

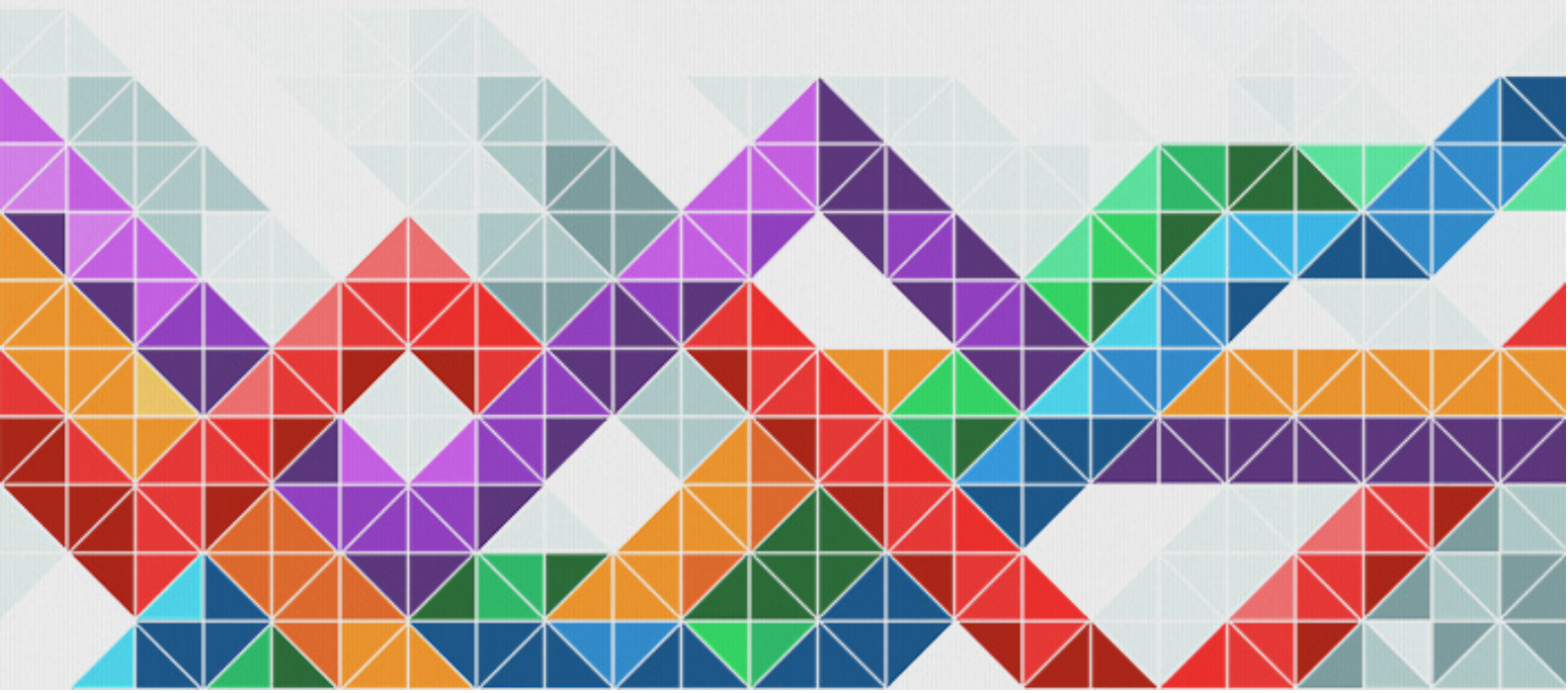


# INTERNET MARKETING REPORT

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Prepared for  
Jack Ross

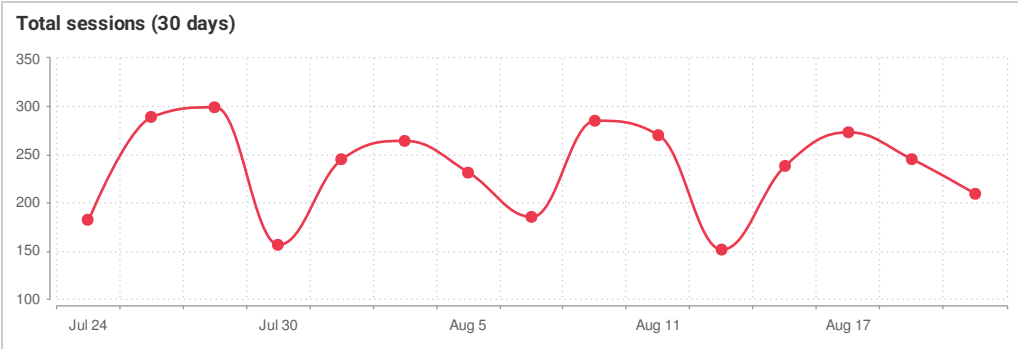
08/22/2016



**mysite.com (www.emailtray.com)**  
**PROJECT OVERVIEW (AUGUST 22, 2016)**

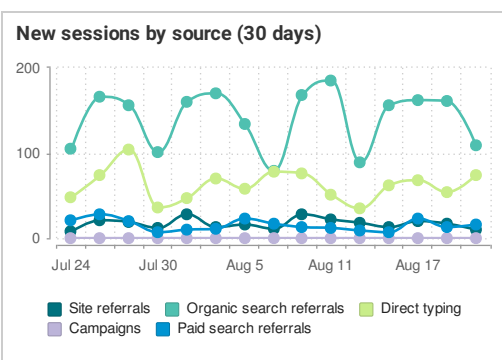
DIY SEO Checklist		
1. Keyword research: choosing effective keywords to optimize site pages for.	2 of 7 done	30%
2. Site structure and page optimization for high search engine rankings.	0 of 36 done	60%
3. Social media optimization for building brand authority.	0 of 5 done	0%
4. Website submission to search engines, directories and niche resources.	5 of 12 done	40%
5. Link building by means of link bait, one-way link building, smart link exchange and social sharing.	0 of 40 done	0%
6. Launching a blog and promoting it on the web.	0 of 49 done	0%
7. Social media networking with the aim of increasing link popularity and bringing additional visitor traffic.	0 of 31 done	0%
8. Running paid advertising campaigns.	0 of 18 done	0%

