

EMAILTRAY SOFTWARE

INTERNET MARKETING REPORT

Prepared for
<https://emailtray.com>

Dec 1, 2024



On-Site Issues Overview for Demo Project

This report lists on-site SEO issues and pages on which the issues were found.

Site optimization
27% ▾ 5

Analyzed canonical pages
189

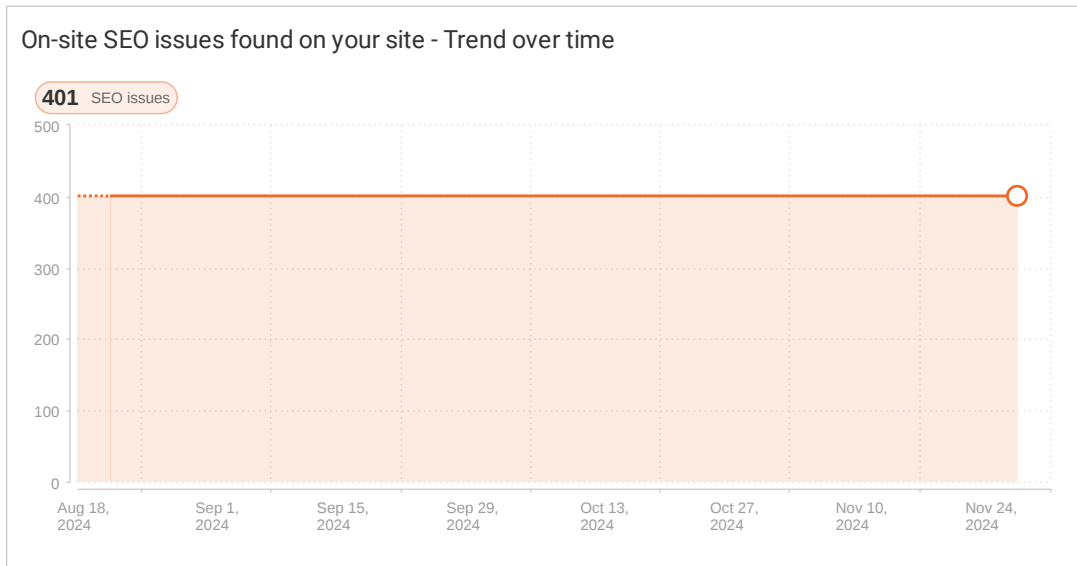
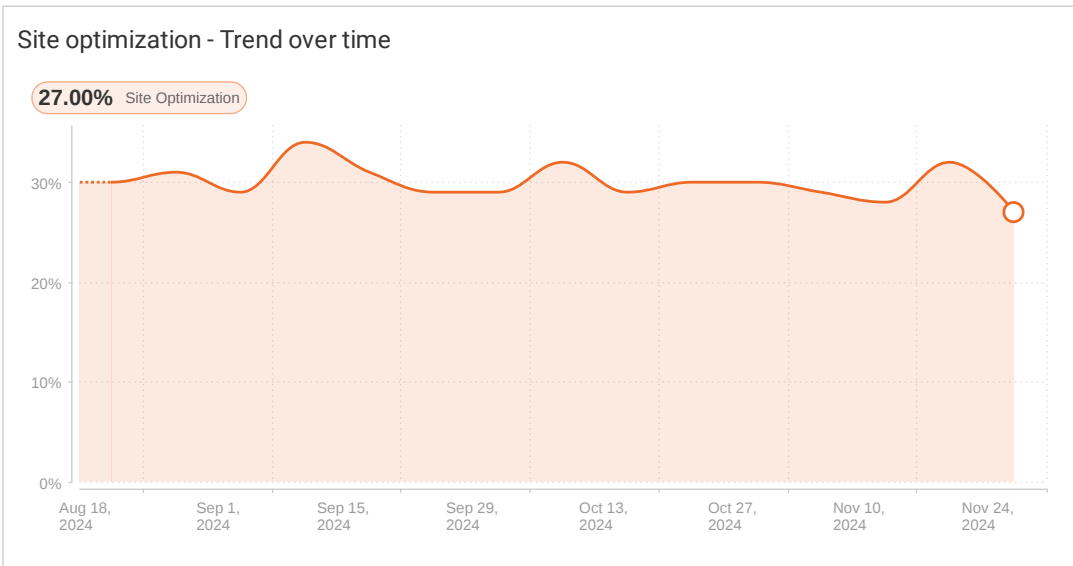
Pages with SEO issues
185

On-site issues
401

Pages in Google index
310 ▲ 129

Sitemap age
7 months

Domain age
15 years



⚠ Consider fixing

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

 Add a Title tag 1 page

Make sure that the TITLE tag is present on all pages of your site, because it increases the overall relevancy of your site for SEs and results in more clickthroughs.

