

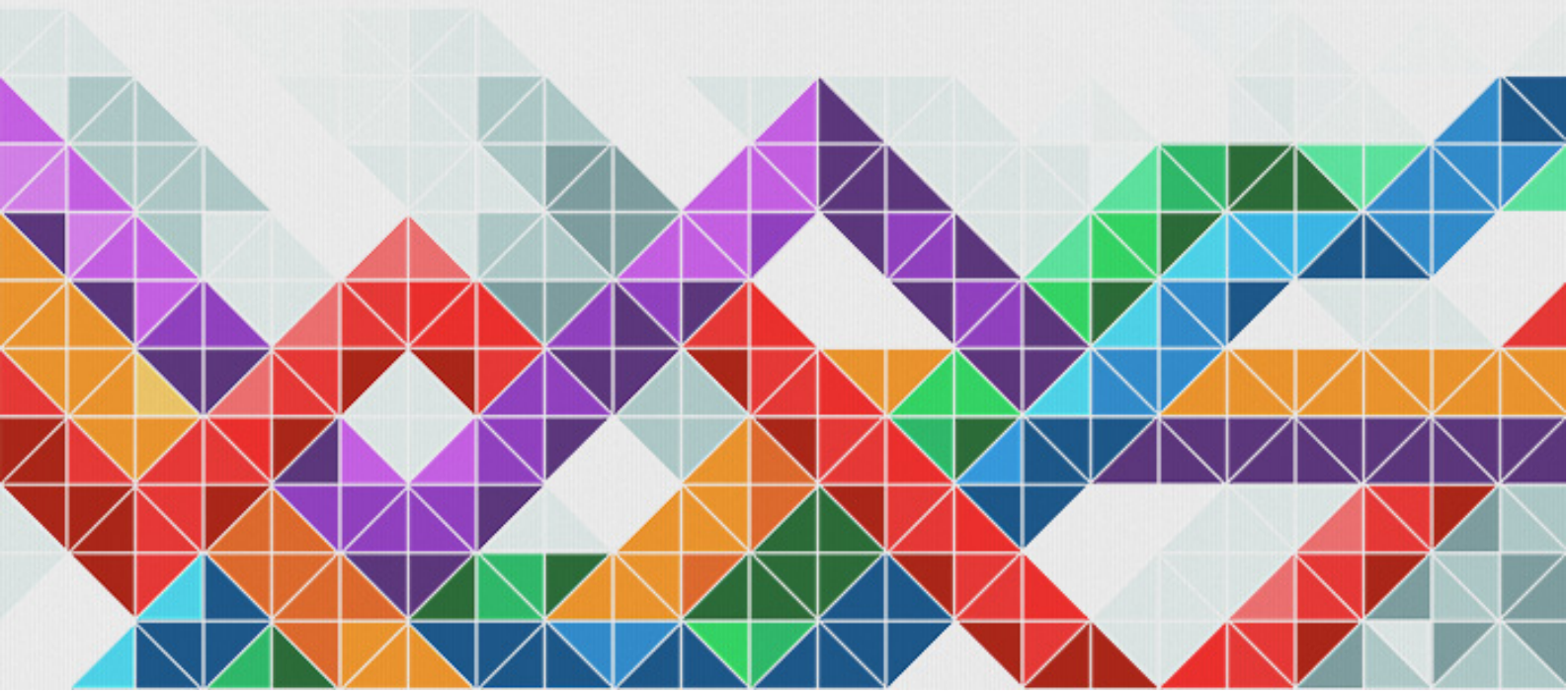


# INTERNET MARKETING REPORT

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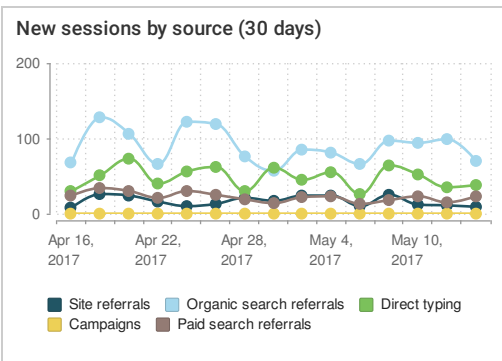
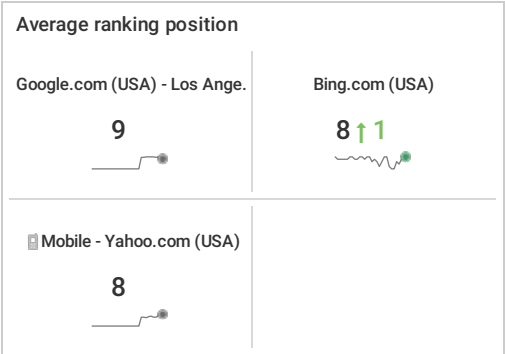
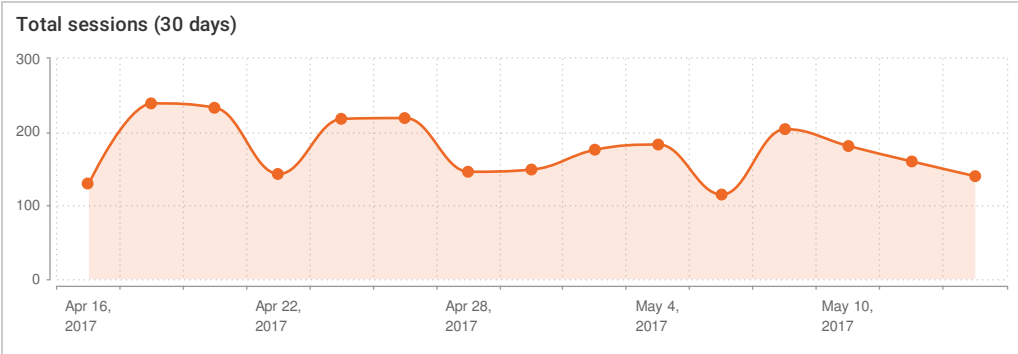
Prepared for Jack Ross

