



YOUR LOGO

COMPANY NAME

INTERNET MARKETING REPORT

Prepared for
<https://emailtray.com/>

Jun 6, 2023



Project Dashboard for www.emailtray.com

The Project's Key Metrics



Low optimization (35%)



Pages in Google index

173 ▼ 34

Pages with SEO issues

8

Keywords in Top 10

0



Total Backlinks

1.6K ▼ 5



Domain Trust Flow

26

Domain Citation Flow

33 ▲ 1



Moz Domain Authority

39

Mobile Optimization
(home page)

91%



Speed Score
(home page)

98%



Goal Conversion Rate

43.34% ▼ 0.15%



Facebook Activity

230 ▲ 45



Website Rankings

Your site position on search engine result pages greatly influences your site traffic. The better the position, the more traffic your site may expect.

Average Ranking Position



81

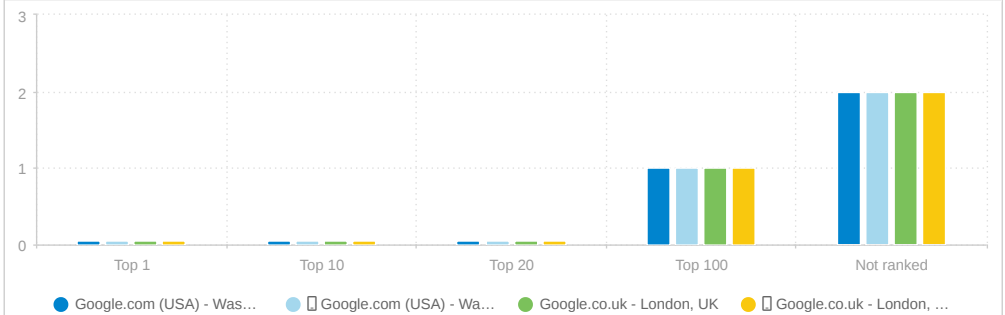
Google.com (USA) - W...



82

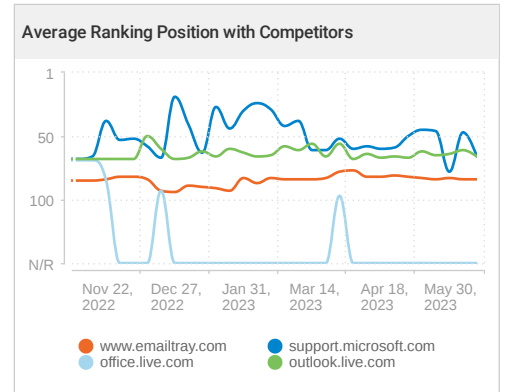
Google.com (USA) - ...

Ranking Distribution by SEs



Top 5 Keywords by Rankings

Keyword	Global monthly searches	Google.com (USA) - Washingto...	Google.com (USA) - Washington,
best free email client for win...	720	40 ▲ 1	43 ▲ 2

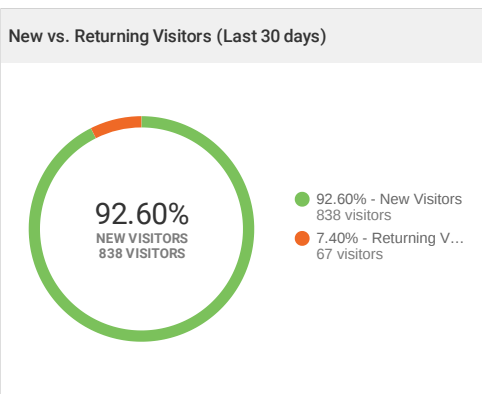
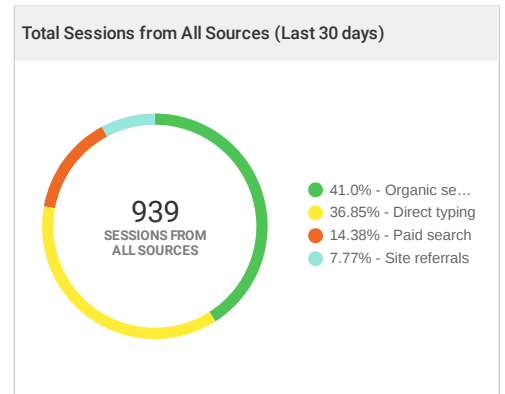
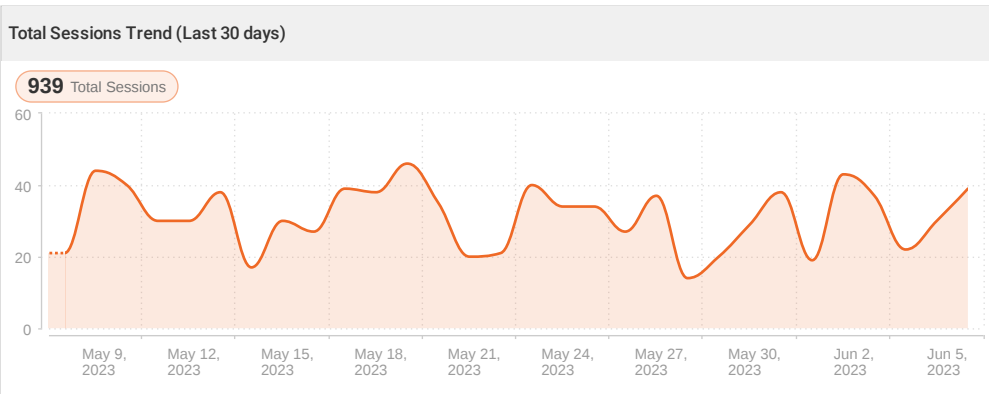


Top 5 Dangerous Competitors

Domain	Visibility score (out of 100)	Ranked keywords in search results	Average Ranking Position
outlook.live.com	93 ▼ 1	2 ▼ 1	66 ▼ 5
getmailbird.com	89 ▼ 9	3	6 ▼ 2
windowsreport.com	85 ▲ 1	3	18 ▲ 1
support.microsoft.com	84 ▼ 1	2	66 ▼ 19
getmailspring.com	79 ▲ 2	3 ▲ 1	40 ▲ 8

Traffic Analysis

Website traffic (or the number of visitors to your website) is important because the number of visitors equals the number of opportunities you have to add new customers.



