences.

Page	Load time
http://www.emailtray.com/support/faq/	1.01 s

Quality Assured

 No Broken Images
 No Broken Anchors
 No Server Issues
 No Page Access Issues

Demo project (emailtray.com)
ON-SITE SEO (APRIL 17, 2015)

This report lists on-site SEO issues and pages on which the issues were found.

186 Scanned unique pages	7 Consider fixing	219 ↓34 Pages in Google index	4 years Sitemap age	5 years Domain age
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Shorten Title tags of 36 pages to 70 characters

Shorten your TITLE tag to 70 characters (including spaces), because longer titles will be cut off on the search results pages.

These issues were found on the following pages:
<p>1. /download.html Title: Download EmailTray - Email Tracking, Sorting, and Notification Software</p>
<p>2. /order-emailtray-premium.html Title: Order EmailTray Premium - Email Tracking, Sorting, and Notification Software</p>
<p>3. /blog/video-review-emailtray-on-findmysoft-com-enjoy-and-share-with-your-colleagues/ Title: A Video Review of the EmailTray Email Client on FindMySoft.com: Enjoy and Share with Your Colleagues! Emailtray Blog</p>
<p>4. /blog/great-news-for-email-users-spam-rates-dropped-by-nearly-10-percent-in-october-2012/ Title: Great News for Email Users: Spam Rates Dropped by Nearly 10 Percent in October 2012 Emailtray Blog</p>
<p>5. /blog/a-desktop-email-client-vs-cloud-based-email-choose-the-best-solution-to-use-across-all-your-devices/ Title: A Desktop Email Client vs. Cloud-Based Email. Choose the Best Solution to Use Across All Your Devices Emailtray Blog</p>
<p>6. /blog/tablet-wars-in-q3-2012-android-tablet-shipments-surged-at-the-expense-of-apple/ Title: Tablet Wars in Q3 2012: Android Tablet Shipments Surged at the Expense of Apple Emailtray Blog</p>
<p>7. /blog/tablet-wars-2011-2012-ipads-vs-android-tablets-facts-and-forecasts/ Title: Tablet Wars 2011-2012: iPads vs. Android Tablets. Facts and Forecasts. Emailtray Blog</p>
<p>8. /blog/spam-filtering-vs-email-prioritization-two-different-approaches-to-email-management/ Title: Spam Filtering vs. Email Prioritization: Two Different Approaches to Email Management Emailtray Blog</p>
<p>9. /blog/beware-free-apps-for-android-may-bring-aggressive-adware-to-your-mobile-device/ Title: Beware: Free Apps for Android May Bring Aggressive Adware to Your Mobile Device Emailtray Blog</p>
<p>10. /blog/10-effective-ways-to-extend-your-smartphone-battery-life/ Title: 10 Effective Ways to Extend Your Smartphone Battery Life Emailtray Blog</p>
<p>11. /blog/top-10-free-android-productivity-apps-for-your-business-tablet/ Title: Top 10 Free Android Productivity Apps for Your Business Tablet Emailtray Blog</p>
<p>12. /blog/a-quick-tour-about-the-emailtray-email-app-for-android-now-available-on-youtube/ Title: A Quick Tour about the EmailTray Email App for Android – Now Available on YouTube! Emailtray Blog</p>
<p>13. /blog/how-to-reach-your-targeted-audience-when-they-are-mobile/ Title: How To Reach Your Targeted Audience When They Are Mobile Emailtray Blog</p>
<p>14. /blog/communication-channels-infographic-facts-and-figures-pros-and-cons/ Title: Communication Channels Infographic: Facts and Figures, Pros and Cons Emailtray Blog</p>
<p>15. /blog/beware-attachments-may-ruin-your-email-delivery-expectations/ Title: Beware: Attachments May Ruin Your Email Delivery Expectations Emailtray Blog</p>
<p>16. /blog/the-emailtray-email-client-changes-your-email-deliverability-statistics/ Title: The EmailTray Email Client Changes Your Email Deliverability Statistics Emailtray Blog</p>
<p>17. /blog/5-ways-to-make-email-work-for-you-tips-for-the-email-senders/ Title: 5 Ways to Make Email Work For You: Tips for Email SENDERS Emailtray Blog</p>

Demo project (emailtray.com) > On-Site SEO, continued

These issues were found on the following pages:

