

# EMAILTRAY SOFTWARE

## INTERNET MARKETING REPORT

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Prepared for  
<https://emailtray.com>

Nov 28, 2024



## Project Dashboard for Demo Project

### The Project's Key Metrics

 <p><b>Low optimization (27%)</b></p> <p>0 - 49 (Low) <span style="margin-left: 150px;">75 - 100 (Good)</span></p>		<p>Keywords in Top 10</p> <p><b>55</b></p> 	<p>Total Backlinks</p> <p><b>872</b> ▲ 28</p> 
<p>Pages in Google index</p> <p><b>310</b> ▲ 129</p>	<p>Pages with SEO issues</p> <p><b>185</b></p>	<p>Total engaged sessions</p> <p><b>457</b> ▼ 11.95%</p> 	<p>Trust Flow (domain/home page)</p> <p><b>26/1</b></p>
<p>Mobile Optimization (home page)</p> <p><b>53%</b></p> 	<p>Speed Score (home page)</p> <p><b>96%</b></p> 	<p>Engagement Rate</p> <p><b>59.90%</b> ▲ 1.44%</p> 	<p>Facebook Activity</p> <p><b>382</b> ▲ 15</p>  

## Website Rankings

Your site position on search engine result pages greatly influences your site traffic. The better the position, the more traffic your site may expect.

### Average Ranking Position

**17**

Google.com (USA) - New York, NY

**21**

Bing.com

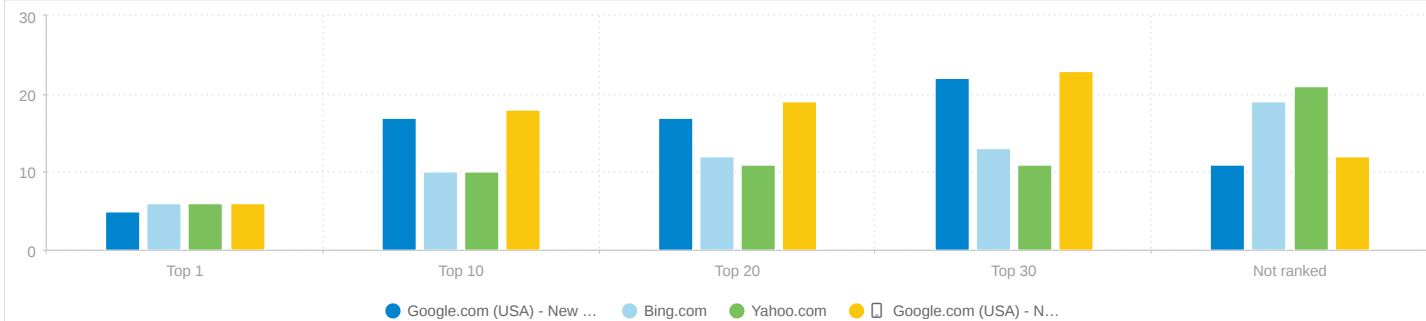
**22** ▼ 1

Yahoo.com

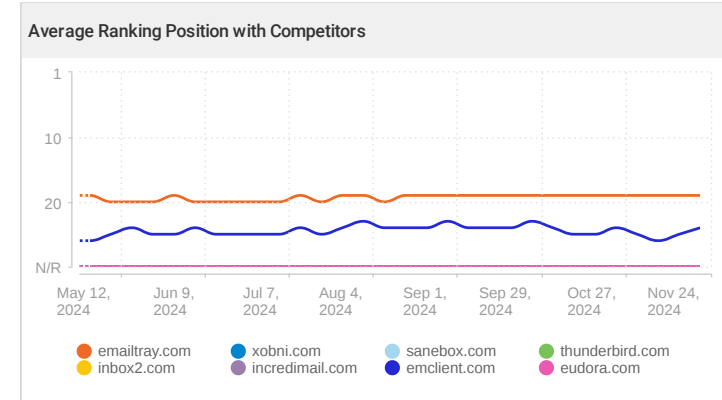
**17**






Google.com (USA) - New York, NY

### Ranking Distribution by SEs



Top 5 Keywords by Rankings				
Keyword	Global monthly searches	Google.com (USA) - New York, NY		Bing.com
email tray	140	1		1
emailtray free download	10	1		1
email notifier	260	1	1 +	5 <span style="color: green;">▲ 2</span>
emailtray blog	20	1		1
emailtray	140	1		1