Sessions by Device (Last 30 days)

691	Sessions by Desktop (73.59%)
244	Sessions by Mobile (25.99%)
4	Sessions by Tablet (0.43%)

Top 5 Cities by Sessions (Last 30 days vs. The same previous period)

City	Sessions	% Sessions
Montreal	16 ▲ 14%	2% ▲ 22%
Lagos	13 ▲ 62%	2% ▲ 75%
Johannesburg	10 ▲ 900%	1% ▲ 1K%
New York	10 ▲ 11%	1% ▲ 20%
Columbus	9 ▲ 28%	1% ▲ 39%

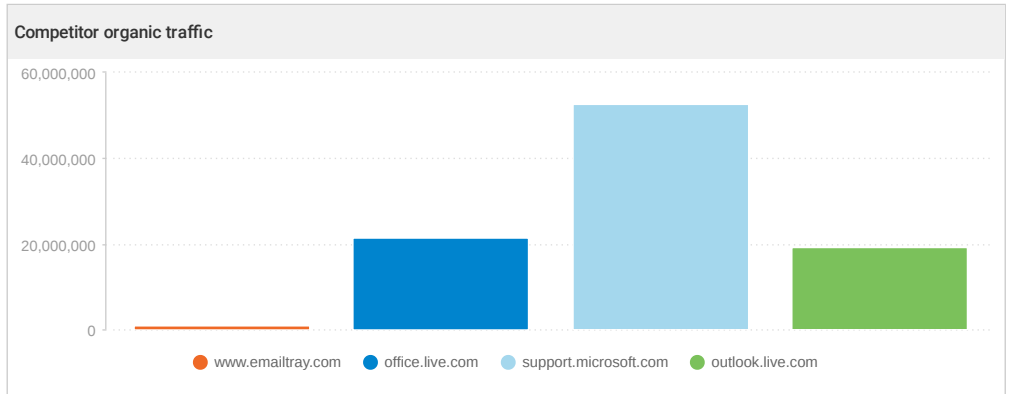
Goal Insights for All channels (Last 30 days)

Goal: All goals

407
Goal Completions

43.34%
Goal Conversion Rate

\$0
Goal Value



Site Health

Search engines use hundreds of factors to decide what site better fits the needs of searchers. If your site doesn't meet Google requirements, it may get lower positions on Google results pages and therefore receive less traffic.

SEO Issues

35%
Site optimization

11
issues found

8
pages with issues

15
total pages analysed

Technical Issues

<p>3 Unique broken links</p>	<p>2 Page Not Found Issues</p>	<p>✓ No Server Issues</p>	<p>2 Links with a 301 Redirect</p>
	<p>✓ No Broken Images</p>	<p>✓ No Page Access Issues</p>	<p>✓ There are no 302 Redirects on your ...</p>
<p>2 Pages with errors</p>	<p>1 Broken Javascript files</p>	<p>✓ No Mixed Content Issues</p>	
	<p>✓ No Broken CSS files</p>	<p>1 Redirect chains</p>	
	<p>✓ No Broken links in CSS styles</p>	<p>✓ No Redirect loops</p>	

Mobile optimization

Page: <https://www.emailtray.com/>

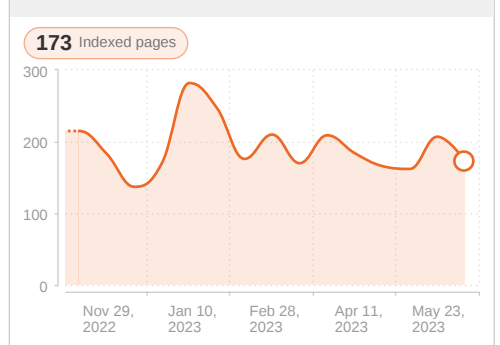
91%
Mobile Speed Score

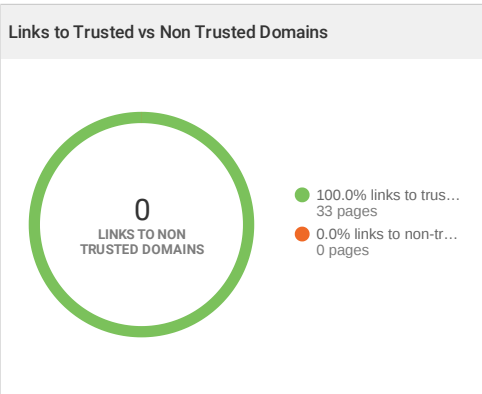
3 mobile usability issues found
Mobile usability

No flash content
Flash content on the page

No AMP
Accelerated Mobile Pages check-up

Pages in Google Index



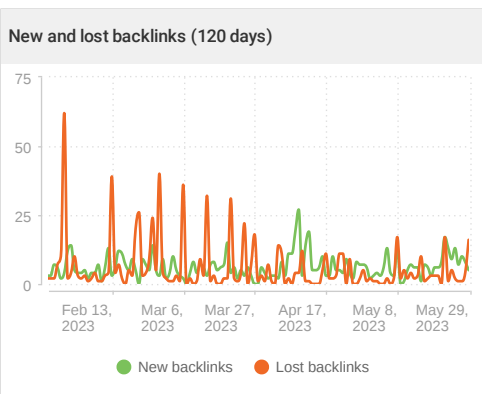
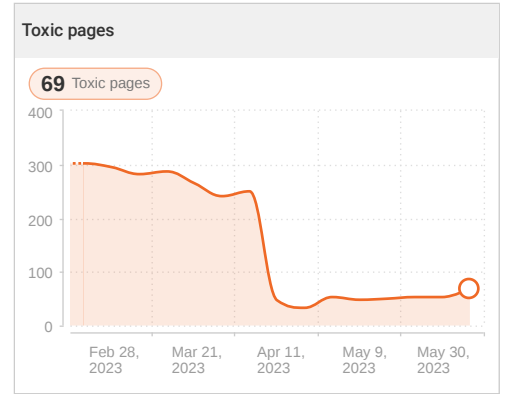
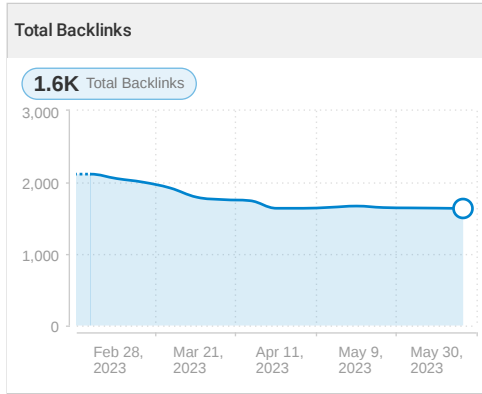
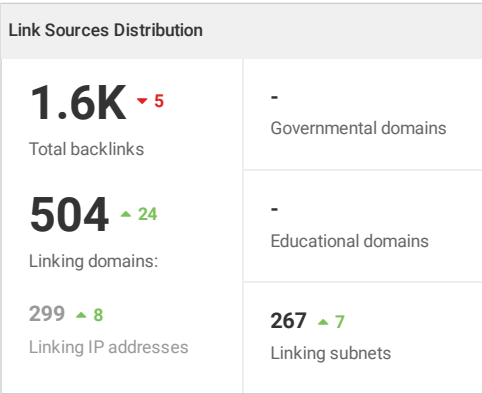


Domains linked to, with the lowest Domain Trust Flow

Domain	Domain Trust Flow	Domain Citation Flow
findmysoft.com	41	44
about.com	67	56
cnet.com	85	77
google.com	99	100

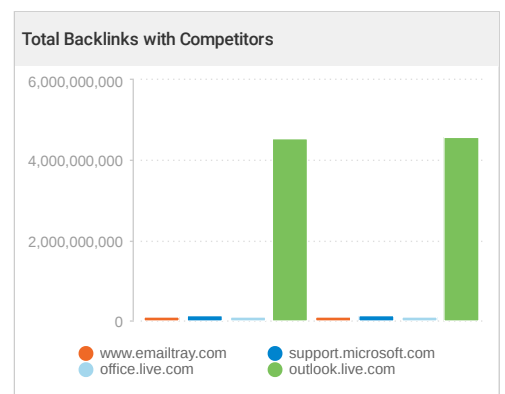
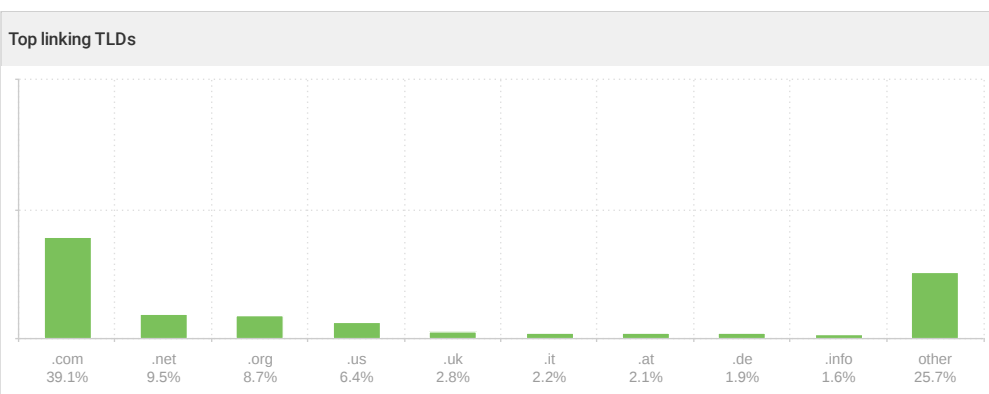
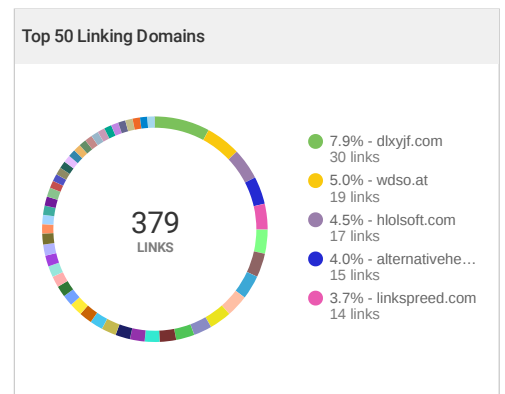
Backlinks Profile

The number of backlinks pointing to your site shows Google how popular it is on the web. A large number of quality backlinks is a signal to rank your website higher. Low-quality (toxic) backlinks can have a negative impact on your site rankings or even provoke search engines to ban your pages.



Top 5 Link Texts

Link text	Backlinks	Domain
smartphone penetration in ...	24	13
http://www.emailtray.com/	25	6
https://www.emailtray.com/...	30	1
emailtray	114	73
411143. emailtray.com	345	167

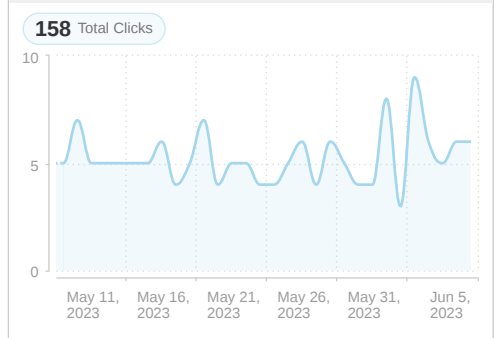


Ads efficiency

Google Ads (UA) efficiency (Last 30 days vs. The same previous period)

158 ▼ 77 Clicks	\$0.39 ▲ \$0.03 Cost per click	\$61.24 ▼ \$23.92 Cost
27 ▼ 9 Goal Completions	\$2.27 ▼ \$0.10 Cost per conversion	17.09% ▲ 1.77% Goal conversion rate

Paid clicks trend (Last 30 days)



Social Analytics

Each mention in social media makes your brand more recognizable and brings you targeted traffic. The social media performance of your home page is compared to those of the best performers in your industry.

Social Citations

 230 ▲ 45 Facebook engagement	 0 Pinterest Shares
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Web Buzz

12 Unread posts	 Sara Ensley Smith Obituaries waltontribune.com Nov 04, 2022 by Walton Tribune
0 Favorite posts	
12 All posts	

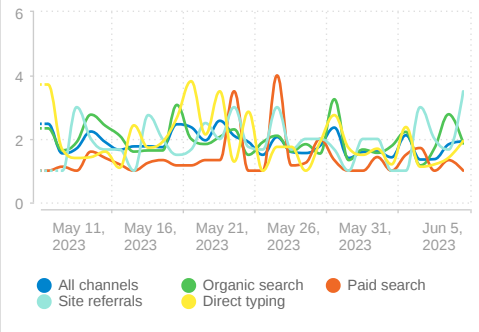
Competitor Social Citations

Social network	www.emailtray.com	support.microsoft.com	office.live.com	outlook.live.com
Facebook	197 ▼ 28	23.4K ▲ 11.7K	386K ▲ 228	1.9M ▲ 4.4K
Pinterest	-	41	-	1.2M ▲ 2
Home page mentions, total	197	23.5K	386K	3.2M

Business Location Insights

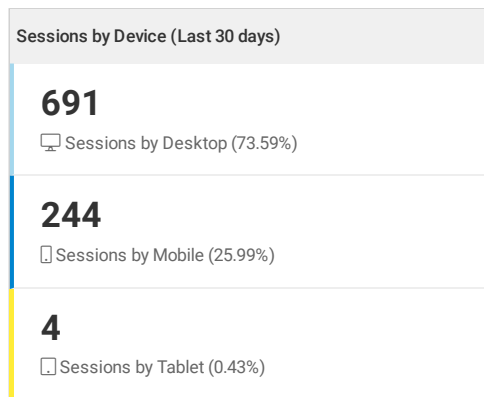
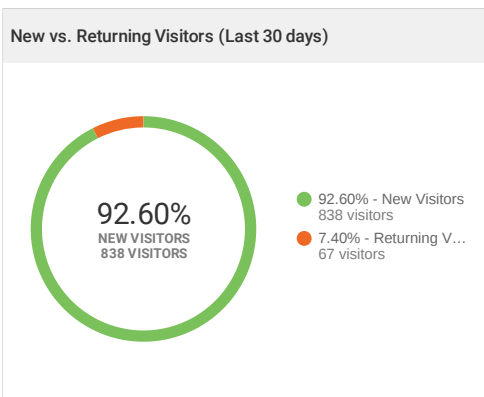
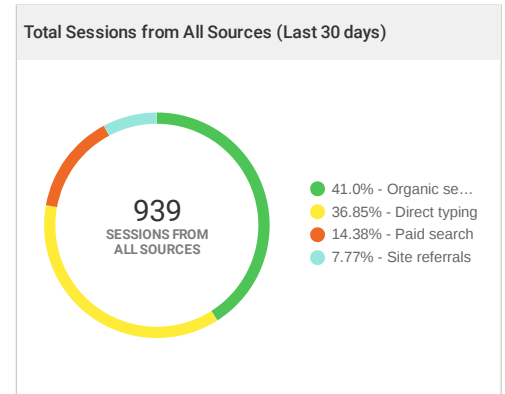
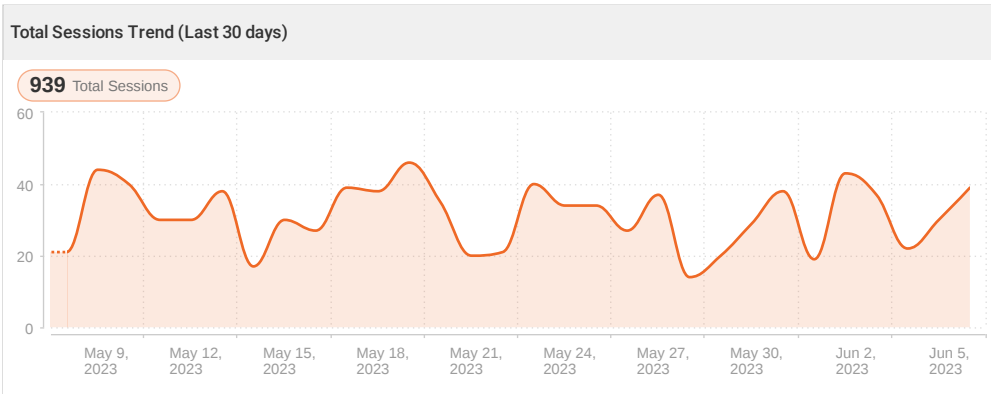
Google My Business is essential for Local SEO as it enables your business listing to appear in local search results for queries specific to your products or services.

