

# EMAILTRAY SOFTWARE

## INTERNET MARKETING REPORT

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Prepared for  
<https://emailtray.com>

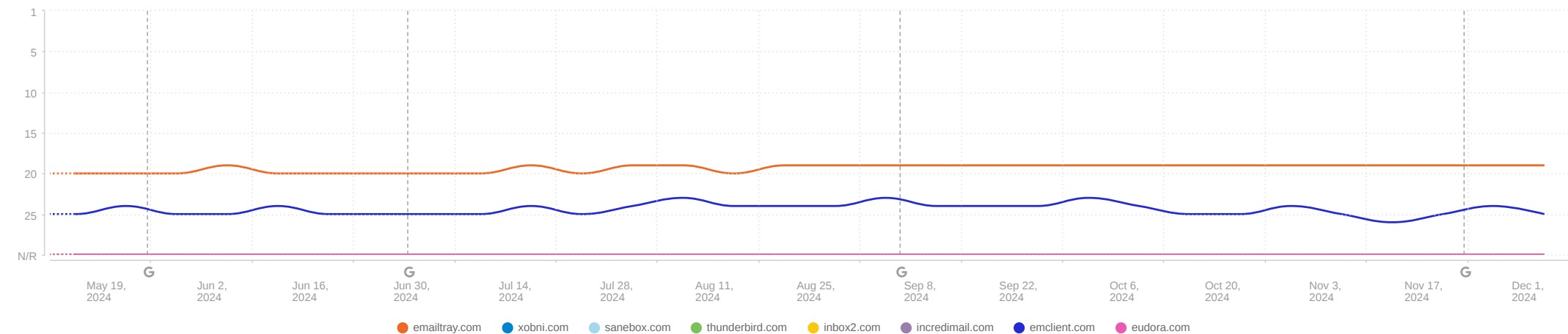
Dec 6, 2024



## Competitor Overview for Demo Project

### Average Listing Position of Your Competitors

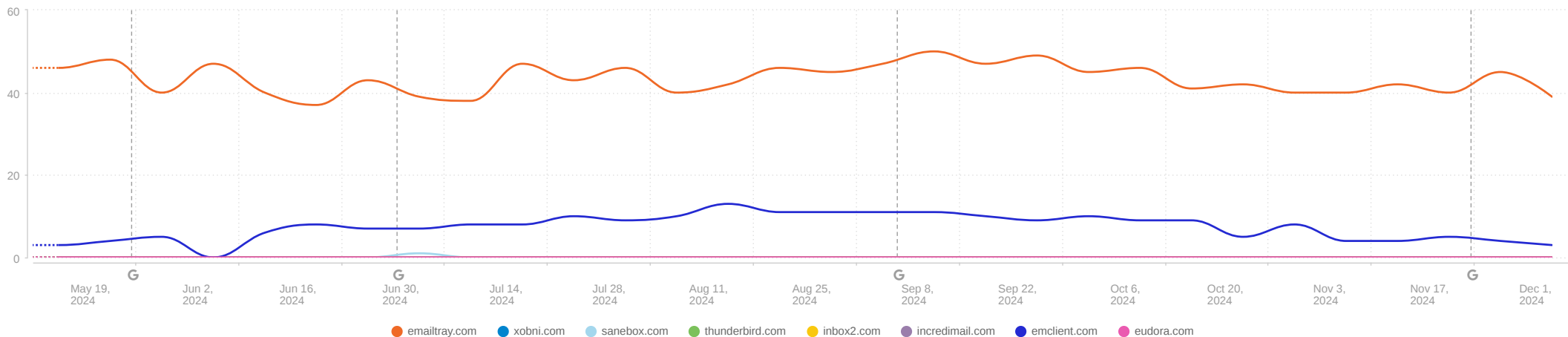
This value is calculated from the average ranking position of all your keywords on specified search engines. Keywords that are not ranked are considered as those with "the lowest keyword ranking + 1". The lowest ranking position depends on the scan depth, i.e. 3 pages scan depth means that unranked keywords are assigned rank 31 in our calculations.



### Site Visibility of Your Competitors

Site Visibility shows how many top positions your keywords hold on the results pages of the search engines you selected in Settings. The more top positions on leading SEs (e.g. on Google) are gained for popular keywords the better the visibility is and the more organic traffic can be expected.

#### Top 5



#### Latest Events

Nov 20, 2024	<b>Google's November 2024 Core Update:</b> The update's roll-out started on November 11 and is expected to take about two weeks to complete. This Core Update focuses on high-quality content that provides genuine value to users, effectively answers their queries, and demonstrates expertise. Additionally, this Core Update emphasizes the optimization of user experience, the enhanced role of E-E-A-T (Expertise, Authoritativeness, Trustworthiness, Experience), and increased attention to search intent.
Sep 3, 2024	<b>Google's August 2024 Core Update:</b> The update's roll-out started on August 15 and finished on September 3, taking just over 19 days to complete, which was quicker than the expected month-long duration. This Core Update focuses on promoting high-quality content, including that from small and independent sites, to ensure the best content surfaces in search results. Google emphasized that this update aims to reward useful, original content and improve the overall quality of search results.
Jun 27, 2024	<b>Google's June 2024 Spam Update</b> was announced by Google on June 20. This was a global spam update impacting all regions and languages. The update happened quickly and finished rolling out on June 27.
May 22, 2024	<b>Unconfirmed Google update:</b> Despite Google not announcing any updates in May, the month was extremely volatile. Most tracking tools showed very high ranking volatility levels almost every day that month. SEO chatter saw a lot of messages from many sites about big drops in traffic during this period.