Top 5 Dangerous Competitors			
Domain	Visibility score (out of 100)	Ranked keywords in search results	Average Ranking Position
 zapier.com	84 <span style="color: green;">▲ 3</span>	20 <span style="color: red;">▼ 3</span>	16
 clean.email	80 <span style="color: green;">▲ 2</span>	24 <span style="color: red;">▼ 1</span>	15 <span style="color: red;">▼ 1</span>
 techradar.com	79 <span style="color: green;">▲ 5</span>	19 <span style="color: green;">▲ 1</span>	20
 thunderbird.net	63	15	20 <span style="color: green;">▲ 1</span>
 pcmag.com	63 <span style="color: red;">▼ 11</span>	21 <span style="color: green;">▲ 1</span>	20 <span style="color: red;">▼ 1</span>

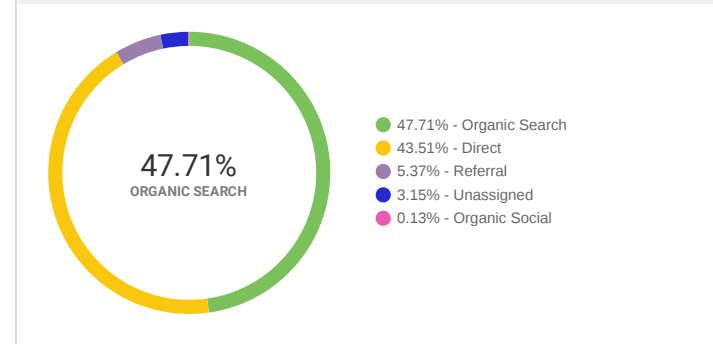
### Traffic Analysis

Website traffic (or the number of visitors to your website) is important because the number of visitors equals the number of opportunities you have to add new customers.

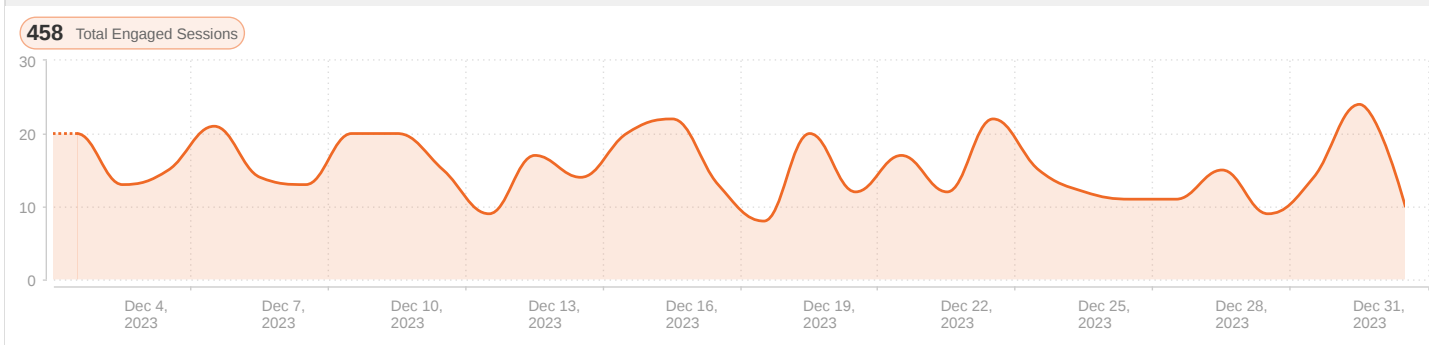
#### Traffic Overview for All channels (Last 30 days)

<b>797</b> New Users	<b>457</b> Engaged Sessions	<b>59.90%</b> Engagement Rate
<b>0.56</b> Engaged Sessions per User	<b>00:01:55</b> Avg. Engagement Time	<b>\$8,056.35</b> Total Revenue