18. [/blog/10-tips-to-make-your-email-signature-beautiful-and-effective/](#)
Title: 10 Tips To Make Your Email Signature Beautiful And Effective | Emailtray Blog
19. [/blog/a-smart-email-notifier-get-alerted-only-about-the-emails-that-are-worth-your-attention/](#)
Title: A Smart Email Notifier: Get Alerted Only about the Emails That Are Worth Your Attention | Emailtray Blog
20. [/blog/the-emailtray-email-client-for-pcs-protect-yourself-from-spam-and-phishing/](#)
Title: The EmailTray Email Client for Windows: Protect Yourself from Spam and Phishing | Emailtray Blog
21. [/blog/the-emailtray-email-client-choose-the-license-that-fits-you-the-best/](#)
Title: The EmailTray Email Client: Choose the License That Fits You the Best | Emailtray Blog
22. [/blog/dont-let-email-spam-filters-kill-good-mail/](#)
Title: Don't Let Your Email Spam Filters Kill Good Mail: Have It Rescued | Emailtray Blog
23. [/blog/manage-your-email-contacts-with-the-emailtray-address-book/](#)
Title: Manage Your Email Contacts with The EmailTray Address Book | Emailtray Blog
24. [/blog/5-ways-to-make-email-work-for-you-tips-for-email-recipients/](#)
Title: 5 Ways to Make Email Work for You: Tips for Email RECIPIENTS | Emailtray Blog
25. [/blog/emailtray-for-android-emailtray-for-your-pc-the-best-spam-free-cocktail/](#)
Title: EmailTray for Android + EmailTray for Your PC = the Best Spam Free Cocktail | Emailtray Blog
26. [/blog/25-proven-techniques-to-stop-junk-mail-and-correct-spam-filter-mistakes/](#)
Title: 25 Proven Techniques to Stop Junk Mail and Correct Spam Filter Mistakes | Emailtray Blog
27. [/blog/email-spam-rates-in-august-2012-how-do-they-stack-against-the-previous-year-stats/](#)
Title: Email Spam Rates in August 2012. How Do They Stack against the Previous Year Stats? | Emailtray Blog
28. [/blog/summer-2012-key-trends-android-gaining-more-of-the-u-s-smartphone-market-share/](#)
Title: Summer 2012 Key Trends: Android Gaining More of the U.S. Smartphone Market Share | Emailtray Blog
29. [/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/](#)
Title: Smartphone Penetration in 2012: U.S. Market Share, Operating Systems and User Behavior | Emailtray Blog
30. [/blog/9-things-that-make-the-emailtray-email-client-for-windows-awesome/](#)
Title: The Devil Is In The Details: 9 Things That Make The EmailTray Email Client For Windows Awesome | Emailtray Blog
31. [/blog/the-emailtray-mail-app-for-android-now-in-the-amazon-appstore/](#)
Title: The EmailTray Mail App for Android – Now in the Amazon Appstore | Emailtray Blog
32. [/blog/meet-the-new-emailtray-for-android-mobile-email-client-app/](#)
Title: Meet the New "EmailTray for Android" Mobile Email Client App: A Personal Concierge in Your Pocket | Emailtray Blog
33. [/blog/email-phishing-activity-over-time-2004-2012-in-figures/](#)
Title: Email Phishing Activity Over Time: 2004 – 2012 in Figures | Emailtray Blog
34. [/blog/emailtray-4-0-beta-released-meet-new-address-book/](#)
Title: The EmailTray 4.0 Beta Email Client Has Just Been Released: Meet the All-New Address Book | Emailtray Blog
35. [/blog/vote-for-emailtray-email-client-at-about-com/](#)
Title: Share Your Enthusiasm for EmailTray! Cast a Vote for Our Email Client at About.com | Emailtray Blog
36. [/blog/forget-about-stress-at-work/](#)
Title: 10 Easy Steps to Forget About Stress at Work and Information Overload | Emailtray Blog

Rewrite duplicate Title tags for 13 pages

Use unique and descriptive TITLE tags across all pages of your site, because duplicate Titles may cause problems with site indexing and rankings. As an option, you may leave the duplicate TITLE tags intact but use a "canonical" attribute on the non-canonical pages to let the search engines know which one is the preferred page.

