

EMAILTRAY SOFTWARE

INTERNET MARKETING REPORT

Prepared for
<https://emailtray.com>

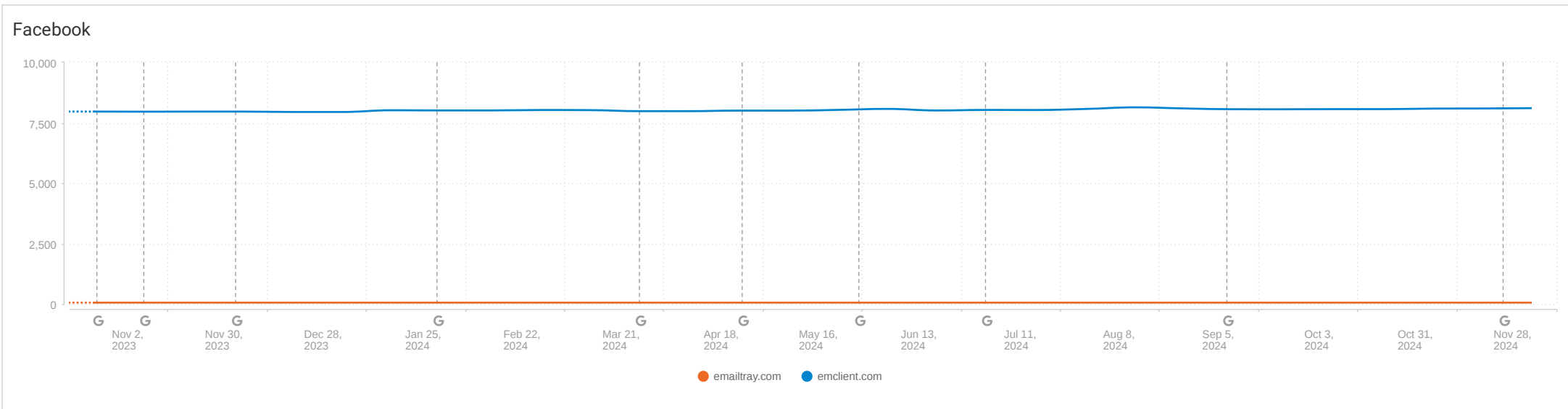
Dec 6, 2024



Competitor Social Citations for Demo Project



This report compares the success of your social media strategy with that of your competitors. Only likes or shares to posts pointing to home pages are counted.

Social citations comparison of your domain and those of your competitors



Latest Events	
Nov 20, 2024	Google's November 2024 Core Update: 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	Google's August 2024 Core Update: 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	Google's June 2024 Spam Update 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.

📅 Latest Events	
May 22, 2024	Unconfirmed Google update: 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.
Apr 19, 2024	Google's March 2024 Broad Core Update: This core update lasted 45 days: from March 5th until April 19th. This was a global update that impacted all regions and languages. The main target was to reduce the amount of low-quality content in Search and send more traffic to helpful and high-quality sites. During this period, all tracking tools showed fairly high levels of volatility.
Mar 21, 2024	Google's March 2024 Spam Update: The update's roll-out started on March 5th and finished 14 days later. This spam update was a global and penalized spam techniques which are against Google's spam policies. Taking into account that the update happened at the same time as Google's March 2024 Broad Core Update, it's hard to say how much it affected site rankings.
Jan 24, 2024	Unconfirmed Google Update: The year 2024 started with very high rank fluctuations displayed by most automatic rank tracking tools. The spikes of the largest fluctuations occurred on January 7 and 11. The next significant spike happened on January 24, but it was smaller.
Nov 28, 2023	Google's November 2023 Core Update: The update finally ended on November 28 at 11:32 am ET. This was the longest core update rollout this year which lasted 26 days. Very high levels of volatility were shown by tracking tools in the first two weeks but the last two weeks were very calm. SEO community chatter was very active for 3 weeks.
Nov 2, 2023	Google's November 2023 Core Update: Like thunder from the sky on November 2nd, only two weeks after the previous core update, Google announced that they started a new core update. This update will last about two weeks and will be the fourth core update this year.
Oct 20, 2023	Google's October 2023 Core Update & Spam Update: The Core Update was finished rolling out on October 19th. The Spam Update was released the next day on October 20th. As expected, these updates had a significant impact on the rankings of a large number of websites. Most tracking tools showed high levels of volatility during this period, such as on October 10th, 14th and 20th.

Social network	emailtray.com	emclient.com
 Facebook	54	8.1K ▲ 13
 Pinterest	-	17
Home page mentions, total	54	8.1K

This report is provided by Social Analytics

LEGEND: - Not found ▲ Positive change