

Client's Original:

Is Your Rank Tracker MAYBE Lying To You? 🤔 ← (SL)

Why Rank Tracking Is Broken (And How To Fix It)

Tired of inaccurate rank reports?  **Most trackers do it wrong.**

They check rankings once a day, which doesn't reveal the full volatility story from Google.

So you never know if you actually hold key positions consistently, or just briefly.

This is so frustrating when you rank #2 once daily...then TOP50 other times.

Or when your rankings differ every time you or a client checks. 😡

What matters most is ranking stability - holding ranks 100% of the time.

That's why I'm using [the Cora Volatility Tool](#) that runs consecutive searches on my keywords.

Finally I can see TRUE percentages for all my ranking positions...no more surprises!

Check out my new video demonstrating [the Cora Volatility Tool](#) to see how running multiple checks exposes:

- ✅ True ranking stability
- ✅ Google algorithm tests
- ✅ Potential for optimization

See why fixing flawed rank tracking changed my entire rankings evaluation process:

****CLIENT'S YT THUMBNAIL IMAGE HERE****

[>> WATCH THE VIDEO NOW <<](#)

Let me know if this also impacts your SEO tracking!

Rank higher,

[CLIENT NAME]

P.S. Want the backstory? First watch my [introduction to the game-changing Cora SEO](#).

MY IMPROVED VERSION:

Who are we talking to?

- Business owners who leverage SEO
- Niche site owners
- Freelance SEO (SEO consultants, like Olga)

Where are they now?

- Tired of seeing inconsistent ranking positions and want to see consistent rankings for keywords they target.
- Wondering WHY their ranking positions fluctuate throughout the hours, days, or weeks.
- Might be using a tracker already to measure their rankings.
- They might believe this problem is caused by them not knowing some secret tactic or because they're not doing something they should be doing. – They might think it's something technical.
- Wanting to get consistent rankings for the keywords they target – Rather than being on page #1 one day, and then page #10 the next day.

What is the action I want them to take from this email?

- Click and watch her latest video – About how to use the Cora Volatility tool to provide stable rankings. Plus the value of stable rankings. How to analyse the results from the Cora tool to get what you want.
- Open email (first)
- Read the main body text before reaching the video.

What do they need to experience inside of the copy to go from where they are now to taking the desired action?

- Amplify their pain around not having stable rankings and potentially losing traffic and clicks due to fluctuating rankings. They must understand how unstable ranking positions will impact their organic results and their business.
- They must imagine their rankings going from page #1 to page #10. – To help amplify the pain, paint this mental image in their mind. Similar to what Olga has done, but just a bit better.
- They must clearly understand what the Cora Volatility Tool does to help with unstable rankings and ensuring that rankings remain consistent. The link between stabilising rankings and using the Volatility tool must be clear. (without technical jargon)
- The entire email must be clear and easy to read and understand.
 1. Even for beginner SEOs

Subject line: Is your rank tracker lying?

Body:

Tired of rank reports sabotaging your SEO efforts with misleading numbers?

Here's the truth:

Most rank trackers are lying to you.

They only give a single daily snapshot, hiding the times your 'good' rankings vanish hours later.

One day, you're sitting on page #1 alongside the big players in your niche.

While you might not be at the very top, your #3 positions felt solid while you're bringing in traffic.

The next day...

You're barely visible and have been forced down into page 10.

It's enough to drive anyone crazy and make them doubt their own skills.

But the thing is, it's not a skill issue.

Even the greatest SEOs can be tricked into thinking their rankings are secure by misleading reports.

This false sense of security will cost you rankings, traffic, and leads in real time.

Either for your client's business or your own.

Accurate reports are essential for making good SEO decisions that hold rankings 100% of the time.

Not just for a few hours before they vanish.

That's why I started using the [Cora Volatility Tool](#).

Instead of a single snapshot that hides important data, this tool runs multiple checks per day on all my keywords and tells me:

- When those rankings REALLY drop. (is it algorithm updates, or something fixable on your end?)
- How long those good rankings actually stick before fading.
- Any weak points in your optimisation, plus how to strengthen it.

No more panic or confusion when rankings fluctuate.

Just clear-cut data you need to to make strategic SEO decisions with full confidence.

Want to see how it works?

In my latest video, you'll see how I analyse my own site's rankings for the keyword, "best SEO newsletter", using this tool:

****IMAGE OF THUMBNAIL****

>> See Why Cora Is More Accurate Than Most Rank Trackers <<

Rank higher,

{CLIENT NAME}.

P.S. Want to hear a little secret?

This tool isn't as well known as some of the bigger trackers, like AHrefs and semrush.

Meaning... Some of your competitors are still not getting the full scope of their rankings.

Using this tool might just give you that competitive edge you need to outrank big sites for valuable keywords.

[See the ranking details your competitors are missing out on.](#)