







Website review koganmobile.com.au

Generated on September 20 2024 13:35 PM





The score is **56/100**



SEO Content

	Title	<p>Amazing Value Mobile Phone Plans Kogan Mobile</p> <p>Length : 47</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																		
	Description	<p>Discover affordable prepaid plans from Kogan Mobile. BYO number, enjoy huge data allowances and eSIM support all across a reliable network.</p> <p>Length : 139</p> <p>Great, your meta description contains between 70 and 160 characters.</p>																		
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																		
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1317 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Amazing Value Mobile Phone Plans Kogan Mobile</td> </tr> <tr> <td>description</td> <td>Discover affordable prepaid plans from Kogan Mobile. BYO number, enjoy huge data allowances and eSIM support all across a reliable network.</td> </tr> <tr> <td>url</td> <td>https://www.koganmobile.com.au/</td> </tr> <tr> <td>site_name</td> <td>Kogan Mobile</td> </tr> <tr> <td>image</td> <td>https://www.koganmobile.com.au/wp-content/uploads/2024/05/Frame-3-1.png</td> </tr> <tr> <td>image:width</td> <td>1200</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Amazing Value Mobile Phone Plans Kogan Mobile	description	Discover affordable prepaid plans from Kogan Mobile. BYO number, enjoy huge data allowances and eSIM support all across a reliable network.	url	https://www.koganmobile.com.au/	site_name	Kogan Mobile	image	https://www.koganmobile.com.au/wp-content/uploads/2024/05/Frame-3-1.png	image:width	1200
Property	Content																			
locale	en_US																			
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site_name	Kogan Mobile																			
image	https://www.koganmobile.com.au/wp-content/uploads/2024/05/Frame-3-1.png																			
image:width	1200																			





SEO Content

		image:height 630												
		image:type image/png												
	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>9</td><td>17</td><td>4</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Home• [H2] Kogan Mobile prepaid plans• [H2] Talk about a bargain.• [H2] Great value phone plans• [H2] Instant eSim setup• [H2] BYO phone number & device• [H2] VoLTE & Wi-Fi calling• [H2] Earn Qantas Points• [H2] 5G trial• [H2] How to join Kogan Mobile• [H3] Kogan Mobile Prepaid Plans• [H3] Small• [H3] Medium• [H3] Large• [H3] Small• [H3] Medium• [H3] Large• [H3] Extra Large• [H3] Medium (Monthly)• [H3] Large (Monthly)• [H3] Extra Large (365 days)• [H3] A smart plan for a first smartphone• [H3] Kogan Mobile iPhone Plans• [H3] iPhone 11• [H3] iPhone 12• [H3] iPhone 13• [H3] iPhone 14 Pro Max• [H4] custom_html• [H4] custom_html• [H4] custom_html• [H4] custom_html	H1	H2	H3	H4	H5	H6	1	9	17	4	0	0
H1	H2	H3	H4	H5	H6									
1	9	17	4	0	0									
	Images	<p>We found 20 images on this web page.</p> <p>12 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	Text/HTML Ratio	<p>Ratio : 4%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>												
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>												

SEO Content

	Iframe	Great, there are no Iframes detected on this page.
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SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 53 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 58.49% Internal Links 41.51%

In-page links

Anchor	Type	Juice
Kogan Mobile	Internal	Passing Juice
Prepaid Plans	Internal	Passing Juice
Buy SIM	External	Passing Juice
Buy Devices	External	Passing Juice
Recharge	Internal	Passing Juice
Add-Ons	Internal	Passing Juice
Kogan Internet	External	Passing Juice
Activate SIM	Internal	Passing Juice
Login	Internal	Passing Juice
Help	Internal	Passing Juice
More Kogan Essentials	External	Passing Juice

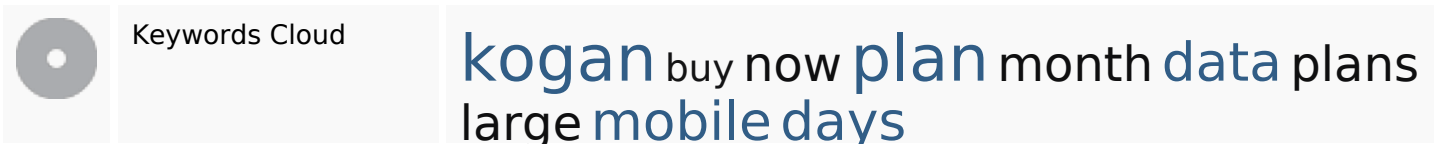
In-page links

Shopping	External	Passing Juice
Internet	External	Passing Juice
Insurance	External	Passing Juice
Credit Cards	External	Passing Juice
Energy	External	Passing Juice
Travel	External	Passing Juice
Kogan First	External	Passing Juice
upgrade your browser	External	Passing Juice
More Kogan Essentials	External	Passing Juice
=	External	Passing Juice
Find out more	Internal	Passing Juice
Find out more	Internal	Passing Juice
Find out more	Internal	Passing Juice
Find out more	Internal	Passing Juice
Kogan Mobile App	Internal	Passing Juice
here	Internal	Passing Juice
here.	External	Passing Juice
T&Cs and Fair Use Policy	Internal	Passing Juice
View Critical Information Summaries	Internal	Passing Juice
methodology	External	Passing Juice
Order your SIM	External	Passing Juice
Coverage Map	Internal	Passing Juice
Get the Kogan Mobile App	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
About Us	Internal	Passing Juice
Important Documents	Internal	Passing Juice
Critical Information Summaries	Internal	Passing Juice

In-page links

Privacy Policy	Internal	Passing Juice
Investor Centre	External	Passing Juice
Small - Monthly Prepaid Plan	External	Passing Juice
Medium - Monthly Prepaid Plan	External	Passing Juice
Large - Monthly Prepaid Plan	External	Passing Juice
Small - 365 Day Prepaid Plan	External	Passing Juice
Medium - 365 Day Prepaid Plan	External	Passing Juice
Large - 365 Day Prepaid Plan	External	Passing Juice
Extra Large - 365 Day Prepaid Plan	External	Passing Juice
Visit Help Centre	Internal	Passing Juice
Kogan.com	External	Passing Juice
Kogan Insurance	External	Passing Juice
Kogan Money	External	Passing Juice
Kogan Energy	External	Passing Juice

SEO Keywords








Keywords Consistency











Keyword	Content	Title	Keywords	Description	Headings
kogan	37	✓	✗	✓	✓
plan	30	✓	✗	✓	✓
mobile	29	✓	✗	✓	✓
data	28	✗	✗	✓	✗
days	24	✗	✗	✗	✓

Keywords Consistency

Usability

	Url	Domain : koganmobile.com.au Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	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	Great no email address has been found in plain text!				
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><center></td><td>1</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<center>	1
Deprecated tags	Occurrences					
<center>	1					
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6).				

Document

- ✔ 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.koganmobile.com.au/sitemap_index.xml



Robots.txt

<http://koganmobile.com.au/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.