

EMAILTRAY SOFTWARE

INTERNET MARKETING REPORT

Prepared for
<https://emailtray.com>


Dec 4, 2024





On-Page Issues for Demo Project

This report shows SEO issues found on the landing page.

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

Page optimization 66%	Critical issues 2	Consider fixing 4	No broken links 
Inbound internal links 60	Total words 242		

Keyword placement map

Keyword (2)	Google.com (USA) - New York, NY	Global monthly searches	Impressions from Google	Organic visits (Clicks)	Title	Description	H1	H2 - H4	Body	ALT tags	Image file names	Internal link texts
emailtray (82 times)	1	140	183	59	1	2	-		15 (6.20%)	1	3	60
email client (26 times)	-	18,100	35	-	1	1	1		6 (2.48%)	1	-	16
client	-	301,000	-	-	1	1	1	-	6	1	-	16
email	-	13,600,000	-	-	2	2	1	3	20	1	3	16

🚨 Critical issues

The most important issues that affect user experiences and site performance and should be fixed first.

🚨 Reduce the keyword density in the Body area

Content on your page should sound natural for your visitors. Excessive keyword usage may look like you are trying to manipulate search engine algorithms and get higher rankings. The page may be penalized with decreasing positions in the SERPs or even be removed from a search engine's index.

Keyword phrase:	Density:
emailtray	15 (6.20%)

ⓘ Diversify the inbound internal link texts pointing to the page

Search engines may consider exact matching inbound internal link texts to be part of a manipulative technique and may penalize your page by lowering positions in SERPs. Synonyms, long tail keyword phrases and relevant content help to establish your site theme.

More than 50% of your internal link texts match your keywords.

Rewrite the inbound internal link texts or link more authoritative pages using synonyms and long tail keywords.

Internal link text **emailtray** was found on pages:

</privacy-practices.html>

/support/android/user_account.html

/support/android/about_emailtray_android.html

</support/android/>

/support/help/configuring_mail.html

/support/help/smart_email_system.html

/support/help/about_emailtray.html

</support/faq/>

</support/email-management-tips/post-effects-email-overload.html>

</support/email-management-tips/email-spam-filter.html>

</support/email-management-tips/business-email-etiquette-rules.html>

</support/email-management-tips/best-email-client.html>

</suggest.html>

Internal link text **emailtray** was found on pages:

</outlook-plugin-email-client-software.html>

</features.html>

</email-sorting-software.html>

</download.html>

</download-email-client.html>

/download_emailtray40.html

</support/faq/general.html>

/support/faq/emailtray_software.html

/support/faq/connectivity_issues.html

</support/email-management-tips/solutions.html>

</support/help/>

</simple-email-client.html>

/support/help/user_account.html

/support/help/automatic_mail_reception.html

</privacy.html>

</terms-of-use.html>

Internal link text **emailtray** was found on pages:

</about-us.html>

</email-notifier.html>

</support/email-management-tips/index.html>

/support/android/smart_email_system.html

</order-emailtray-premium.html>

ⓘ Consider fixing

Optimization opportunities that will help you improve your site performance on the web.

ⓘ Use keywords in the H2-H4 headings

The H2-H4 headings help to structure the page content and strengthen the semantic core of the page.

🚩 Use your keywords in the image file name

The keyword "email client" is not used in any image name on the page.

Keywords in the image file names make images searchable in the image search. This may bring you more targeted traffic.

Consider using the missing keyword in the following image file names:

Image with missing keyword in the file name

[/images/index/v2/logo-emailtray.png](#)

[/images/index/v4/screen-4.png](#)

[/images/cnet.png](#)

🚩 Add Open Graph Markup

There is no Open Graph markup on or an incorrect syntax has been used.

The Open Graph protocol enables any web page to become a rich object in a social graph. It means that, if you want to control how your page looks when shared on Facebook, you'd better use the Open Graph meta tags in the right part of a page's code.

🚩 Improve the mobile page speed

Mobile page speed is one of the quality factors used by search engines to rank pages in the mobile SERPs. The mobile page speed score is 61 according to Google Page Speed Insights.

✅ Passed rules

✅ Your landing page is not over-optimized

✅ The Title tag is properly optimized

- ✔ The Description tag is properly optimized
- ✔ The page's Body is properly optimized
- ✔ The page URL is properly optimized
- ✔ There is no 302 Redirect
- ✔ There is no Meta Refresh
- ✔ There are no Broken Links on the page
- ✔ There are no Broken Image Links on the page
- ✔ There are no Broken Anchors on the page
- ✔ All internal links on the page have link text
- ✔ All linked images of your site have text within ALT attributes.
- ✔ All of your keywords are used in important SEO areas of the page
- ✔ The H1 heading is properly optimized for your keywords
- ✔ The page URL structure is OK

✔ Words in your URL are separated correctly

✔ The page URL contains valid characters

✔ There is Schema Markup on the page

✔ The page content is fresh

✔ The page speed is high

✔ There is no stuffing of extra H1 headings on the page, which is good