1. **Emailtray Blog** was found on 5 page(s):

1. [/blog/](#)

Demo project (emailtray.com) > On-Site SEO, continued

1. Emailtray Blog was found on 5 page(s):
2. /blog/page/2/
3. /blog/page/3/
4. /blog/page/4/
5. /blog/page/5/

2. Category » Email Management « Emailtray Blog was found on 2 page(s):
1. /blog/category/email-management-2/
2. /blog/category/email-management-2/page/2/

3. Setting up EmailTray email client for Android was found on 2 page(s):
1. /support/help/user_account.html
2. /support/android/user_account.html

4. Using EmailTray email client for Android was found on 2 page(s):
1. /support/help/smart_email_system.html
2. /support/android/smart_email_system.html

5. Quick overview of the EmailTray email client for Android was found on 2 page(s):
1. /support/help/
2. /support/android/

Add a Description tag to 19 pages

Make sure that the Description tag is present across all pages of your site, because SEs use them as snippets on the search results pages.

These issues were found on the following pages:
1. /about-us.html
2. /suggest.html
3. /terms-of-use.html
4. /privacy.html
5. /support/faq/
6. /support/faq/general.html
7. /support/faq/emailtray_software.html
8. /support/help/
9. /support/help/about_emailtray.html
10. /support/help/user_account.html

Demo project (emailtray.com) > On-Site SEO, continued

These issues were found on the following pages:
11. /support/help/smart_email_system.html
12. /support/help/automatic_mail_reception.html
13. /support/help/configuring_mail.html
14. /support/android/
15. /support/android/about_emailtray_android.html
16. /support/android/user_account.html
17. /support/android/smart_email_system.html
18. /privacy-practices.html
19. /blog/manage-your-email-contacts-with-the-emailtray-address-book/

Shorten Description tags of 3 pages to 160 characters

Shorten your Description tag to 160 characters (including spaces), because longer Descriptions will be cut off on the search results pages.

These issues were found on the following pages:
1. home page Description: EmailTray is a smart email client and an email notifier for POP3 and IMAP email accounts, including Gmail, Hotmail, Yahoo mail and AOL. EmailTray intelligently ranks messages, prioritizes them into 4 Inboxes and alerts you only to the most important.
2. /features.html Description: Learn about features of EmailTray, a multi-functional email client and email notifier. A competitive advantage of EmailTray is smart email sorting which lets you focus on important emails.
3. /support/email-management-tips/solutions.html Description: Learn about the most effective email management strategies and email management software that will help you manage email overload and boost your email productivity.

Rewrite duplicate Description tags for 25 pages

Use unique and descriptive Description tags across all pages of your site, because SEs use them as snippets on the search results pages. As an option, you may leave the duplicate Description tags intact but use a "canonical" attribute on the non-canonical pages to let the search engines know which one is the preferred page.

Emailtray Blog was found on 25 page(s)
1. /blog/
2. /blog/tag/email-deliverability/
3. /blog/tag/email-security/
4. /blog/tag/email-client/
5. /blog/tag/email-software/
6. /blog/tag/email-software-review/
7. /blog/tag/findmysoft-com/
8. /blog/tag/botnets/
9. /blog/tag/email-spam/
10. /blog/tag/spam-rate/

Demo project (emailtray.com) > On-Site SEO, continued

Emailtray Blog was found on 25 page(s)
11. /blog/tag/spam-statistics/
12. /blog/tag/symantec-intelligence-report/
13. /blog/tag/desktop-email-client/
14. /blog/tag/multiple-email-accounts/
15. /blog/tag/web-based-email/
16. /blog/tag/webmail/
17. /blog/tag/amazon/
18. /blog/tag/android/
19. /blog/tag/apple/
20. /blog/tag/global-tablet-market/
21. /blog/tag/ipad/
22. /blog/tag/kindle-fire/
23. /blog/tag/samsung/
24. /blog/tag/samsung-galaxy-note/
25. /blog/tag/tablet/

Add an H1 heading to 153 pages

Add a keyword-rich H1 heading, because some search engines still consider the contents of this heading to be important.

