Website review
pennytalk.com

The score is 41/100

SEO Content

✓	Title	PennyTalk International Calling Service | Home **Length : 46** Perfect, your title contains between 10 and 70 characters.
⚠	Description	Save on international, long distance and domestic calls with the PennyTalk prepaid rechargeable calling card. The PennyTalk international calling card is the only phone card you will ever need. **Length : 193** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	calling card, calling cards, international calling card, international calling cards, prepaid calling card, prepaid calling cards, rechargeable calling card, rechargeable calling cards, net2phone, penny talk, iphone app, pennytalk mobile Good, your page contains meta 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** 0 **H2** 1 **H3** 4 **H4** 5 **H5** 0 **H6** 0 • [H2] PennyTalk International Calling Service • [H3] MAKE INTERNATIONAL CALLS FROM: • [H3] OUR LOW RATES TO POPULAR COUNTRIES: • [H3] Why PennyTalk • [H3] Get PennyTalk • [H4] MEXICO • [H4] U.K. • [H4] GERMANY • [H4] CHINA • [H4] SEE MORE PENNYTALK RATES:
	Images	We found 8 images on this web page.

SEO Content

❌		8 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 : **4%** 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	Bad. Your links have query string.
❌	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 33 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 24.24% Internal Links 75.76%

In-page links

Anchor	Type	Juice
USA	Internal	Passing Juice
?	Internal	Passing Juice
USA	Internal	Passing Juice
England	External	Passing Juice
France	External	Passing Juice

In-page links

English	Internal	Passing Juice
Español	Internal	Passing Juice
PennyTalk International Calling Service	Internal	Passing Juice
Products	Internal	Passing Juice
Rates	Internal	Passing Juice
Support	Internal	Passing Juice
Account Center	Internal	Passing Juice
Sign Up	Internal	Passing Juice
iPhone	Internal	Passing Juice
Android	Internal	Passing Juice
Outside the U.S.	Internal	Passing Juice
BlackBerry	Internal	Passing Juice
Mexico	Internal	Passing Juice
United Kingdom	Internal	Passing Juice
Germany	Internal	Passing Juice
China	Internal	Passing Juice
Saveorites - Learn more	Internal	Passing Juice
FaceBook	External	Passing Juice
PennyTalk for Business	External	Passing Juice
Refer A Friend	Internal	Passing Juice
Access Numbers	Internal	Passing Juice
IDT	External	Passing Juice
About Us	Internal	Passing Juice
Privacy Policy	External	Passing Juice
Terms and Conditions	Internal	Passing Juice
Site Map	Internal	Passing Juice
California Consumer Privacy Notice	External	Passing Juice
Virginia Privacy Notice	External	Passing Juice

SEO Keywords

Keywords Cloud	app save now international pennytalk call rates support sign calling

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sign	7	✖	✖	✖	✖
pennytalk	4	✔	✔	✔	✔
rates	4	✖	✖	✖	✔
now	4	✖	✖	✖	✖
app	4	✖	✔	✖	✖

Usability

	Url	Domain : pennytalk.com Length : 13
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✖	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

✔	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.

Document

✓		
✗	W3C Validity	Errors : 0 Warnings : 0
✓	Email Privacy	Great no email address has been found in plain text!
✓	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://pennytalk.com/sitemap.xml https://pennytalk.com:443/sitemap.xml
✓	Robots.txt	http://pennytalk.com/robots.txt Great, your website has a robots.txt file.
✗	Analytics	Missing We didn't detect an analytics tool installed on this website.

Optimization

		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.