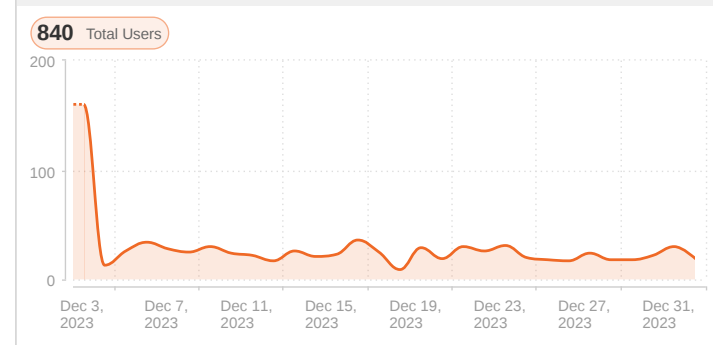
#### Traffic Sources (Last 30 days)



#### Total Engaged Sessions Trend (Last 30 days)



#### Total Users Trend (Last 30 days)



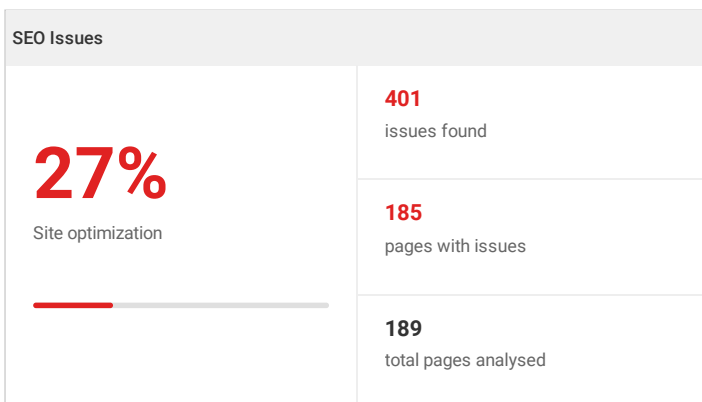
Top 5 Events by Event Count (Last 30 days)			
Event Name	Event Count	Total Users	Total Revenue
page_view	4,120	132	-
download_page	1,381	672	-
session_start	876	805	-
user_engagement	818	417	-
first_visit	797	792	-

Top 5 Key Events by Key events (Last 30 days)			
Event Name	Key events	Total Users	Event Revenue
purchase	373.00	297	\$8,056.35
file_download	177.00	152	-
click	28.00	28	-

Top 5 Pages by Views for All channels (Last 30 days)			
Landing Page	Views	Users	Avg. Engagement Time
/	4,120	366	00:03:28
/about-us.html	-	8	00:00:16
/confirm/	-	3	00:00:03
/download-email-client.html	-	666	00:00:05
/download.html	-	257	00:00:33

### Site Health


Search engines use hundreds of factors to decide what site better fits the needs of searchers. If your site doesn't meet Google requirements, it may get lower positions on Google results pages and therefore receive less traffic.



Technical Issues			
<b>29</b> Unique broken links	<b>6</b> Page Not Found Issues	<b>11</b> Broken links in CSS styles	<b>1</b> Redirect chains
	No Broken Images	<b>11</b> Server Issues	No Redirect loops
<b>142</b> Pages with errors	No Broken Anchors	No Page Access Issues	<b>35</b> Links with a 301 Redirect
	<b>1</b> Broken Javascript files	No Mixed Content Issues	<b>4</b> Links with a 302 Redirect
	No Broken CSS files	No Slow Response Time Pages	

