




**Demo Project (<https://emailtray.com>)**  
**PROJECT OVERVIEW (MARCH 4, 2018)**

The Project's Key Metrics



**38%**  
Site optimization

8 years Domain age  
159 ▲ 8 Pages in Google index

**1.8K** ▲ 222  
Total Backlinks

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**24**  
Domain Trust Flow

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**30**  
Domain Citation Flow

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**33** ▼ 1  
Moz Domain Authority

**70 / 100**  
Mobile Optimization (home page)

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**84 / 100**  
Speed Score (home page)

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**68** ▲ 1  
Facebook Activity

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**0**  
Google+ Activity

**150** ▼ 6  
Total sessions


**7** ▲ 3  
Keywords in top 10

Site visibility

**Average Ranking Position**

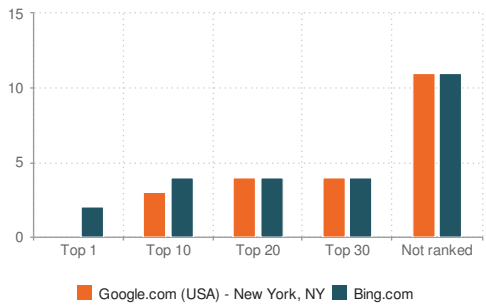


**13** ▲ 7  
Google.com (USA) - New Y.



**8** ▲ 6  
Bing.com

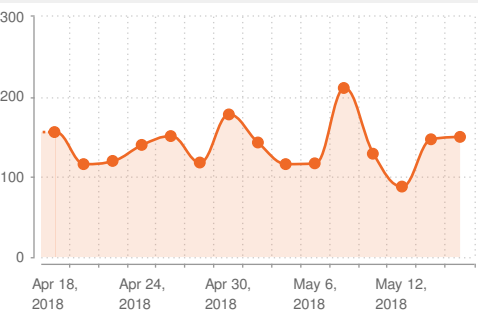
**Ranking Distribution**



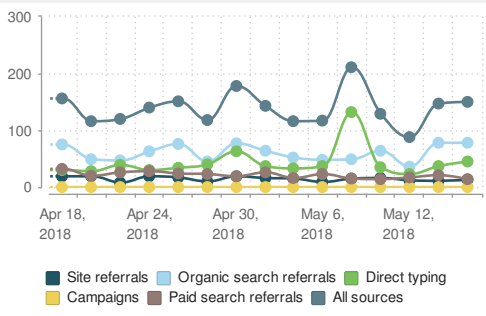
**Top 5 Keywords by Rankings**

Keyword	Google glo...	Google.com...	Bing.com
email noti...	880	5 <span style="color: red;">▼ 1</span>	1 <span style="color: green;">▲ 2</span>
mail notifi...	590	8 <span style="color: green;">+</span>	4
e-mail not...	880	8 <span style="color: green;">▲ 15</span>	1
lightweigh..	210	15 <span style="color: red;">▼ 3</span>	5 <span style="color: green;">+</span>
desktop e...	110	-	-

**Total Sessions (30 days)**



**Traffic Source Trend (30 days)**



**Sessions by City (30 days)**

City	Sessions	% Sessions
Indianapolis	214	42.97%
Jakarta	121	24.3%
Boston	61	12.25%
Chennai	55	11.04%
London	47	9.44%

Demo Project (https://emailtray.com) > Project Overview, continued

On-the-page Optimization

SEO Issues

**38%**

229 issues found

6 pages with issues

Site optimization

186 total pages analysed



Landing Pages Overview

Landing page	Score	Critical issues
/smart_email_system.html	11%	5
/blog/the-emailtray-email-client-chang...	35%	3
/email-management-tips/index.html	36%	3

Site Health

0 / 242

UNIQUE LINKS ARE BROKEN

- 0 - Broken internal links
- 0 - Broken external links
- 242 - Healthy links

Mobile optimization



Page: https://emailtray.com/

**Not Mobile-friendly**

Google Mobile-Friendly Test

70 / 100

Mobile Page Speed Score

**No AMP**

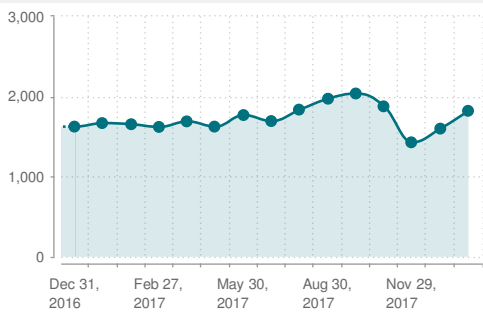
Accelerated Mobile Pages check-up

**No flash content**

Flash content on the page

Backlink Profile Quality

Total Backlinks



Link Sources Distribution

1.8K <sup>▲ 222</sup>

Total backlinks

663 <sup>▲ 2</sup>

Linking domains:

261 <sup>▼ 32</sup>

Linking IP addresses

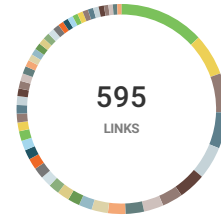
-  
Governmental domains

-  
Educational domains

246 <sup>▼ 25</sup>

Linking subnets

Top 50 Linking Domains

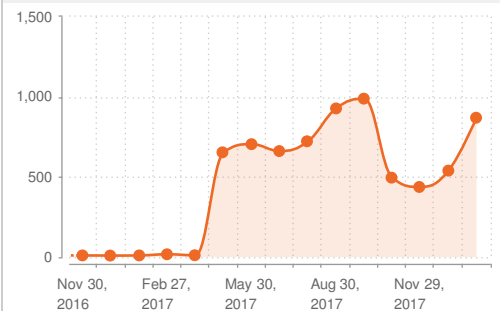


- 13.1% - lizzyslittlearmy.nl (78 links)
- 6.4% - downloadgratis.co (38 links)
- 6.1% - tradinghub.co (36 links)
- 5.5% - test-bank-online.com (33 links)
- 5.0% - infographicsite.com (30 links)

Top 5 Link Texts

Link text	Backlinks	Domain
here	39	5
www.emailtray.com	62	23
emailtray	136	54
.	218	27
411143. emailtray.com	826	367