Pages / Session by Source (Last 30 days)



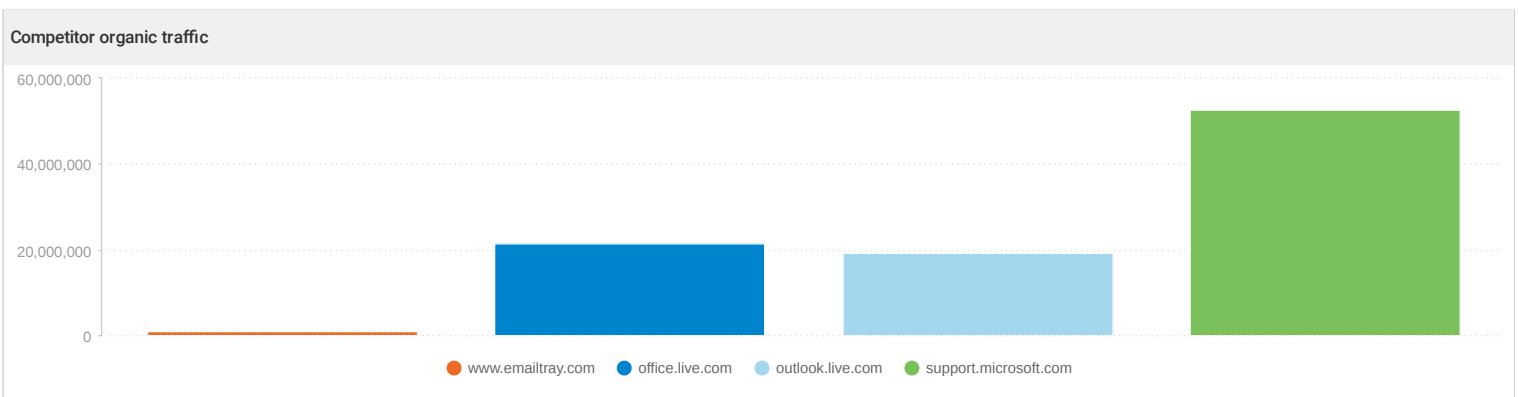
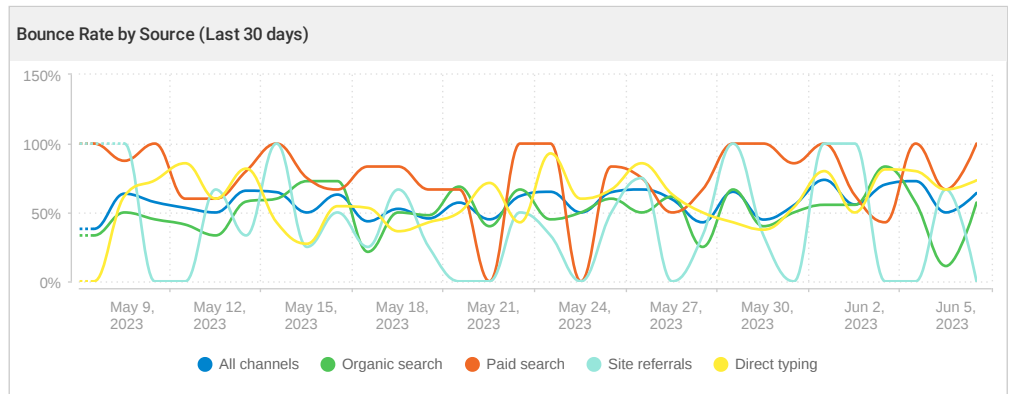
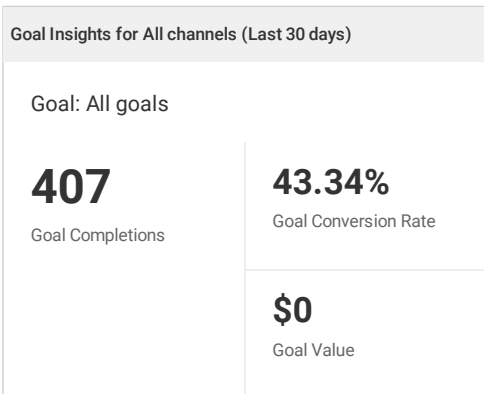
LEGEND: - Not found ▲ Positive change ▼ Negative change

Google Analytics Summary for www.emailtray.com



Top 5 Cities by Sessions (Last 30 days)

City	Sessions	% Sessions
Montreal	16	2%
Lagos	13	2%
Johannesburg	10	1%
New York	10	1%
Columbus	9	1%



Detailed for www.emailtray.com

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

Applied Filters

✓ Compared with: the previous results (May 23, 2023)

Search engine / Keyword (3)	Global monthly searches	Local monthly searches - Washington, United S... ¹	Impressions from Google	Visits from Google	Position	SERP	Web page
Google.com (USA) - Washington, DC							
live mail login	49,500	260			-	-	
best gmail app for windows 10	390	10			-	-	
best free email client for windows 10	720	10			40 ▲ 1	5	/download-email-client.html
Google.com (USA) - Washington, DC							
live mail login	49,500	260			-	-	
best gmail app for windows 10	390	10			-	-	
best free email client for windows 10	720	10			43 ▲ 2	5	/download-email-client.html
Google.co.uk - London, UK							
live mail login	49,500	260			-	-	
best gmail app for windows 10	390	10			-	-	
best free email client for windows 10	720	10			52 ▲ 1	6	/download-email-client.html
Google.co.uk - London, UK							
live mail login	49,500	260			-	-	
best gmail app for windows 10	390	10			-	-	
best free email client for windows 10	720	10			56	6	/download-email-client.html

