

EMAILTRAY SOFTWARE

INTERNET MARKETING REPORT

Prepared for
<https://emailtray.com>

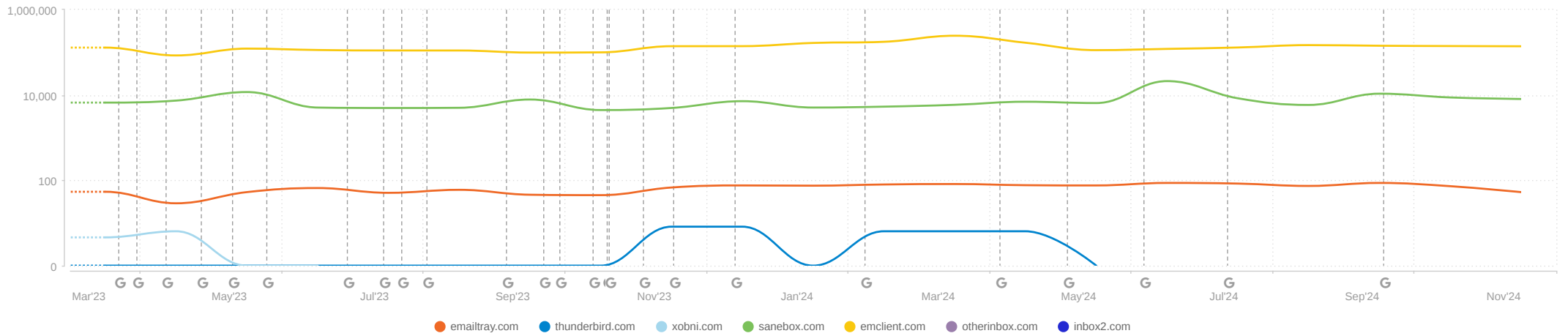
Dec 6, 2024



Competitor Traffic for [Demo Project](#)

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

Estimated organic traffic for emailtray.com and competing sites



📅 Latest Events

<p>Sep 3, 2024</p>	<p>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.</p>
<p>Jun 27, 2024</p>	<p>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.</p>
<p>May 22, 2024</p>	<p>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.</p>
<p>Apr 19, 2024</p>	<p>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.</p>
<p>Mar 21, 2024</p>	<p>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.</p>
<p>Jan 24, 2024</p>	<p>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.</p>

📅 Latest Events

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.
Oct 5, 2023	Google's October 2023 Core Update: A new core update began the day after the October 2023 Spam Update started. This is the third core update this year. The rollout, as usual, will take about two weeks. Because two major global updates are being released simultaneously, we should expect significant rank fluctuations during this period.
Oct 4, 2023	Google's October 2023 Spam Update: Less than a week after the previous big update, Google launched a new spam update. This update will be global and include all languages. Main target: to clean up several types of spam and reduce the visible spam in search results.
Sep 28, 2023	Google's September 2023 Helpful Content Update: The update rollout was completed on September 28. During the update, all tracking tools showed very low levels of volatility. This looked strange because in the SEO chatter were tons of messages about drastic negative ranking changes of many sites.
Sep 14, 2023	Google's September 2023 Helpful Content Update: Google started to roll out a new update of the Helpful content system on September 14th. The update as usual will last about two weeks and will be global, for all languages. As Google said the major target of the update is to improve the classifier and "tackle content that seems to have been primarily created for ranking well in search engines."
Sep 7, 2023	Google's August 2023 Broad Core Update: This core update finished rolling out on September 7 and lasted a little longer than was promised: 16 days. There were three waves of significant ranking fluctuations during this period shown by different Google Tracking Tools: on August 25th, August 30 and September 5th.
Aug 22, 2023	Google's August 2023 Broad Core Update: The second Google broad core update of this year started on August 22 at about 1:30 pm ET. As Google wrote on their official page on Twitter "The rollout may take up to 2 weeks to complete."
Jul 18, 2023	Unconfirmed Google Update: All Google tracking tools showed insane levels of volatility on Jul 18th. Most of them showed the largest numbers in history. In the SEO community, we don't see such high levels of activity. Most of the comments are about abnormal tracking tool levels, not about changes in the rankings of the users themselves.
Jul 7, 2023	Unconfirmed Google Update: It seems that another unconfirmed Google update touched down on July 7th. Almost all Google tracking tool showed enormous levels of volatility on this day. There has also been a spike in the number of posts in the SEO community about drastic ranking changes since that date.
Jun 29, 2023	Unconfirmed Google Update: Although Google didn't announce any new updates, the past few weeks were very volatile. As we can see from many tracking tools, the largest spikes of volatility were on June 17. June 23 and June 29.

📅 Latest Events

Jun 14, 2023	Unconfirmed Google Update: After almost two weeks of quiet, we can see again spikes of ranking fluctuations on June 7th and June 14th in almost all tracking tools. The SEO community has not yet shown high activity. On the SEO forums we can see only a few messages about cardinal changes in rankings.
May 10, 2023	Unconfirmed Google Update: Very high rank fluctuations were detected by many tracking tools on May 5th. It looks like a new unconfirmed Google Update came out at this time. Also we can see a lot of messages on the SEO forums about ranking drops with many sites.
Apr 25, 2023	Google's April 2023 Reviews Update: The update rollout lasted 13 days and finished on April 25th. A lot of sites were impacted by this update, especially last week. Almost all tracking tools showed very high levels of volatility on almost every day of the past week.
Apr 12, 2023	Google's April 2023 Reviews Update: On their official page on Twitter, Google announced that this update will cover not only product reviews as previously, but also reviews about services and other things. The update started on April 12 and now, a week later, we don't see any widespread ranking changes.
Mar 28, 2023	Google's March 2023 Broad Core Update: The update rollout was completed on March 28th at 10:30 am and had lasted 13 days. It was a big and serious update that caused big ranking fluctuations during this period with the two largest spikes on March 16th and March 24th.
Mar 15, 2023	Google's March 2023 Broad Core Update: Only 8 days after the previous February 2023 product reviews update, Google started a new update, the first Core Update of the year. On the very next day, all automated tracking tools showed very high levels of volatility. A lot of complaints about ranking changes were noticed in the SEO chatter. It is a big and impactful update that will last, as usual, about 2 weeks.
Mar 7, 2023	Google's February 2023 Product Reviews Update: The sixth product update was completed on March 7th and lasted 14 days. During this period all tracking tools showed very high volatility levels with the largest spike on March 1.

This report is provided by Traffic Analysis