**Site visibility**



### Average ranking position

Google.com (USA) - Los Angeles, CA	5	↑ 1	
Bing.com (USA)	9	↑ 2	
Mobile - Yahoo.com (USA)	11	↑ 3	



### Sessions by country (30 days)

Country	Sessions	% Sessions
United States	1,970	53.01%
India	713	19.19%
United Kingdom	494	13.29%
Indonesia	300	8.07%
Canada	239	6.43%

### Ranking distribution

Top 1	3
Top 10	19 ↑ 2
Top 20	21 ↑ 2
Top 30	21

21 results found for 8 keywords in 3 SEs.

mysite.com (www.emailtray.com) > Project Overview, continued

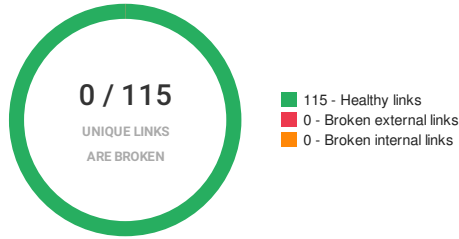
Broken links

Technical Audit

- ✔ No 404 Issues
- ✔ No Broken Images
- ✔ No Broken Anchors
- ✔ No Server Issues
- ✔ No Page Access Issues
- ✔ No Slow Response Time Pages

Total pages scanned: 32    Total links scanned: 115

Site health



Social Engagement

Social Citations



Web Buzz

Unread posts	11
Favorite posts	1
All posts	34

On-the-page Optimization

SEO Issues

✔ Missing title	0	✔ Missing H1 headings	0
⚠ Missing description	18	⚠ H1 heading stuffing	1
⚠ Duplicate title	6	✔ Outgoing link stuffing	0
✔ Duplicate description	0	✔ Invalid page URL structure	0
⚠ Excessive title length	5	✔ URLs with invalid characters	0
⚠ Excessive description length	3	✔ XML sitemap presence	Yes
✔ No 302 redirect	0	✔ Robots.txt presence	Yes

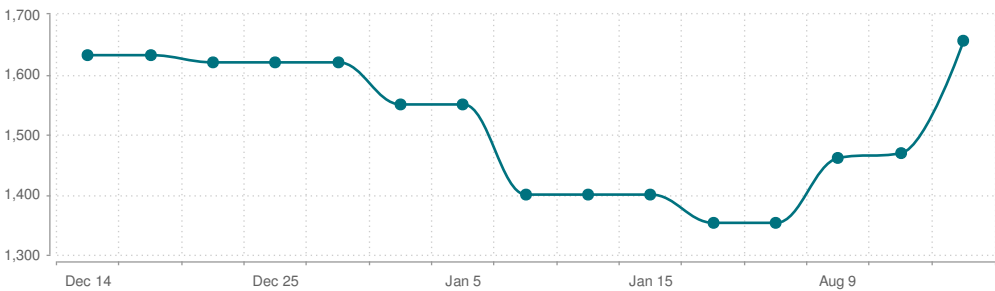
Total optimization issues: 33    Pages analyzed: 32

Landing pages overview

Landing page	Score	Critical issues
blog/20-tips-for-su...	21%	4
Home page	72%	1
best-email-client.ht...	72%	2
download-email-cli...	82%	1

Backlink Profile Quality

Total backlinks

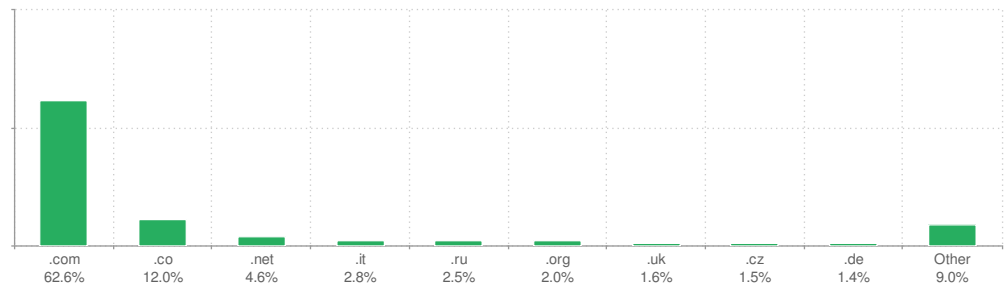


Link sources distribution

Total backlinks:	1.6K ↑ 187
Linking IP addresses:	305 ↑ 9
Linking domains:	341 ↑ 9
Governmental domains:	-
Educational domains:	1
Linking subnets:	286 ↑ 2

mysite.com (www.emailtray.com) > Project Overview, continued

**Top linking TLDs**



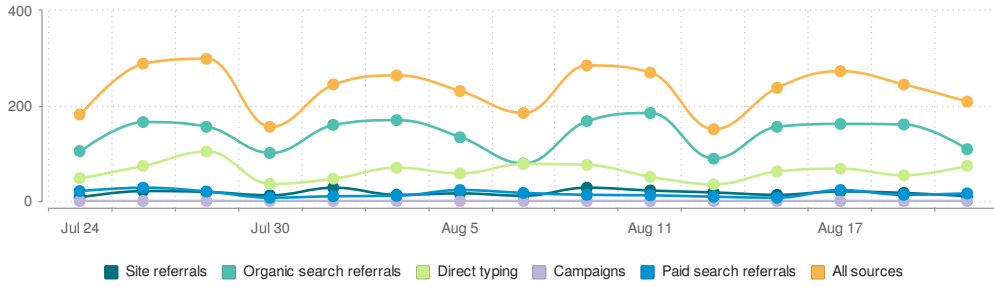
**Top 5 link texts**

Link text	Backlinks	Domain
allen maccannell	67	13
http://www.emailtray.com/	68	22
emailtray	162	57
free email client for windows	162	2
free email client	402	1

**mysite.com (www.emailtray.com)**

**WEB ANALYTICS SUMMARY (AUGUST 22, 2016)**

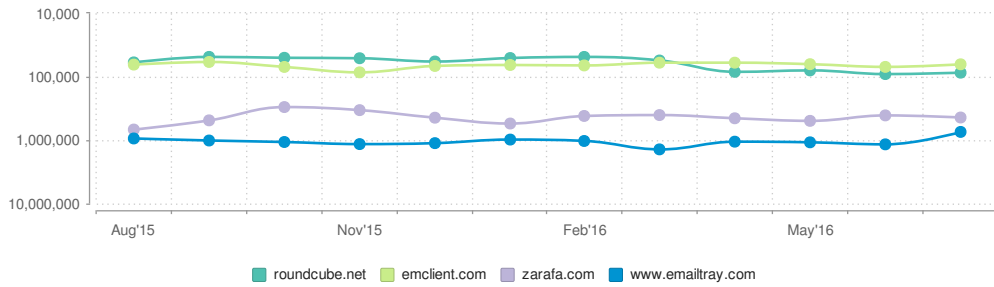
**Traffic source trend (30 days)**



**Sessions by country (30 days)**

Country	Sessions	% Sessions
United States	1,970	53.01%
India	713	19.19%
United Kingdom	494	13.29%
Indonesia	300	8.07%
Canada	239	6.43%

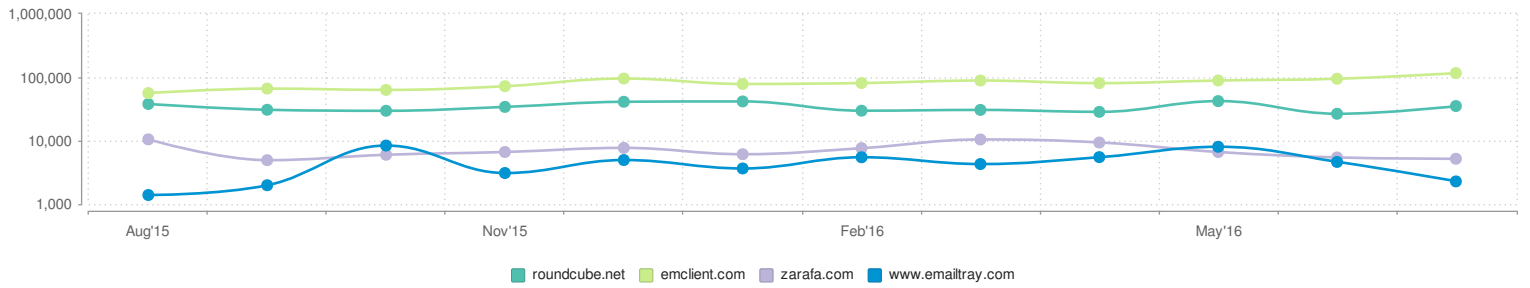
**Alexa traffic rank with competitors**



**Top 5 languages (30 days)**

Source	Sessions	% Sessions
English (United States of Ame...)	4,390	81.25%
English (United Kingdom)	612	11.33%
English	164	3.04%
Italian	120	2.22%
French	117	2.17%

**Competitor traffic by Compete.com**



**mysite.com (www.emailtray.com)**

**SITE RANKINGS (DETAILED) (AUGUST 22, 2016)**

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

Compared with the results of 2016-08-10

Search engine / Keyword (8)	Google global searches	Google local searches (United States) <sup>1</sup>	Competition	Position	SERP	Web page
<b>Google.com (USA) - Los Angeles, CA</b>						
★ simple email client	320	90	11,700,000	2 ↑ 1	1	<a href="/simple-email-client.html">/simple-email-client.html</a>
best email client	12,100	3,600	39,400,000	13 ↓ 1	2	<a href="/support/email-management-tips/best-email-client.html">/support/email-management-tips/best-email-client.html</a>
★ download email client	110	20	55,100,000	6	1	<a href="/download-email-client.html">/download-email-client.html</a>
★ email sorting	70	50	34,100,000	4	1	<a href="/email-sorting-software.html">/email-sorting-software.html</a>
free email clients	720	1,000	19,000,000	8 ↑ 1	1	<a href="/download-email-client.html">/download-email-client.html</a>
★ email notifier	1,300	320	2,070,000	1	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email notifier	70	20	4,140,000	1	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email client for windows	170	50	7,970,000	7 ↑ 1	1	<a href="/download-email-client.html">/download-email-client.html</a>
<b>Bing.com (USA)</b>						
★ simple email client	320	90	27,300,000	1 ↑ 1	1	<a href="/simple-email-client.html">/simple-email-client.html</a>
best email client	12,100	3,600	49,900,000	- ↓	-	
★ download email client	110	20	48,800,000	4 ↑ 5	1	<a href="/download-email-client.html">/download-email-client.html</a>
★ email sorting	70	50	13,700,000	4	1	<a href="/email-sorting-software.html">/email-sorting-software.html</a>
free email clients	720	1,000	45,100,000	20 ↑ 8	2	<a href="/download-email-client.html">/download-email-client.html</a>
★ email notifier	1,300	320	1,810,000	3 ↑ 1	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email notifier	70	20	1,280,000	2	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email client for windows	170	50	39,000,000	8 ↑ 4	1	<a href="/download-email-client.html">/download-email-client.html</a>

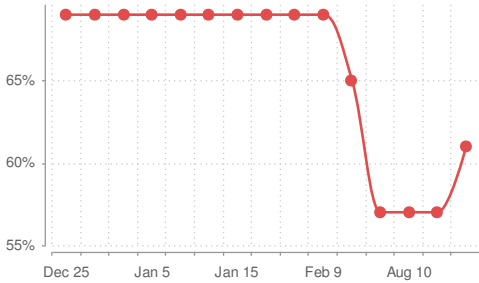
mysite.com (www.emailtray.com) > Site Rankings (detailed), continued

Search engine / Keyword (8)	Google global searches	Google local searches (United States)	Competition	Position	SERP	Web page
<b>Mobile - Yahoo.com (USA)</b>						
★ simple email client	320	90	63,100,000	2	1	<a href="/simple-email-client.html">/simple-email-client.html</a>
best email client	12,100	3,600	62,400,000	-	-	
★ download email client	110	20	107,000,000	3 ↑ 3	1	<a href="/download-email-client.html">/download-email-client.html</a>
★ email sorting	70	50	n/a	4	1	<a href="/email-sorting-software.html">/email-sorting-software.html</a>
free email clients	720	1,000	78,500,000	-	-	
★ email notifier	1,300	320	15,700,000	3 ↑ 1	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email notifier	70	20	34,800,000	3 ↓ 2	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email client for windows	170	50	123,000,000	9 +	1	<a href="/download-email-client.html">/download-email-client.html</a>

**Legend:**  
 + Added   - Not found on the first 3 result pages   ↑ Position up   ↓ Position dropped or down  
 Ad Ad result   Image Image result   News News result   Places Places result   Shopping Shopping result   Video Video result  
 Target location: United States

**mysite.com (www.emailtray.com)**  
**SEO ANALYSIS SUMMARY (AUGUST 22, 2016)**

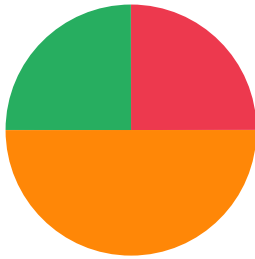
**Site optimization over time**



**5 worst pages by mobile page speed score**

Landing page	Page Speed Score
<a href="#">/blog/20-tips-for-successful-email-newsletter-delivery/</a>	0
<a href="#">/</a>	67
<a href="#">/download-email-client.html</a>	73
<a href="#">/support/email-management-tips/best-email-client.html</a>	73

**Landing pages by page optimization**



**5 worst pages by page speed score**

Landing page	Page Speed Score
<a href="#">/blog/20-tips-for-successful-email-newsletter-delivery/</a>	76 ↑ 1
<a href="#">/</a>	81
<a href="#">/download-email-client.html</a>	85
<a href="#">/support/email-management-tips/best-email-client.html</a>	85



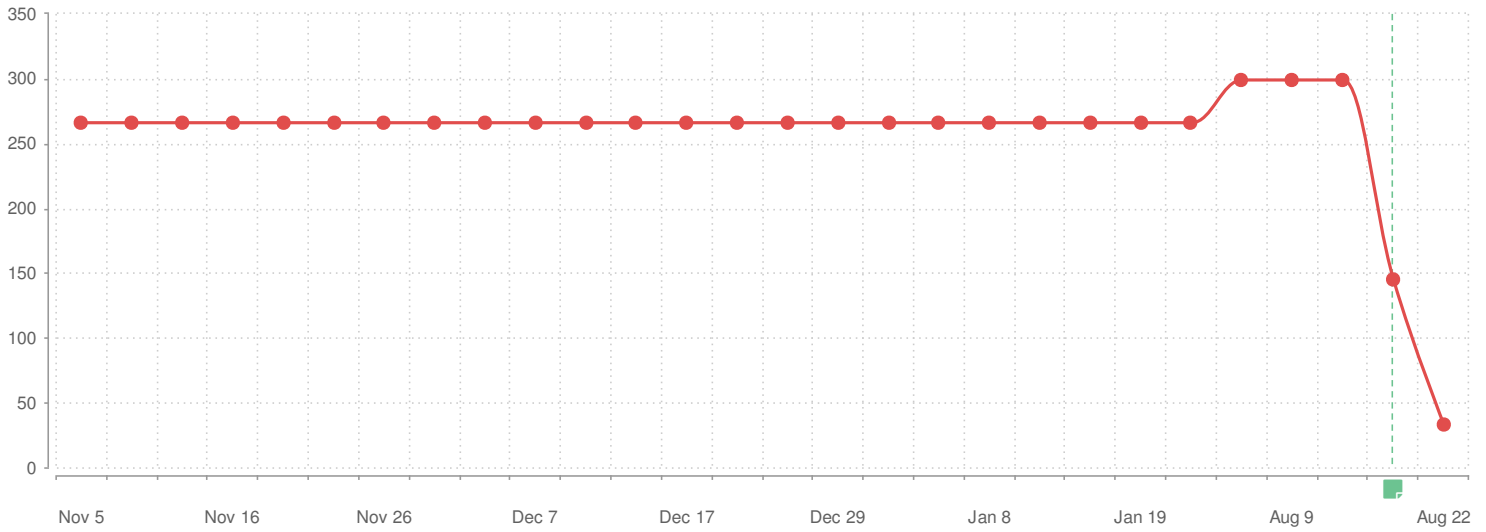
**mysite.com (www.emailtray.com)**

**ON-SITE ISSUES OVERVIEW (AUGUST 22, 2016)**

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

<p><b>↑ 61%</b> Site optimization</p>	<p><b>32</b> Analyzed pages</p>	<p><b>33</b> On-site issues</p>	<p><b>204 ↑ 6</b> Pages in Google index</p>	<p><b>6 years</b> Sitemap age</p>	<p><b>6 years</b> Domain age</p>
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On-site SEO issues found on your site - Trend over time



Aug 11, 2016 We have fixed 17 broken links, done This and expect this to result in That

**Shorten Title tags of 5 pages**

Shorten your TITLE tag to 55 characters (including spaces), because longer titles will be cut off on the search results pages.

These issues were found on the following pages:

**1. [home page](#)**

Title: EmailTray, an email client and email notifier for Windows and Android

**2. [/download.html](#)**

Title: Download EmailTray - Email Tracking, Sorting, and Notification Software

**3. [/email-notifier.html](#)**

Title: A Universal Email Notifier for Webmail, POP3 and IMAP Accounts

**4. [/support/android/](#)**

Title: Quick overview of the EmailTray email client for Android

**5. [/support/help/](#)**

Title: Quick overview of the EmailTray email client for Android

mysite.com (www.emailtray.com) > On-Site Issues Overview, continued

### Rewrite duplicate Title tags for 6 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. **Quick overview of the EmailTray email client for Android** was found on 2 page(s):

1. [./support/android/](/support/android/)

2. [./support/help/](/support/help/)

2. **Setting up EmailTray email client for Android** was found on 2 page(s):

1. [./support/android/user\\_account.html](/support/android/user_account.html)

2. [./support/help/user\\_account.html](/support/help/user_account.html)

3. **Using EmailTray email client for Android** was found on 2 page(s):

1. [./support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

2. [./support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

### Add a Description tag to 18 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](/about-us.html)

2. [./privacy-practices.html](/privacy-practices.html)

3. [./privacy.html](/privacy.html)

4. [./suggest.html](/suggest.html)

5. [./support/android/](/support/android/)

6. [./support/android/about\\_emailtray\\_android.html](/support/android/about_emailtray_android.html)

7. [./support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

8. [./support/android/user\\_account.html](/support/android/user_account.html)

9. [./support/faq/](/support/faq/)

10. [./support/faq/emailtray\\_software.html](/support/faq/emailtray_software.html)

11. [./support/faq/general.html](/support/faq/general.html)

12. [./support/help/](/support/help/)

13. [./support/help/about\\_emailtray.html](/support/help/about_emailtray.html)

14. [./support/help/automatic\\_mail\\_reception.html](/support/help/automatic_mail_reception.html)

mysite.com (www.emailtray.com) > On-Site Issues Overview, continued

These issues were found on the following pages:

15. [/support/help/configuring\\_mail.html](/support/help/configuring_mail.html)

16. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

17. [/support/help/user\\_account.html](/support/help/user_account.html)

18. </terms-of-use.html>

### Shorten Description tags of 3 pages

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.

### 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.

These issues were found on the following pages:

1. </privacy-practices.html>

### Passed rules

- ✓ All pages of your site have Title tags
- ✓ All pages of your site have unique Description tags
- ✓ All pages of your site have H1 headings
- ✓ 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

mysite.com (www.emailtray.com) > On-Site Issues Overview, continued



The [Robots.txt](#) file was found on your site.

mysite.com (www.emailtray.com)

LANDING PAGES OVERVIEW (AUGUST 22, 2016)

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.

<p>↑ 61%</p> <p>Site optimization</p>	<p>4</p> <p>Pages with Critical Issues</p>	<p>81</p> <p>Avg. Page Speed Score</p>	<p>53 ↓ 20</p> <p>Avg. Mobile Page Speed Score</p>	<p>2,883</p> <p>Visits to Landing Pages</p>
---------------------------------------	--	--	--	---

Page (4)	Page Optimization ▲	Critical SEO Issues	Page Speed Score	Google mobile friendliness	Mobile Page Speed Score	Broken Links	Backlinks	Social Citations	Visits (last 30 days)
<p><a href="http://www.emailtray.com/blog/20-tips-for-successful-email-newsletter-delivery/">http://www.emailtray.com/blog/20-tips-for-successful-email-newsletter-delivery/</a></p> <p>Title: 20 Tips for Successful Email Newsletter Delivery   Emailtray Blog</p> <p><b>Keywords:</b> email delivery tips email marketing strategy email marketing tips</p>	<p>21%</p>	4	76 ↑ 1	!	-	-	-	3	23
<p><a href="http://www.emailtray.com/">http://www.emailtray.com/</a></p> <p>Title: EmailTray, an email client and email notifier for Windows and Android</p> <p><b>Keywords:</b> simple email client email notifier emailtray</p>	<p>72%</p>	1	81	!	67	-	1,116 ↑ 166	28 ↑ 4	1,606
<p><a href="http://www.emailtray.com/support/email-management-tips/best-email-client.html">http://www.emailtray.com/support/email-management-tips/best-email-client.html</a></p> <p>Title: Best email client - EmailTray</p> <p><b>Keywords:</b> best email client</p>	<p>72%</p>	2	85	!	73	-	2	1	56
<p><a href="http://www.emailtray.com/download-email-client.html">http://www.emailtray.com/download-email-client.html</a></p> <p>Title: Download Free Email Client for Windows</p> <p><b>Keywords:</b> download email client best email client free email client</p>	<p>82%</p>	1	85	!	73	-	40 ↑ 2	-	1,198

