YOUR LOGO

COMPANY NAME

INTERNET MARKETING REPORT

Prepared for
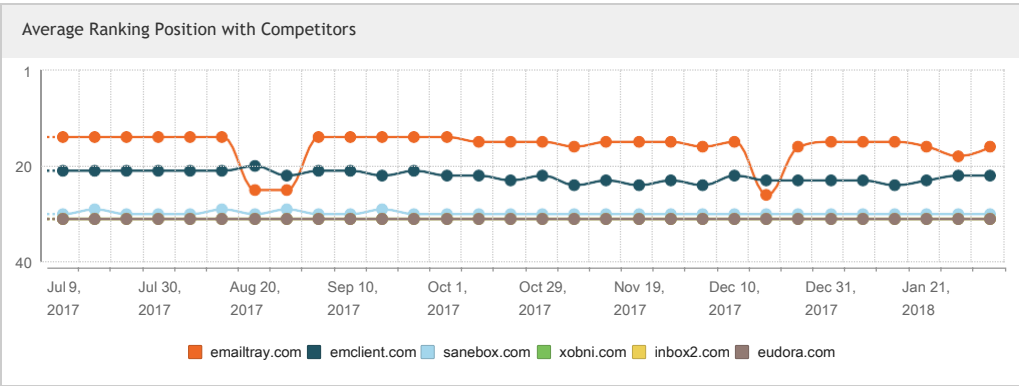https://emailtray.com

Demo Project (https://emailtray.com)

RANK TRACKING SUMMARY (MARCH 4, 2018)

Average Ranking Position Trend

Google.com (USA) - New Y...   Bing.com   Yahoo.com   Average
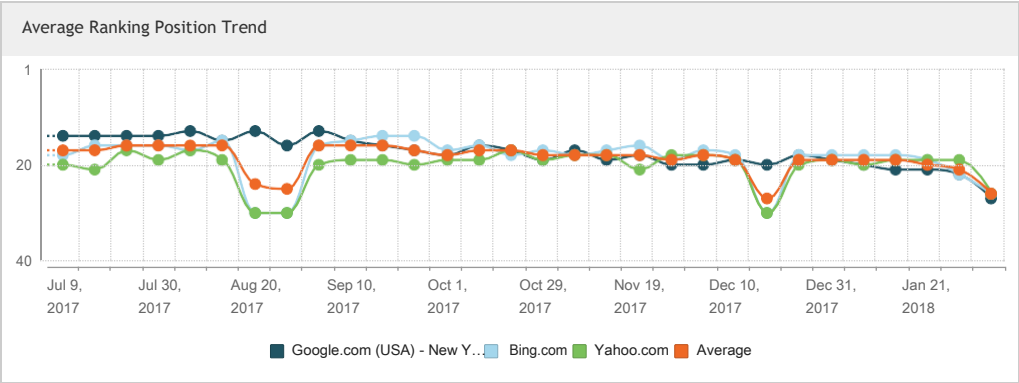
Top 5 Keywords by Rankings

Keyword	Google.com...	Bing.com	Yahoo.com
email noti...	5 🟥 1	1 🟩 2	1
mail notifi...	8 🟥	4	2
e-mail not...	8 🟥 15	1	1
lightweigh...	15 🟥 3	5 🟥	5 🟩 3
desktop e...	-	-	-

Average Ranking Position with Competitors

emailtray.com   emclient.com   sanebox.com   xobni.com   inbox2.com   eudora.com

Top 5 Dangerous Competitors

Domain	Traffic sco...	Ranked ke...	Average Ra...
downlo	11	1	26
mail-no	11	1	26
addons	10	1	27
poptra...	10	1	27
poptra...	10	1	27

LEGEND:

🟩 Added

- Not found

🟩 Positive change

🟥 Negative change

Demo Project (https://emailtray.com)

SITE RANKINGS (BRIEF) (MARCH 4, 2018)

This report gives a brief overview of specific keywords and their position on search engine results pages.

Compared with the results of 2018-01-28

Keyword (23)	Google global searches	Google local searches			Competition	Total visits	Google.com (USA) - New York, NY	Bing.com	Yahoo.com
		United States	United Kingdom	Canada					
desktop email notifier	110	30	10	10	400,000	14	-	-	-
□ email notifier	880	170	50	40	1,430,000	39	5 □ 1	1 □ 2	1
□ mail notifier	590	70	10	20	2,340,000	27	8 □	4	2
lightweight email client	210	50	20	10	6,230,000	9	15 □ 3	5 □	5 □ 3
e-mail notifier	880	170	50	40	21,500,000	4	8 □ 15	1	1
□ priority email notification	10	10	10	10	31,900,000	-	-	-	-
email clients for windows	3,600	880	320	170	55,100,000	-	- □	-	-
email client for windows 7	1,000	320	170	70	165,000,000	2	- □	-	- □
email client for windows	3,600	880	320	170	46,000,000	-	- □	-	- □
windows email client	3,600	880	320	170	224,000,000	-	- □	-	-
best mail client for windows 7	70	20	10	10	25,700,000	-	-	-	-
email clients for windows 7	1,000	320	170	70	21,200,000	-	- □	-	-
email client windows 7	1,000	320	170	70	52,900,000	-	- □	-	- □
mail client for windows 7	480	140	70	40	95,100,000	-	- □	-	-
email software windows	390	110	50	10	233,000,000	-	- □	-	-
mail client for windows	1,600	320	110	50	128,000,000	-	- □	-	-
Free email client for Windows	590	170	50	30	473,000,000	2	- □	- □	- □
free email program for windows 7	140	50	10	20	55,000,000	-	- □	- □	- □
email notification program	40	20	10	10	172,000,000	1	- □	- □	- □
all email accounts	320	110	20	10	1,320,000,000	-	-	-	-
email notification programs	40	20	10	10	483,000,000	-	-	- □	- □
download mail notifier	10	10	10	10	2,240,000	-	-	-	- □
emailtray blog	10	10	10	10	30,800	-	- □	- □	- □

LEGEND:

□ Added

- Not found

□ Positive change

□ Negative change

## Demo Project (https://emailtray.com)
COMPETITORS OVERVIEW (MARCH 4, 2018)

Time period: By day (up to 30 scans)

Average Listing Position of Your Competitors

This value is calculated from the average ranking position of all your keywords on specified search engines. Keywords that are not ranked are considered as those with "the lowest keyword ranking + 1".