Page with missing Title tag

</blog/feed/>

🚩 Shorten Title tag 37 pages

Shorten your TITLE tag to 70 characters (including spaces), because longer titles will be cut off on the search results pages.

Too long Title tag	Found on page:
A Quick Tour about the EmailTray Email App for Android – Now Available on YouTube! Emailtray Blog	/blog/a-quick-tour-about-the-emailtray-email-app-for-android-now-available-on-youtube/
Order EmailTray Premium - Email Tracking, Sorting, and Notification Software	/order-emailtray-premium.html
Top 10 Free Android Productivity Apps for Your Business Tablet Emailtray Blog	/blog/top-10-free-android-productivity-apps-for-your-business-tablet/
Communication Channels Infographic: Facts and Figures, Pros and Cons Emailtray Blog	/blog/communication-channels-infographic-facts-and-figures-pros-and-cons/
The EmailTray Email Client Changes Your Email Deliverability Statistics Emailtray Blog	/blog/the-emailtray-email-client-changes-your-email-deliverability-statistics/
A Video Review of the EmailTray Email Client on FindMySoft.com: Enjoy and Share with Your Colleagues! Emailtray Blog	/blog/video-review-emailtray-on-findmysoft-com-enjoy-and-share-with-your-colleagues/
5 Ways to Make Email Work for You: Tips for Email RECIPIENTS Emailtray Blog	/blog/5-ways-to-make-email-work-for-you-tips-for-email-recipients/
A Smart Email Notifier: Get Alerted Only about the Emails That Are Worth Your Attention Emailtray Blog	/blog/a-smart-email-notifier-get-alerted-only-about-the-emails-that-are-worth-your-attention/
10 Tips To Make Your Email Signature Beautiful And Effective Emailtray Blog	/blog/10-tips-to-make-your-email-signature-beautiful-and-effective/
Manage Your Email Contacts with The EmailTray Address Book Emailtray Blog	/blog/manage-your-email-contacts-with-the-emailtray-address-book/
Download EmailTray 4.0 Beta - Email Tracking, Sorting, and Notification Software	/download_emailtray40.html
10 Effective Ways to Extend Your Smartphone Battery Life Emailtray Blog	/blog/10-effective-ways-to-extend-your-smartphone-battery-life/
Email Phishing Activity Over Time: 2004 – 2012 in Figures Emailtray Blog	/blog/email-phishing-activity-over-time-2004-2012-in-figures/
EmailTray for Android + EmailTray for Your PC = the Best Spam Free Cocktail Emailtray Blog	/blog/emailtray-for-android-emailtray-for-your-pc-the-best-spam-free-cocktail/

Too long Title tag	Found on page:
Meet the New "EmailTray for Android" Mobile Email Client App: A Personal Concierge in Your Pocket Emailtray Blog	/blog/meet-the-new-emailtray-for-android-mobile-email-client-app/
Share Your Enthusiasm for EmailTray! Cast a Vote for Our Email Client at About.com Emailtray Blog	/blog/vote-for-emailtray-email-client-at-about-com/
10 Easy Steps to Forget About Stress at Work and Information Overload Emailtray Blog	/blog/forget-about-stress-at-work/
Tablet Wars 2011-2012: iPads vs. Android Tablets. Facts and Forecasts. Emailtray Blog	/blog/tablet-wars-2011-2012-ipads-vs-android-tablets-facts-and-forecasts/
How To Reach Your Targeted Audience When They Are Mobile Emailtray Blog	/blog/how-to-reach-your-targeted-audience-when-they-are-mobile/
5 Ways to Make Email Work For You: Tips for Email SENDERS Emailtray Blog	/blog/5-ways-to-make-email-work-for-you-tips-for-the-email-senders/

Only 20 issues are shown.

⚠ Add more text in the Title tag 24 pages

Enrich your Title tags with more content so they reach the minimum length of 30 characters (including spaces), because overly short Titles provide very little information about your webpages and search engines might replace your Title texts with texts of their own.

Too short Title tag	Found on page:
Tag » Amazon « Emailtray Blog	/blog/tag/amazon/
Tag » tablet « Emailtray Blog	/blog/tag/tablet/
EmailTray system requirements	/support/help/about_emailtray.html
Tag » Apple « Emailtray Blog	/blog/tag/apple/
Tag » phone « Emailtray Blog	/blog/tag/phone/
Tag » chat « Emailtray Blog	/blog/tag/chat/
Emailtray Blog	/blog/page/5/
Emailtray Blog	/blog/
EmailTray Privacy Practices	/privacy-practices.html
Best email client - EmailTray	/support/email-management-tips/best-email-client.html
Emailtray Blog	/blog/page/4/
Email Management Tips	/support/email-management-tips/index.html
Tag » iOS « Emailtray Blog	/blog/tag/ios/
Tag » spam « Emailtray Blog	/blog/tag/spam/

Too short Title tag	Found on page:
Email Management Solutions	/support/email-management-tips/solutions.html
Tag » email « Emailtray Blog	/blog/tag/email/
About EmailTray Team	/about-us.html
Emailtray Blog	/blog/page/2/
Tag » iPad « Emailtray Blog	/blog/tag/ipad/
EmailTray software	/support/faq/emailtray_software.html

Only 20 issues are shown.

⚠ Rewrite duplicate Title tags 13 pages

Use unique and descriptive TITLE tags across all pages of your site, because duplicate Titles may cause problems with site indexing and rankings. As an option, you may leave the duplicate TITLE tags intact but use a "canonical" attribute on the non-canonical pages to let the search engines know which one is the preferred page.

Duplicate TITLE tag	Page URL:
Emailtray Blog	/blog/
	/blog/page/3/
	/blog/page/2/
	/blog/page/4/
	/blog/page/5/
Category » Email Management « Emailtray Blog	/blog/category/email-management-2/
	/blog/category/email-management-2/page/2/
Using EmailTray email client for Android	/support/android/smart_email_system.html
	/support/help/smart_email_system.html
Quick overview of the EmailTray email client for Android	/support/help/
	/support/android/
Setting up EmailTray email client for Android	/support/help/user_account.html
	/support/android/user_account.html

 Add a Description tag 155 pages

Make sure that the Description tag is present across all pages of your site, because SEs use them as snippets on the search results pages.

Page with missing Description tag
/blog/tag/email-delivery/
/blog/tag/email-management/
/blog/tag/email-client-for-windows/
/blog/tag/email-campaign/
/blog/category/technology/
/blog/tag/mobile-phone/
/blog/tag/phishing-attack/
/blog/5-ways-to-make-email-work-for-you-tips-for-email-recipients/
/blog/tag/email-sender/
/blog/tag/email-attachment/
/blog/tag/global-tablet-market/
/blog/email-phishing-activity-over-time-2004-2012-in-figures/
/blog/tag/time-management/
/blog/tag/ipad/

Page with missing Description tag

</blog/tag/anti-virus-app/>

</blog/tablet-wars-2011-2012-ipads-vs-android-tablets-facts-and-forecasts/>

</blog/email-spam-trends-2001-2012/>

</blog/tag/multiple-email-accounts/>

</blog/tag/findmysoft-com/>

</blog/tag/spam-rate/>

Only 20 pages are shown.

⚠ Shorten Description tag 2 pages

Shorten your Description tag to 160 characters (including spaces), because longer Descriptions will be cut off on the search results pages.

Too long Description tag	Found on page:
Emailtray privacy policy. The privacy of our users is very important to us and we shall take all reasonable measures to have your personal information protected.	/privacy.html
Learn about the most effective email management strategies and email management software that will help you manage email overload and boost your email productivity.	/support/email-management-tips/solutions.html

ⓘ Add more text in the Description tag 12 pages

Enrich your Description tags with more content so they reach the minimum length of 70 characters (including spaces), because overly short Descriptions provide very little information about your webpages and search engines might replace your Description texts with texts of their own.