**Mobile optimization**

Page: <https://emailtray.com/>

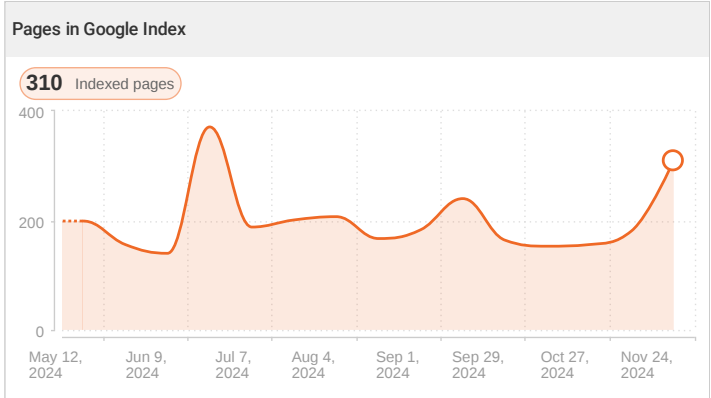


**53%**  
Mobile Speed Score

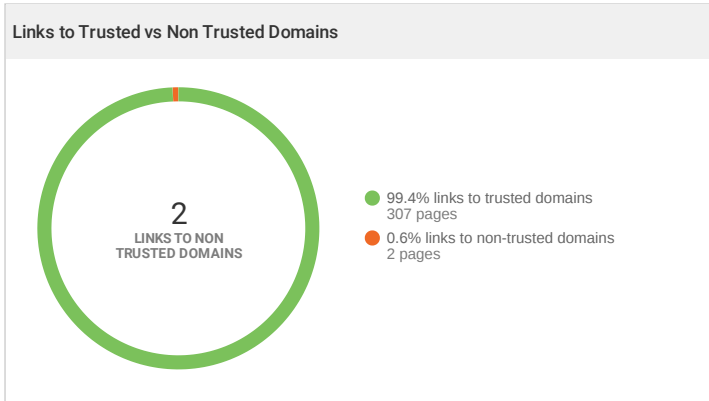
**2 mobile usability issues found**  
Mobile usability

**No flash content**  
Flash content on the page

**No AMP**  
Accelerated Mobile Pages check-up







### Domains linked to, with the lowest Domain Trust Flow

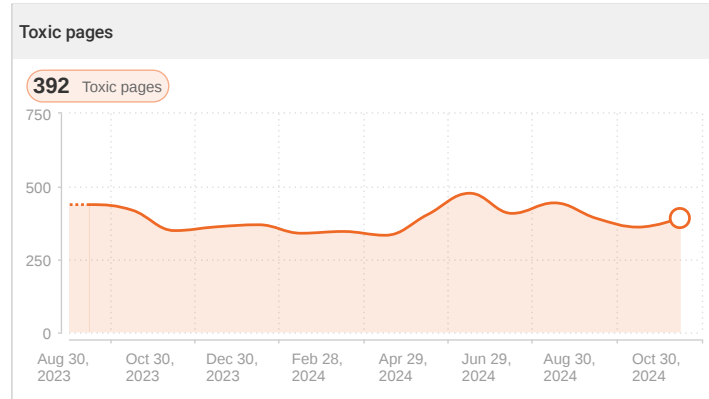
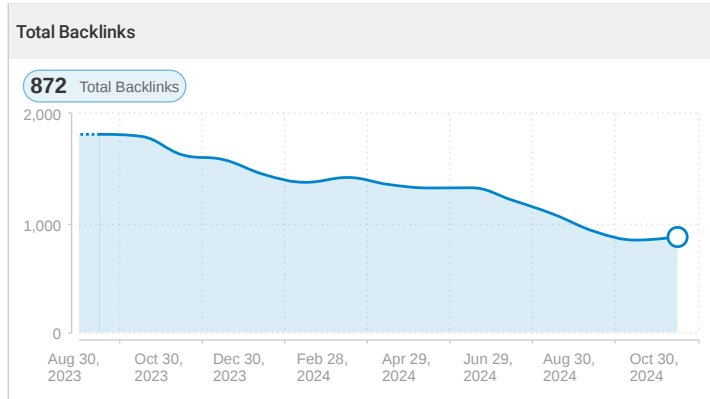
Domain	Domain Trust Flow	Domain Citation Flow
about.com	68	54

