Website review invoca.com

The score is 47/100

SEO Content

✅	Title	Conversation Analytics Software to Grow Revenue | Invoca **Length : 56** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Unlock powerful analytics from phone conversations with AI. Learn how Invoca arms marketing, sales, and contact centers with insights to drive and convert more calls to customers and revenue. **Length : 191** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
type	website

⚪	Headings	(see below)

H1	H2	H3	H4	H5	H6
1	4	2	0	1	0

- [H1] Invoca Named a Leader in The Forrester Wave™: Real-Time Revenue Execution Platforms
- [H2] From First Touch to Final Sale
- [H2] Streamline data activation
- [H2] Ready to learn
- [H2] more about Invoca?
- [H3] Q2 2024 Report
- [H3] Unbelievable revenue results powered by undeniable data
- [H5] Business + Baseball = The Ultimate Win!

	Images	We found 125 images on this web page.

SEO Content

❌		5 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
❌	Text/HTML Ratio	Ratio : **0%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✅	Flash	Perfect, no Flash content has been detected on this page.
❌	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 47 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.26% Internal Links 95.74%

In-page links

Anchor	Type	Juice
Customers	Internal	Passing Juice
Pricing	Internal	Passing Juice
Revenue Execution Platform	Internal	Passing Juice
Call Tracking	Internal	Passing Juice
Artificial Intelligence	Internal	Passing Juice
Interaction Management	Internal	Passing Juice

In-page links

Product Tour	Internal	Passing Juice
Invoca Exchange	Internal	Passing Juice
Google	Internal	Passing Juice
Social Advertising	Internal	Passing Juice
APIs & Webhooks	Internal	Passing Juice
Marketing	Internal	Passing Juice
Contact Centers	Internal	Passing Juice
Multi-Location CX	Internal	Passing Juice
Automotive	Internal	Passing Juice
Financial Services	Internal	Passing Juice
Healthcare	Internal	Passing Juice
Homes Services	Internal	Passing Juice
Insurance	Internal	Passing Juice
Retail	Internal	Passing Juice
Telecom	Internal	Passing Juice
Travel & Hospitality	Internal	Passing Juice
Performance Marketing	Internal	Passing Juice
Marketing Mix Attribution	Internal	Passing Juice
Customer Journey Analytics	Internal	Passing Juice
Voice of the Customer Analytics	Internal	Passing Juice
AI for Marketing	Internal	Passing Juice
AI for Call Centers	Internal	Passing Juice
Invoca Blog	Internal	Passing Juice
Resource Library	Internal	Passing Juice
Webinars	Internal	Passing Juice
Events	Internal	Passing Juice
G2 Rankings & Reviews	Internal	Passing Juice
Community	Internal	Passing Juice

In-page links

Web Integration	External	Passing Juice
API Documentation	External	Passing Juice
About Us	Internal	Passing Juice
Careers	Internal	Passing Juice
Equality	Internal	Passing Juice
Security & Compliance	Internal	Passing Juice
Press Center	Internal	Passing Juice
Partners	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
Modern Slavery Statement	Internal	Passing Juice

SEO Keywords

⦿	Keywords Cloud

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Usability

⦿	Url	Domain : invoca.com Length : 10
✓	Favicon	Great, your website has a favicon.
✗	Printability	We could not find a Print-Friendly CSS.

Usability

✓	Language	Good. Your declared language is en.
✗	Dublin Core	This page does not take advantage of Dublin Core.

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 0 Warnings : 0
✗	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✓	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
●	Speed Tips	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✓ Great, your website has few CSS files. ✗ Too bad, your website has too many JS files (more than 6). ✓ Perfect, your website takes advantage of gzip.

Mobile

●	Mobile Optimization	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap. https://www.invoca.com/sitemap.xml
✅	Robots.txt	http://invoca.com/robots.txt Great, your website has a robots.txt file.
❌	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.