May 16, 2017



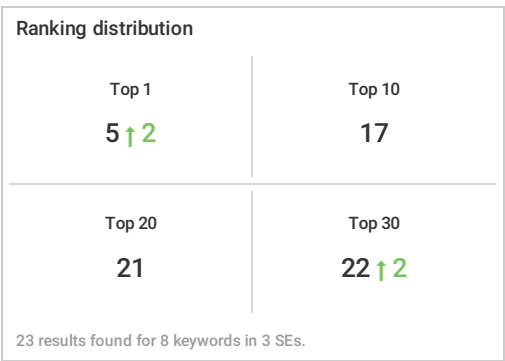
**EmailTray (<http://www.emailtray.com>)**  
**PROJECT OVERVIEW (MAY 16, 2017)**

**Site visibility**



**Sessions by country (30 days)**

Country	Sessions	% Sessions
United States	1,038	41.54%
India	552	22.09%
Indonesia	405	16.21%
United Kingdom	312	12.48%
Italy	192	7.68%



**Broken links**

**Technical Audit**

No 404 Issues ✓	No Broken Images ✓
No Broken Anchors ✓	No Server Issues ✓
No Page Access Issues ✓	No Slow Response Time Page. ✓

Total pages scanned: 33      Total links scanned: 115

**Site health**

0 / 115  
UNIQUE LINKS ARE BROKEN

- 0 - Broken internal links
- 0 - Broken external links
- 115 - Healthy links

**Social Engagement**

**Social Citations**

Facebook engagement	132	Google +1's	130
LinkedIn Shares	83	Pinterest Shares	1

**Web Buzz**

Unread	Favorite	All posts
12	1	20

**On-the-page Optimization**

EmailTray (<http://www.emailtray.com>) > Project Overview, continued

### SEO Issues

Site optimization

**62%**

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Warnings **6**

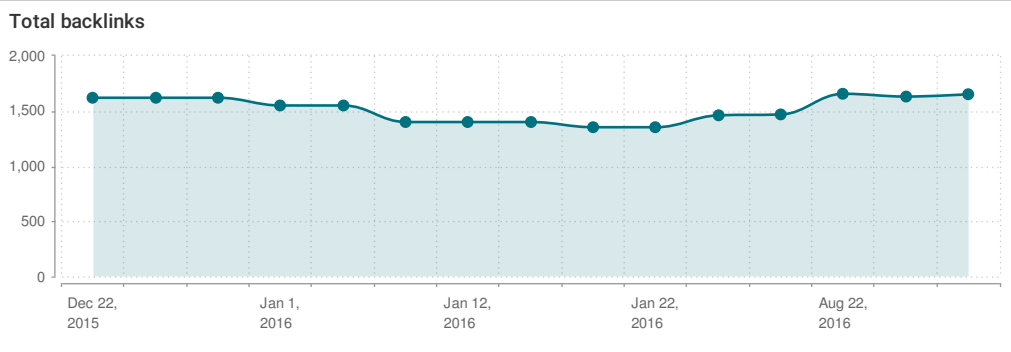
Passed rules **12**

Total optimization issues: 54 Pages analyzed: 32

### Landing pages overview

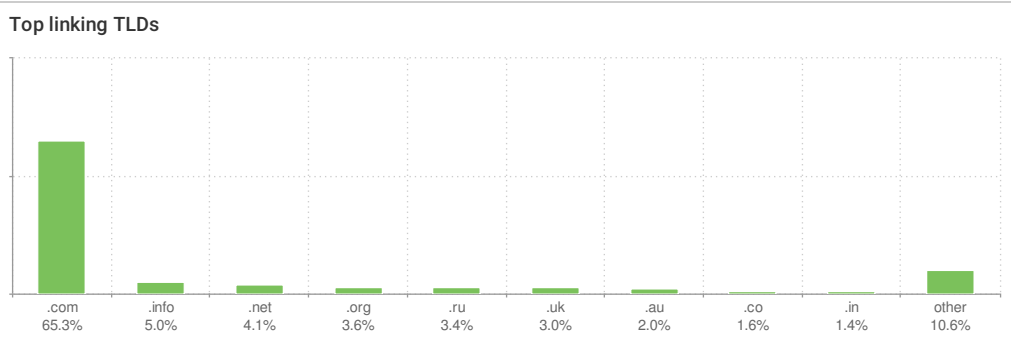
Landing page	Score	Critical issues
blog/20-tips-for-s...	24%	4
best-email-client...	72%	2
Home page	74%	1
download-email-c...	82%	1

### Backlink Profile Quality



### Link sources distribution

Total backlinks:	Linking IP addresses:
<b>1.6K ↑ 21</b>	<b>394 ↓ 2</b>
Linking domains:	Governmental domains:
<b>455 ↑ 12</b>	-
Educational domains:	Linking subnets:
-	<b>356 ↓ 1</b>

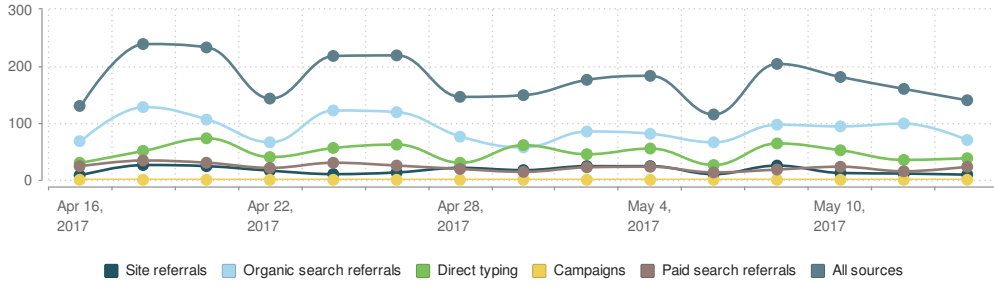


### Top 5 link texts

Link text	Backlinks	Domain
emailtray.com	55	35
allen maccannell	59	14
www.emailtray.com	66	29
emailtray	169	59
free email client	404	1

