

# EMAILTRAY SOFTWARE

## INTERNET MARKETING REPORT

---

Prepared for  
<https://emailtray.com>

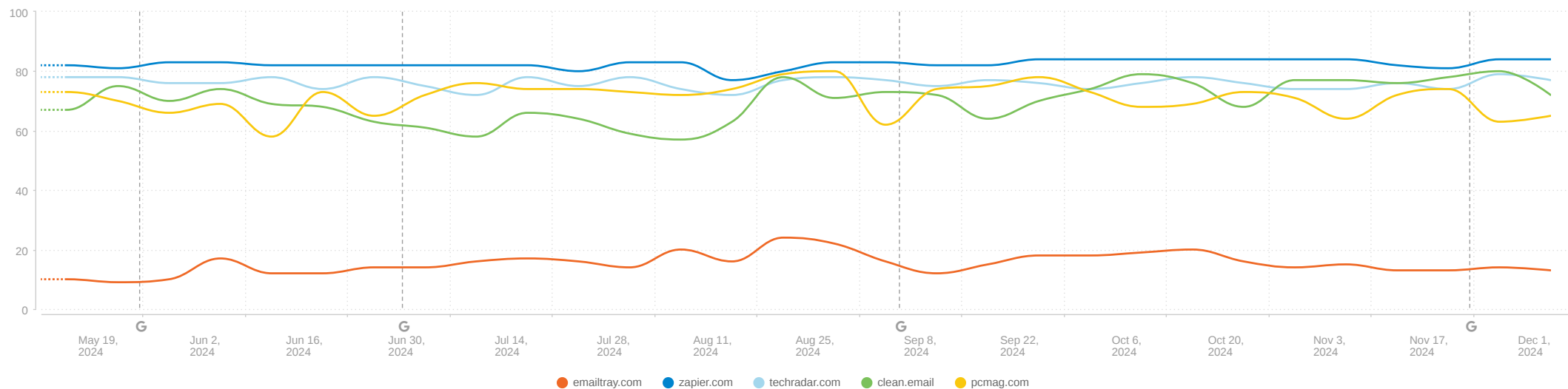
Dec 6, 2024



## Dangerous Competitors for Demo Project

### Visibility score trend (based on all keywords)








































This graph shows which sites are most visible on search engine result pages for the specified keywords. The more keywords with top positions on search engine results pages, the higher the visibility score for a site. Sites with a high visibility score get the most traffic from search results.
















































































### 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.   |

| Latest Events |  |
|---------------|--|
| 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. |

| Domain (37)  | Visibility score (out of 100)  | Ranked keywords in search results  | Average Ranking Position   | Moz Domain Authority | Organic traffic | Total pages | Total Backlinks | Domain age |
|--|--|--|--|----------------------|-----------------|-------------|-----------------|------------|
|  <a href="https://zapier.com">zapier.com</a><br>Title: Automate without limits   Zapier                                   | 84    | 21  1   | 16    | 83                   | 1,669,941       | 964,077     | 4,962,778       | 13 years   |
|  <a href="https://techradar.com">techradar.com</a><br>Title: TechRadar   the technology experts                           | 77  2    | 18  1   | 20    | 91                   | 7,706,646       | 692,615     | 24,409,290      | 21 years   |
|  <a href="https://clean.email">clean.email</a><br>Title: Clean Email Inbox – Organize and remove emails you dont need     | 72  8    | 25  1   | 15    | 52                   | 698,296         | 7,098       | 13,500          | 9 years    |
|  <a href="https://pcmag.com">pcmag.com</a><br>Title: The Latest Technology Product Reviews, News, Tips, and Deals   PCMag | 65  2    | 20  1   | 20    | 92                   | 7,148,137       | 637,806     | 8,646,364       | 30 years   |
|  <a href="https://thunderbird.net">thunderbird.net</a><br>Title: Thunderbird – Free Your Inbox. – Thunderbird             | 64  1    | 15   | 20    | 85                   | 170,473         | 1,747,526   | 1,608,909       | 23 years   |
|  <a href="https://mailmodo.com">mailmodo.com</a><br>Title: Mailmodo - Send Interactive Emails That Drive Conversions    | 56  3    | 18   | 25  1  | 43                   | 65,096          | 38,288      | 20,736          | 5 years    |
|  <a href="https://emclient.com">emclient.com</a><br>Title: eM Client   The Best Email Client for Windows and Mac        |  55  4  | 16  1 | 25  1  | 61                   | 139,229         | 108,924     | 34,977          | 19 years   |
|  <a href="https://reddit.com">reddit.com</a>  | 46  2    | 28   | 20    | 92                   | 864,641,180     | 545,292,203 | 1,404,394,088   | 20 years   |