<p>Aug 11, 2016</p>	<p>We have fixed 17 broken links, done This and expect this to result in That</p>
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mysite.com (www.emailtray.com)

TECHNICAL AUDIT (AUGUST 22, 2016)

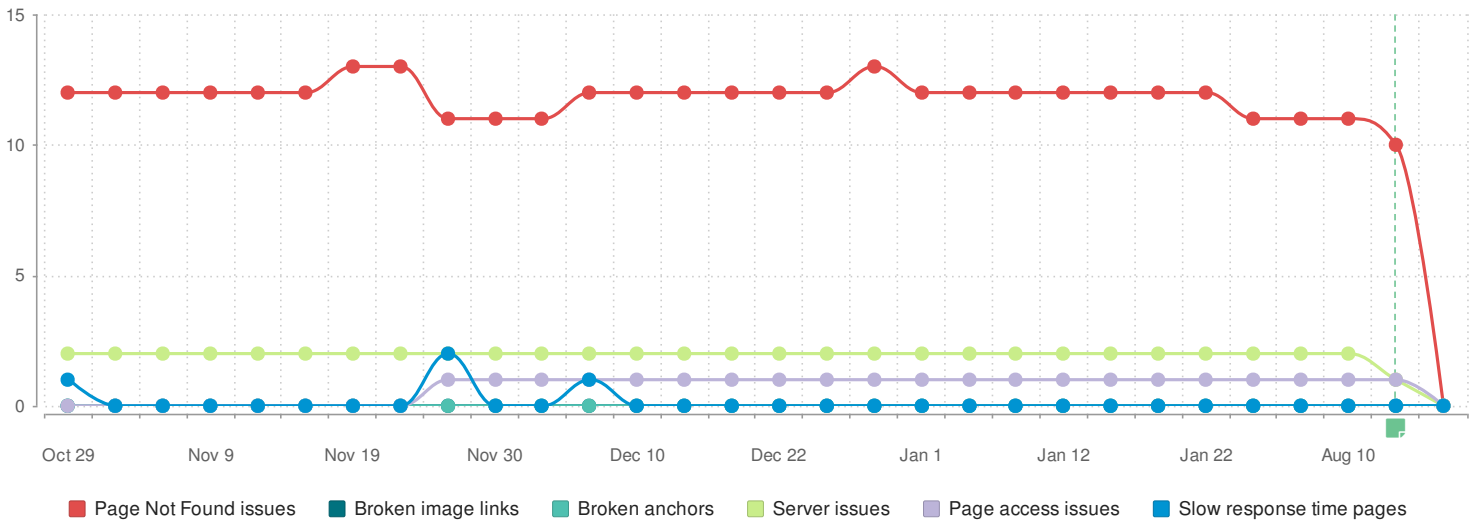
This report lists broken internal and external links found on your site.

32

Scanned unique pages

Awesome! Your site has no technical issues. Search engines tend to rank high quality websites better. Having broken links and slow pages may be a sign of a neglected site

Technical issues found on your site - Trend over time



Aug 11, 2016

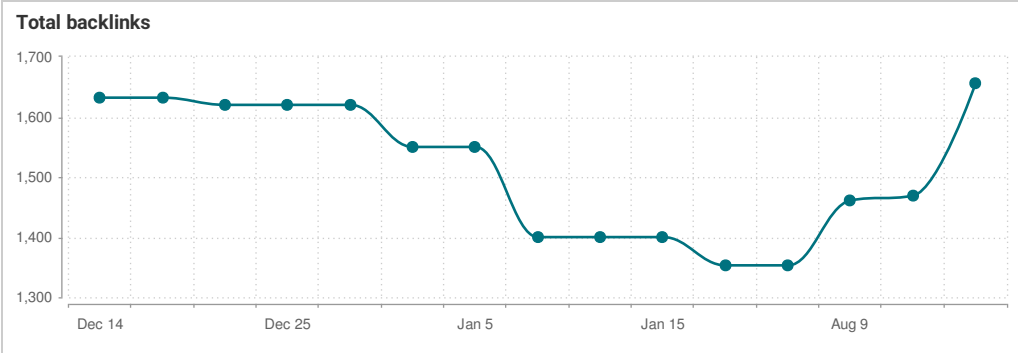
We have fixed 17 broken links, done This and expect this to result in That

Quality Assured

- ✓ No 404 Issues
- ✓ No Broken Images
- ✓ No Broken Anchors
- ✓ No Server Issues
- ✓ No Page Access Issues
- ✓ No Slow Response Time Pages

