



Website review pymnts.com

Generated on September 10 2024 10:46 AM






The score is 51/100







SEO Content

	Title	<p>PYMNTS.com Breaking News, Trends and Analysis</p> <p>Length : 47</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																				
	Description	<p>The latest global news and analysis in payments, retail, fintech, financial services and the digital economy.</p> <p>Length : 109</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><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>Home Page</td></tr><tr><td>description</td><td>The latest global news and analysis in payments, retail, fintech, financial services and the digital economy.</td></tr><tr><td>url</td><td>https://www.pymnts.com/</td></tr><tr><td>site_name</td><td>PYMNTS.com</td></tr><tr><td>image</td><td>https://www.pymnts.com/wp-content/uploads/2022/10/PYMNTS_2022_open_graph_1280x720.jpg</td></tr><tr><td>image:width</td><td>1280</td></tr><tr><td>image:height</td><td>720</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Home Page	description	The latest global news and analysis in payments, retail, fintech, financial services and the digital economy.	url	https://www.pymnts.com/	site_name	PYMNTS.com	image	https://www.pymnts.com/wp-content/uploads/2022/10/PYMNTS_2022_open_graph_1280x720.jpg	image:width	1280	image:height	720
Property	Content																					
locale	en_US																					
type	website																					
title	Home Page																					
description	The latest global news and analysis in payments, retail, fintech, financial services and the digital economy.																					
url	https://www.pymnts.com/																					
site_name	PYMNTS.com																					
image	https://www.pymnts.com/wp-content/uploads/2022/10/PYMNTS_2022_open_graph_1280x720.jpg																					
image:width	1280																					
image:height	720																					

SEO Content

		image:type	image/jpeg				
	Headings	H1 0	H2 0	H3 2	H4 21	H5 0	H6 3
		<ul style="list-style-type: none"> • [H3] Featured Insights • [H3] Antitrust & Competition Policy • [H4] Artificial Intelligence • [H4] Editor's Picks • [H4] Data Point • [H4] B2B PAYMENTS • [H4] RETAIL • [H4] Grocery • [H4] Restaurants • [H4] Healthcare • [H4] News & Trends • [H4] Upcoming events • [H4] Exclusive Clips • [H4] Latest Trackers® • [H4] Karen Webster • [H4] Studies • [H4] Regulations • [H4] Connected Economy • [H4] SMB • [H4] Markets • [H4] Cryptocurrency • [H4] Banking • [H4] TechREG® • [H6] Topics • [H6] Featured • [H6] Stay Current 					
	Images	<p>We found 60 images on this web page.</p> <p>8 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 : 15%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>					
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>					
	Iframe	<p>Great, there are no Iframes detected on this page.</p>					

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 162 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
WATCH NOW	Internal	Passing Juice
SUBSCRIBE	Internal	Passing Juice
Today	Internal	Passing Juice
B2B	Internal	Passing Juice
Retail	Internal	Passing Juice
Fintech	Internal	Passing Juice
Digital Transformation	Internal	Passing Juice
Crypto	Internal	Passing Juice
AI	Internal	Passing Juice
Trackers	Internal	Passing Juice
Proprietary Data Studies	Internal	Passing Juice
PYMNTS Data Lab	Internal	Passing Juice
MonitorEdge Series	Internal	Passing Juice
Markets	Internal	Passing Juice
Events	Internal	Passing Juice
Topics	Internal	Passing Juice