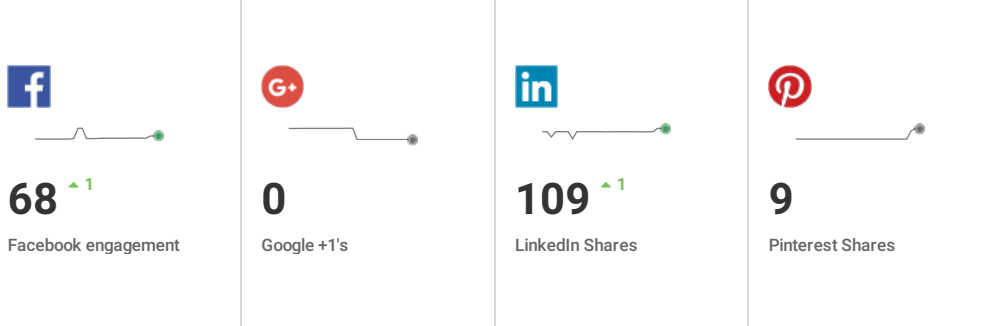
Toxic links



Demo Project (<https://emailtray.com>) > Project Overview, continued

Social Engagement

Social Citations



Top 5 Social Media Referrals (30 days)

Social network	Sessions	% Sessions
Facebook	3	42.86%
Pinterest	3	42.86%
Blogger	1	14.29%

Web Buzz

**125**  
Unread posts

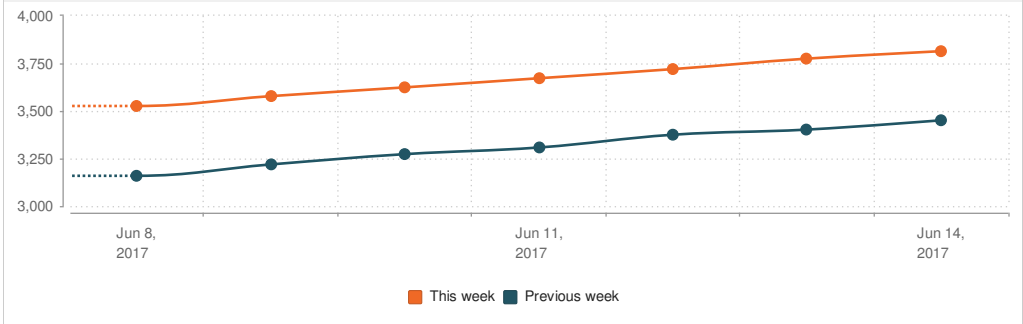
**20**  
Favorite posts

**279**  
All posts

**" My 2008 Ideas for LinkedIn A...**  
[www.enterpriseirregulars.com](http://www.enterpriseirregulars.com)

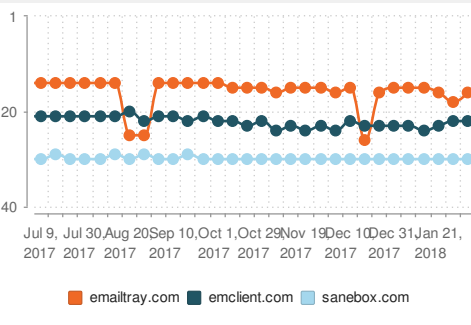
Aug 16, 2011 by Enterprise Irregulars  
 I got to thinking about LinkedIn this morning largely because I was annoyed with them. I received a request to link from someone this morning. The name was vaguely familiar—about the level of friend of a friend sort of familiar. So I went to their ...

New Pages Likes (this week vs. previous week)

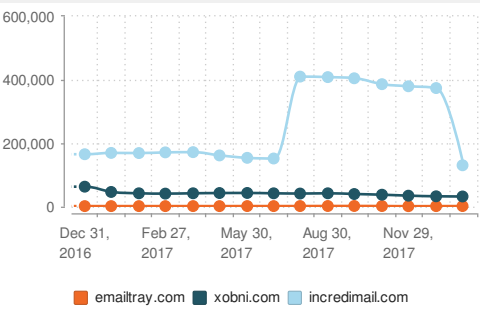


Competitor Metrics

Average Ranking Position with Competitors











Total Backlinks with Competitors



Competitor Social Citations

Social network	emailtray.com	emclient.com
Facebook	41	24,889 ▲156
Google+	-	- ▼14
LinkedIn	8	137
Pinterest	-	9
Home page mentions, total	49	25,035

Demo Project (<https://emailtray.com>) > Project Overview, continued

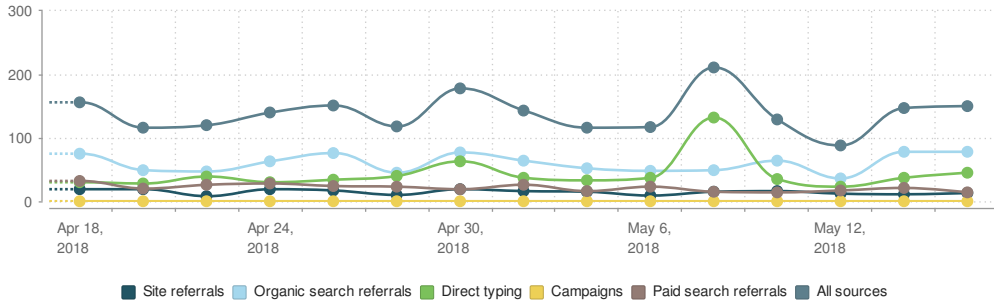
DIY SEO Checklist	
1. Keyword research: choosing effective keywords to optimize site pages for.	 30% done (7 of 7)
2. Site structure and page optimization for high search engine rankings.	 50% done (17 of 36)
3. Social media optimization for building brand authority.	 Completed on 12/7/17
4. Website submission to search engines, directories and niche resources.	 Completed on 5/8/18
5. Link building by means of link bait, one-way link building, smart link exchange and social sharing.	 Completed on None
6. Launching a blog and promoting it on the web.	 Completed on 12/13/17
7. Social media networking with the aim of increasing link popularity and bringing additional visitor traffic.	 30% done (9 of 31)
8. Running paid advertising campaigns.	 50% done (9 of 18)

LEGEND:

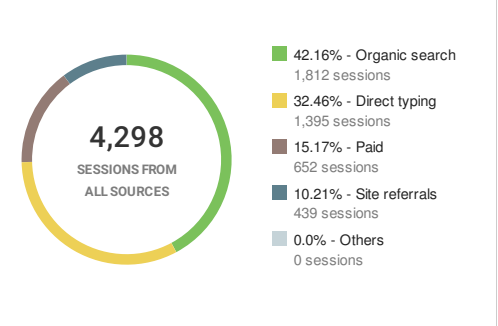
- + Added
- Not found
- ▲ Positive change
- ▼ Negative change