| Domain (37)   | Visibility score (out of 100)    | Ranked keywords in search results  | Average Ranking Position  | Moz Domain Authority | Organic traffic | Total pages | Total Backlinks | Domain age |
|---|---|--|---|----------------------|-----------------|-------------|-----------------|------------|
|  <a href="https://getmailbird.com">getmailbird.com</a><br>Title: Manage multiple accounts with the best email client 2024   Mailbird | 45  1<br>     | 19   | 23  1<br>     | 61                   | 66,875          | 54,806      | 48,517          | 13 years   |
|  <a href="https://lifewire.com">lifewire.com</a><br>Title: Lifewire: Tech News, Reviews, Help & How-Tos                              | 42  2<br>     | 21  1   | 24  1<br>     | 88                   | 3,521,818       | 55,325      | 4,953,648       | 26 years   |
|  <a href="https://microsoft.com">microsoft.com</a><br>Title: Microsoft – AI, Cloud, Productivity, Computing, Gaming & Apps           | 39  3<br>     | 12  3   | 27<br>   | 98                   | 91,331,922      | 14,330,767  | 840,559,020     | 34 years   |
|  <a href="https://nicklafferty.com">nicklafferty.com</a><br>Title: Nick Lafferty   Growth Marketing Expert                           | 38  5<br>     | 13   | 26  1<br>     | 37                   | 831             | 542         | 4,335           | 14 years   |
| <a href="https://guidingtech.com">guidingtech.com</a><br>Title: Guiding Tech - How To Articles, Gadget Buying Guides, Tech Lists  | 38  4<br>     | 17   | 26<br>   | 83                   | 1,278           | 23,788      | 376,894         | 16 years   |
|  <a href="https://elevenforum.com">elevenforum.com</a><br>Title: Windows 11 Forum  | 34  2<br>     | 12   | 28<br>   | 47                   | 158,526         | 1,635,368   | 537,558         | 4 years    |
|  <a href="https://quora.com">quora.com</a><br>Title: Quora - A place to share knowledge and better understand the world             | 32  6<br>  | 22  3  | 26  1<br>  | 93                   | 196,974,579     | 1,873,901   | 39,868,670      | 25 years   |
|  <a href="https://campaignrefinery.com">campaignrefinery.com</a><br>Title: Campaign Refinery: Elite Email Performance              | 32  5<br> | 14  1 | 28<br>   | 18                   | 5,593           | 1,158       | 577             | 11 years   |
|  <a href="https://engagebay.com">engagebay.com</a><br>Title: All-in-One CRM - Marketing, Sales & Support Software   EngageBay      | 30  2<br> | 13  2 | 28<br>   | 46                   | 57,513          | 9,599       | 44,942          | 7 years    |
| <a href="https://beebom.com">beebom.com</a><br>Title: Beebom - Tech That Matters  | 30  6<br> | 16  2 | 28  1<br> | 85                   | 2,156,606       | 103,256     | 156,960         | 13 years   |