**EmailTray (<http://www.emailtray.com>)**  
**WEB ANALYTICS SUMMARY (MAY 15, 2017)**

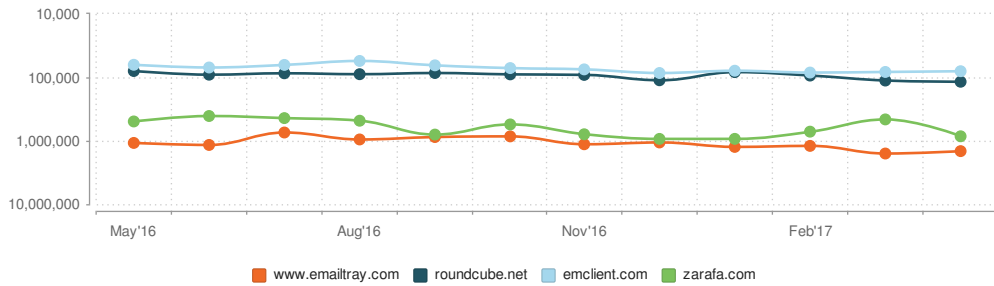
Traffic source trend (30 days)



Sessions by country (30 days)

Country	Sessions	% Sessions
United States	1,038	41.54%
India	552	22.09%
Indonesia	405	16.21%
United Kingdom	312	12.48%
Italy	192	7.68%

Alexa traffic rank with competitors



Top 5 languages (30 days)

Source	Sessions	% Sessions
English (U...)	3,084	78.81%
English (U...)	470	12.01%
Spanish	128	3.27%
Indonesian	123	3.14%
Italian	108	2.76%

**EmailTray (http://www.emailtray.com)**

**SITE RANKINGS (DETAILED) (MAY 16, 2017)**

This report gives a detailed overview of the keywords' position on specific search engines (SEs) tied to the corresponding web pages of your site.

Compared with the results of 2017-05-12

Search engine / Keyword (8)	Google global searches	Google local searches (United States) <sup>1</sup>	Competition	Position	SERP	Web page
<b>Google.com (USA) - Los Angeles, CA</b>						
★ simple email client	320	90	9,530,000	2 ↑ 1	1	<a href="/simple-email-client.html">/simple-email-client.html</a>
best email client	12,100	2,900	18,100,000	24 +	3	<a href="/support/email-management-tips/best-email-client.html">/support/email-management-tips/best-email-client.html</a>
★ download email client	110	30	15,100,000	6	1	<a href="/download-email-client.html">/download-email-client.html</a>
★ email sorting	110	50	37,000,000	5	1	<a href="/email-sorting-software.html">/email-sorting-software.html</a>
free email clients	4,400	1,000	15,300,000	16 ↓ 2	2	<a href="/download-email-client.html">/download-email-client.html</a>
★ email notifier	1,300	260	1,300,000	2	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email notifier	70	20	3,970,000	1	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email client for windows	210	50	7,590,000	13 ↓ 1	2	<a href="/download-email-client.html">/download-email-client.html</a>
<b>Bing.com (USA)</b>						
★ simple email client	320	90	39,000,000	1	1	<a href="/simple-email-client.html">/simple-email-client.html</a>
best email client	12,100	2,900	29,100,000	36 +	3	<a href="/support/email-management-tips/best-email-client.html">/support/email-management-tips/best-email-client.html</a>
★ download email client	110	30	72,700	4 ↑ 1	1	<a href="/download-email-client.html">/download-email-client.html</a>
★ email sorting	110	50	9,940,000	3	1	<a href="/email-sorting-software.html">/email-sorting-software.html</a>
free email clients	4,400	1,000	2,050,000	13 ↑ 2	2	<a href="/download-email-client.html">/download-email-client.html</a>
★ email notifier	1,300	260	14,500,000	1 ↑ 2	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email notifier	70	20	452,000	2	1	<a href="/email-notifier.html">/email-notifier.html</a>

EmailTray (<http://www.emailtray.com>) > Site Rankings (detailed), continued

Search engine / Keyword (8)	Google global searches	Google local searches (United States)	Competition	Position	SERP	Web page
free email client for windows	210	50	182,000,000	5 ↑ 4	1	<a href="/download-email-client.html">/download-email-client.html</a>
<b>Mobile - Yahoo.com (USA)</b>						
★ simple email client	320	90	n/a	1	1	<a href="/simple-email-client.html">/simple-email-client.html</a>
best email client	12,100	2,900	n/a	-	-	
★ download email client	110	30	n/a	5 ↑ 2	1	<a href="/download-email-client.html">/download-email-client.html</a>
★ email sorting	110	50	n/a	3	1	<a href="/email-sorting-software.html">/email-sorting-software.html</a>
free email clients	4,400	1,000	n/a	14 ↓ 3	2	<a href="/download-email-client.html">/download-email-client.html</a>
★ email notifier	1,300	260	n/a	1 ↑ 2	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email notifier	70	20	n/a	2 ↑ 1	1	<a href="/email-notifier.html">/email-notifier.html</a>
free email client for windows	210	50	n/a	9 ↓ 1	1	<a href="/download-email-client.html">/download-email-client.html</a>

Apr 25, 2017

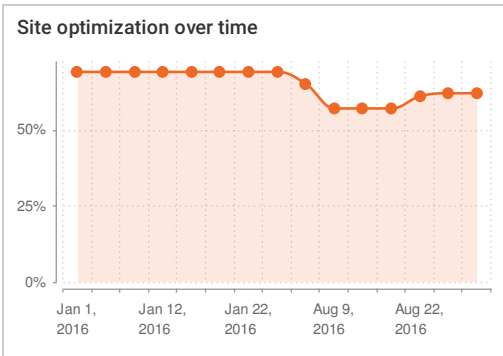
**The Project Owl Update:** Google officially announced they've adjusted ranking signals to help surface more authoritative pages and demote low-quality content.