Too short Description tag	Found on page:
Creating an account in Emailtray for Android.	/support/help/user_account.html
Learn how to configure mail notifications with Emailtray.	/support/help/configuring_mail.html
Learn how to set up Emailtray for Android.	/support/android/user_account.html
Emailtray Support Center.	/support/help/smart_email_system.html
Questions and Answers about Emailtray email client.	/support/faq/emailtray_software.html
Emailtray FAQ	/support/faq/
Emailtray system requirements and compatibility.	/support/help/about_emailtray.html
Learn about simplicity and ease of use of the EmailTray email client.	/simple-email-client.html
General FAQ about Emailtray email client.	/support/faq/general.html
Help for Android	/support/android/
Help section	/support/help/
Automatic mail reception	/support/help/automatic_mail_reception.html

🚩 Rewrite duplicate Description tags 2 pages

Use unique and descriptive Description tags across all pages of your site, because SEs use them as snippets on the search results pages. As an option, you may leave the duplicate Description tags intact but use a "canonical" attribute on the non-canonical pages to let the search engines know which one is the preferred page.

Duplicate Description tag	Page URL:
Download EmailTray Email Management Software: Sorting and Notification of Priority Mail from All Accounts	/download_emailtray40.html
	/download.html

 Add an H1 heading 154 pages

Add a keyword-rich H1 heading, because some search engines still consider the contents of this heading to be important.

Page with missing H1 heading
/blog/email-phishing-activity-over-time-2004-2012-in-figures/
/blog/tag/global-tablet-market/
/blog/tag/anti-virus-app/
/blog/tag/time-management/
/blog/tag/ipad/
/blog/email-spam-trends-2001-2012/
/blog/tag/multiple-email-accounts/
/blog/tablet-wars-2011-2012-ipads-vs-android-tablets-facts-and-forecasts/
/blog/tag/email-delivery/
/blog/tag/mobile-phone/
/blog/tag/email-management/
/blog/tag/email-campaign/
/blog/tag/email-client-for-windows/
/blog/category/technology/

Page with missing H1 heading

</blog/tag/phishing-attack/>

</blog/5-ways-to-make-email-work-for-you-tips-for-email-recipients/>

</blog/tag/email-attachment/>

</blog/tag/email-sender/>

</blog/tag/web-based-email/>

</blog/tag/apple/>

Only 20 pages are shown.

! Add ALT attribute 1 image

Image ALT attributes enrich website usability and return images in relevant search results due to enhanced site SEO. Image ALT attributes help search engines and visually impaired people to determine what an image is about and how that might fit into the subject of a web page. This attribute provides alternative information for an image also in cases where there is a slow connection, an error in the SRC attribute of the page.

The following image has no ALT attributes:

Image without ALT attribute	Found on page:
/images/support/arrow_small.gif	/support/faq/connectivity_issues.html

✓ Passed rules

✓ There is no multiple homepage issue

- ✔ There are no multiple Title tags
- ✔ There are no multiple Description tags
- ✔ The H1 tag usage is correct
- ✔ The pages of your site have a reasonable amount of outbound links
- ✔ All linked images of your site have text within ALT attributes.
- ✔ All internal links of your site have link text
- ✔ There is a Favicon on your site
- ✔ The structure of your pages' URLs is OK
- ✔ The URLs of your site's pages contain valid characters
- ✔ There are no Meta Refreshes on your site
- ✔ The [XML Sitemap](#) was found on your site
- ✔ The [Robots.txt](#) file was found on your site.
- ✔ All pages of your site have correct Hreflang attribute values

✔ There are no Hreflang links to redirecting URLs

✔ There are no Hreflang links to non-canonical URLs

✔ There are no relative URLs in Hreflang tags

✔ All localized pages have a self-referencing Hreflang tag

✔ There are no HTML lang and Hreflang attributes mismatch issues on your site

✔ There are no pages with different URLs for the same Hreflang value on your site

✔ Hreflang tags are reciprocal across all site pages