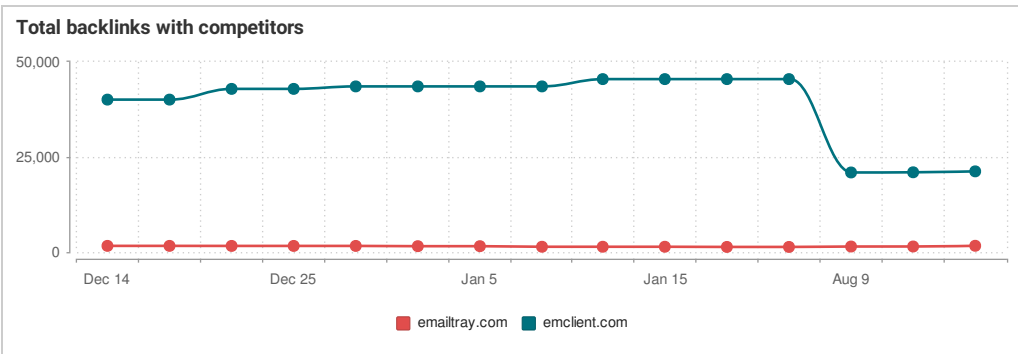
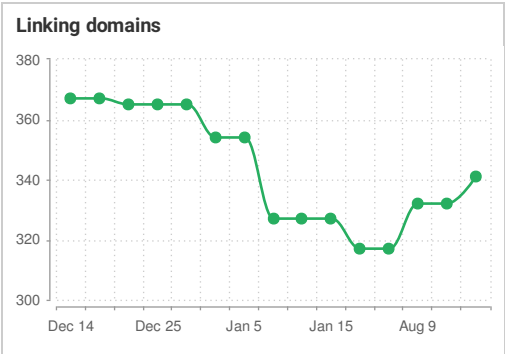
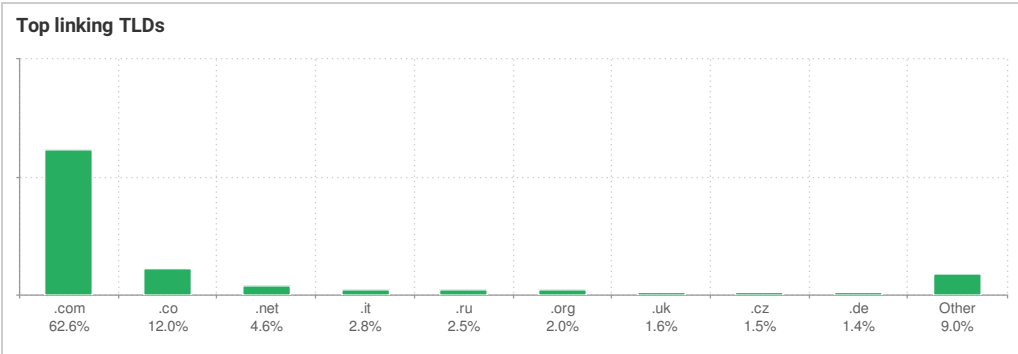
**mysite.com (www.emailtray.com)**

**BACKLINK QUALITY SUMMARY (AUGUST 22, 2016)**



### Link sources distribution

Total backlinks:	1.6K ↑ 187
Linking IP addresses:	305 ↑ 9
Linking domains:	341 ↑ 9
Governmental domains:	-
Educational domains:	1
Linking subnets:	286 ↑ 2



### Top 5 link texts

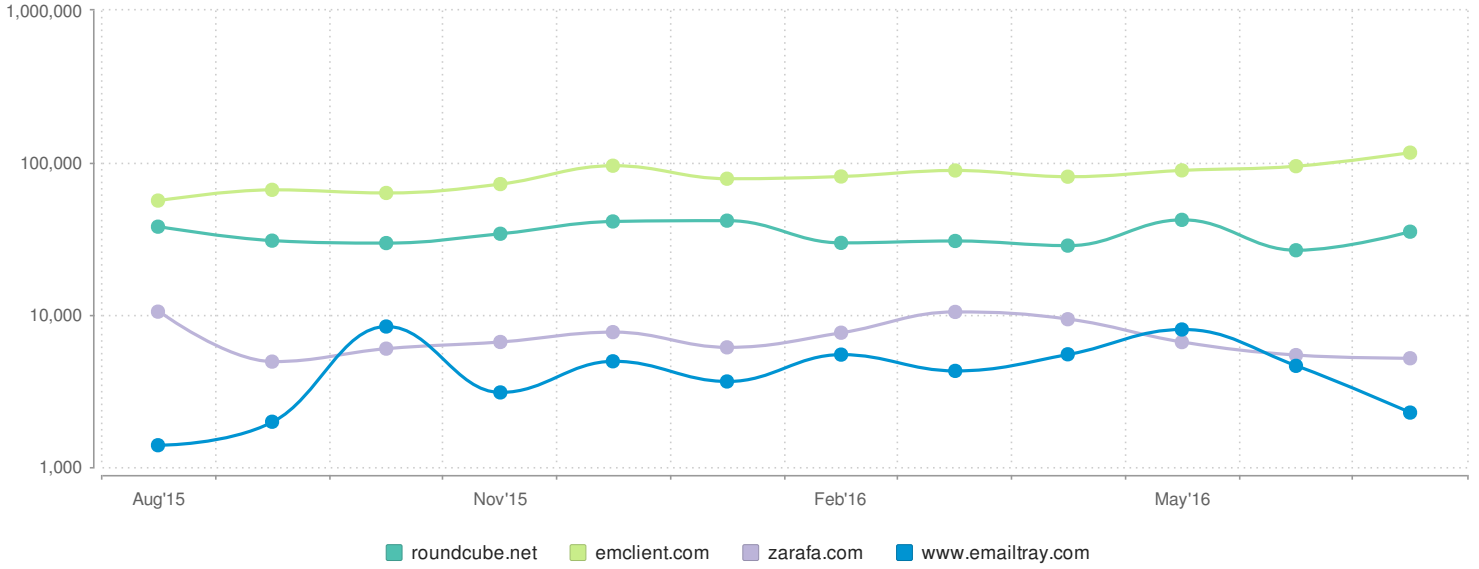
Link text	Backlinks	Domain
allen maccannell	67	13
http://www.emailtray.com/	68	22
emailtray	162	57
free email client for windows	162	2
free email client	402	1