These issues were found on the following pages:
1. /blog/
2. /blog/infographic-email-security-usage-around-the-world/
3. /blog/tag/email-deliverability/
4. /blog/tag/email-security/
5. /blog/video-review-emailtray-on-findmysoft-com-enjoy-and-share-with-your-colleagues/
6. /blog/tag/email-client/
7. /blog/tag/email-software/
8. /blog/tag/email-software-review/
9. /blog/tag/findmysoft-com/
10. /blog/great-news-for-email-users-spam-rates-dropped-by-nearly-10-percent-in-october-2012/
11. /blog/email-spam-trends-2001-2012/
12. /blog/tag/botnets/
13. /blog/tag/email-spam/

Demo project (emailtray.com) > On-Site SEO, continued

These issues were found on the following pages:
14. /blog/tag/spam-rate/
15. /blog/tag/spam-statistics/
16. /blog/tag/symantec-intelligence-report/
17. /blog/a-desktop-email-client-vs-cloud-based-email-choose-the-best-solution-to-use-across-all-your-devices/
18. /blog/tag/desktop-email-client/
19. /blog/tag/multiple-email-accounts/
20. /blog/tag/web-based-email/
21. /blog/tag/webmail/
22. /blog/tablet-wars-in-q3-2012-android-tablet-shipments-surged-at-the-expense-of-apple/
23. /blog/tablet-wars-2011-2012-ipads-vs-android-tablets-facts-and-forecasts/
24. /blog/tag/amazon/
25. /blog/tag/android/
26. /blog/tag/apple/
27. /blog/tag/global-tablet-market/
28. /blog/tag/ipad/
29. /blog/tag/kindle-fire/
30. /blog/tag/samsung/
31. /blog/tag/samsung-galaxy-note/
32. /blog/tag/tablet/
33. /blog/spam-filtering-vs-email-prioritization-two-different-approaches-to-email-management/
34. /blog/tag/email-management/
35. /blog/tag/email-sorting/
36. /blog/tag/email-spam-filter/
37. /blog/beware-free-apps-for-android-may-bring-aggressive-adware-to-your-mobile-device/
38. /blog/10-effective-ways-to-extend-your-smartphone-battery-life/
39. /blog/tag/android-app/
40. /blog/tag/anti-virus-app/
Only 40 pages are shown. Download a CSV report (the Export button above) to view all pages.

Remove all but one H1 headings on 1 page





Leave only one H1 that you consider the most important and change the rest to H2, H3, etc., because SEs may penalize excessive H1 headings as a spam technique.

Demo project (emailtray.com) > On-Site SEO, continued

These issues were found on the following pages:

1. </privacy-practices.html>










Passed rules

 All pages of your site have Title tags
 The pages of your site have a reasonable amount of outgoing links
 The structure of your pages' URLs is OK
 The URLs of your site's pages contain valid characters
 There are no 302 Redirects on your site
 There are no Meta Refreshes on your site
 The XML Sitemap was found on your site
 The Robots.txt file was found on your site.

Demo project (emailtray.com)

LANDING PAGES OVERVIEW (APRIL 13, 2015)

This report gives a quick overview of the landing pages' optimization levels, i.e. the number of found issues, social media popularity, traffic and etc.