The lowest ranking position depends on the scan depth, i.e. 3 pages scan depth means that unranked keywords are assigned rank 31 in our calculations.

emailtray.com   emclient.com   sanebox.com   xobni.com   inbox2.com   eudora.com
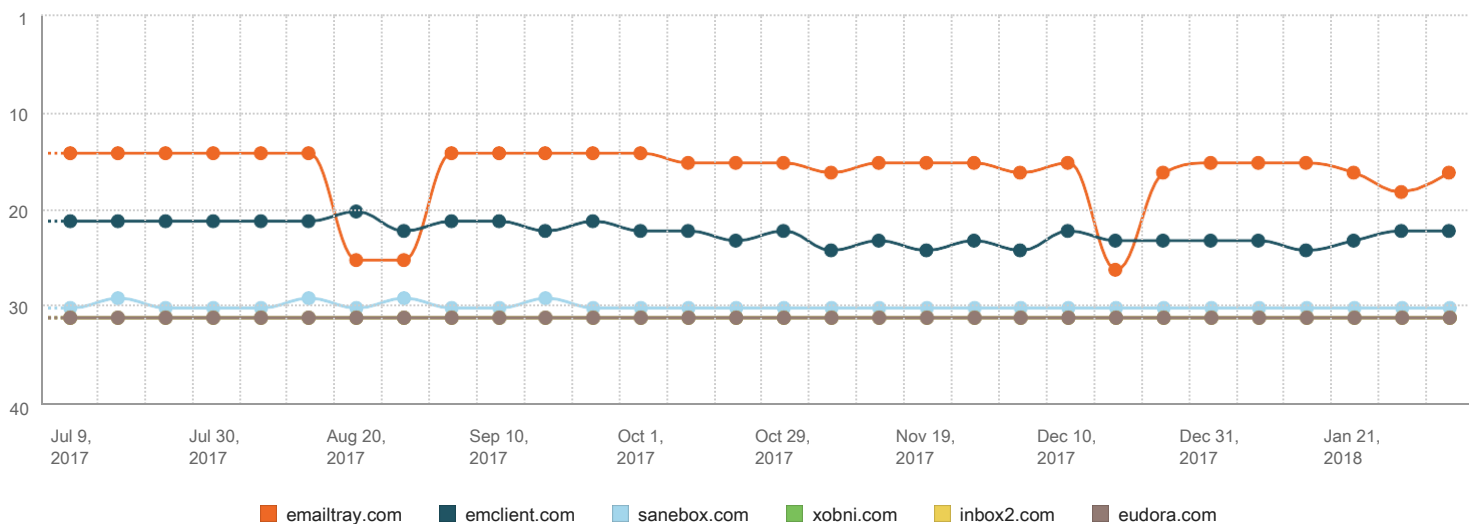
Site Visibility of Your Competitors

Site Visibility shows how many top positions your keywords hold on the results pages of the search engines you selected in Settings.

The more top positions on leading SEs (e.g. on Google) are gained for popular keywords the better the visibility is and the more organic traffic can be expected.

Top 10

emailtray.com   emclient.com   sanebox.com   xobni.com   inbox2.com   eudora.com

Demo Project (https://emailtray.com)
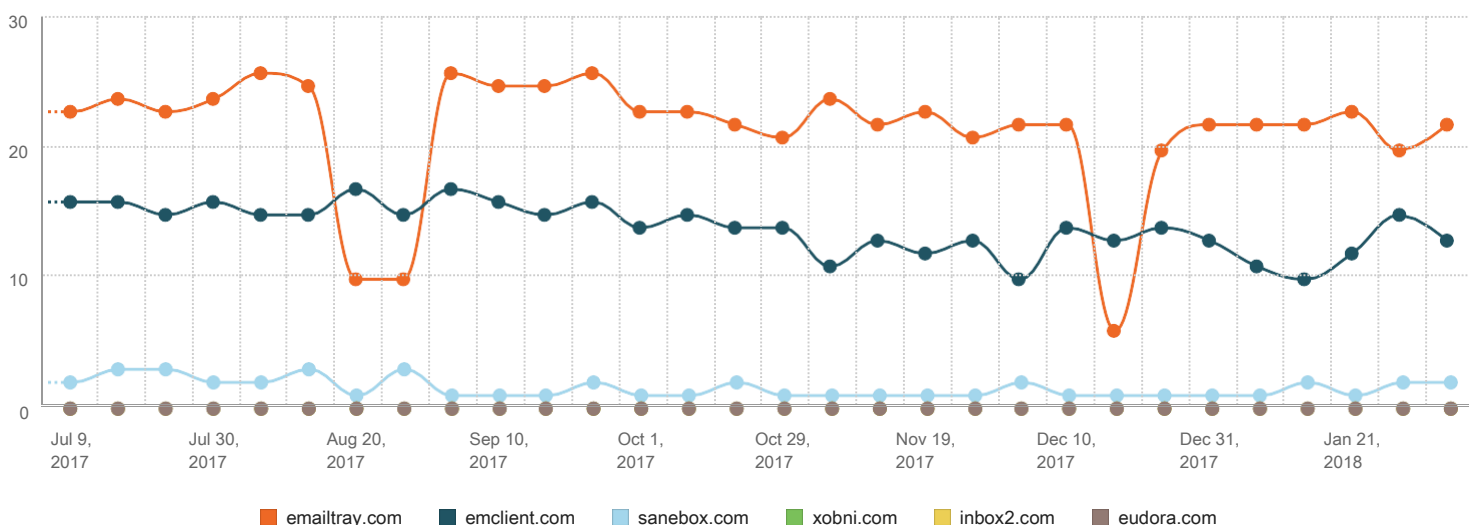
COMPETITOR RANKINGS BY KEYWORD (MARCH 4, 2018)

This report shows the site rankings of your site compared to competitor rankings. The results are broken down by keywords.

