

The current state of internet marketing in the app development industry

With the accelerating usage of mobiles for accessing the web, increasingly more technology and web agencies shift their focus to creating crisp mobile solutions and applications.

The current landscape of mobile app providers is varied. From multinational companies, all the way down to small studios and independent freelancers.

This report was set out to investigate the current state of internet marketing in the app development industry. The majority of the data included in this report involved in-house research, and the backlink profiles were gathered using SEO SpyGlass.

The focus was not primarily on SEO (despite SEO metrics playing a crucial role), as the aim was to holistically assess the current landscape of internet marketing performance of mobile app developers.

To this end, we gathered a plethora of data metrics to compile a list of 36 agencies that provide mobile app solutions.

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The following metrics were considered:

Search engine optimization

1, Backlinks

Backlinks play a vital role in SEO, and are an integral aspect of digital marketing. We included the amount of backlinks, which were further broken down to nofollow and dofollow, where dofollow backlinks had a great impact on the overall score.

dofollow - these backlinks pass linkjuice and influence ranking and site authority

nofollow - these backlinks instruct engine bots that the link should not affect ranking

2, Domain authority (DA) - is an SEO metric, a value calculated to estimate the power of a domain consisting of 3 metrics: domain age, popularity and size

3, Page authority (PA) - just like DA, PA has been designed by SEO powerhouse MOZ to calculate the probability of a given page to rank

Social media metrics

4, Facebook profile performance - this metric has been calculated using the combination of the engagement value and growth metric

5, Twitter followers

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Social signals

Social signals represent the human component in SEO. They are the shares, likes, Google+ that act as a recommendation of a website to others in their network. We considered the following:

Google plus

Linkedin

Stumbleupon

Diigo

Caveats to note

Our analysis is holistic, however, still rudimentary. The results don't reflect actual SEO performance in terms of ranking for app or mobile development short and long-form keywords.

Nor our results reflect the ability of these businesses to carry out digital marketing. This report is a snapshot of the current profile of mobile app development companies.

Further analysis taking account ranking, profile of backlinks and other metrics will be published in the future, to accurately account for the actual performance results, rather than displaying the state of the industry.

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Domain	SEO			Page Performance	
	Backlink %	DA	PA	Facebook	
http://www.epicenterconsulting.com	31548	99.9	34	45	
http://www.360technosoft.com	30674	95.8	35	46	0.48
http://www.scnsoft.com	19121	97.9	41	51	0.68
http://mobile.openxcell.com	11546	99.9	41	36	0.05
http://www.mobiversal.com	78748	11.3	36	43	0.12
http://willowtreeapps.com	8637	97	47	52	0.15
http://www.intellectsoft.net	8193	86.1	52	60	0.13
http://www.csquareonline.com	7079	97.9	37	47	0.06
http://www.clavax.com	7652	87.4	31	38	0.17
http://www.fueled.com	37625	14.2	58	55	0.02
http://www.sourcebits.com	4549	78.7	48	57	0.01
http://www.theappguruz.com	4340	95.6	37	47	0.06
http://www.flatstack.com	3922	94.3	32	43	0.66
http://www.socialcubix.com	4898	69.1	39	49	0.01
http://www.xcubelabs.com	2942	82.9	44	53	0.08
http://www.ndottech.com	2361	87.9	35	45	0.03
http://www.clearbridgemobile.com	1862	96.1	38	48	0.39
http://www.unifiedinfotech.net	1765	96.4	24	36	0.44
http://www.innomobileapps.com	1802	93.2	22	1	0.06
http://www.savvyapps.com	32335	4.1	50	42	0.02
http://www.mobiers.com	2472	65.5	41	48	0.01
http://www.bluewhaleapps.com	1792	87.2	43	32	0.06
http://www.dogtownmedia.com	1515	82.1	31	38	0.6
http://vamsystems.com	1350	79.6	24	14	
http://www.goodfirms.co	975	99.4	15	24	1
http://www.metova.com	1185	70.3	41	49	0.38
http://www.mobomo.com	642	91	36	43	0.06
http://www.moveoapps.com	598	84.4	35	46	
http://arctouch.com	557	74.3	35	44	0.05
http://connectionphase.com	603	56.6	16	29	
http://www.esecforte.com	405	88.4	28	40	0.09
http://www.indianappdevelopers.com	451	73.2	46	35	0.06
http://www.mobilmindz.com	492	50.6	17	29	
http://www.pocketapp.co.uk	263	73.4	32	43	0.06
http://www.nodesagency.com	196	86.7	30	41	0.01
http://www.apppli.com	190	76.3	25	38	

Domain	Follower		Social signals			
	Twitter	G+	Linkedin	Stumble	Diigo	
http://www.epicenterconsulting.com	327		8	1	3	15
http://www.360technosoft.com	1323	7148	49	196		2
http://www.scnsoft.com	180	74	17	1		3
http://mobile.openxcell.com	2987	0	0	0		0
http://www.mobiversal.com	1436	152	1	0		3
http://willowtreeapps.com	1779	296	8	488		3
http://www.intellectsoft.net	1197	183	12	3		5
http://www.csquareonline.com	2308	21	582	19		18
http://www.clavax.com	974	258	82	1		1
http://www.fueled.com	8641	397	579	7587		0
http://www.sourcebits.com	4556	335	866	155119		297
http://www.theappguruz.com	21300	3138	6	80		3
http://www.flatstack.com	2670	1	2	1		8
http://www.socialcubix.com	508	588	224	153		27
http://www.xcubelabs.com	1559	0	124	263		15
http://www.ndottech.com	221	87	304	1		4
http://www.clearbridgemobile.com	15665	34	16	1		0
http://www.unifiedinfotech.net	3496	384	2	1		1
http://www.innomobileapps.com	265	46	22	3		0
http://www.savvyapps.com	1323	141	19	0		0
http://www.mobiers.com	140	60	0	21		3
http://www.bluewhaleapps.com	9592	72	6	28		3
http://www.dogtownmedia.com	710	1	6	0		0
http://vamsystems.com	3563	67	81	0		0
http://www.goodfirms.co	355	1	0	0		0
http://www.metova.com	634	0	37	0		0
http://www.mobomo.com	2428	1	30	1		6
http://www.moveoapps.com	630	23	6	0		0
http://arctouch.com	560	133	1	0		6
http://connectionphase.com	128	35	5714	10		3
http://www.esecforte.com	80	8	14	1		1
http://www.indianappdevelopers.com	93	0	0	0		0
http://www.mobilmindz.com	346	61	7	22		2
http://www.pocketapp.co.uk	1527	13	1	1		0
http://www.nodesagency.com	1425	57	23	0		2
http://www.apppli.com	25	4	0	0		0

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