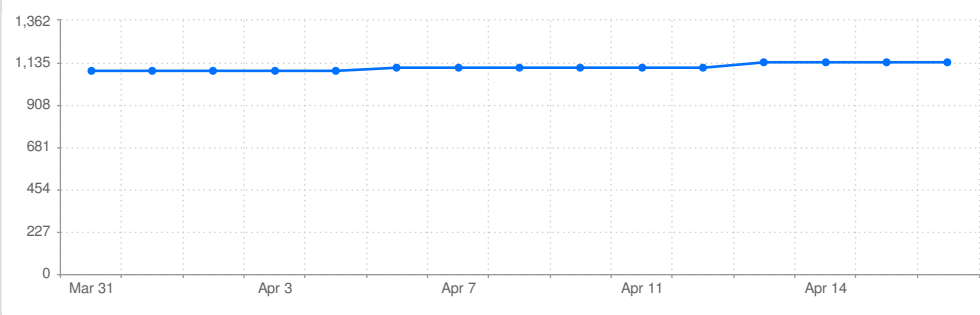
Page (11)	Page Optimization ▲	Critical SEO Issues	Page Speed Score	Google mobile friendliness	Mobile Page Speed Score	Broken Links	Backlinks	Social Citations	Avg. Position on Google	Visits (last 30 days)
http://emailtray.com/support/android/smart_email_system.html Title: Using EmailTray email client for Android	 9%	5	83	×	71	-	-	-	-	-
http://emailtray.com/download-email-client.html Title: Download Free Email Client for Windows Tags: Important	 24%	4	85	×	73	-	1	6	-	-
http://emailtray.com/support/email-management-tips/index.html Title: Email Management Tips Tags: Main page	 36%	3	86	×	74	-	1	-	-	-
http://emailtray.com/ Title: EmailTray, an email client and email notifier for Windows and Android Tags: Important, Main page	 44%	2	81	×	-	-	33 ↓ 17	205	-	298
http://emailtray.com/email-sorting-software.html Title: EmailTray - Intelligent Email Sorting Software Tags: Important	 64%	1	83	×	72	-	1	2	-	-
http://emailtray.com/blog/the-emailtray-email-client-for-pcs-protect-yourself-from-spam-and-phishing/ Title: The EmailTray Email Client for Windows: Protect Yourself from Spam and Phishing Emailtray Blog Tags: Important	 71%	2	74	×	59	-	-	4	-	-
http://emailtray.com/simple-email-client.html Title: Meet EmailTray, a Simple Email Client	 72%	2	86	×	74	-	1	3	-	-
http://emailtray.com/blog/a-smart-email-notifier-get-alerted-only-about-the-emails-that-are-worth-your-attention/ Title: A Smart Email Notifier: Get Alerted Only about the Emails That Are Worth Your Attention Emailtray Blog	 74%	1	74	×	-	-	-	14	-	-
http://emailtray.com/email-notifier.html Title: A Universal Email Notifier for Webmail, POP3 and IMAP Accounts Tags: Important	 77%	-	86	×	74	-	1	4	-	-

Demo project (emailtray.com) > Landing Pages Overview, continued

Page (11)	Page Optimization [▲]	Critical SEO Issues	Page Speed Score	Google mobile friendliness	Mobile Page Speed Score	Broken Links	Backlinks	Social Citations	Avg. Position on Google	Visits (last 30 days)
http://emailtray.com/outlook-plugin-email-client-software.html Title: From Outlook Plugin to Email Client Software	 78%	1	86	✘	74	-	1	-	-	-
http://emailtray.com/support/email-management-tips/business-email-etiquette-rules.html Title: Business Email Etiquette Rules Tags: Important	 87%	1	87	✘	-	-	-	37	-	-

Demo project (emailtray.com)
BACKLINK QUALITY SUMMARY (APRIL 17, 2015)

TOTAL BACKLINKS

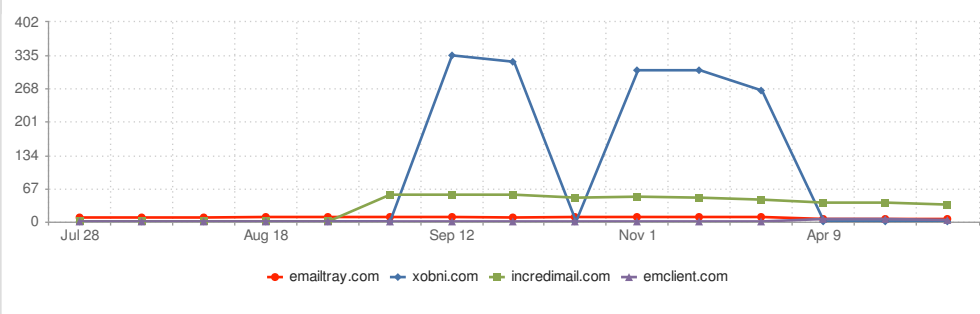


LINK SOURCES DISTRIBUTION

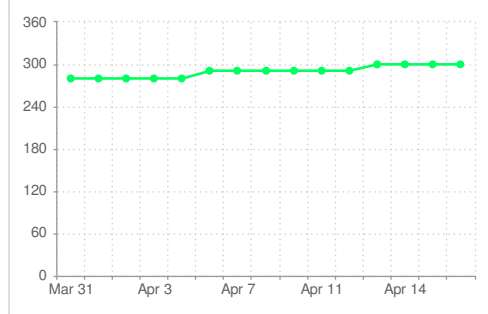
Linking pages:	987 ↑ 25
Linking IP addresses:	266 ↑ 6
Linking domains:	300 ↑ 9
.GOV:	-
.EDU:	-
Linking subnets:	248 ↑ 6