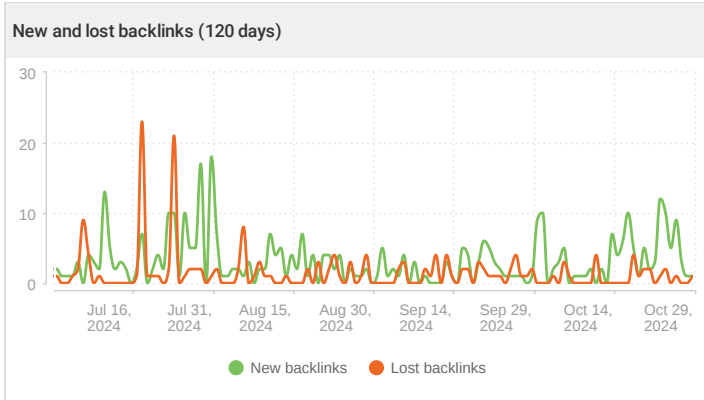
### Backlinks Profile

The number of backlinks pointing to your site shows Google how popular it is on the web. A large number of quality backlinks is a signal to rank your website higher. Low-quality (toxic) backlinks can have a negative impact on your site rankings or even provoke search engines to ban your pages.

### Link Sources Distribution

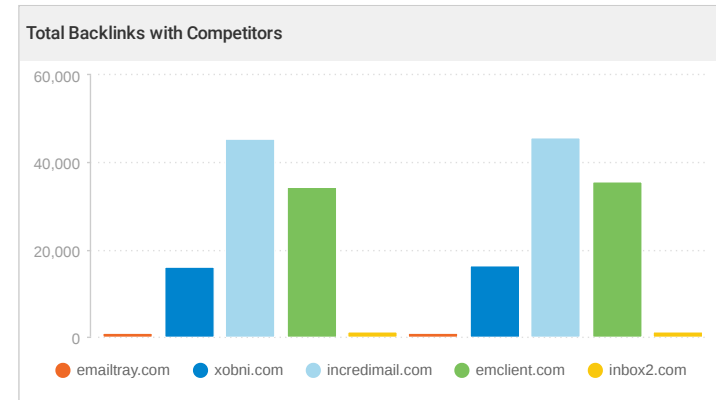
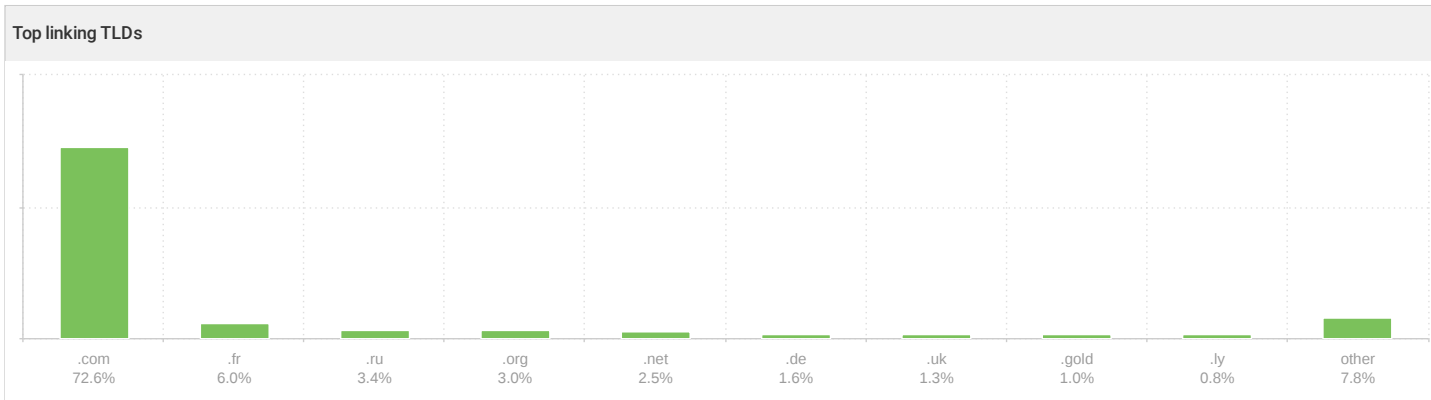
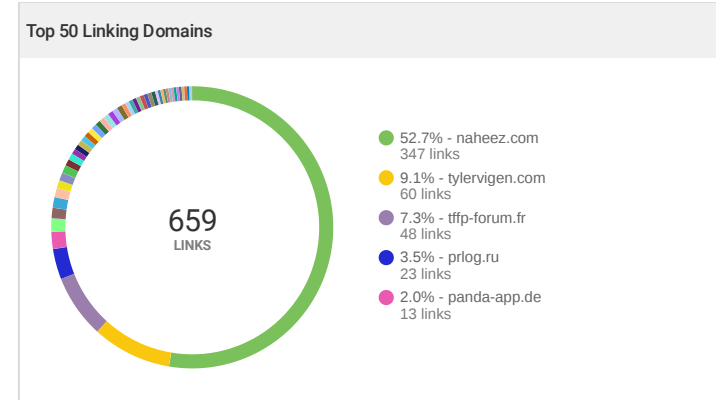
<b>872</b> <span style="color: green;">▲ 28</span> Total backlinks	- Governmental domains
<b>211</b> <span style="color: green;">▲ 4</span> Linking domains:	- Educational domains
<b>173</b> <span style="color: red;">▼ 1</span> Linking IP addresses	<b>155</b> <span style="color: green;">▲ 1</span> Linking subnets





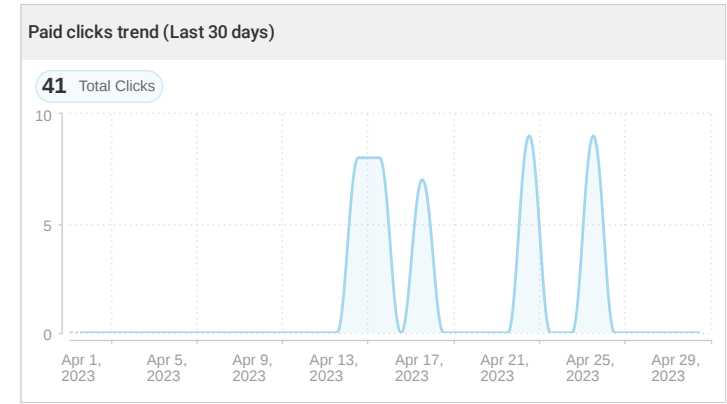
### Top 5 Link Texts

Link text	Backlinks	Domain
411143. emailtray.com	16	5
www. emailtray.com	16	5
https://www. emailtray.com/	52	3
emailtray	157	70
https://www. emailtray.com	347	1



## Ads efficiency

Google Ads (GA4) efficiency (Last 30 days vs. The same previous period)		
<b>238</b> <small>Clicks</small>	<b>\$0.38</b> <small>Cost per click</small>	<b>\$90.76</b> <small>Cost</small>
<b>5.00</b> <small>Key event</small>	<b>\$18.15</b> <small>Cost per key event</small>	<b>28.57%</b> <small>Key event rate</small>



## Social Analytics

Each mention in social media makes your brand more recognizable and brings you targeted traffic. The social media performance of your home page is compared to those of the best performers in your industry.


### Social Citations

  <b>382</b> ▲ 15 <small>Facebook engagement</small>	  <b>22</b> <small>Pinterest Shares</small>
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### Top 5 Social Media Referrals by Sessions (Last 30 days)