In-page links

Artificial Intelligence	Internal	Passing Juice
Connected Car	Internal	Passing Juice
Buy Now Pay Later	Internal	Passing Juice
Banking	Internal	Passing Juice
Cloud	Internal	Passing Juice
Cross-Border Payments	Internal	Passing Juice
Gig-Economy	Internal	Passing Juice
Grocery & Pharmacy	Internal	Passing Juice
Healthcare Payments	Internal	Passing Juice
Insurtech	Internal	Passing Juice
Small & Medium Businesses	Internal	Passing Juice
Social Platforms	Internal	Passing Juice
Subscription Commerce	Internal	Passing Juice
Travel	Internal	Passing Juice
Real-Time Payments	Internal	Passing Juice
Restaurants	Internal	Passing Juice
EMEA	Internal	Passing Juice
Editor's Picks	Internal	Passing Juice
Opinion	Internal	Passing Juice
CE100 Index	Internal	Passing Juice
Working Capital & Liquidity	Internal	Passing Juice
Competition Policy International	Internal	Passing Juice
Become a Partner	Internal	Passing Juice
How the World Does Digital - June 2024	Internal	Passing Juice
From Transaction to Transformation: Blockchain's Loyalty Proposition	Internal	Passing Juice
Increased Competitive Pressure Spurs Middle-Market Firms to Focus on Product Differentiation and Pricing	Internal	Passing Juice
Small Businesses That Mostly Sell Online Fend Off Big Retailers	Internal	Passing Juice

In-page links

Nvidia and Microsoft Sued for Allegedly Undercutting AI Technology Patent Prices	Internal	Passing Juice
World's First AI Treaty Set for Signing by US, UK, and EU Amid Concerns	Internal	Passing Juice
Starlink Yields to Brazil's Supreme Court, Blocks X as Legal Battle Intensifies	Internal	Passing Juice
New York Civic Group Defends Fashion Merger Against FTC's Antitrust Action	Internal	Passing Juice
COMPETITION POLICY INTERNATIONAL	Internal	Passing Juice
Draghi Report Says EU Faces 'Existential' Competitive Challenge for Tech Investment	Internal	Passing Juice
Apple Unveils iPhone 16 and Touts AI Features	Internal	Passing Juice
AI Expands Worker Capabilities, But Human Oversight Remains Key	Internal	Passing Juice
Cooking the Books: Preventing Insider Fraud With Back-Office Automation	Internal	Passing Juice
MORE IN ARTIFICIAL INTELLIGENCE	Internal	Passing Juice
Regional Banks Pursue Mergers and Acquisitions to Enhance Competitiveness	Internal	Passing Juice
Anthropic's New Feature Allows Businesses to Reuse Prompt Information	Internal	Passing Juice
MORE IN EDITOR'S PICKS	Internal	Passing Juice
Data Point	Internal	Passing Juice
75% of Automakers Plan to Integrate GenAI Into Vehicles This Year	Internal	Passing Juice
60% of Small Businesses Struggle With Cash Flow Management	Internal	Passing Juice
25% of Small Healthcare Provider Payments Arrive Late, Data Shows	Internal	Passing Juice
82% of Merchants Don't Have the Data to Pinpoint Why Payments Fail	Internal	Passing Juice
MORE IN DATA POINT	Internal	Passing Juice
22% of US Small Businesses Struggle to Pay Bills Due to Cash Flow	Internal	Passing Juice
Building B2B Ecosystems Helps Firms Grow Without Cannibalizing Core Offerings	Internal	Passing Juice