Legend:

+ Added   
 - Not found on the first 3 result pages   
 ↑ Position up   
 ↓ Position dropped or down

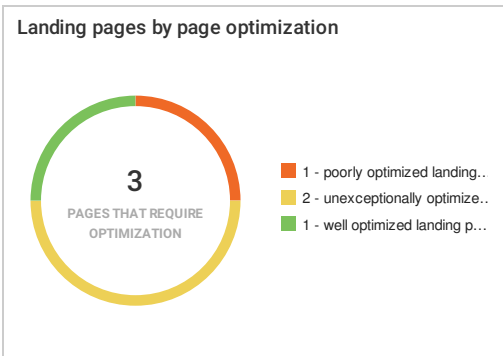
Target location: United States

**EmailTray (<http://www.emailtray.com>)**  
**SEO ANALYSIS SUMMARY (MAY 16, 2017)**



**5 worst pages by mobile page speed score**

Landing page	Page Speed Score
<a href="/blog/20-tips-for-successful-email-newsletter-delivery/">/blog/20-tips-for-successful-email-newsletter-delivery/</a>	59
<a href="/">/</a>	66
<a href="/download-email-client.html">/download-email-client.html</a>	73
<a href="/support/email-management-tips/best-email-client.html">/support/email-management-tips/best-email-client.html</a>	73



**5 worst pages by page speed score**

Landing page	Page Speed Score
<a href="/blog/20-tips-for-successful-email-newsletter-delivery/">/blog/20-tips-for-successful-email-newsletter-delivery/</a>	74 ↓ 1
<a href="/">/</a>	79
<a href="/download-email-client.html">/download-email-client.html</a>	84
<a href="/support/email-management-tips/best-email-client.html">/support/email-management-tips/best-email-client.html</a>	85

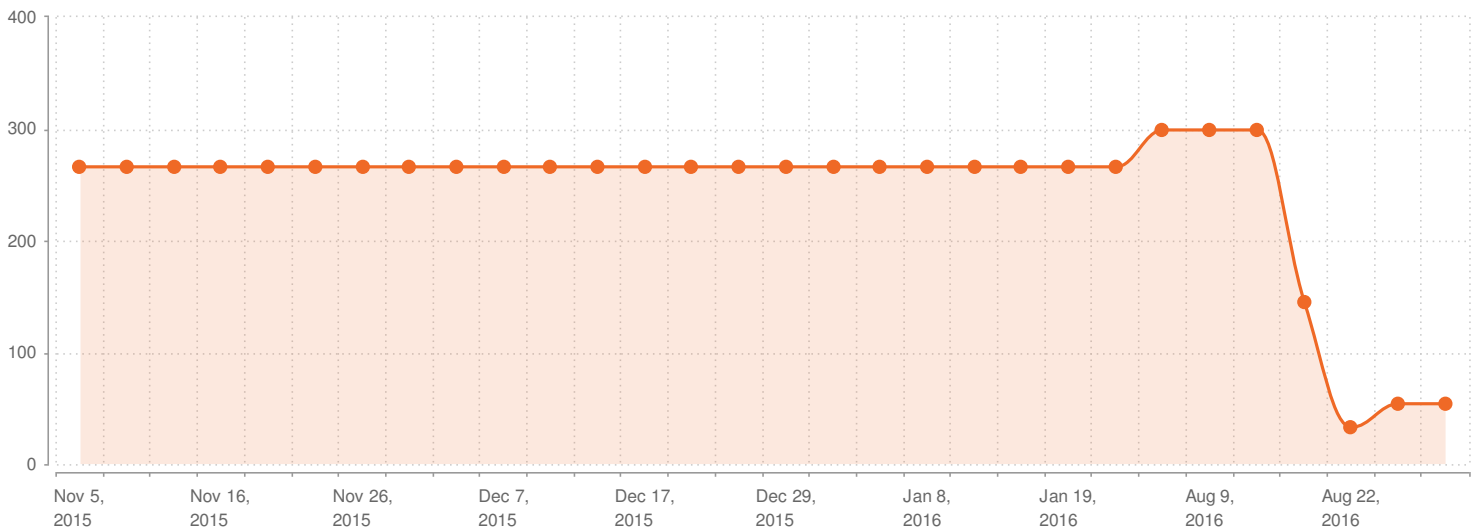
EmailTray (<http://www.emailtray.com>)

ON-SITE ISSUES OVERVIEW (MAY 16, 2017)

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

<b>62%</b> Site optimization	<b>32</b> Analyzed pages	<b>54</b> On-site issues	<b>213 ↑ 15</b> Pages in Google index	<b>7 years</b> Sitemap age	<b>7 years</b> Domain age
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On-site SEO issues found on your site - Trend over time



Shorten Title tag of 1 page

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

These issues were found on the following pages:

1. [/download.html](#)

Title: Download EmailTray - Email Tracking, Sorting, and Notification Software

Rewrite duplicate Title tags for 6 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.

1. **Using EmailTray email client for Android** was found on 2 page(s):

1. [/support/android/smart\\_email\\_system.html](#)

2. [/support/help/smart\\_email\\_system.html](#)

2. **Quick overview of the EmailTray email client for Android** was found on 2 page(s):

1. [/support/android/](#)

2. [/support/help/](#)



## EmailTray (<http://www.emailtray.com>) > On-Site Issues Overview, continued

3. **Setting up EmailTray email client for Android** was found on 2 page(s):

1. [/support/android/user\\_account.html](/support/android/user_account.html)

2. [/support/help/user\\_account.html](/support/help/user_account.html)

### Add a Description tag to 18 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.

These issues were found on the following pages:

1. </about-us.html>

2. </privacy-practices.html>

3. </privacy.html>

4. </suggest.html>

5. </support/android/>

6. [/support/android/about\\_emailtray\\_android.html](/support/android/about_emailtray_android.html)

7. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

8. [/support/android/user\\_account.html](/support/android/user_account.html)

9. </support/faq/>

10. [/support/faq/emailtray\\_software.html](/support/faq/emailtray_software.html)

11. </support/faq/general.html>

12. </support/help/>

13. [/support/help/about\\_emailtray.html](/support/help/about_emailtray.html)

14. [/support/help/automatic\\_mail\\_reception.html](/support/help/automatic_mail_reception.html)

15. [/support/help/configuring\\_mail.html](/support/help/configuring_mail.html)

16. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

17. [/support/help/user\\_account.html](/support/help/user_account.html)

18. </terms-of-use.html>

### Shorten Description tags of 2 pages

Shorten your Description tag to 165 characters (including spaces), because longer Descriptions will be cut off on the search results pages.

## EmailTray (<http://www.emailtray.com>) > On-Site Issues Overview, continued

These issues were found on the following pages:

### 1. [home page](#)

Description: EmailTray is a smart email client and an email notifier for POP3 and IMAP email accounts, including Gmail, Hotmail, Yahoo mail and AOL. EmailTray intelligently ranks messages, prioritizes them into 4 Inboxes and alerts you only to the most important.

### 2. [./features.html](#)

Description: Learn about features of EmailTray, a multi-functional email client and email notifier. A competitive advantage of EmailTray is smart email sorting which lets you focus on important emails.