**mysite.com (www.emailtray.com)**

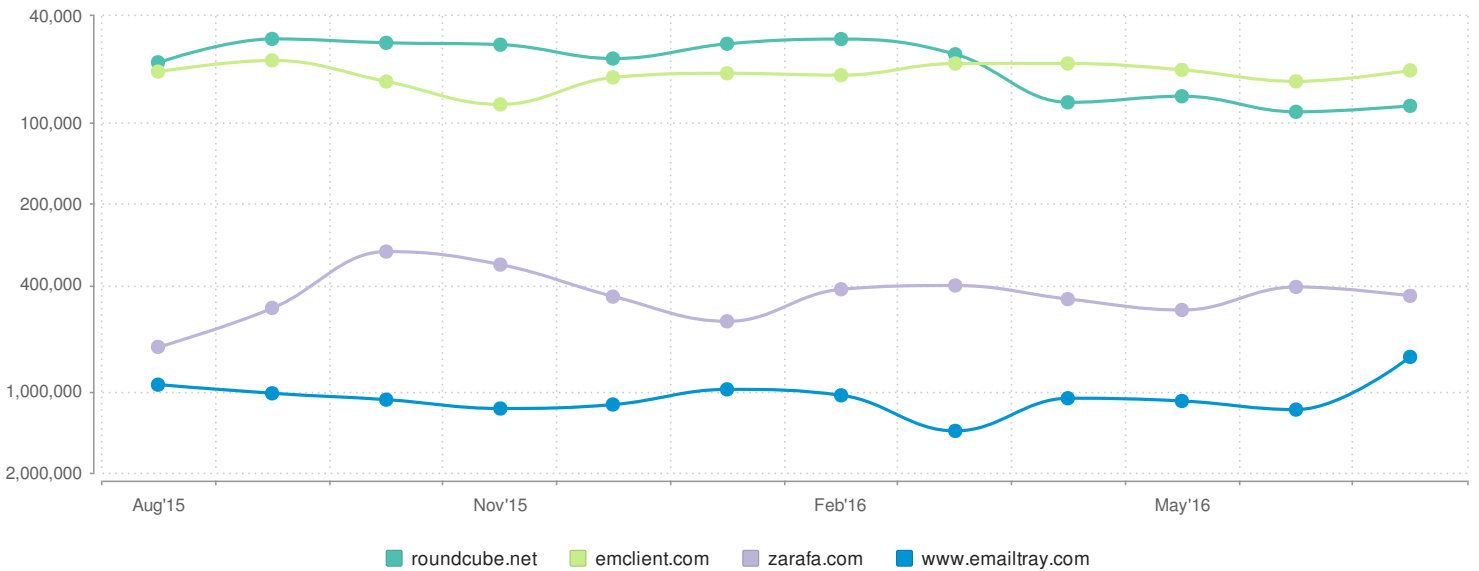
**COMPETITOR TRAFFIC (AUGUST 15, 2016)**

This report compares your website's traffic with that of competitors.

Unique visitors on www.emailtray.com and competing sites for the last 12 months (US data only)



Alexa Global Traffic Rank History for www.emailtray.com and competing sites for the last 12 months









**mysite.com (www.emailtray.com)**

**COMPETITOR LINK PROFILE (AUGUST 22, 2016)**

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

Parameter	www.emailtray.com	emclient.com
Domain Trust Flow	25	49
Domain Citation Flow	30	33
Moz Page Authority	45	57
Moz Domain Authority	34	49
Total backlinks	 1,656 ↑ 187	 21,220 ↑ 245
Linking domains	 341 ↑ 9	 1,665 ↑ 39
Linking subnets	286	1,306
Linking IP addresses	305	1,462
Governmental ref. domains	-	-
Backlinks from governmental domains	-	-
Educational ref. domains	1	4
Backlinks from educational domains	1	5

**mysite.com (www.emailtray.com)**  
**JOURNAL OF EVENTS (AUGUST 22, 2016)**

Selected events: Scheduled client reporting, Public events, Google updates

Time period: Jan 1, 2016

Date	Task / Event	Type	Tool / Report
Aug 22, 2016	All-in-One SEO Report (1 project) Sent to: client@domain.com	Scheduled client reporting	Project Overview (1 report) Rank Tracking (1 report) Web Analytics (1 report) Technical Audit (1 report) SEO Analysis (3 reports) Backlink Quality Check (1 report) Competitor Metrics (2 reports)
Aug 11, 2016	We have fixed 17 broken links, done This and expect this to result in That	Public event	Technical Audit, SEO Analysis
Aug 1, 2016	All-in-One SEO Report (1 project) Sent to: client@domain.com	Scheduled client reporting	Technical Audit (1 report)
Jul 22, 2016	Updated 2 landing pages (page1.html, page2.html)	Public event	SEO Analysis
Jul 15, 2016	All-in-One SEO Report (1 project) Sent to: client@domain.com	Scheduled client reporting	Technical Audit (1 report)
Jul 11, 2016	We have updated ABC	Public event	Web Analytics
May 10, 2016	<b>Mobile-friendly update:</b> Google rolled out an update to the algorithm for mobile search results that increases the effect of some ranking signals. Mobile-friendly sites will get better rankings on mobile search.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Feb 23, 2016	<b>AdWords realignment:</b> Google has removed right-column ads entirely and rolled a block of 4 ads above the fold for many commercial searches.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Jan 8, 2016	<b>Core Search Algo Update:</b> Google has officially confirmed that this was not a Penguin update, but a regular core algorithm update.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics

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