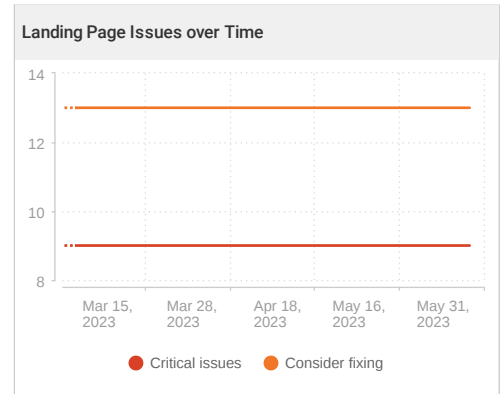
LEGEND: - Not found (8 positions) ▲ Positive change (3 positions)

TARGET LOCATION: 1. Washington, United States


Landing Page SEO Summary for www.emailtray.com

Top 5 best optimized landing pages

Landing page	Score	Critical issues
/download-email-client.html	24%	4
Home	37%	5



Page speed insights



Page: <https://www.emailtray.com/>

98%

Desktop Speed Score


15

Optimization Opportunities

5 Worst Pages by Desktop Page Speed Score

Landing page	Desktop Speed Score
/	98 ▲ 1
/download-email-client.html	99

Mobile optimization



Page: <https://www.emailtray.com/>

91%

Mobile Speed Score

No flash content

Flash content on the page

3 mobile usability issues found

Mobile usability

No AMP

Accelerated Mobile Pages check-up

5 Worst Pages by Mobile Speed Score

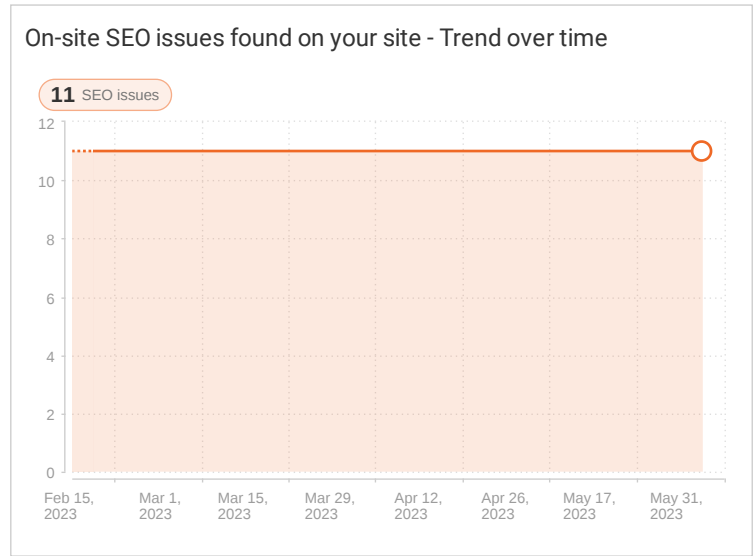
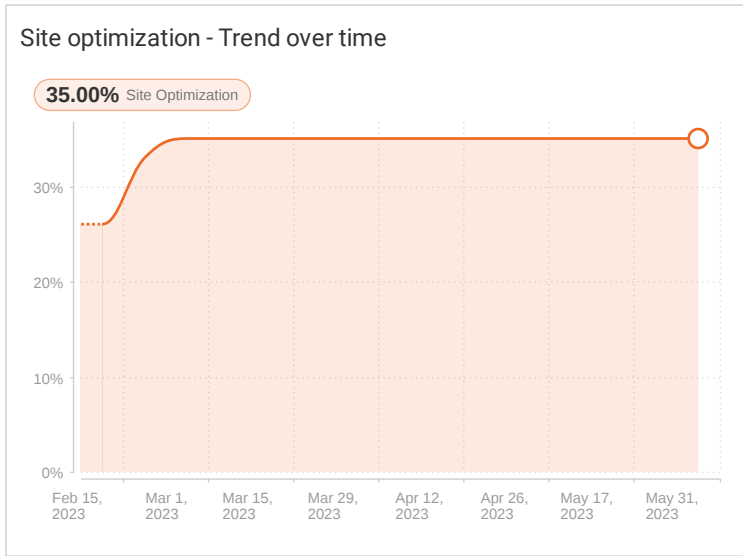
Landing page	Mobile Speed Score
/download-email-client.html	90 ▲ 1
/	91 ▲ 3

LEGEND: + Added n/r Not ranked - Not found ▲ Positive change ▼ Negative change

On-Site Issues Overview for www.emailtray.com

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

Site optimization 35%	Analyzed pages 15	On-site issues 11	Pages in Google index 173 ▼ 34
Sitemap age 13 months	Domain age 13 years		



ⓘ Consider fixing

Optimization opportunities that will help you improve your site performance on the web.

- ⓘ Shorten Title tag (1 page)
- ⓘ Add more text in the Title tag (6 pages)
- ⓘ Add a Description tag (1 page)
- ⓘ Shorten Description tag (1 page)
- ⓘ Add more text in the Description tag (1 page)
- ⓘ Add an H1 heading (1 page)

✔ Passed rules

- ✔ There is no multiple homepage issue

- ✔ All pages of your site have Title tags
- ✔ All your Title tags are unique
- ✔ There are no multiple Title tags
- ✔ All your Description tags are unique
- ✔ There are no multiple Description tags
- ✔ The H1 tag usage is correct
- ✔ The pages of your site have a reasonable amount of outbound links
- ✔ All images of your site have ALT attributes.
- ✔ All images of your site have text within ALT attributes.
- ✔ All linked images of your site have text within ALT attributes.
- ✔ All internal links of your site have link text
- ✔ There is a Favicon on your site
- ✔ The structure of your pages' URLs is OK
- ✔ The URLs of your site's pages contain valid characters
- ✔ 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.
- ✔ There are no pages blocked by Meta Noindex on your site
- ✔ All pages of your site have correct Hreflang attribute values
- ✔ There are no Hreflang links to redirecting URLs
- ✔ There are no Hreflang links to non-canonical URLs

- ✔ There are no relative URLs in Hreflang tags
- ✔ All localized pages have a self-referencing Hreflang tag
- ✔ There are no HTML lang and Hreflang attributes mismatch issues on your site
- ✔ There are no pages with different URLs for the same Hreflang value on your site
- ✔ Hreflang tags are reciprocal across all site pages

All Pages Overview for www.emailtray.com

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.

Site optimization 35%	Pages with Critical Issues 2	Avg. Desktop Speed Score 98 ▲ 0	Avg. Mobile Speed Score 90 ▲ 2
Visits to Landing Pages -			

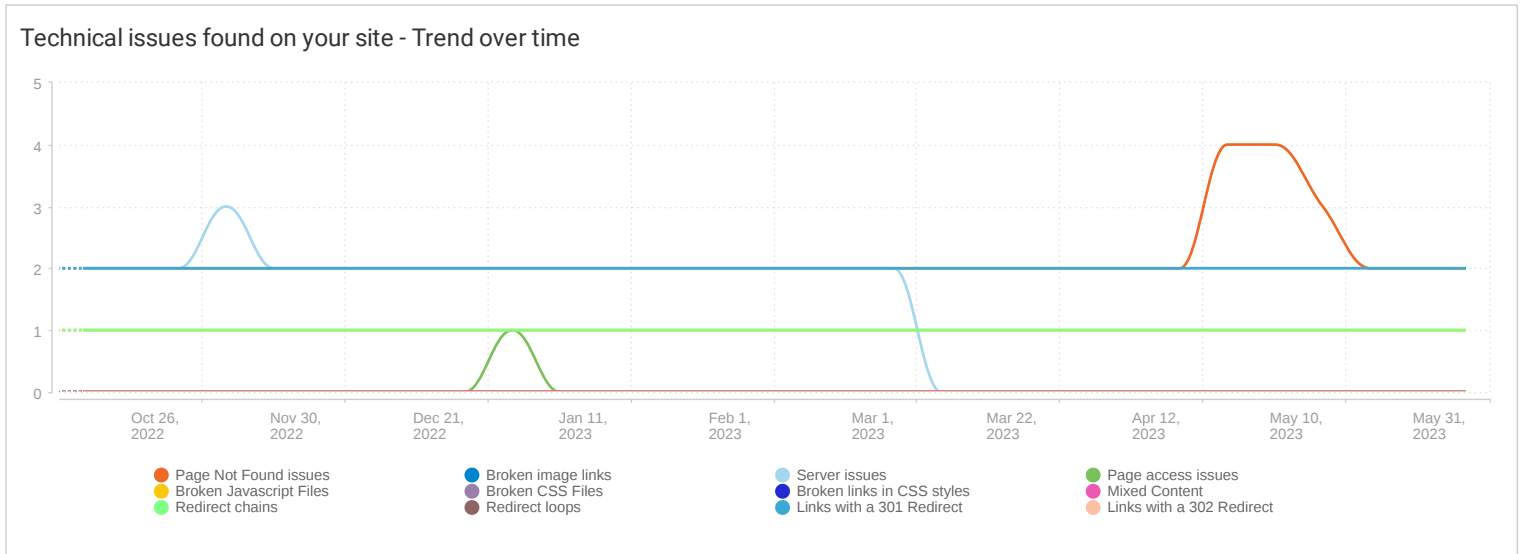
Page Optimization	Total global monthly searches	Critical SEO Issues	Desktop Speed Score	Mobile Speed Score	Mobile usability	Broken Links	Backlinks	Social Citations	Avg. Position on Google	Impressions from Google	Clicks	Organic Sessions	Tags	Date Added
Home Title: EmailTray, an email client and email notifier for Windows and Android Keywords: live mail login, best free email client for windows 10, best gmail app for windows 10 Notes: no notes assigned to this page														
37%	50,610	5	98 ▲ 1	91 ▲ 3	ⓘ	1	626 ▼ 7	145				66		Feb 3, 2021
/download-email-client.html Title: Download Free Email Client for Windows Keywords: best free email client for windows 10 Notes: no notes assigned to this page														
24%	720	4	99	90 ▲ 1	ⓘ	-	40 ▲ 1	1				84		Feb 3, 2021

LEGEND: ▲ Positive change ▼ Negative change ⓘ Information icon

Technical Audit for www.emailtray.com

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

Scanned unique pages 15	Pages with errors 2	Unique broken links 3	Not found pages and images 2
Server Issues 0	Page Access Issues 0	Mixed content issues 0	



🚨 Critical issues

The most important issues that affect user experiences and site performance and should be fixed first.

🚨 Page Not Found Issues 2 links

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.

Broken link	Link text	Found on page:
External links (2)		
https://play.google.com/store/apps/details?id=com.emailtray.met	Try our new EmailTray for your Android-based mobile device	home page Line: 50; Status: 404
	get the EmailTray email app for your Android device	/blog/ Line: 390; Status: 404
	EmailTray	/blog/ Line: 446; Status: 404
	grab the EmailTray email app for Android	/blog/ Line: 622; Status: 404
http://www.pcworld.com/article/212493/galaxy_tab_sells_1_million_units.html	PC World	/blog/ Line: 299; Status: 404

🚨 Broken Javascript files 1 link

Review and fix all broken Javascript files because they prevent search engines from properly rendering and indexing your webpages. Broken JS files may also cause website errors and negatively impact your site visitors' experience.

Broken object URL	Found on page:
External links (1)	
http://static.ak.fbcdn.net/connect.php/js/FB.Share	/blog/ Line: 778; Status: 500

🚨 Redirect chains 1 link

Review all redirect chains reported below and fix them where possible, because long chains of redirects consume your crawl budget, slow down your site's load speed, and, as a result, may negatively impact your site visitors' experience. You may want to redirect each URL in the chain to your final destination page.

Start URL	Full chain	Found on page:
https://www.emailtray.com/blog/feed	301 /blog/feed 301 /blog/feed/ 200 /blog/feed/	/blog/ Line: 708; Status: 301

🚩 **SSL-related issues** 1 issue

Website security is an important ranking factor for Google. There are some common SSL errors that can cause browsers to warn users that your website is not secure. We have found the following SSL-related issues:

Issue:	Description:
HSTS is not supported	HSTS (HTTP Strict Transport Security) secure protocol informs browsers that your website should be only accessed over HTTPS encryption. This helps ensure the visitors are directed to the secure version of your website. To protect your site users we recommend that you enable HTST support on your website server.

🚩 **Consider fixing**

Optimization opportunities that will help you improve your site performance on the web.

🚩 **Links with a 301 Redirect** 2 links

Review all links with a 301 Redirect and change them to a target page URL where possible, because redirects, especially internal ones, might decrease your crawl budget and can be confusing to users.

Links with a 301 Redirect	Redirects to	Link text	Found on page:
Internal links (2)			
🚩 http://www.emailtray.com/download.html	https://www.emailtray.com/download.html	Windows email client	/blog/ Line: 167; Status: 301
		EmailTray email client	/blog/ Line: 258; Status: 301
		download EmailTray for Windows	/blog/ Line: 390; Status: 301
🚩 https://www.emailtray.com/blog/feed	https://www.emailtray.com/blog/feed/	RSS Emailtray	/blog/ Line: 708; Status: 301

✅ **Passed rules**

✅ No Broken Images
✅ No Server Issues
✅ No Page Access Issues
✅ No Broken CSS files
✅ No Broken links in CSS styles

✔ No Mixed Content Issues

✔ No Redirect loops

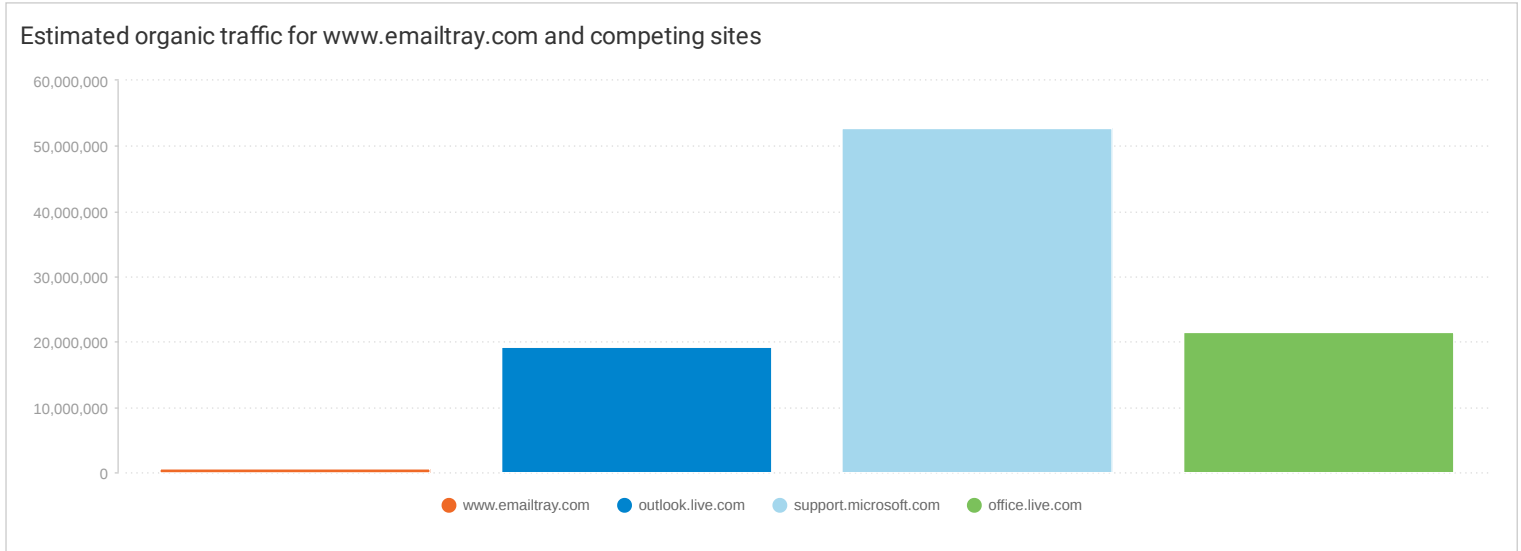
✔ Your website uses HTTPS secure protocol

✔ Your website have Redirect homepage to HTTPS

✔ There are no 302 Redirects on your site

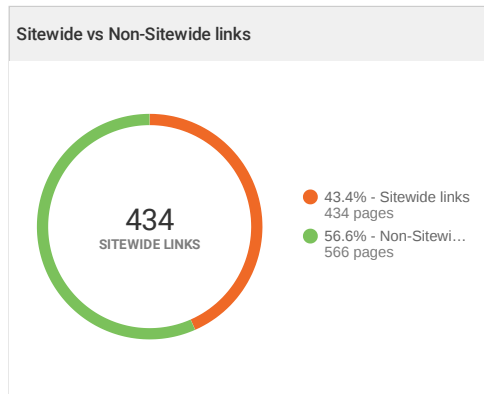
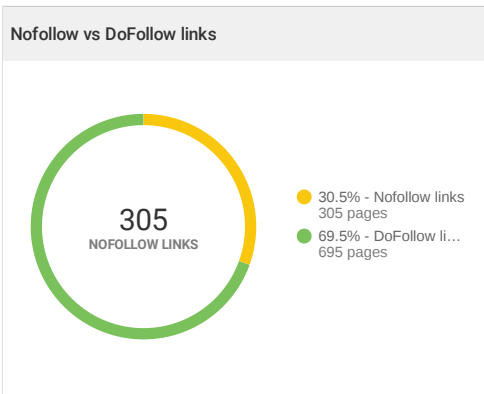
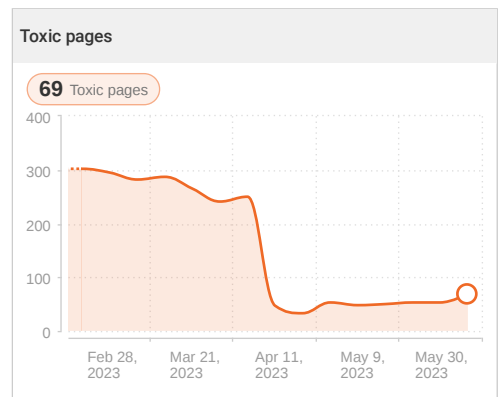
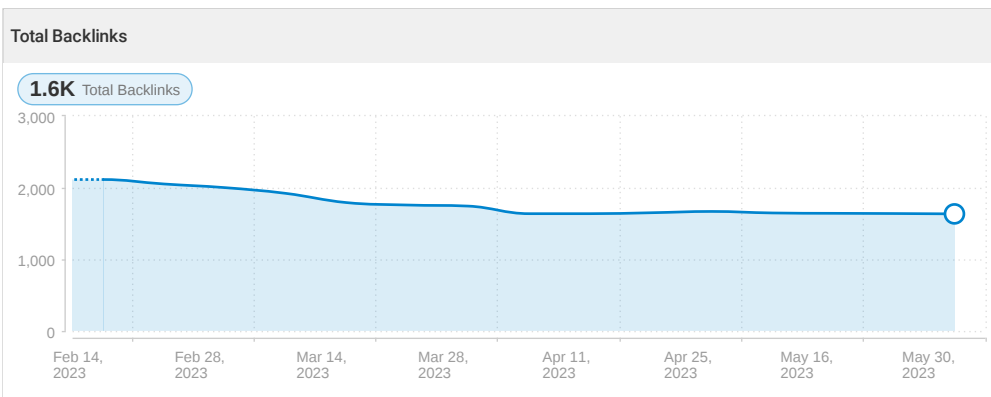
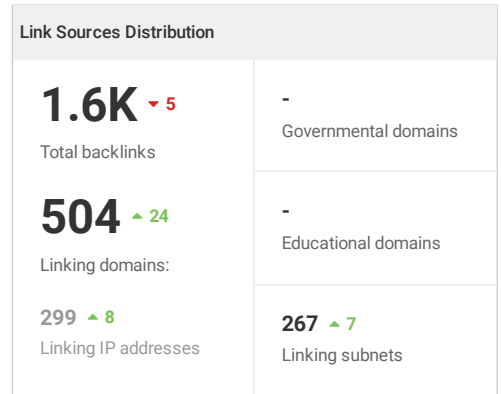
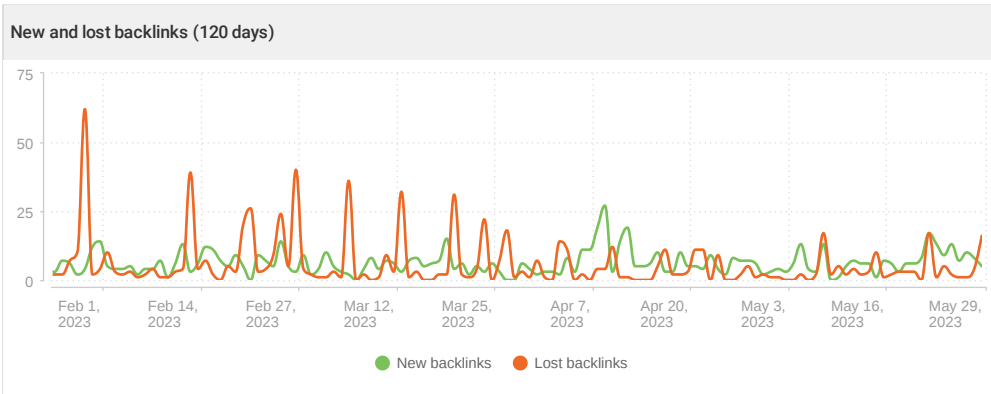
Competitor Traffic for www.emailtray.com

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



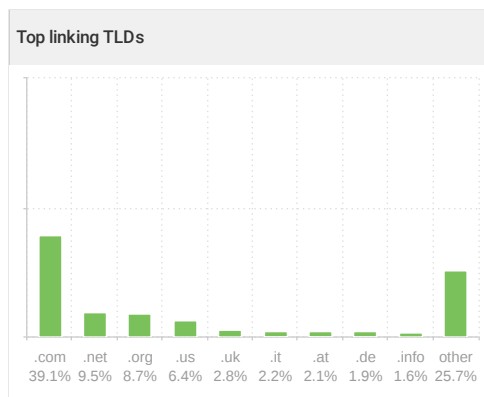
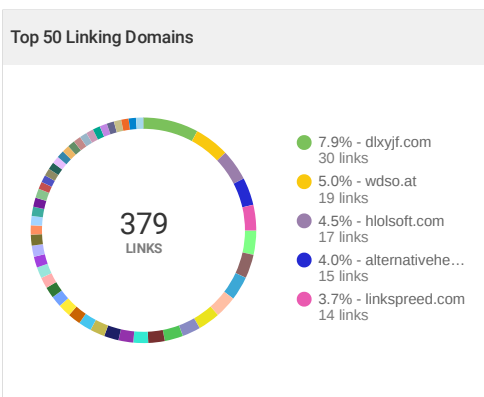
This report is provided by Traffic Analysis

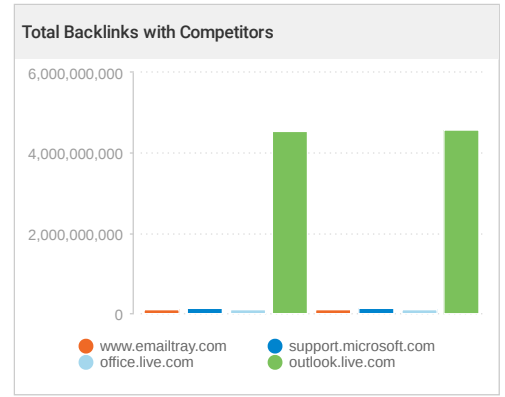
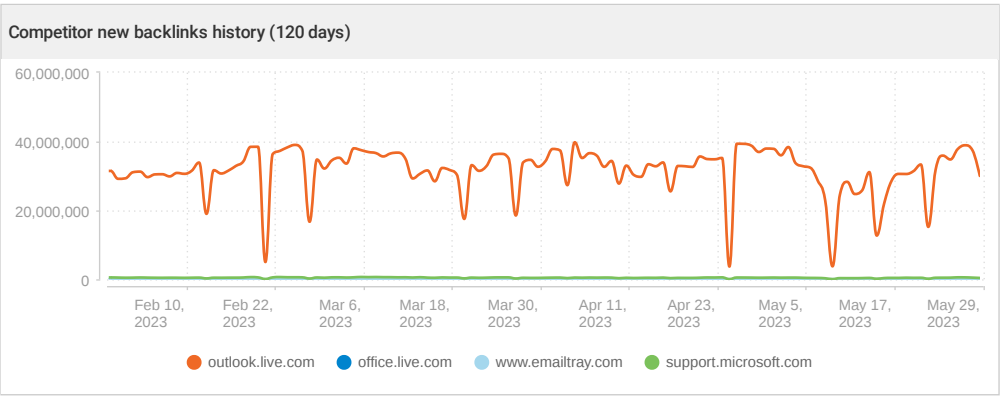
My Backlinks Summary for www.emailtray.com



Top 5 Link Texts

Link text	Backlinks	Domain
smartphone penetration in ...	24	13
http://www.emailtray.com/	25	6
https://www.emailtray.com/...	30	1
emailtray	114	73
411143. emailtray.com	345	167





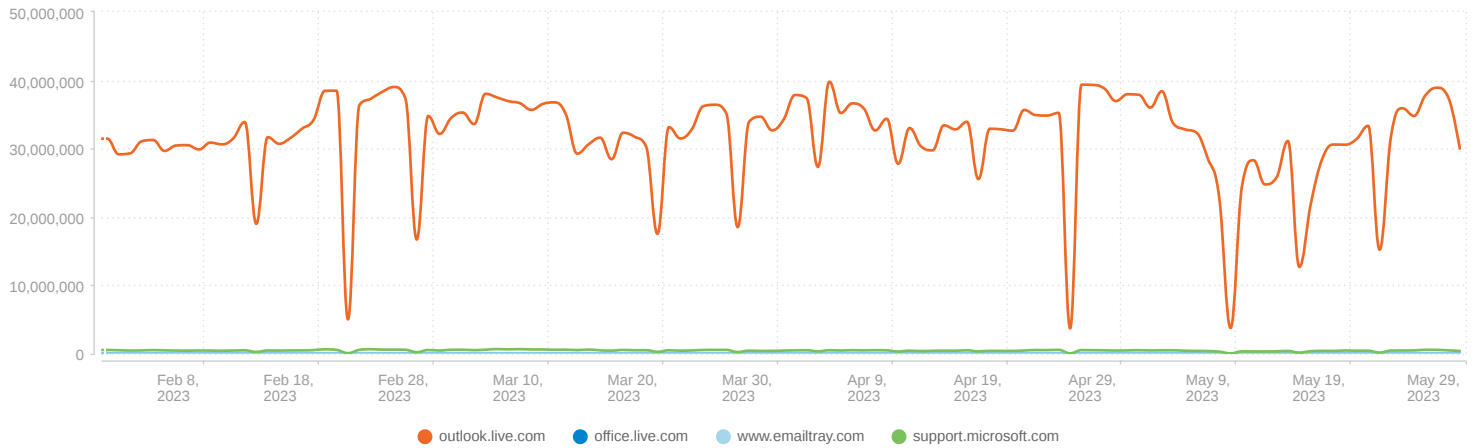
LEGEND: - Not found ▲ Positive change ▼ Negative change

Competitor Link Profile for www.emailtray.com





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

Competitor new backlinks

The graph shows the number of new backlinks found between Jan 31, 2023 - May 29, 2023



Parameter	www.emailtray.com	support.microsoft.com	office.live.com	outlook.live.com
Total backlinks	1,635 ▼ 5	132,126,229 ▼ 1.5M	754,172 ▼ 30.3K	4,577,933,024 ▲ 33.1M
Linking domains	504 ▲ 24	893,568 ▼ 1.7K	6,495 ▼ 199	234,787 ▲ 1.9K
Domain Trust Flow	26	86	35	79
Domain Citation Flow	33 ▲ 1	79 ▲ 1	43	60
Moz Page Authority	48	84	70	77
Moz Domain Authority	39	99	95	95
Domain Primary Topic	News/Weather	Computers/Companies	Business/News and Media	Computers/Internet
Primary Topical Trust Flow	25	72	33	70
Linking subnets	267	122,211	3,323	51,465
Linking IP addresses	299	308,534	5,065	119,307

Parameter	 www.emailtray.com	 support.microsoft.com	 office.live.com	 outlook.live.com
Governmental ref. domains	-	1,306	15	772
Backlinks from governmental domains	-	778,319	1,079	19,599,679
Educational ref. domains	-	4,928	88	2,576
Backlinks from educational domains	-	995,204	6,690	33,946,241

LEGEND: - Not found