| Domain (37)   | Visibility score (out of 100)  | Ranked keywords in search results  | Average Ranking Position   | Moz Domain Authority | Organic traffic | Total pages | Total Backlinks | Domain age |
|---|--|--|--|----------------------|-----------------|-------------|-----------------|------------|
|  <b>support.microsoft.com</b><br>Title: Microsoft Support   | 28  5   | 14   | 26   | 98                   | 100,465,114     | 1,262,032   | 97,129,405      | -          |
|  <b>geeksforgeeks.org</b><br>Title: GeeksforGeeks   A computer science portal for geeks                       | 28  5   | 15  1   | 27  1 | 80                   | 11,863,208      | 1,984,461   | 1,983,363       | 16 years   |
|  <b>answers.microsoft.com</b><br>Title: Redirecting   | 27  5   | 23  2   | 24  1 | 98                   | 104,524,311     | 714,082     | 5,391,572       | -          |
|  <b>apps.microsoft.com</b><br>Title: Microsoft Apps   | 26  2   | 12   | 28  1 | 98                   | 96,405,918      | 506,042     | 6,307,689       | -          |
|  <b>g2.com</b><br>Title: Business Software and Services Reviews   G2  | 20  6   | 9  1    | 28  1 | 82                   | 661,746         | 864,439     | 17,659,844      | 30 years   |
|  <b>thegeekpage.com</b><br>Title: The Geek Page   | 18   | 14   | 28   | 49                   | 24              | 42,802      | 9,306           | 5 years    |
|  <b>windowsreport.com</b><br>Title: The Geek Page   | 14   | 14   | 26   | 79                   | 8,252           | 98,515      | 2,737,866       | 18 years   |
|  <b>emailtray.com</b><br>Title: EmailTray, an email client and email notifier for Windows and Android       | 13  1 | 22  1 | 19   | 39                   | 53              | 740         | 848             | 15 years   |
|  <b>makeuseof.com</b><br>Title: MUO - Technology, Simplified.   | 10  2 | 17   | 29   | 90                   | 997,536         | 215,940     | 14,442,889      | 18 years   |
|  <b>sourceforge.net</b><br>Title: Compare, Download & Develop Open Source & Business Software - SourceForge | 6  2  | 11  1 | 24   | 62                   | 708,227         | 1,119,222   | 1,221,344,550   | 25 years   |

| Domain (37)  | Visibility score (out of 100) | Ranked keywords in search results | Average Ranking Position | Moz Domain Authority | Organic traffic | Total pages | Total Backlinks | Domain age |
|--|-------------------------------|-----------------------------------|--------------------------|----------------------|-----------------|-------------|-----------------|------------|
| <a href="https://en.softonic.com">en.softonic.com</a><br>Title: App news and reviews, best software downloads and discovery - Softonic                     | 4                             | 12                                | 26                       | 91                   | 2,859,376       | 521,022     | 3,744,844       | -          |
| <a href="https://m.majorgeeks.com">m.majorgeeks.com</a><br>Title: MajorGeeks.Com - MajorGeeks  | 3                             | 13                                | 28                       | 81                   | 203,327         | 41,707      | 5,215           | -          |
| <a href="https://download.cnet.com">download.cnet.com</a><br>Title: Free Software Downloads and Reviews for Windows, Android, Mac, and iOS - CNET Download | 3                             | 10  1                             | 27                       | 94                   | 15,461,921      | 279,232     | 3,397,059       | -          |
| <a href="https://sanebox.com">sanebox.com</a><br>Title: SaneBox   Email Management for Any Inbox   | 1                             | 1                                 | Not ranked               | 69                   | 8,086           | 10,880      | 71,268          | 15 years   |
| <a href="https://xobni.com">xobni.com</a>  | 0                             | 0                                 | Not ranked               | 63                   | 0               | 960         | 18,166          | 19 years   |
| <a href="https://thunderbird.com">thunderbird.com</a><br>Title: Thunderbird.com is for sale   www.brandforce.com   | 0                             | 0                                 | Not ranked               | 19                   | 0               | 132         | 104             | 30 years   |
| <a href="https://incredimail.com">incredimail.com</a>  | 0                             | 0                                 | Not ranked               | 70                   | 140             | 9,063       | 41,904          | 25 years   |
| <a href="https://tip.inbox2.com">tip.inbox2.com</a><br>Title: TransIP - Reserved domain Bezet!   | 0                             | 0                                 | Not ranked               | 39                   | 0               | 14          | 1,386           | 18 years   |
| <a href="https://eudora.com">eudora.com</a><br>Title: The Eudora™ Email Client Source Code - CHM   | 0                             | 0                                 | Not ranked               | 60                   | 0               | 2,216       | 47,436          | 30 years   |

LEGEND: Positive change (28 positions) Negative change (25 positions) Monitored as your competitor (7 positions)