Compared with the results of 2018-01-28   Only starred keywords are shown

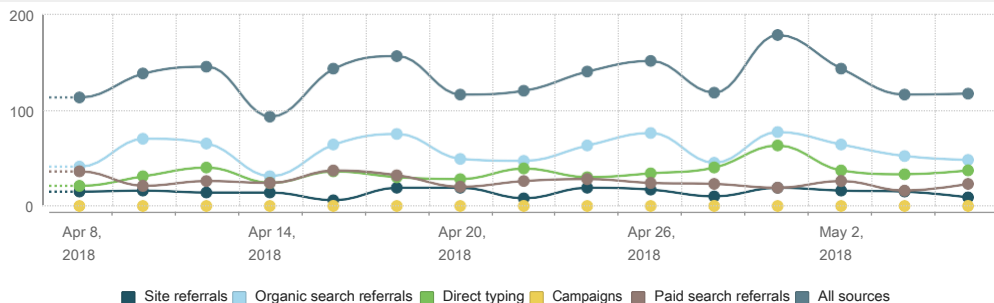| Keyword (3 filtered from 23) / SE	Google global searches	Google local searches			Competition	emailtray.com	emclient.com	sanebox.com	xobni.com
		United States	United Kingdom	Canada					
☐ email notifier									
Google.com (USA) - New York, NY	880	170	50	40	1,130,000	5 ☐ 1	-	-	-
Bing.com	880	170	50	40	1,430,000	1 ☐ 2	-	-	-
Yahoo.com	880	170	50	40	n/a	1	-	-	-
☐ mail notifier									
Google.com (USA) - New York, NY	590	70	10	20	630,000	8 ☐	-	-	-
Bing.com	590	70	10	20	2,190,000	4	-	-	-
Yahoo.com	590	70	10	20	2,340,000	2	-	-	-
☐ priority email notification									
Google.com (USA) - New York, NY	10	10	10	10	7,580,000	-	-	-	-
Bing.com	10	10	10	10	31,200,000	-	-	-	-
Yahoo.com	10	10	10	10	31,900,000	-	-	-	-

Keyword (3 filtered from 23) / SE	Google global searches	Google local searches			Competition	emailtray.com	inbox2.com	eudora.com
		United States	United Kingdom	Canada				
☐ email notifier								
Google.com (USA) - New York, NY	880	170	50	40	1,130,000	5 ☐ 1	-	-
Bing.com	880	170	50	40	1,430,000	1 ☐ 2	-	-
Yahoo.com	880	170	50	40	n/a	1	-	-
☐ mail notifier								
Google.com (USA) - New York, NY	590	70	10	20	630,000	8 ☐	-	-
Bing.com	590	70	10	20	2,190,000	4	-	-
Yahoo.com	590	70	10	20	2,340,000	2	-	-
☐ priority email notification								

Demo Project (https://emailtray.com) > Competitor Rankings by Keyword, continued

Keyword (3 filtered from 23) / SE	Google global searches	Google local searches			Competition	emailtray.com	inbox2.com	eudora.com
		United States	United Kingdom	Canada				
Google.com (USA) - New York, NY	10	10	10	10	7,580,000	-	-	-
Bing.com	10	10	10	10	31,200,000	-	-	-
Yahoo.com	10	10	10	10	31,900,000	-	-	-

LEGEND:

▫ Added

- Not found

▫ Positive change

▫ Negative change

Demo Project(https://emailtray.com)

WEB ANALYTICS SUMMARY (MAY 7, 2018)

Traffic Source Trend (30 days)

Legend: Site referrals · Organic search referrals · Direct typing · Campaigns · Paid search referrals · All sources

Total Sessions from All Sources (30 days)

4,053
SESSIONS FROM
ALL SOURCES

- 42.83% - Organic search
  1,736 sessions
- 27.86% - Direct typing
  1,129 sessions
- 18.7% - Paid
  758 sessions
- 10.61% - Site referrals
  430 sessions
- 0.0% - Others
  0 sessions
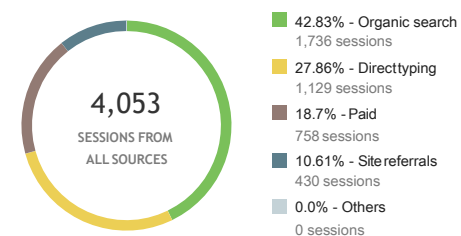
Alexa Traffic Rank with Competitors

Legend: emailtray.com · xobni.com · sanebox.com · thunderbird.com · otherinbox.com · emclient.com · inbox2.com
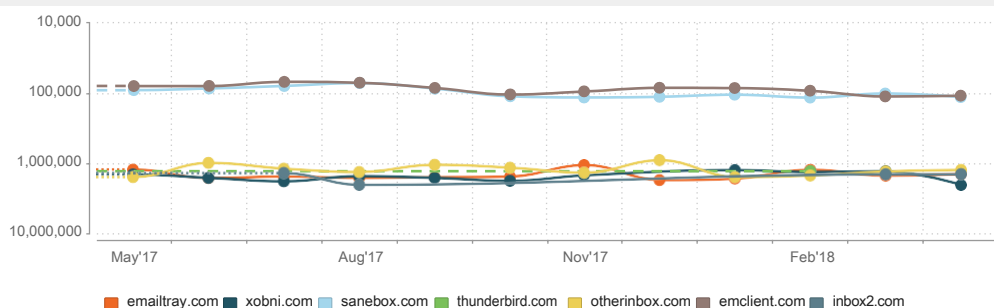
Sessions by Country (30 days)

Country	Sessions	% Sessions
United States	719	33.4%
India	628	29.17%
Indonesia	412	19.14%
United Kingdom	222	10.31%
Czechia	172	7.99%

Top 5 Languages (30 days)

Source	Sessions	% Sessions
English (U…	2,282	75.74%
English (U…	424	14.07%
Italian (Italy)	129	4.28%
Czech (Cze…	97	3.22%
French (France)	81	2.69%

Demo Project(https://emailtray.com)

BRIEF TRAFFIC REPORT (MAY 7, 2018)

This report gives a quick overview of the website traffic.

Traffic data for last 30 days

Sessions for Demo Project

The graph shows how many sessions were brought by different sources over time.

Legend: Site referrals, Organic search referrals, Direct typing, Campaigns, Paid search referrals, All sources
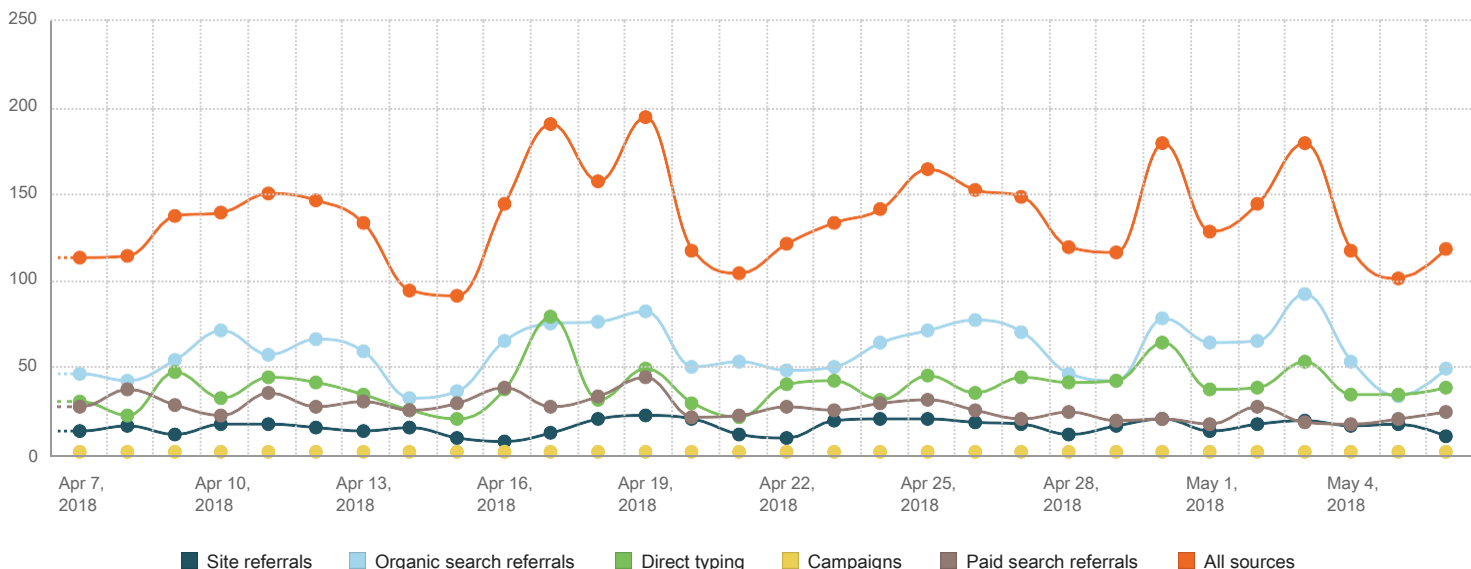
Site referrals for the last 30 days, compared to the previous 30 days

Top 10 referring sites, sessions	
winpoin.com	109 ☐ 29
lifewire.com	56 ☐ 11
duckduckgo.com	29 ☐ 1
pusatgratis.com	29 ☐ 7
en.wikipedia.org	21 ☐ 12
alternativeto.net	21 ☐ 4
allmobile.ua	12 ☐ 2
online.webceo.com	11 ☐ 1
freshtechtips.com	7 ☐ 3
search.monstercrawler.com	7

Top 10 referring web pages, sessions	
winpoin.com/5-aplikasi-email-client-terbaik-untuk-windows/	109 ☐ 29
lifewire.com/free-mail-checkers-windows-1174321	56 ☐ 12
duckduckgo.com/	28
pusatgratis.com/software/software-email-client-gratis-terbaik-unt...	24 ☐ 9
alternativeto.net/software/emailtray/	21 ☐ 4
en.wikipedia.org/wiki/EmailTray	14 ☐ 3
allmobile.ua/forum/programmnoe-obespechenie/11417-mgnovenn...	12 ☐ 2
online.webceo.com/advisor/sitewide/e4c8c83b/	8 ☐ 3
freshtechtips.com/2016/03/best-email-client.html	7 ☐ 3
infographicjournal.com/communication-channels/	7 ☐ 3

Demo Project (https://emailtray.com) > Brief Traffic Report, continued

Organic site referrals for the last 30 days, compared to the previous 30 days

Top 10 referring search keywords, sessions		
amazon	2 ☐	2
e mail desktop	2 ☐	
download email for pc	1 ☐	
download email for windows 7 free	1 ☐	
cache:nvzzlmgohquj:https://www.lifewire.com/free-mail-chec	1 ☐	
email download free	1 ☐	
download email program	1 ☐	
computer pc email download	1 ☐	
bank of america alert online account blocked	1 ☐	
battery life	1 ☐	

Top 10 referring search engines, sessions		
google	1,539 ☐	60
bing	142 ☐	4
yahoo	38 ☐	6
yandex	9 ☐	2
ask	4 ☐	1
rambler	3 ☐	
baidu	1 ☐	

LEGEND:

☐ Added

☐ More sessions than previous month/year

☐ Less sessions than previous month/year

Demo Project (https://emailtray.com)

TRAFFIC BY COUNTRY (MAY 7, 2018)

This report shows countries from which the most traffic came.