**Demo Project (<https://emailtray.com>)**  
**WEB ANALYTICS SUMMARY (MAY 17, 2018)**

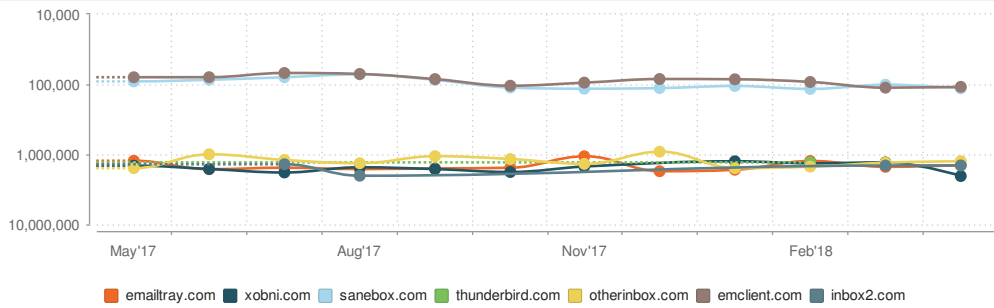
Traffic Source Trend (30 days)



Total Sessions from All Sources (30 days)



Alexa Traffic Rank with Competitors



Sessions by Country (30 days)

Country	Sessions	% Sessions
United States	956	41.26%
India	531	22.92%
Indonesia	400	17.26%
United Kingdom	247	10.66%
Czechia	183	7.9%

Top 5 Languages (30 days)











Source	Sessions	% Sessions
English (U...)	2,545	78.33%
English (U...)	382	11.76%
Italian (Italy)	140	4.31%
Czech (Cze...)	103	3.17%
French (France)	79	2.43%

**Demo Project (https://emailtray.com)**

**SITE RANKINGS (DETAILED) (MARCH 4, 2018)**

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 2018-01-28

Search engine / Keyword (15)	Google global searches	Google local searches			Competition	Total visits	Position	SERP	Web page
		United States	United Kingdom	Canada					
<b>Google.com (USA) - New York, NY</b>									
desktop email notifier	110	30	10	10	200,000	17	-	-	
email notifier	880	170	50	40	2,120,000	36	5 ▼ 1 	1	/email-notifier.html
★ mail notifier	590	70	10	20	630,000	30	8 + 	1	/email-notifier.html
lightweight email client	210	50	20	10	1,830,000	8	15 ▼ 3 	2	/
e-mail notifier	880	170	50	40	1,240,000	4	8 ▲ 15 	1	/email-notifier.html
★ priority email notification	10	10	10	10	7,580,000	-	-	-	
email clients for windows	3,600	880	320	170	6,690,000	-	- ▼ 	-	
email client for windows 7	1,000	320	170	70	10,800,000	2	- ▼ 	-	
email client for windows	3,600	880	320	170	n/a	-	- ▼ 	-	
windows email client	3,600	880	320	170	35,600,000	-	- ▼ 	-	
best mail client for windows 7	70	20	10	10	13,300,000	-	- 	-	
email clients for windows 7	1,000	320	170	70	7,050,000	-	- ▼ 	-	

Demo Project (https://emailtray.com) > Site Rankings (detailed), continued

Search engine / Keyword (15)	Google global searches	Google local searches			Competition	Total visits	Position	SERP	Web page
		United States	United Kingdom	Canada					
email client windows 7	1,000	320	170	70	13,300,000	-	- ▼ 	-	
mail client for windows 7	480	140	70	40	3,730,000	2	- ▼ 	-	
email software windows	390	110	50	10	233,000,000	-	- ▼ 	-	
<b>Bing.com</b>									
desktop email notifier	110	30	10	10	400,000	17	-	-	
email notifier	880	170	50	40	42,000,000	36	1 ▲ 2 	1	<a href="/email-notifier.html">/email-notifier.html</a>
★ mail notifier	590	70	10	20	2,190,000	30	4 	1	<a href="/email-notifier.html">/email-notifier.html</a>
lightweight email client	210	50	20	10	6,220,000	8	5 + 	1	<a href="/simple-email-client.html">/simple-email-client.html</a>
e-mail notifier	880	170	50	40	21,500,000	4	1 	1	<a href="/email-notifier.html">/email-notifier.html</a>
★ priority email notification	10	10	10	10	31,200,000	-	-	-	
email clients for windows	3,600	880	320	170	31,700,000	-	- 	-	
email client for windows 7	1,000	320	170	70	165,000,000	2	- 	-	
email client for windows	3,600	880	320	170	46,000,000	-	- 	-	
windows email client	3,600	880	320	170	46,100,000	-	- 	-	
best mail client for windows 7	70	20	10	10	25,700,000	-	- 	-	
email clients for windows 7	1,000	320	170	70	21,200,000	-	- 	-	



Demo Project (<https://emailtray.com>) > Site Rankings (detailed), continued

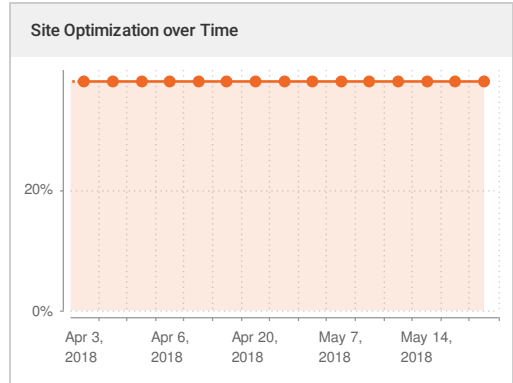
Search engine / Keyword (15)	Google global searches	Google local searches			Competition	Total visits	Position	SERP	Web page
		United States	United Kingdom	Canada					
email client windows 7	1,000	320	170	70	52,900,000	-	-		
mail client for windows 7	480	140	70	40	95,100,000	2	-		
email software windows	390	110	50	10	30,900,000	-	-		

**LEGEND:**

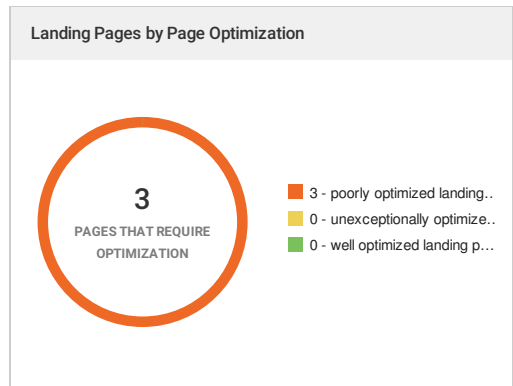
- + Added
- Not found
- ▲ Positive change
- ▼ Negative change