TOTAL BACKLINKS: 1.1K

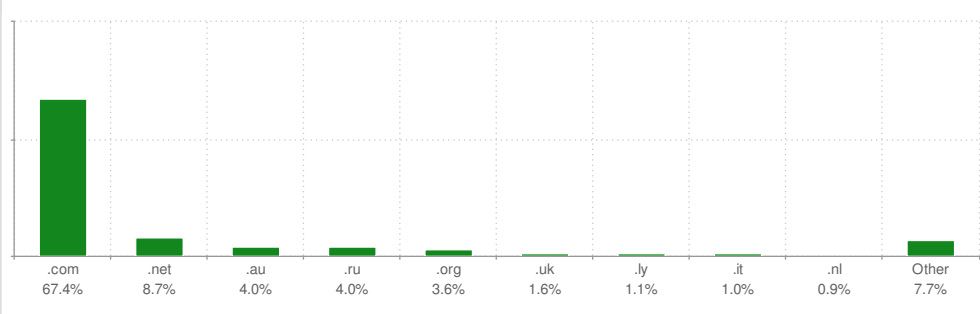
GOOGLE LINK POPULARITY



LINKING DOMAINS



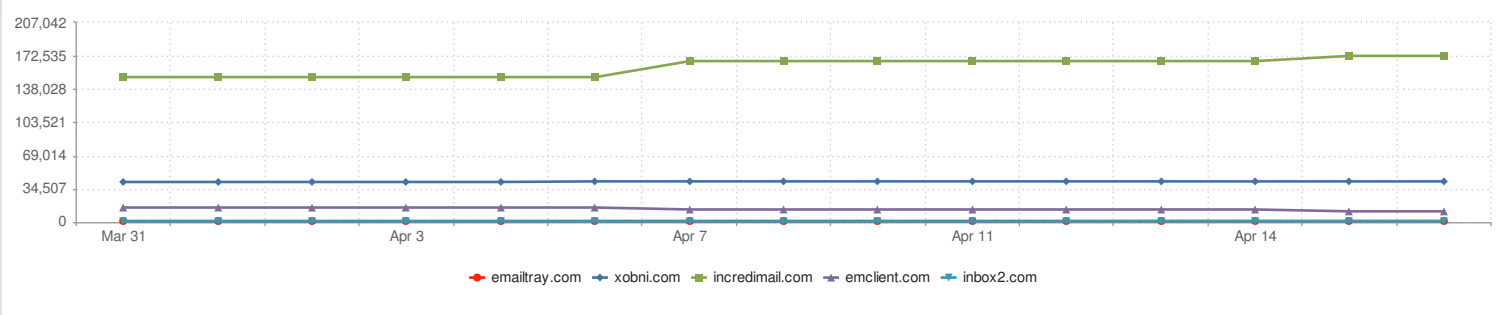
TOP LINKING TLDS



TOP 5 LINK TEXTS

Link text	Backlinks	Domain
EmailTray	130	60
Free email client	374	2
http://www.emailtray.com/	55	31
www.emailtray.com	87	42
www.emailtray.com/suggest.h...	41	26


TOTAL BACKLINKS WITH COMPETITORS



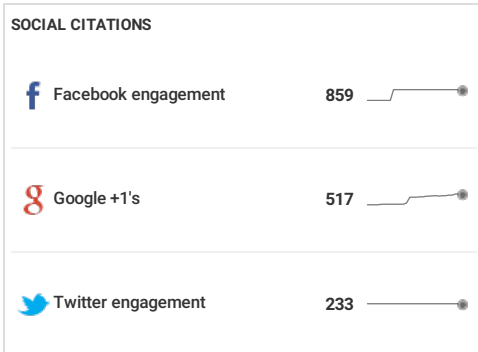
Demo project (emailtray.com)

COMPETITOR LINK PROFILE (APRIL 17, 2015)

This report compares the backlink metrics of your site with those of your competitors.