Traffic data for last 30 days   Results: All goals

Sessions for Demo Project (https://emailtray.com), by country

63 ▭▭▭▭▭▭▭▭▭▭ 719
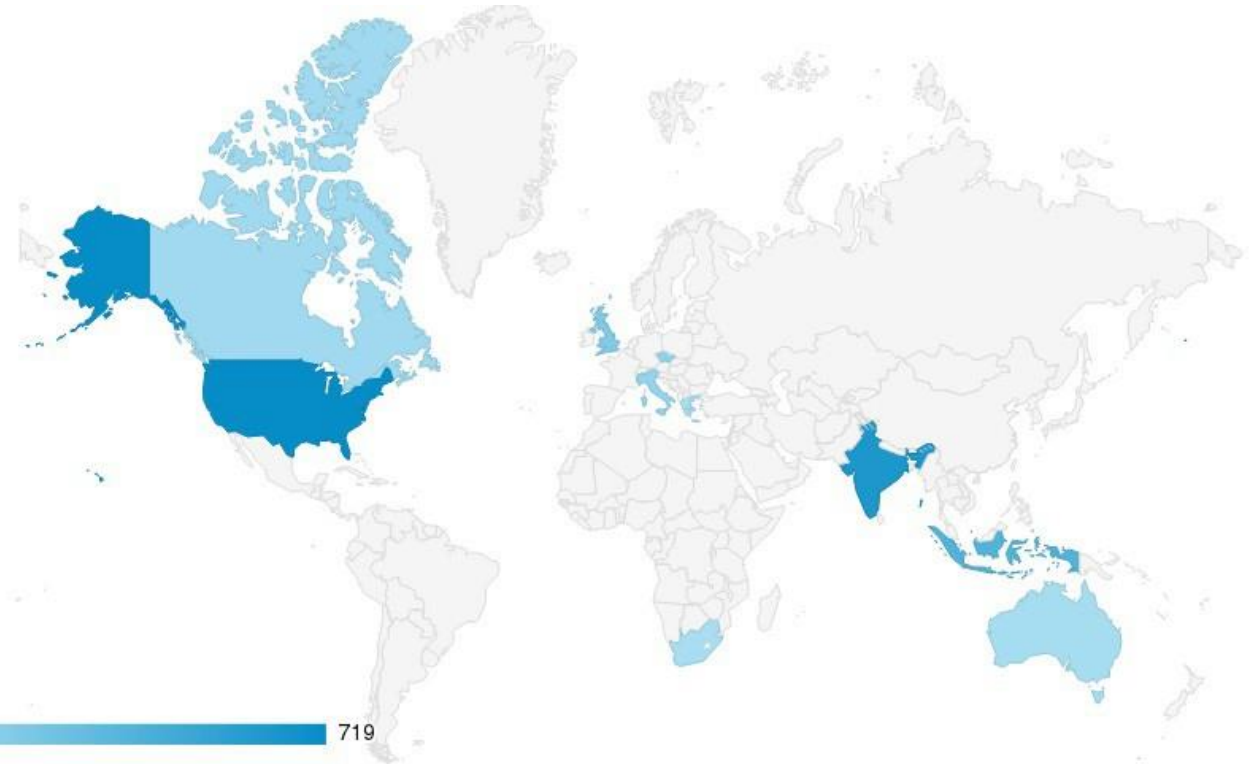
Top 10 countries for Demo Project (https://emailtray.com), by sessions

● United States   ● India   ● Indonesia   ● United Kingdom   ● Czechia   ● Italy   ● Canada   ● Australia   ● South Africa   ● Greece
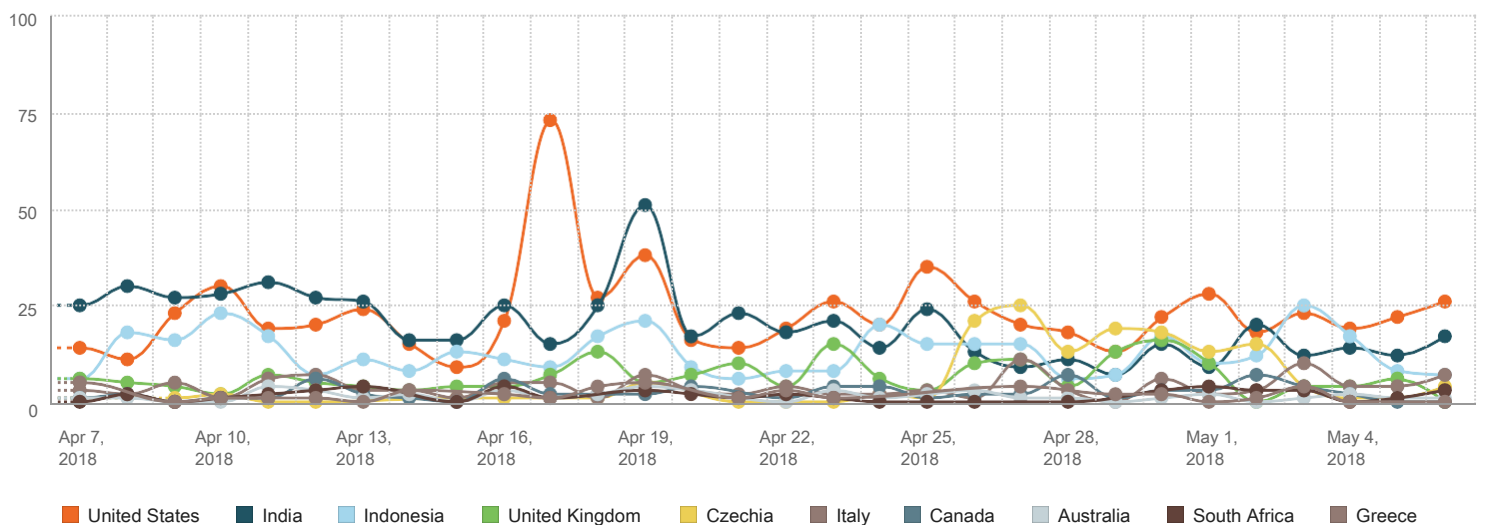
Demo Project (https://emailtray.com) > Traffic by Country, continued

Country	Sessions (% of Total)	% New Sessions	Bounce Rate	Conversions: All goals		
				Conversion rate	Completions	Value
🇺🇸 United States	**719** (17.77%)	90.54%	**473** (65.79%)	34.49%	**248** (11.63%)	$0.00 (0.0%)
🇮🇳 India	**628** (15.52%)	93.79%	**387** (61.62%)	40.45%	**254** (11.91%)	$0.00 (0.0%)
🇮🇩 Indonesia	**412** (10.18%)	90.53%	**113** (27.43%)	83.50%	**344** (16.14%)	$0.00 (0.0%)
🇬🇧 United Kingdom	**222** (5.49%)	79.73%	**108** (48.65%)	52.25%	**116** (5.44%)	$0.00 (0.0%)
🇨🇿 Czechia	**172** (4.25%)	78.49%	**47** (27.33%)	79.65%	**137** (6.43%)	$0.00 (0.0%)
🇮🇹 Italy	**146** (3.61%)	89.73%	**42** (28.77%)	84.93%	**124** (5.82%)	$0.00 (0.0%)
🇨🇦 Canada	**100** (2.47%)	97.00%	**40** (40.00%)	69.00%	**69** (3.24%)	$0.00 (0.0%)
🇦🇺 Australia	**73** (1.80%)	95.89%	**44** (60.27%)	50.68%	**37** (1.74%)	$0.00 (0.0%)
🇿🇦 South Africa	**69** (1.70%)	88.41%	**23** (33.33%)	68.12%	**47** (2.20%)	$0.00 (0.0%)
🇬🇷 Greece	**63** (1.56%)	84.13%	**20** (31.75%)	73.02%	**46** (2.16%)	$0.00 (0.0%)

COMPETITOR TRAFFIC (MAY 8, 2018)

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

Alexa Global Traffic Rank History for emailtray.com and competing sites for the last 12 months

Alexa's traffic rank is a measure of how popular a website is relative to all other sites on the web.
The rank is calculated from the site's estimated average of daily unique visitors and its estimated number of page views over the last 12 months. The less the rank is, the more popular the site is.

Legend: emailtray.com, xobni.com, sanebox.com, thunderbird.com, otherinbox.com, emclient.com, inbox2.com

Demo Project(https://emailtray.com)
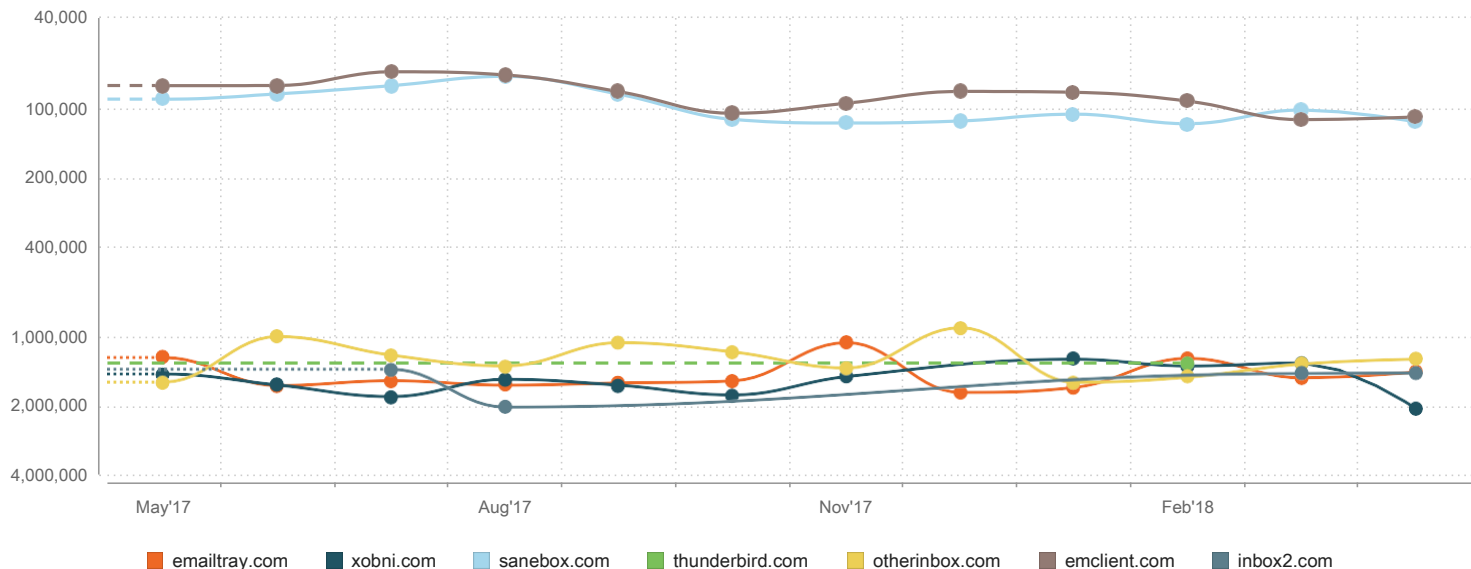
TECHNICAL AUDIT (MARCH4, 2018)

This report lists broken internal and external links found on your site.

186	0	0	0	0	0	0
Scanned unique pages	Pages with errors	Unique broken links and anchors	Not found pages and images	Server Issues	Page Access Issues	Slow Response Time Pages