**Demo Project (https://emailtray.com)**  
**SEO ANALYSIS SUMMARY (MARCH 4, 2018)**

5 Worst Pages by Mobile Page Speed Score	
Landing page	Page Speed Score
<a href="https://emailtray.com/blog/">https://emailtray.com/blog/</a>	42
<a href="https://emailtray.com/blog/infographic-email-security-usage-around-the-world/">https://emailtray.com/blog/infographic-email-security-usage-around-the-world/</a>	46
<a href="https://emailtray.com/blog/page/3/">https://emailtray.com/blog/page/3/</a>	52
<a href="/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/">/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/</a>	53
<a href="/blog/5-ways-to-make-email-work-for-you-tips-for-the-email-senders/">/blog/5-ways-to-make-email-work-for-you-tips-for-the-email-senders/</a>	53 <span>▼ 1</span>



5 Worst Pages by Page Speed Score	
Landing page	Page Speed Score
<a href="https://emailtray.com/blog/">https://emailtray.com/blog/</a>	50
<a href="https://emailtray.com/blog/infographic-email-security-usage-around-the-world/">https://emailtray.com/blog/infographic-email-security-usage-around-the-world/</a>	54
<a href="https://emailtray.com/blog/page/3/">https://emailtray.com/blog/page/3/</a>	62 <span>▼ 1</span>
<a href="https://emailtray.com/blog/tag/android-email-app/">https://emailtray.com/blog/tag/android-email-app/</a>	66
<a href="https://emailtray.com/blog/category/news/">https://emailtray.com/blog/category/news/</a>	67



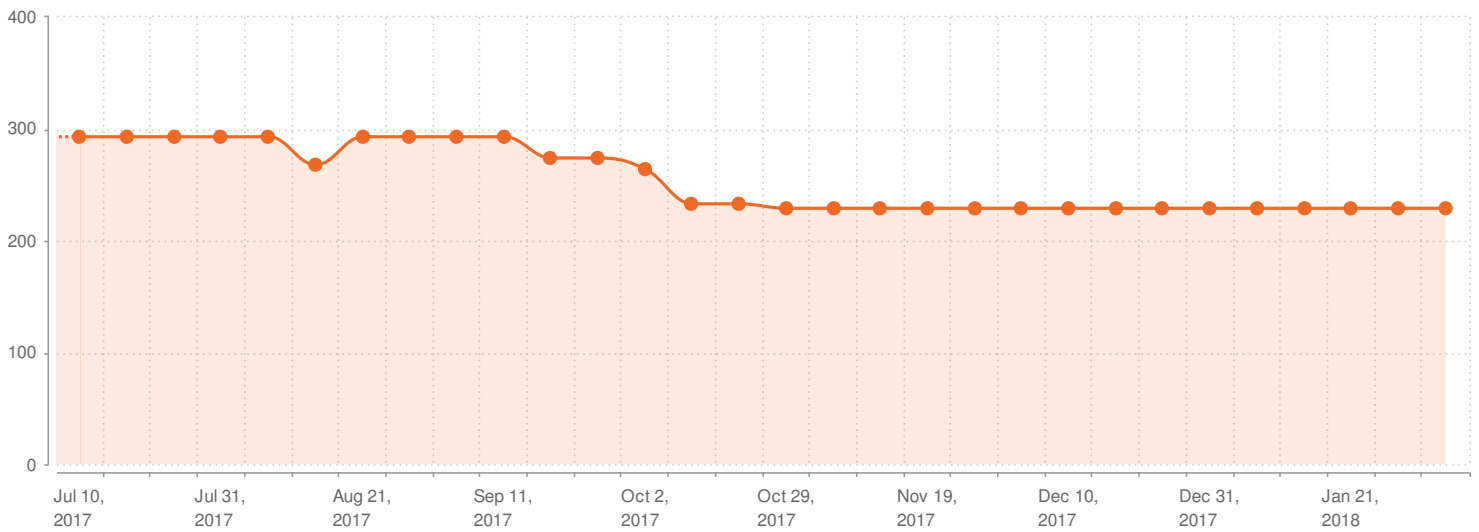
Demo Project (<https://emailtray.com>)

ON-SITE ISSUES OVERVIEW (MARCH 4, 2018)

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

<b>38%</b> Site optimization	<b>186</b> Analyzed pages	<b>229</b> On-site issues	<b>159 ▲ 8</b> Pages in Google index	<b>8 years</b> Sitemap age	<b>8 years</b> Domain age
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On-site SEO issues found on your site - Trend over time



Shorten Title tags of 35 pages

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:

- </blog/10-effective-ways-to-extend-your-smartphone-battery-life/>  
Title: 10 Effective Ways to Extend Your Smartphone Battery Life | Emailtray Blog
- </blog/10-tips-to-make-your-email-signature-beautiful-and-effective/>  
Title: 10 Tips To Make Your Email Signature Beautiful And Effective | Emailtray Blog
- </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
- </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
- </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
- </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

Demo Project (<https://emailtray.com>) > On-Site Issues Overview, continued

These issues were found on the following pages:

7. </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

8. </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

9. </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

10. </blog/beware-attachments-may-ruin-your-email-delivery-expectations/>

Title: Beware: Attachments May Ruin Your Email Delivery Expectations | Emailtray Blog

11. </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

12. </blog/communication-channels-infographic-facts-and-figures-pros-and-cons/>

Title: Communication Channels Infographic: Facts and Figures, Pros and Cons | Emailtray Blog

13. </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

14. </blog/email-phishing-activity-over-time-2004-2012-in-figures/>

Title: Email Phishing Activity Over Time: 2004 – 2012 in Figures | Emailtray Blog

15. </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

16. </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

17. </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

18. </blog/forget-about-stress-at-work/>

Title: 10 Easy Steps to Forget About Stress at Work and Information Overload | Emailtray Blog

19. </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

20. </blog/how-to-reach-your-targeted-audience-when-they-are-mobile/>

Title: How To Reach Your Targeted Audience When They Are Mobile | 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/>

2. </blog/page/2/>

Demo Project (https://emailtray.com) > On-Site Issues Overview, continued

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

3. </blog/page/3/>

4. </blog/page/4/>

5. </blog/page/5/>

2. **Quick overview of the EmailTray email client for Android** was found on 2 page(s):

1. </support/android/>

2. </support/help/>

3. **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/>

4. **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)

5. **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 2 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. [/support/faq/connectivity\\_issues.html](/support/faq/connectivity_issues.html)