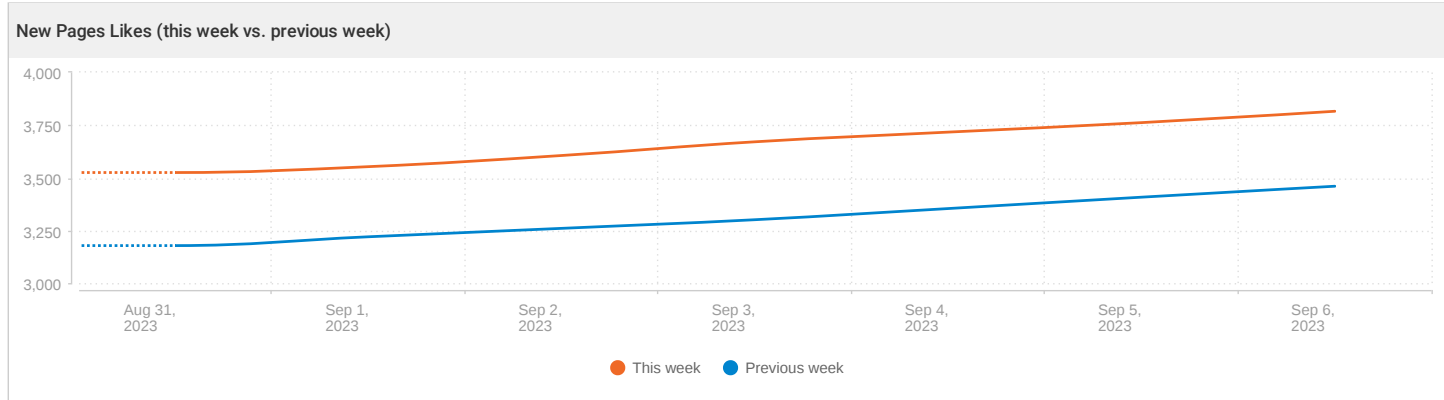
Social Traffic Sources	Sessions	% Sessions
l.facebook.com	1	100.00%

**Web Buzz**

<p><b>728</b></p> <p>Unread posts</p>	<p> news.google.com</p> <p><a href="#">How to Get New Mail Alerts in Thunderbird</a></p> <p>Sep 16, 2024 by Lifewire</p>
<p><b>667</b></p> <p>Favorite posts</p>	
<p><b>735</b></p> <p>All posts</p>	

Competitor Social Citations		
Social network	emailtray.com	emclient.com
 Facebook	54	8K ▲ 5
 Pinterest	-	17
<b>Home page mentions, total</b>	<b>54</b>	<b>8.1K</b>

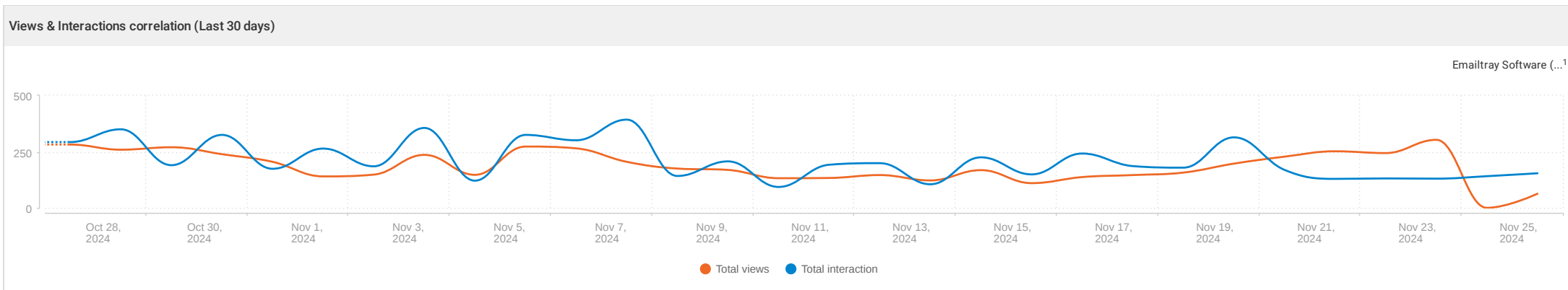
Facebook Page Metrics (Last week)	
<b>766</b> Organic page reaches	<b>3.8K</b> Page likes
<b>6</b> Page negative feedback	<b>6K</b> Page reactions
	<b>6.2K</b> Page comments



### Business Location Insights

Google Business Profile is essential for Local SEO as it enables your business listing to appear in local search results for queries specific to your products or services.

Location summary (Last 30 days)			
<b>0.0</b> Google Rating	<b>0</b> Reviews on Google	<b>5.5K</b> Total Views	<b>6.3K</b> Total Interactions



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

TYPE OF THE RESULTS:  Videos

BUSINESS LOCATION: 1. Emailtray Software (1100 S Hope St, Los Angeles, CA 90015, USA)