Technical issues found on your site - Trend over time

Legend: Page Not Found issues · Broken image links · Broken anchors · Server issues · Page access issues · Slow response time pages
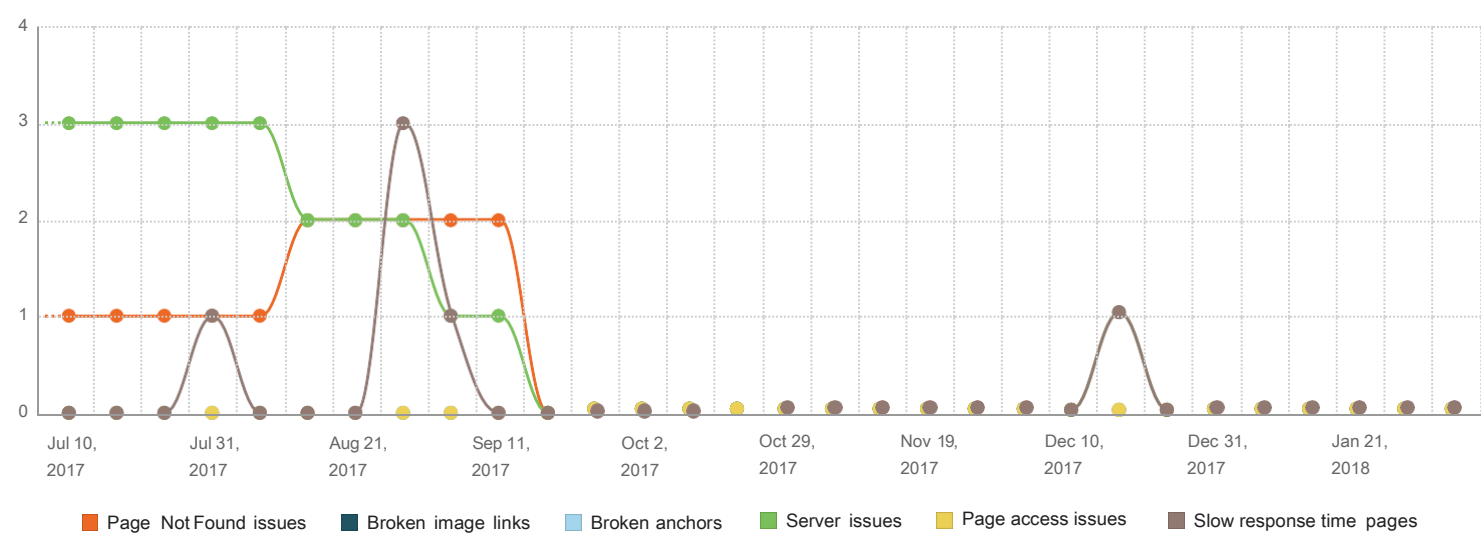
Quality Assured

☐ No 404 Issues

☐ No Broken Images

☐ No Server Issues

☐ No Page Access Issues

☐ No Slow Response Time Pages

☐ No Broken Anchors

Demo Project(https://emailtray.com)
SEO ANALYSIS SUMMARY (MARCH 4, 2018)

5 Worst Pages by Mobile Page Speed Score

Landing page	Page Speed Score
https://emailtray.com/blog/	42
https://emailtray.com/blog/infographic-email-security-usage-around-the-world/	46
https://emailtray.com/blog/page/3/	52
/blog/smartphone-penetration-in-2012-us-market-share-operating-systems-and-user-behavior/	53
/blog/email-phishing-activity-over-time-2004-2012-in-figures/	54
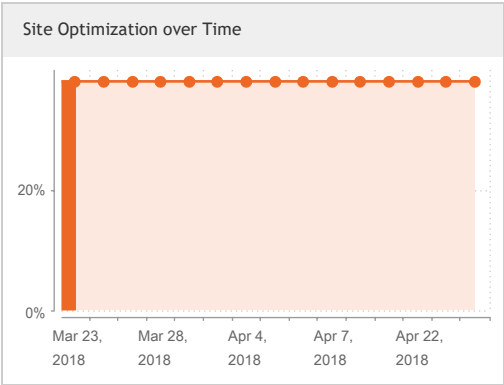
5 Worst Pages by Page Speed Score

Landing page	Page Speed Score
https://emailtray.com/blog/	50
https://emailtray.com/blog/infographic-email-security-usage-around-the-world/	54
https://emailtray.com/blog/page/3/	62 ▢ 1
https://emailtray.com/blog/tag/android-email-app/	66
https://emailtray.com/blog/category/news/	67

Site Optimization over Time

20%

0%

Mar 23, 2018   Mar 28, 2018   Apr 4, 2018   Apr 7, 2018   Apr 22, 2018

Landing Pages by Page Optimization

3

PAGES THAT REQUIRE OPTIMIZATION
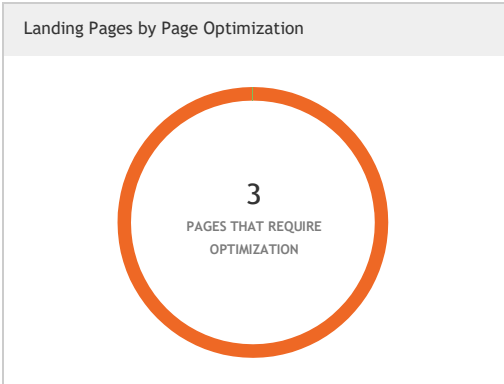
Demo Project(https://emailtray.com)
BACKLINK QUALITY SUMMARY (JANUARY 30, 2018)

Total Backlinks

Link Sources Distribution

1.8K 222
Total backlinks

663 2
Linking domains:

261 32
Linking IP addresses

| - |
| Governmental domains |

| - |
| Educational domains |

246 25
Linking subnets

Top linking TLDs

| .com 31.6% | .co 9.3% | .net 9.0% | .org 6.4% | .nl 4.6% | .uk 2.3% | .au 1.7% | .ru 1.6% | .nz 1.2% | other 32.3% |

Linking Domains

Total Backlinks with Competitors

emailtray.com   xobni.com   incredimail.com

Top 5 Link Texts

Link text	Backlinks	Domain
here	39	5
www.emailtray.com	62	23
emailtray	136	54
.	218	27
411143. emailtray.com	826	367

LEGEND:

- Not found

- Positive change

- Negative change

Demo Project(https://emailtray.com)

COMPETITOR LINK PROFILE (JANUARY 30, 2018)

This report compares the backlink metrics of your site with those of your competitors.

Parameter	emailtray.com	xobni.com	incredimail.com
Domain Trust Flow	24	47 ☐ 1	43 ☐ 1
Domain Citation Flow	30	34 ☐ 1	45 ☐ 1
Moz Page Authority	44	66 ☐ 0	66
Moz Domain Authority	33 ☐ 0	60 ☐ 0	61 ☐ 0
Total backlinks	1,822 ☐ 222	32,099 ☐ 531	130,466 ☐ 243K
Linking domains	663 ☐ 2	2,846 ☐ 32	9,301 ☐ 177
Linking subnets	246	1,909	5,017
Linking IP addresses	261	2,250	6,475
Governmental ref. domains	-	2	5
Backlinks from governmental domains	-	5	85
Educational ref. domains	-	4	39
Backlinks from educational domains	-	9	334

LEGEND:

- Not found

☐ Positive change

☐ Negative change

Demo Project(https://emailtray.com)
SOCIAL ENGAGEMENT SUMMARY (JANUARY 18, 2018)

Social Citations

68 □ 1	**0**	**109** □ 1	**9**
Facebook engagement	Google +1's	LinkedIn Shares	Pinterest Shares

Top 5 Social Media Referrals (30 days)

Social network	Sessions	% Sessions
Facebook	4	57.14%
Pinterest	3	42.86%

Social Citations Trend

Legend: Facebook engagement, Google +1's, LinkedIn Shares, Pinterest Shares, Total
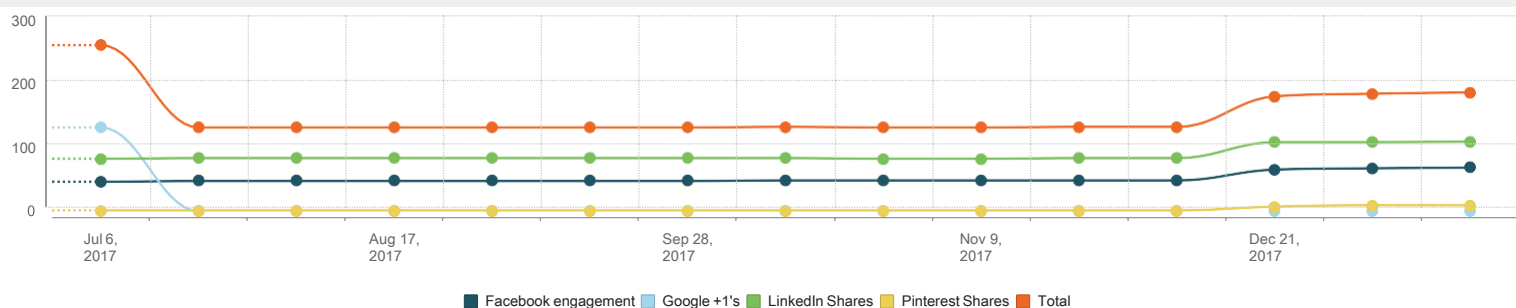
Competitor Social Citations

Social network	emailtray.com	emclient.com
Facebook	41	24,889 □ 156
Google+	-	- □ 14
LinkedIn	8	137
Pinterest	-	9
Home page mentions, total	**49**	**25,035**

Competitor Social Citations in Facebook

Legend: emailtray.com, emclient.com
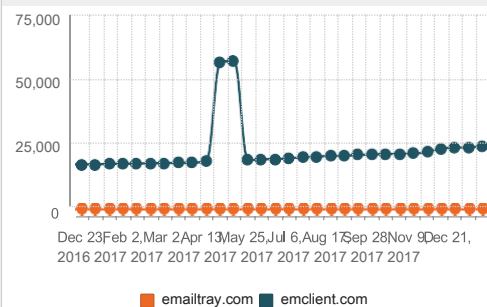
Demo Project(https://emailtray.com)
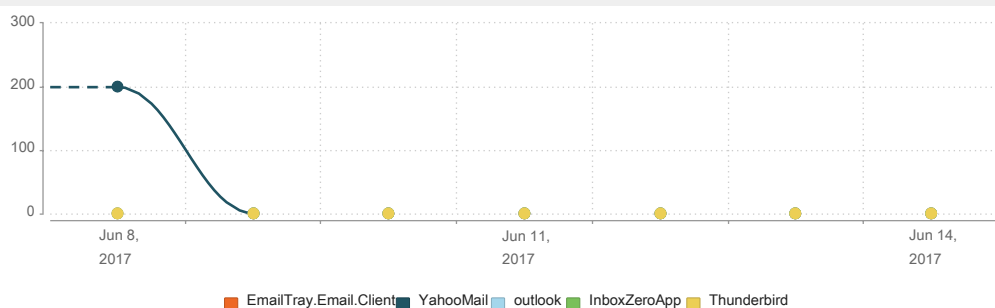**FACEBOOK INSIGHTS SUMMARY** (JUNE 14, 2017)

New Pages Likes (this week vs. previous week)

This week   Previous week
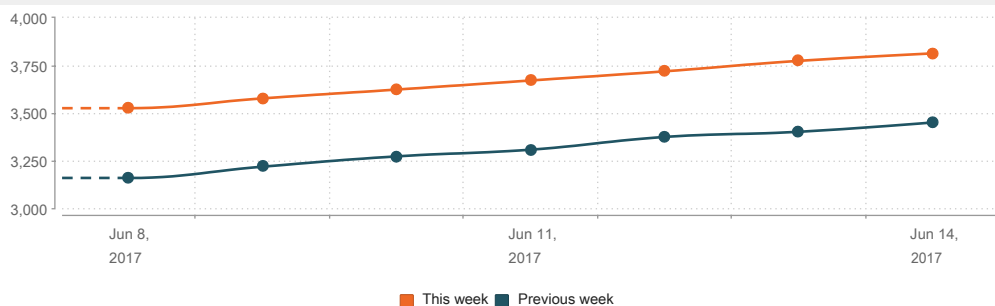
Popularity of Watched Pages' Posts (Last week)
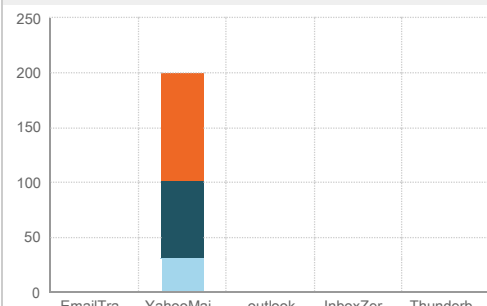
Facebook Engagement Comparison of the Watched Facebook Pages (Last week)

EmailTray.Email.Client   YahooMail   outlook   InboxZeroApp   Thunderbird

Avg. Posts Per Day by Watched Pages

EmailTray.Email.Client   YahooMail   outlook
InboxZeroApp   Thunderbird