2. </blog/manage-your-email-contacts-with-the-emailtray-address-book/>

## 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 21 page(s)

1. </blog/>

2. </blog/tag/amazon/>

3. </blog/tag/android/>

Demo Project (https://emailtray.com) > On-Site Issues Overview, continued

Emailtray Blog was found on 21 page(s)

- 4. [./blog/tag/apple/](/blog/tag/apple/)
- 5. [./blog/tag/botnets/](/blog/tag/botnets/)
- 6. [./blog/tag/desktop-email-client/](/blog/tag/desktop-email-client/)
- 7. [./blog/tag/email-client/](/blog/tag/email-client/)
- 8. [./blog/tag/email-deliverability/](/blog/tag/email-deliverability/)
- 9. [./blog/tag/email-security/](/blog/tag/email-security/)
- 10. [./blog/tag/email-software-review/](/blog/tag/email-software-review/)
- 11. [./blog/tag/email-software/](/blog/tag/email-software/)
- 12. [./blog/tag/email-spam/](/blog/tag/email-spam/)
- 13. [./blog/tag/findmysoft-com/](/blog/tag/findmysoft-com/)
- 14. [./blog/tag/global-tablet-market/](/blog/tag/global-tablet-market/)
- 15. [./blog/tag/ipad/](/blog/tag/ipad/)
- 16. [./blog/tag/kindle-fire/](/blog/tag/kindle-fire/)
- 17. [./blog/tag/multiple-email-accounts/](/blog/tag/multiple-email-accounts/)
- 18. [./blog/tag/samsung-galaxy-note/](/blog/tag/samsung-galaxy-note/)
- 19. [./blog/tag/samsung/](/blog/tag/samsung/)
- 20. [./blog/tag/spam-rate/](/blog/tag/spam-rate/)

## 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/](/blog/)
- 2. [./blog/10-best-features-that-keep-me-with-emailtray/](/blog/10-best-features-that-keep-me-with-emailtray/)
- 3. [./blog/10-effective-ways-to-extend-your-smartphone-battery-life/](/blog/10-effective-ways-to-extend-your-smartphone-battery-life/)
- 4. [./blog/10-tips-to-make-your-email-signature-beautiful-and-effective/](/blog/10-tips-to-make-your-email-signature-beautiful-and-effective/)
- 5. [./blog/20-tips-for-successful-email-newsletter-delivery/](/blog/20-tips-for-successful-email-newsletter-delivery/)
- 6. [./blog/25-proven-techniques-to-stop-junk-mail-and-correct-spam-filter-mistakes/](/blog/25-proven-techniques-to-stop-junk-mail-and-correct-spam-filter-mistakes/)
- 7. [./blog/3-secrets-of-the-real-email-jedi/](/blog/3-secrets-of-the-real-email-jedi/)

Demo Project (<https://emailtray.com>) > On-Site Issues Overview, continued

These issues were found on the following pages:

8. </blog/5-simple-rules-that-can-protect-you-from-cyber-crimes/>
9. </blog/5-ways-to-make-email-work-for-you-tips-for-email-recipients/>
10. </blog/5-ways-to-make-email-work-for-you-tips-for-the-email-senders/>
11. </blog/9-things-that-make-the-emailtray-email-client-for-windows-awesome/>
12. </blog/a-desktop-email-client-vs-cloud-based-email-choose-the-best-solution-to-use-across-all-your-devices/>
13. </blog/a-quick-tour-about-the-emailtray-email-app-for-android-now-available-on-youtube/>
14. </blog/a-smart-email-notifier-get-alerted-only-about-the-emails-that-are-worth-your-attention/>
15. </blog/beware-attachments-may-ruin-your-email-delivery-expectations/>
16. </blog/beware-free-apps-for-android-may-bring-aggressive-adware-to-your-mobile-device/>
17. </blog/category/email-management-2/>
18. </blog/category/email-management-2/page/2/>
19. </blog/category/email-marketing/>
20. </blog/category/email-trends-and-stats/>

## Add ALT attributes to 1 image

Image ALT attributes enrich website usability and return images in relevant search results due to enhanced site SEO. Image ALT attributes help search engines and visually handicapped people to determine what an image is about and how that might fit into the subject of a web page. This attribute provides alternative information for an image also in cases where there is a slow connection, an error in the SRC attribute of the page.

[http://www.emailtray.com/images/support/arrow\\_small.gif](http://www.emailtray.com/images/support/arrow_small.gif) was found on 1 page(s)

1. [/support/faq/connectivity\\_issues.html](/support/faq/connectivity_issues.html)

## Passed rules

- ✓ There is no multiple homepage issue
- ✓ All pages of your site have Title tags
- ✓ All Description tags have an optimal length
- ✓ The H1 tag usage is correct
- ✓ The pages of your site have a reasonable amount of outbound links
- ✓ There is a Favicon on your site

Demo Project (<https://emailtray.com>) > On-Site Issues Overview, continued

✓ 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 (<https://emailtray.com>)

### LANDING PAGES OVERVIEW (MARCH 4, 2018)

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.

<b>38%</b> Site optimization	<b>2</b> Pages with Critical Issues	<b>75 ▲ 1</b> Avg. Page Speed Score	<b>60</b> Avg. Mobile Page Speed Score	<b>1,866</b> Visits to Landing Pages
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Page (20)	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)
<a href="https://emailtray.com/">https://emailtray.com/</a>  KEYWORDS: no keywords assigned to this page	-	-	84	!	70	-	66 ▲ 4	49	23.2 ▼ 1.9	1,507
<a href="https://emailtray.com/blog/">https://emailtray.com/blog/</a>  KEYWORDS: no keywords assigned to this page	-	-	50	!	42	-	-	-	15 ▲ 3.6	28
<a href="https://emailtray.com/blog/10-best-features-that-keep-me-with-emailtray/">https://emailtray.com/blog/10-best-features-that-keep-me-with-emailtray/</a>  KEYWORDS: no keywords assigned to this page	-	-	74 ▼ 1	!	61	-	-	2	6.2 ▲ 1.1	4
<a href="https://emailtray.com/blog/10-effective-ways-to-extend-your-smartphone-battery-life/">https://emailtray.com/blog/10-effective-ways-to-extend-your-smartphone-battery-life/</a>  KEYWORDS: no keywords assigned to this page	-	-	76	!	61 ▼ 1	-	1	-	51 ▲ 22.3	11