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Finally Raises \$200 Million to Bolster Small Business Finance Suite	Internal	Passing Juice
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Bankruptcy Filing Highlights Deep-Rooted Issues in Big Lots' Business Model	Internal	Passing Juice
PayPal and Shopify Expand Payments Processing Pact	Internal	Passing Juice
Huawei Logs 3 Million Foldable Phone Orders Before Apple Launch	Internal	Passing Juice
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Amazon Debuts Discounts and Private Label for Grocery Customers	Internal	Passing Juice
TikTok Turns the Grocery Store Into a Vacation Destination	Internal	Passing Juice
Amazon Counters Walmart's Grocery Lead With Third-Party Delivery Play	Internal	Passing Juice
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Instant Tip Payouts Give Restaurants Better Ways to Pay Workers and Ditch Cash	Internal	Passing Juice
Walmart and Amazon Turn to Fast Food to Sweeten Memberships	Internal	Passing Juice
FTC Junk Fee Crackdown Leaves Restaurants Feeling Queasy	Internal	Passing Juice
Starbucks Turns to Pumpkin Spice Lattes to Perk Up Sales	Internal	Passing Juice
MORE IN RESTAURANTS	Internal	Passing Juice
Zelis Launches Solution for Out-of-Network Health Bill Payments	Internal	Passing Juice
SKU-Level Data Helps Consumers Avoid Losing \$4 Billion in Healthcare FSA Funds, Banyan Says	Internal	Passing Juice
\$3 Billion HealthTech Merger Aims to Cure Late Payments	Internal	Passing Juice
Flex Raises \$3.2 Million for HSA and FSA Payment Acceptance	Internal	Passing Juice
MORE IN HEALTHCARE	Internal	Passing Juice
Visa and BofA See Contactless Payments Hit Their Post-Pandemic Stride	Internal	Passing Juice
Navigating the IRS's Dirty Dozen: Protecting The Enterprise From Tax Scams	Internal	Passing Juice

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Instacart Aims to Cement Online Grocery Presence by Converting Casual Users Into Regulars	Internal	Passing Juice
Deutsche Bank Sees Opportunity in Unlocking Embedded Finance	Internal	Passing Juice
Klarna and UATP Partner on Flexible Payment Options for Airlines	Internal	Passing Juice
Apple and Google Court Losses Mark 'Big Win' for Regulators	Internal	Passing Juice
NCR Voyix: Fraud Is 'Massive And Ever-Present' Concern	Internal	Passing Juice
Revolving Debt Hits \$1.36T in July, Soars 25% Above Pre-Pandemic...	Internal	Passing Juice
BILL Names Ex-Visa Executive Mary Kay Bowman Head of Payments...	Internal	Passing Juice
FBI Says 50% of All Financial Fraud Losses Involve Cryptocurrency	Internal	Passing Juice
Atomico Raises \$1.24 Billion to Invest in European Technology Companies	Internal	Passing Juice
Lloyds Calls for Swift End to British Car Loan Investigation	Internal	Passing Juice
Squarespace Becomes Private Company With \$7.2 Billion Permira Deal	Internal	Passing Juice
5 States Settle With GSB Group After Investigating Digital Assets...	Internal	Passing Juice
Fides and Mitigram Partner to Improve Communication in Trade Finance...	Internal	Passing Juice
DailyPay Rebrands Card as Workers Seek On-Demand Pay	Internal	Passing Juice
Commerce Department Proposes Mandatory Reporting Requirements for AI Firms	Internal	Passing Juice
HSBC Reportedly Considers Commercial-Investment Bank Merger	Internal	Passing Juice
Bank of London Catches Up on Tax Payments After 'Internal...	Internal	Passing Juice
FDIC Sees Non-Depository Financial Institution Loans Surge, Hinting at New...	Internal	Passing Juice
FinCEN Says Banks Reported \$688 Million in Mail Theft-Related Check...	Internal	Passing Juice
AI Explained: Inside the World of Datasets	Internal	Passing Juice
UK Banks Complete 'Roadmap for Open Banking'	Internal	Passing Juice
Report: Swedish Regulator Criticizes Klarna's Anti-Money	Internal	Passing Juice

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Laundering Measures		
Google's Advertising Business on Trial as US Seeks Blockbuster Breakup	Internal	Passing Juice
Cantaloupe Expands Self-Service Commerce Capabilities With SB Software Acquisition	Internal	Passing Juice
HomeLight Expands AI-Powered Solution To Streamline Home Financing	Internal	Passing Juice
Passporting — Considerations To Make Before Expanding A Business Into the US	Internal	Passing Juice
MORE IN UPCOMING EVENTS	Internal	Passing Juice
Low-Code Solutions Gain Traction In Banking And Insurance Digital Transformation	Internal	Passing Juice
MORE IN EXCLUSIVE CLIPS	Internal	Passing Juice
Latest Trackers®	Internal	Passing Juice
At Your Service: Generative AI Arrives in Travel and Hospitality	Internal	Passing Juice
Automating Accounts Payable for Cost Savings	Internal	Passing Juice
Brands as the New Bankers: The Changing Face of Financial Services	Internal	Passing Juice
MORE IN LATEST TRACKERS®	Internal	Passing Juice
Nine Things Payments Execs Need to Know for Their 2025 Business Plans	Internal	Passing Juice
Does Amazon Need Saks Global to Conquer Luxury Retail?	Internal	Passing Juice
Why the Connected Economy Isn't	Internal	Passing Juice
Meet the 27 Million Americans Who Drive 8% of Consumer Spend but Struggle to Pay Their Bills	Internal	Passing Juice
Why Zillennials Will Rule the Digital Economy	Internal	Passing Juice
Is Apple at Risk of Becoming the Next IBM?	Internal	Passing Juice
Why Measuring the ROI of Transformative Technology Like GenAI Is So Hard	Internal	Passing Juice
Studies	Internal	Passing Juice
CFOs Eye Accounts Receivable as New Direction for AI Investments	Internal	Passing Juice
Digital Wallets Beyond Financial Transactions: Brazil Edition -	Internal	Passing Juice

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September 2024		
MORE IN STUDIES	Internal	Passing Juice
Regulations	Internal	Passing Juice
MORE IN REGULATIONS	Internal	Passing Juice
Big Tech Drags CE 100 4.3% Lower Amid September's Rocky Start	Internal	Passing Juice
Verizon Acquires Frontier for \$20 Billion as Connected Economy Evolves	Internal	Passing Juice
Etsy's New Search Tools Aim to Elevate Quality Listings and Enhance Seller Success	Internal	Passing Juice
Lending Platforms Results Mixed Ahead Of Rate Cuts: FinTech IPO Index Slips 3%	Internal	Passing Juice
MORE IN CONNECTED ECONOMY	Internal	Passing Juice
Drip Secures \$113 Million to Grow Digital Trade Finance Platform	Internal	Passing Juice
This Week in B2B: Partnerships, Payments and Process Improvements	Internal	Passing Juice
Paystand Expands Its B2B Payments Service to Canada	Internal	Passing Juice
MORE IN SMB	Internal	Passing Juice
Ulta Beauty Doubles Down on Social Media and Digital Strategy	Internal	Passing Juice
Nium Reportedly Putting IPO Plans on Hold	Internal	Passing Juice
Investment Group Iconiq Seeks Value After 3-Year IPO Drought	Internal	Passing Juice
MORE IN MARKETS	Internal	Passing Juice
Judge Says Shareholders' Lawsuit Against Coinbase Can Move Forward	Internal	Passing Juice
MORE IN CRYPTOCURRENCY	Internal	Passing Juice
MORE IN BANKING	Internal	Passing Juice
AI Data Mining Uses Machine Learning to Glean Insights	Internal	Passing Juice
What's Next as California Signs Landmark AI Safety Bill	Internal	Passing Juice
ETC Pledges 'All the Tools at Its Disposal' to Govern AI	Internal	Passing Juice
Crypto's Three Priorities for 2024: Interoperability.	Internal	Passing Juice

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SEO Keywords



Keywords Cloud

payments ago fraud pymnts pay intelligence
commerce banking grocery hours

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ago	38	✘	✘	✘	✘
hours	34	✘	✘	✘	✘
payments	18	✘	✘	✔	✔
banking	10	✘	✘	✘	✔
fraud	8	✘	✘	✘	✘





Usability














Url

Domain : pymnts.com
Length : 10



Usability

	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	<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). Perfect, your website takes advantage of gzip.





Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon
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Mobile

- ✓ Meta Viewport Tag
- ✓ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://www.pymnts.com/sitemap_index.xml
	Robots.txt	http://pymnts.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics