Website review mtn.co.za

The score is 46/100

SEO Content

✓	Title	MTN | Shop the Latest Phones & Devices **Length : 42** Perfect, your title contains between 10 and 70 characters.
✗	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
✗	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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
◉	Headings	H1: 1 H2: 0 H3: 0 H4: 0 H5: 0 H6: 0 • [H1] Score big on the MTN App.
✗	Images	We found 1 images on this web page. 1 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.

SEO Content

❌	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 0 links including 0 link(s) to files
◌	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

In-page links

Anchor	Type	Juice

SEO Keywords

◌	Keywords Cloud	shop phones score devices big app latest mtn

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
mtn	2	✔	✖	✖	✔
shop	1	✔	✖	✖	✖
latest	1	✔	✖	✖	✖

Keywords Consistency

phones	1	✔	✖	✖	✖
devices	1	✔	✖	✖	✖

Usability

⬤	Url	Domain : mtn.co.za Length : 9
✔	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	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.

Document

✓ Perfect, your website has few JavaScript files.

✖ Too bad, your website does not take 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.mtn.co.za/home
✓	Robots.txt	http://mtn.co.za/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.