Demo Project (<https://emailtray.com>) > Landing Pages Overview, continued

Page (20)	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)
<a href="https://emailtray.com/blog/10-tips-to-make-your-email-signature-beautiful-and-effective/">https://emailtray.com/blog/10-tips-to-make-your-email-signature-beautiful-and-effective/</a>  KEYWORDS: no keywords assigned to this page	-	-	76	!	61	-	-	-	19.7 ▼ 5.6	21
<a href="https://emailtray.com/blog/20-tips-for-successful-email-newsletter-delivery/">https://emailtray.com/blog/20-tips-for-successful-email-newsletter-delivery/</a>  KEYWORDS: no keywords assigned to this page	-	-	76 ▼ 1	!	62	-	-	-	22.3 ▲ 3	21
<a href="https://emailtray.com/blog/25-proven-techniques-to-stop-junk-mail-and-correct-spam-filter-mistakes/">https://emailtray.com/blog/25-proven-techniques-to-stop-junk-mail-and-correct-spam-filter-mistakes/</a>  KEYWORDS: no keywords assigned to this page	-	-	76	!	61	-	-	-	97.1 ▲ 49.6	12
<a href="http://emailtray.com/blog/5-ways-to-make-email-work-for-you-tips-for-the-email-senders/">http://emailtray.com/blog/5-ways-to-make-email-work-for-you-tips-for-the-email-senders/</a>  KEYWORDS: no keywords assigned to this page	-	-	73 ▲ 5	!	53 ▼ 1	-	-	-	50.9 ▲ 2.9	7

Demo Project (https://emailtray.com) > Landing Pages Overview, continued

Page (20)	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)
<a href="https://emailtray.com/blog/a-desktop-email-client-vs-cloud-based-email-choose-the-best-solution-to-use-across-all-your-devices/">https://emailtray.com/blog/a-desktop-email-client-vs-cloud-based-email-choose-the-best-solution-to-use-across-all-your-devices/</a>  KEYWORDS: no keywords assigned to this page	-	-	76	!	61	-	2 ▼ 1	2	36.2 ▲ 0.2	65
<a href="https://emailtray.com/blog/a-smart-email-notifier-get-alerted-only-about-the-emails-that-are-worth-your-attention/">https://emailtray.com/blog/a-smart-email-notifier-get-alerted-only-about-the-emails-that-are-worth-your-attention/</a>  KEYWORDS: no keywords assigned to this page	-	-	76	!	61	-	-	1	25.8 ▲ 10.1	7
<a href="https://emailtray.com/blog/beware-attachments-may-ruin-your-email-delivery-expectations/">https://emailtray.com/blog/beware-attachments-may-ruin-your-email-delivery-expectations/</a>  KEYWORDS: no keywords assigned to this page	-	-	73	!	59	-	1	-	29.6 ▼ 1.4	113


Demo Project (https://emailtray.com) > Landing Pages Overview, continued

Page (20)	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)
<a href="https://emailtray.com/blog/beware-free-apps-for-android-may-bring-aggressive-adware-to-your-mobile-device/">https://emailtray.com/blog/beware-free-apps-for-android-may-bring-aggressive-adware-to-your-mobile-device/</a>  KEYWORDS: no keywords assigned to this page	-	-	74	!	60	-	-	-	62.3 ▼ 5.6	7
<a href="https://emailtray.com/blog/category/email-management-2/">https://emailtray.com/blog/category/email-management-2/</a>  KEYWORDS: no keywords assigned to this page	-	-	68	!	56	-	-	-	44.1 ▲ 27.2	15
<a href="https://emailtray.com/blog/category/news/">https://emailtray.com/blog/category/news/</a>  KEYWORDS: no keywords assigned to this page	-	-	67	!	55	-	-	-	22.9 ▼ 7.2	10
<a href="http://emailtray.com/blog/email-phishing-activity-over-time-2004-2012-in-figures/">http://emailtray.com/blog/email-phishing-activity-over-time-2004-2012-in-figures/</a>  KEYWORDS: no keywords assigned to this page	-	-	72 ▲ 1	!	54	-	-	1	51.8 ▲ 12.3	17

Demo Project (https://emailtray.com) > Landing Pages Overview, continued

Page (20)	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)
<a href="http://emailtray.com/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/">http://emailtray.com/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/</a>  <b>KEYWORDS:</b> no keywords assigned to this page	-	-	71	!	53	-	4	-	17.9 ▲ 1.5	10
<a href="http://emailtray.com/blog/the-emailtray-email-client-for-pcs-protect-yourself-from-spam-and-phishing/">http://emailtray.com/blog/the-emailtray-email-client-for-pcs-protect-yourself-from-spam-and-phishing/</a>  <b>KEYWORDS:</b> no keywords assigned to this page	-	-	72	!	54	-	-	-	31.4 ▲ 6.4	4
★ <a href="http://emailtray.com/support/email-management-tips/index.html">http://emailtray.com/support/email-management-tips/index.html</a>  Title: Email Management Tips  <b>KEYWORDS:</b> smart email client Free email client for Windows email client  <b>TAGS:</b> Main page	36% <div style="width: 36%; height: 10px; background-color: #f00; margin-top: 2px;"></div>	3	90	!	74	-	4	-	47.3 ▲ 7.1	5

Demo Project (https://emailtray.com) > Landing Pages Overview, continued

Page (20)	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)
<a href="http://emailtray.com/order-emailtray-premium.html">http://emailtray.com/order-emailtray-premium.html</a>  KEYWORDS: no keywords assigned to this page	-	-	87	!	73	-	3 ▲ 2	-	8.4 ▼ 5	1
★ <a href="http://emailtray.com/support/android/smart_email_system.html">http://emailtray.com/support/android/smart_email_system.html</a>  Title: Using EmailTray email client for Android  KEYWORDS: smart email client smart email notifier smart email system	11% 	5	90	!	74	-	-	-	10.4	1