Parameter	emailtray.com	xobni.com	incredimail.com	emclient.com	inbox2.com
Home page Google PR	 4	 6	 5	 5	 2
Moz Page Authority	45	70	71	60	45
Moz Domain Authority	35	64	65	51	36
Ahrefs URL Rank	18	44	40	31	31
Ahrefs Domain Rank	50	60	63	58	47
Total backlinks	 1,137	 42,233	 172,538	 11,158	 880
Linking domains	 300	 4,708	 9,715	 1,294	 350
Linking pages	 987	 35,908	 111,263	 9,964	 829
Backlinks from .GOV	0	0	89	3	0
Backlinks from .EDU	0	74	1,169	5	1
Image backlinks	 4% 54	 17% 7,565	 11% 20,617	 54% 6,038	 3% 28
Nofollow backlinks	 18% 211	 13% 5,893	 16% 27,640	 9% 1,037	 15% 133
Sitewide backlinks	 0% 0	 0% 0	 0% 0	 0% 0	 0% 0

Demo project (emailtray.com)
SOCIAL ENGAGEMENT SUMMARY (APRIL 17, 2015)

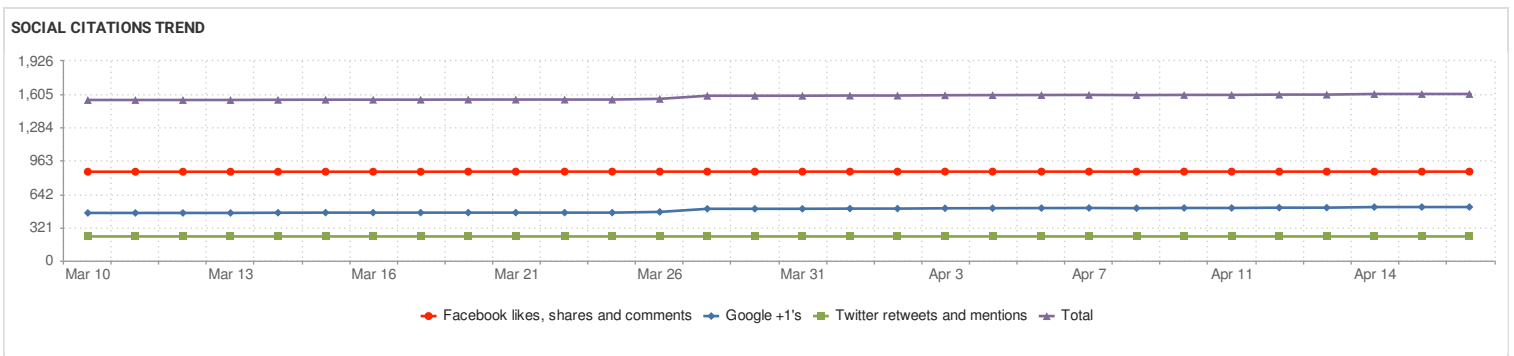


TOP 5 SOCIAL MEDIA REFERRALS (30 DAYS)

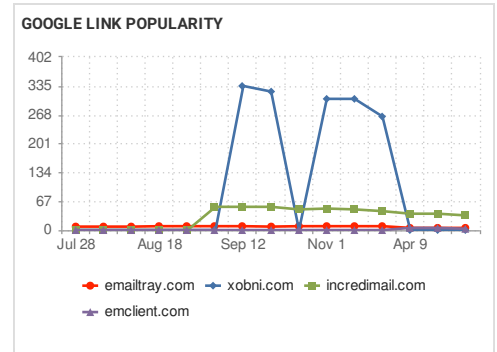
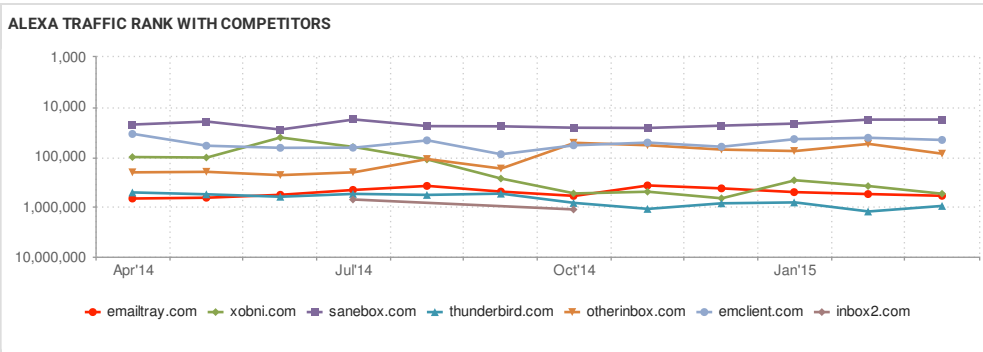
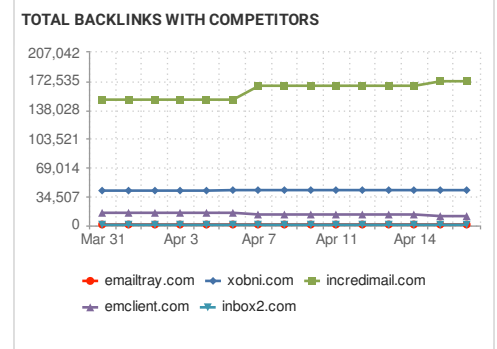
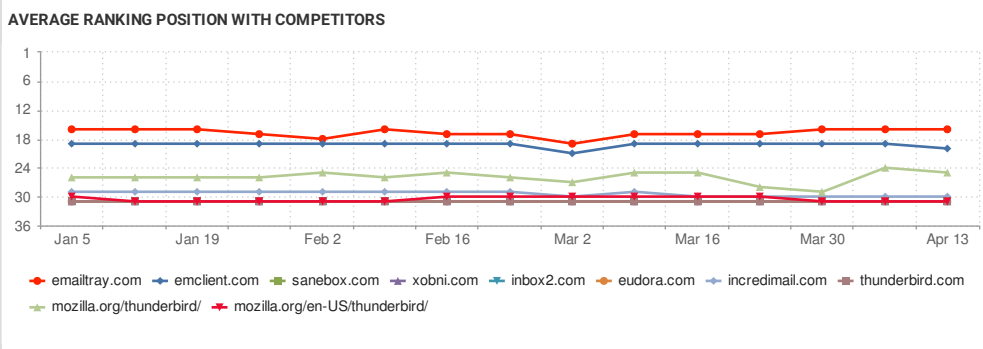
Social network	Sessions	% Sessions
Twitter	49	92.45%
StumbleUpon	4	7.55%

FACEBOOK ENGAGEMENT

Mentions	Count
Likes	295
Shares	545
Comments	19
Total	859



Demo project (emailtray.com) COMPETITOR METRICS SUMMARY (APRIL 17, 2015)



Demo project (emailtray.com)

TOXIC LINKS POINTING TO YOUR SITE (MARCH 31, 2015)

The report lists low-quality backlinks pointing to your site.

Report: Links reported to Google

Linking page URL (10)	Google PR	Home page Google PR	Ahrefs URL Rank	Ahrefs Domain Rank	Alexa TR	Outgoing links	Same domain	Same subnet	Sitewide	
webstats7.net/alexa/Alexa_122.html webstats7.net - Alexa website ranking for Tuesday, 22-Jul-2014 Page 122	unranked	unranked	10	42	-	4,671	1	3	-	Reported 9/18/14
theglobe.org/the_worlds_most_visited_web_pages_411/ The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	9	40	134K	1,000	1	11	-	Reported 9/18/14
theglobe.net/the_worlds_most_visited_web_pages_411/ The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	7	40	76.1K	998	2	11	-	Reported 9/18/14
theglobe.net/the_worlds_most_visited_web_pages_411.html The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	9	40	76.1K	998	2	11	-	Reported 9/18/14
the-globe.com/the_worlds_most_visited_web_pages_411/ The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	7	41	109K	1,000	1	11	-	Reported 9/18/14
theglobe.org/the_worlds_most_visited_web_pages_411/ The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	7	40	134K	1,000	2	11	-	Reported 9/18/14
theglobe.org/the_worlds_most_visited_web_pages_411.html The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	9	40	134K	1,000	2	11	-	Reported 9/18/14
theglobe.net/the_worlds_most_visited_web_pages_411/ The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	7	40	76.1K	998	2	11	-	Reported 9/18/14
theglobe.net/the_worlds_most_visited_web_pages_411.html The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	10	40	76.1K	998	2	11	-	Reported 9/18/14
the-globe.com/the_worlds_most_visited_web_pages_411.html The Globe - The world's most visited web pages	unranked	<input type="text" value="0"/>	8	41	110K	1,000	2	11	-	Reported 9/18/14

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