## Remove all but one H1 headings on 1 page

Leave only one H1 that you consider the most important and change the rest to H2, H3, etc., because SEs may penalize excessive H1 headings as a spam technique.

These issues were found on the following pages:

### 1. [./privacy-practices.html](#)

## Add ALT attributes to 26 images

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 handicapped 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.

1. [https://www.emailtray.com/images/support/arrow\\_small.gif](https://www.emailtray.com/images/support/arrow_small.gif) was found on 10 page(s):

1. [./support/faq/general.html](#)

2. [./support/faq/emailtray\\_software.html](#)

3. [./support/help/about\\_emailtray.html](#)

4. [./support/help/configuring\\_mail.html](#)

5. [./support/help/automatic\\_mail\\_reception.html](#)

6. [./support/help/user\\_account.html](#)

7. [./support/android/user\\_account.html](#)

8. [./support/android/about\\_emailtray\\_android.html](#)

9. [./support/help/smart\\_email\\_system.html](#)

10. [./support/android/smart\\_email\\_system.html](#)

2. [https://www.emailtray.com/images/emailtray\\_tabs.png](https://www.emailtray.com/images/emailtray_tabs.png) was found on 2 page(s):

1. [./email-sorting-software.html](#)

2. [./features.html](#)

3. <https://www.emailtray.com/images/support/android/01.png> was found on 2 page(s):

1. [./support/android/user\\_account.html](#)

EmailTray (<http://www.emailtray.com>) > On-Site Issues Overview, continued

3. <https://www.emailtray.com/images/support/android/01.png> was found on 2 page(s):

2. [/support/help/user\\_account.html](/support/help/user_account.html)

4. <https://www.emailtray.com/images/support/android/02.png> was found on 2 page(s):

1. [/support/android/user\\_account.html](/support/android/user_account.html)

2. [/support/help/user\\_account.html](/support/help/user_account.html)

5. <https://www.emailtray.com/images/support/android/03.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

6. <https://www.emailtray.com/images/support/android/04.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

7. <https://www.emailtray.com/images/support/android/05.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

8. <https://www.emailtray.com/images/support/android/06.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

9. <https://www.emailtray.com/images/support/android/07.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

10. <https://www.emailtray.com/images/support/android/08.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

11. <https://www.emailtray.com/images/support/android/09.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)

EmailTray (<http://www.emailtray.com>) > On-Site Issues Overview, continued

11. <https://www.emailtray.com/images/support/android/09.png> was found on 2 page(s):

1. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

12. <https://www.emailtray.com/images/support/android/10.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)
2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

13. <https://www.emailtray.com/images/support/android/11.png> was found on 2 page(s):

1. [/support/help/smart\\_email\\_system.html](/support/help/smart_email_system.html)
2. [/support/android/smart\\_email\\_system.html](/support/android/smart_email_system.html)

14. <http://www.emailtray.com/images/cnet.png> was found on 1 page(s):

1. [home page](#)

15. [https://www.emailtray.com/images/emailtray\\_functions-nm.png](https://www.emailtray.com/images/emailtray_functions-nm.png) was found on 1 page(s):

1. </download-email-client.html>

16. [https://www.emailtray.com/images/emailtray\\_mail\\_notification.png](https://www.emailtray.com/images/emailtray_mail_notification.png) was found on 1 page(s):

1. </features.html>

17. [https://www.emailtray.com/images/emailtray\\_screen.png](https://www.emailtray.com/images/emailtray_screen.png) was found on 1 page(s):

1. </features.html>

18. <https://www.emailtray.com/images/priority-mail-rescued.png> was found on 1 page(s):

1. </email-sorting-software.html>

19. <https://www.emailtray.com/images/priority-trigger.png> was found on 1 page(s):

1. </email-sorting-software.html>

20. [https://www.emailtray.com/images/privacy\\_practices/mail\\_database\\_img.jpg](https://www.emailtray.com/images/privacy_practices/mail_database_img.jpg) was found on 1 page(s):

1. </privacy-practices.html>

Only 20 pages are shown. Download a CSV report (the Export button above) to view all pages.

### Passed rules

-  There is no multiple homepage issue

EmailTray (<http://www.emailtray.com>) > On-Site Issues Overview, continued

<input checked="" type="checkbox"/> All pages of your site have Title tags
<input checked="" type="checkbox"/> All your Description tags are unique
<input checked="" type="checkbox"/> All pages of your site have H1 headings
<input checked="" type="checkbox"/> The pages of your site have a reasonable amount of outgoing links
<input checked="" type="checkbox"/> There is a Favicon on your site
<input checked="" type="checkbox"/> The structure of your pages' URLs is OK
<input checked="" type="checkbox"/> The URLs of your site's pages contain valid characters
<input checked="" type="checkbox"/> There are no 302 Redirects on your site
<input checked="" type="checkbox"/> There are no Meta Refreshes on your site
<input checked="" type="checkbox"/> The <a href="#">XML Sitemap</a> was found on your site
<input checked="" type="checkbox"/> The <a href="#">Robots.txt</a> file was found on your site.

EmailTray (<http://www.emailtray.com>)

LANDING PAGES OVERVIEW (MAY 16, 2017)

This report gives a quick overview of the landing pages' optimization levels, i.e. the number of found issues, social media popularity, traffic and etc.

<b>62%</b> Site optimization	<b>4</b> Pages with Critical Issues	<b>80</b> Avg. Page Speed Score	<b>67</b> Avg. Mobile Page Speed Score	<b>2,462</b> Visits to Landing Pages
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Page (4)	Page Optimization <sup>▲</sup>	Critical SEO Issues	Page Speed Score	Google mobile friendliness	Mobile Page Speed Score	Broken Links	Backlinks	Social Citations	Visits (last 30 days)
<a href="http://www.emailtray.com/blog/20-tips-for-successful-email-newsletter-delivery/">http://www.emailtray.com/blog/20-tips-for-successful-email-newsletter-delivery/</a> Title: 20 Tips for Successful Email Newsletter Delivery   Emailtray Blog  <b>Keywords:</b> email delivery tips email marketing strategy email marketing tips	24% <div style="width: 24%; height: 10px; background-color: #f00; border: 1px solid #ccc;"></div>	4	74 ↓ 1	!	59	-	-	3	16
<a href="http://www.emailtray.com/support/email-management-tips/best-email-client.html">http://www.emailtray.com/support/email-management-tips/best-email-client.html</a> Title: Best email client - EmailTray  <b>Keywords:</b> best email client	72% <div style="width: 72%; height: 10px; background-color: #f00; border: 1px solid #ccc;"></div>	2	85	!	73	-	1 ↓ 1	1	9
<a href="http://www.emailtray.com/">http://www.emailtray.com/</a> Title: EmailTray, an email client and email notifier for Windows and Android  <b>Keywords:</b> simple email client email notifier emailtray	74% <div style="width: 74%; height: 10px; background-color: #f00; border: 1px solid #ccc;"></div>	1	79	!	66	-	978 ↓ 390	74	1,589
<a href="http://www.emailtray.com/download-email-client.html">http://www.emailtray.com/download-email-client.html</a> Title: Download Free Email Client for Windows  <b>Keywords:</b> download email client best email client free email client	82% <div style="width: 82%; height: 10px; background-color: #008000; border: 1px solid #ccc;"></div>	1	84	!	73	-	71 ↓ 26	-	848

EmailTray (<http://www.emailtray.com>)

TECHNICAL AUDIT (MAY 16, 2017)

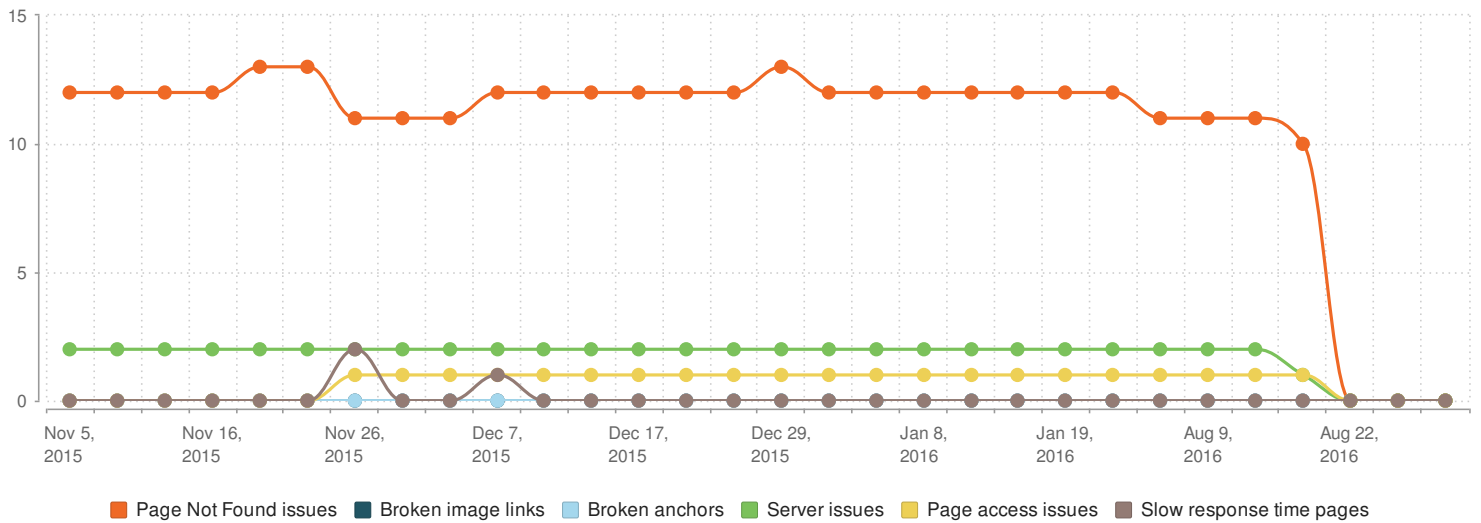
This report lists broken internal and external links found on your site.

33

Scanned unique pages

Awesome! Your site has no technical issues. Search engines tend to rank high quality websites better. Having broken links and slow pages may be a sign of a neglected site

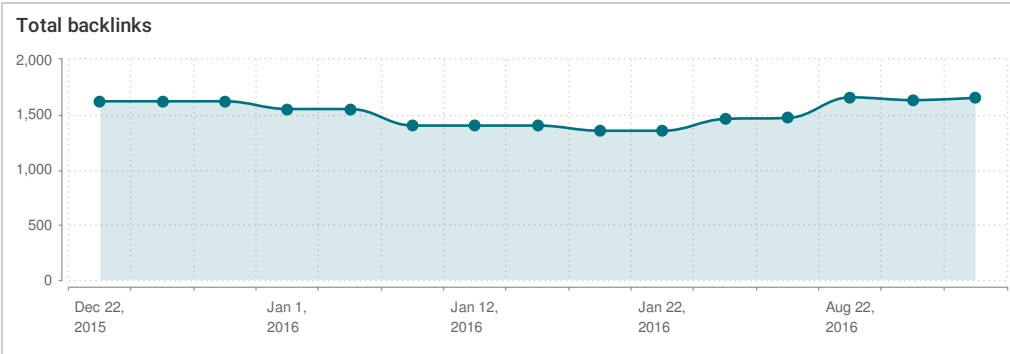
Technical issues found on your site - Trend over time



Quality Assured

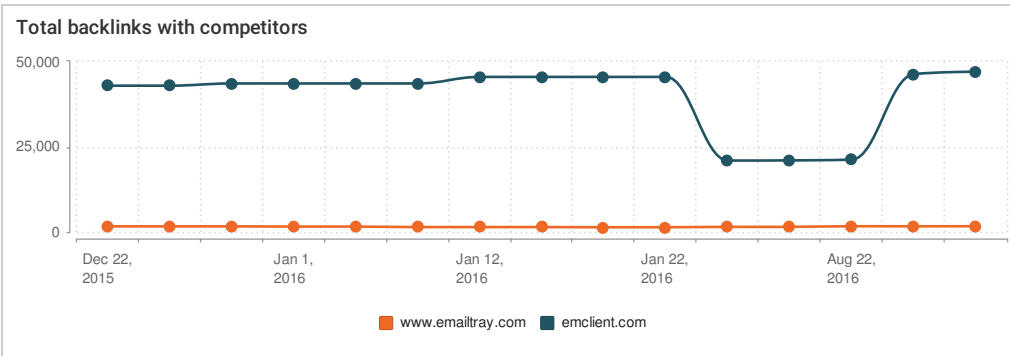
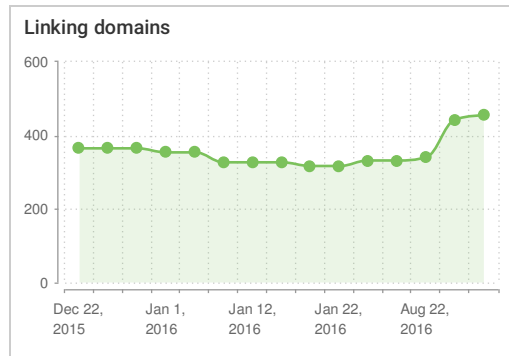
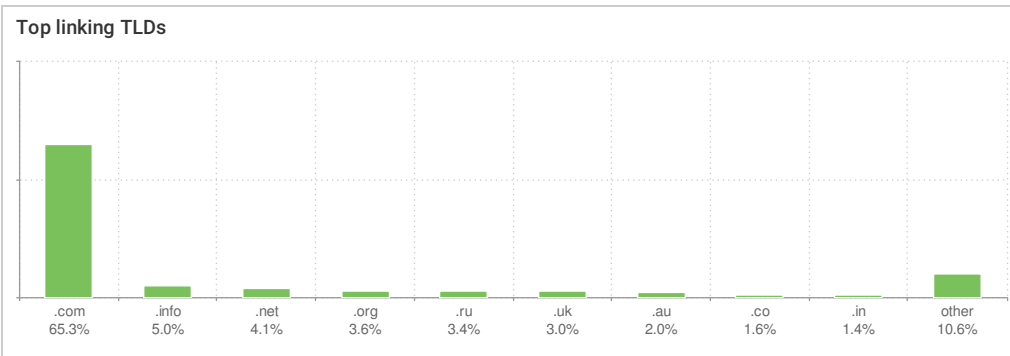
- ✓ No 404 Issues
- ✓ No Broken Images
- ✓ No Broken Anchors
- ✓ No Server Issues
- ✓ No Page Access Issues
- ✓ No Slow Response Time Pages

**EmailTray (<http://www.emailtray.com>)**  
**BACKLINK QUALITY SUMMARY (MAY 16, 2017)**



### Link sources distribution

Total backlinks:	Linking IP addresses:
<b>1.6K ↑ 21</b>	<b>394 ↓ 2</b>
Linking domains:	Governmental domains:
<b>455 ↑ 12</b>	-
Educational domains:	Linking subnets:
-	<b>356 ↓ 1</b>



### Top 5 link texts

Link text	Backlinks	Domain
emailtray.com	55	35
allen maccannell	59	14
www.emailtray.com	66	29
emailtray	169	59
free email client	404	1

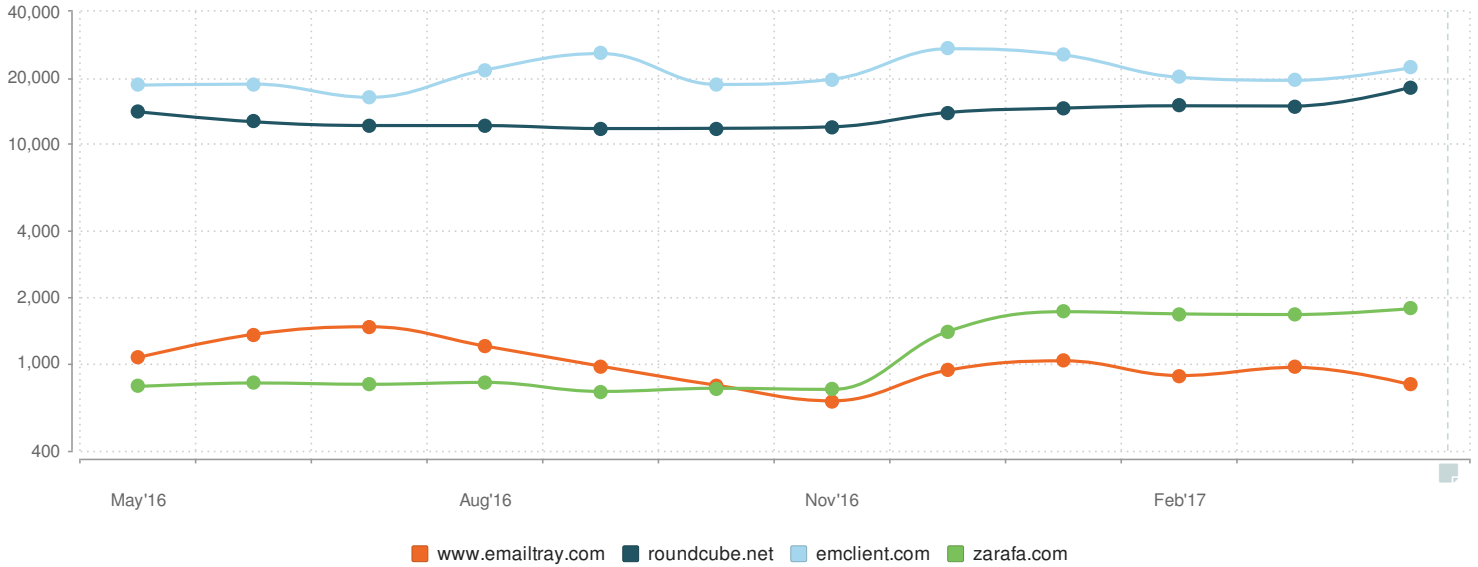


EmailTray (<http://www.emailtray.com>)

COMPETITOR TRAFFIC (MAY 16, 2017)

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

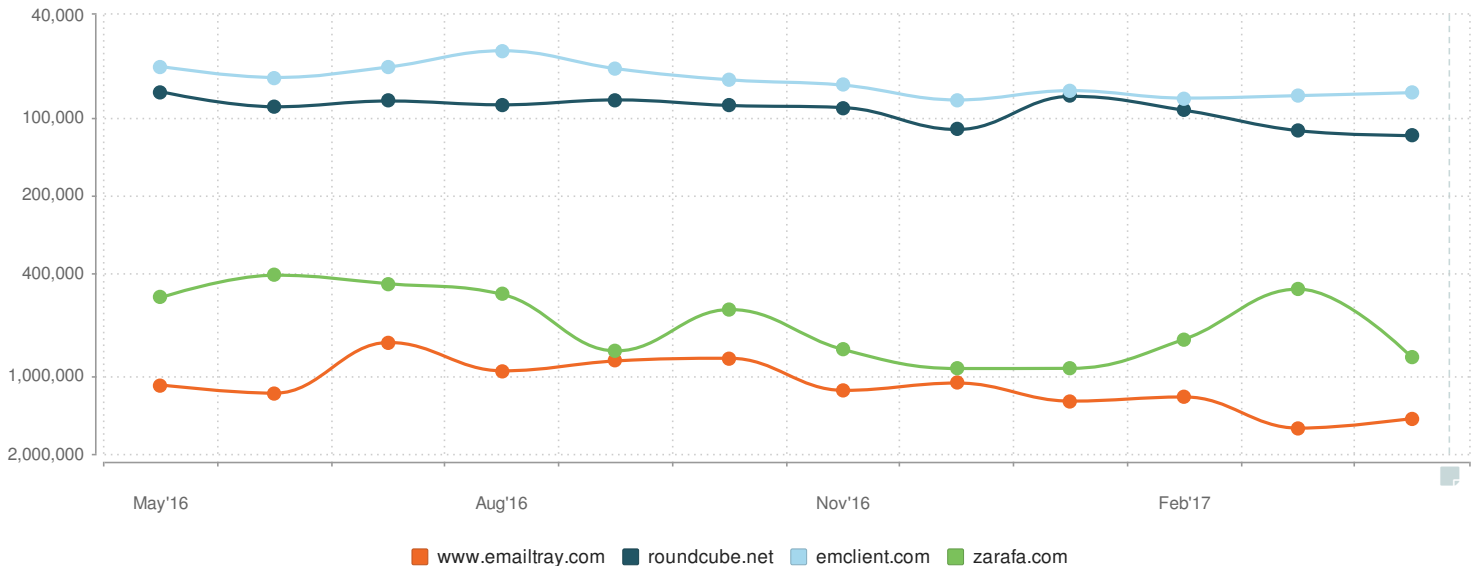
Organic traffic for www.emailtray.com and competing sites for the last 12 months (United States of America)



Alexa Global Traffic Rank History for www.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.





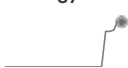



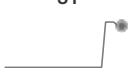





Apr 25, 2017

The Project Owl Update: Google officially announced they've adjusted ranking signals to help surface more authoritative pages and demote low-quality content.

**EmailTray (<http://www.emailtray.com>)**

**COMPETITOR LINK PROFILE (MAY 16, 2017)**

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

Parameter	<a href="http://www.emailtray.com">www.emailtray.com</a>	<a href="http://emclient.com">emclient.com</a>
Domain Trust Flow	25 	55 ↑ 2 
Domain Citation Flow	37 	43 ↑ 1 
Moz Page Authority	43 	55 
Moz Domain Authority	31 	46 
Total backlinks	1,652 ↑ 21 	46,996 ↑ 702 
Linking domains	455 ↑ 12 	2,063 ↑ 131 
Linking subnets	356	1,492
Linking IP addresses	394	1,702
Governmental ref. domains	-	-
Backlinks from governmental domains	-	-
Educational ref. domains	-	5
Backlinks from educational domains	-	9

Apr 25, 2017

**The Project Owl Update:** Google officially announced they've adjusted ranking signals to help surface more authoritative pages and demote low-quality content.

**EmailTray (<http://www.emailtray.com>)**  
**JOURNAL OF EVENTS (MAY 16, 2017)**

Selected events: Scheduled client reporting, Public events, Google updates

Created within Time period: Jan 1, 2016

Date	Task / Event	Type	Tool / Report
May 1, 2017	All-in-One SEO Report (1 project) Sent to: client@domain.com	Scheduled client reporting	Project Overview (1 report) Rank Tracking (1 report) Web Analytics (1 report) Technical Audit (1 report) SEO Analysis (3 reports) Backlink Quality Check (1 report) Competitor Metrics (2 reports)
Apr 25, 2017	<b>The Project Owl Update:</b> Google officially announced they've adjusted ranking signals to help surface more authoritative pages and demote low-quality content.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Apr 1, 2017	All-in-One SEO Report (1 project) Sent to: client@domain.com	Scheduled client reporting	Project Overview (1 report) Rank Tracking (1 report) Web Analytics (1 report) Technical Audit (1 report) SEO Analysis (3 reports) Backlink Quality Check (1 report) Competitor Metrics (2 reports)
Mar 8, 2017	<b>The Fred Google Update:</b> Gary Illyes has confirmed that the "Fred" update is aimed at ad heavy, low value content which seems to have been created mainly for the purpose of generating ad revenue.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Mar 1, 2017	All-in-One SEO Report (1 project) Sent to: client@domain.com	Scheduled client reporting	Project Overview (1 report) Rank Tracking (1 report) Web Analytics (1 report) Technical Audit (1 report) SEO Analysis (3 reports) Backlink Quality Check (1 report) Competitor Metrics (2 reports)
Feb 7, 2017	<b>Unconfirmed Google Update:</b> Many webmasters have noticed a large rankings flux. This update doesn't seem specific to links or spam.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Feb 3, 2017	<b>Japanese Content Quality Update:</b> Google announced the quality evaluation update, that punishes low-quality sites. High-quality sites with original and useful content are now displayed higher. This relates to Google Japan only.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Feb 1, 2017	<b>Groundhog Update:</b> It is suggested that there was an unconfirmed algo update targeting links that should be discredited and it hit private blog networks and links that are similar to those.	Google update	Rank Tracking, Web Analytics, Google Search Console, Competitor Metrics
Feb 1, 2017	All-in-One SEO Report (1 project) Sent to: client@domain.com	Scheduled client reporting	Project Overview (1 report) Rank Tracking (1 report) Web Analytics (1 report) Technical Audit (1 report) SEO Analysis (3 reports) Backlink Quality Check (1 report) Competitor Metrics (2 reports)

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