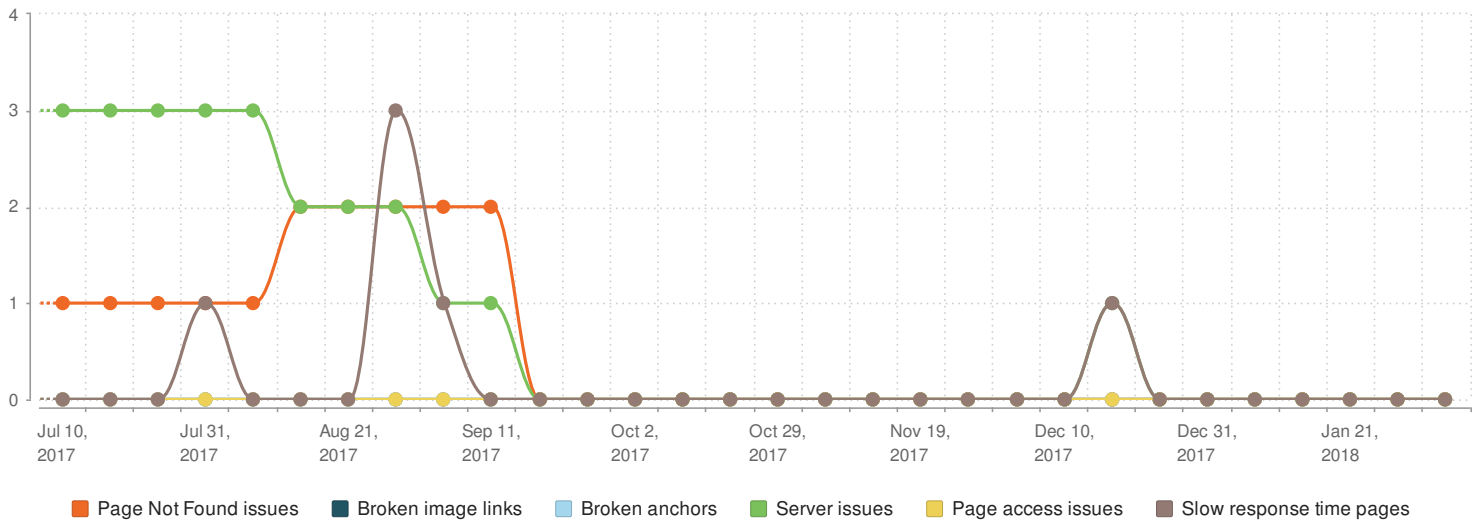
Demo Project (<https://emailtray.com>)

TECHNICAL AUDIT (MARCH 4, 2018)

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

<b>186</b> Scanned unique pages	<b>0</b> Pages with errors	<b>0</b> Unique broken links and anchors	<b>0</b> Not found pages and images	<b>0</b> Server Issues	<b>0</b> Page Access Issues	<b>0</b> Slow Response Time Pages
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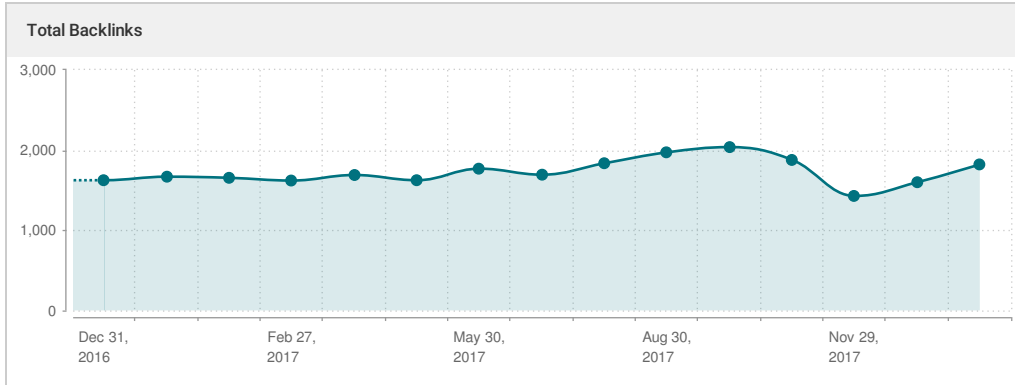
Technical issues found on your site - Trend over time



Quality Assured

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

**Demo Project (https://emailtray.com)**  
**BACKLINK QUALITY SUMMARY (JANUARY 30, 2018)**



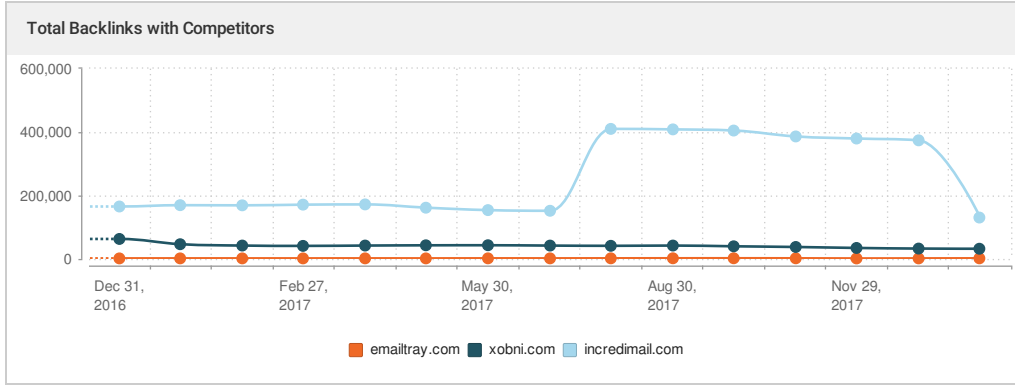
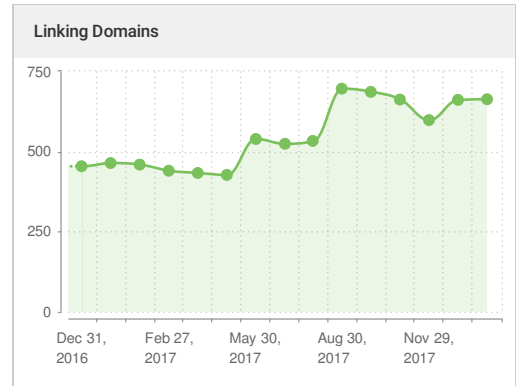
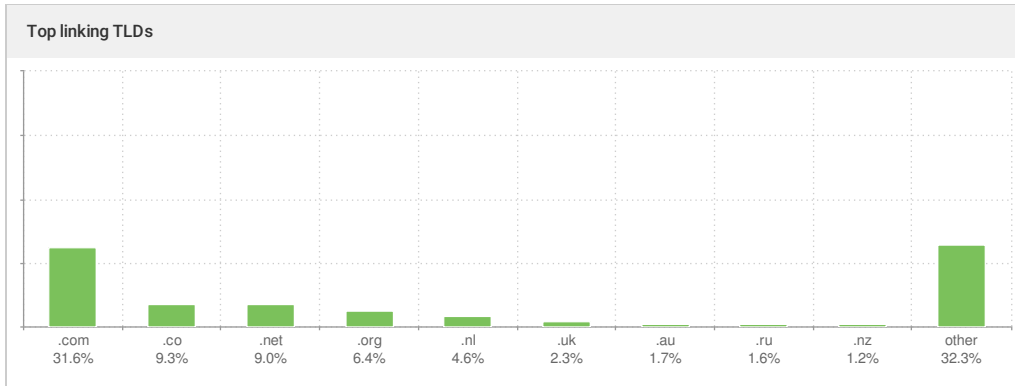
### Link Sources Distribution

**1.8K** <sup>▲222</sup>  
Total backlinks

**663** <sup>▲2</sup>  
Linking domains:

**261** <sup>▼32</sup>  
Linking IP addresses

- Governmental domains
- Educational domains
- 246** <sup>▼25</sup> Linking subnets



### Top 5 Link Texts

Link text	Backlinks	Domain
here	39	5
www.emailtray.com	62	23
emailtray	136	54
.	218	27
411143. emailtray.com	826	367

**LEGEND:**  
 - Not found  
 ▲ Positive change  
 ▼ Negative change



**Demo Project (<https://emailtray.com>)**

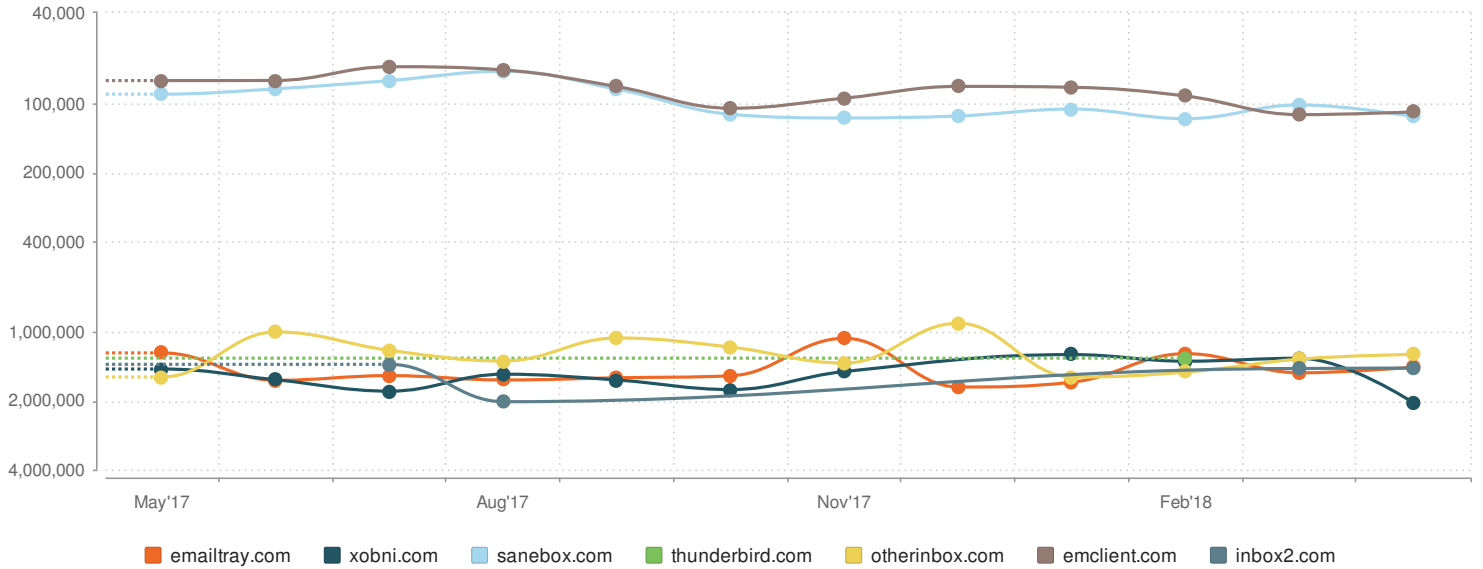
**COMPETITOR TRAFFIC (MAY 1, 2018)**

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

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

Alexa's traffic rank is a measure of how popular a website is relative to all other sites on the web.



















The rank is calculated from the site's estimated average of daily unique visitors and its estimated number of page views over the last 12 months. The less the rank is, the more popular the site is.



**Demo Project (<https://emailtray.com>)**

**COMPETITOR LINK PROFILE (JANUARY 30, 2018)**

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

Parameter	<a href="#">emailtray.com</a>	<a href="#">xobni.com</a>	<a href="#">incredimail.com</a>
Domain Trust Flow	24 	47 ▼ 1 	43 ▲ 1 
Domain Citation Flow	30 	34 ▼ 1 	45 ▲ 1 
Moz Page Authority	44 	66 ▼ 0 	66 
Moz Domain Authority	33 ▼ 0 	60 ▼ 0 	61 ▼ 0 
Total backlinks	1,822 ▲ 222 	32,099 ▼ 531 	130,466 ▼ 243K 
Linking domains	663 ▲ 2 	2,846 ▲ 32 	9,301 ▼ 177 
Linking subnets	246	1,909	5,017
Linking IP addresses	261	2,250	6,475
Governmental ref. domains	-	2	5
Backlinks from governmental domains	-	5	85
Educational ref. domains	-	4	39
Backlinks from educational domains	-	9	334

**LEGEND:**

- Not found
- ▲ Positive change
- ▼ Negative change

**Demo Project (<https://emailtray.com>)**  
**JOURNAL OF EVENTS (MAY 18, 2018)**

Created within Created within last 90 days

Date	Task / Event	Type	Tool / Report
May 14, 2018	<b>Google Update:</b> Google has officially confirmed decreasing the length of result's snippets to around 160 characters on desktop. Just to recap: five months ago Google increased result's snippets to 300+ characters. This time Google doesn't state a new maximum length for the snippets because the length varies based on what the algorithm deems to be most useful. If you went ahead and already lengthened your meta descriptions Google suggests to not shorten them now as many of the snippets are chosen dynamically.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Apr 16, 2018	<b>Google Update:</b> Google has confirmed rumors that a broad core search algorithm update has recently taken place. Some sites may have seen their rankings improve, while others may have seen a negative or zero change. If you have not checked your rankings yet, or those of your clients, you'd better check now or soon.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Mar 26, 2018	<b>Mobile First Index Update:</b> Google has announced that, after a year and a half of careful experimentation and testing, they've started migrating sites that follow the best practices for mobile-first indexing. To check if your site was migrated look for a notification in your Search Console.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Mar 12, 2018	<b>Google Update:</b> Google has confirmed that a broad core algorithm update was released last week. This is the type of update that occurs routinely several times per year and could cause ranking fluctuations in search engine results.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Feb 20, 2018	<b>Unconfirmed Google Update:</b> We've noticed a bit of chatter around the SEO industry about a possible Google algorithm and ranking update. The flux in SERPs is reported to be not that big compared to October - December 2017 updates, but there were definitely some changes to Google algos.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics