







Website review pymnts.com

Generated on September 22 2024 07:28 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	H2	H3	H4	H5	H6
		0	0	2	21	0	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	We found 61 images on this web page. 6 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 : 15% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.					
	Flash	Perfect, no Flash content has been detected on this page.					
	Iframe	Great, there are no Iframes detected on this page.					

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 159 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p>

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
Americans Blame Rising Living Costs for Downward Financial Mobility	Internal	Passing Juice
Digital Wallets Beyond Transactions - September 2024	Internal	Passing Juice
Business Platform Survey - September 2024	Internal	Passing Juice
EU Moves to Enforce Apple's Compliance with New Market	Internal	Passing Juice

In-page links

Rules		
White House Forms Task Force to Address AI Infrastructure Demands	Internal	Passing Juice
Brazilian Supreme Court Lifts Freeze on Starlink Accounts, Transfers \$3.3 Million to National Treasury	Internal	Passing Juice
UCLA Professor Files Antitrust Lawsuit Against Major Academic Publishers	Internal	Passing Juice
COMPETITION POLICY INTERNATIONAL	Internal	Passing Juice
Amazon's Project Amelia and Other AI Assistants Give Merchants Edge, Analysts Say	Internal	Passing Juice
Big Tech's AI Tools Are Helping Democratize Growth for Small Businesses	Internal	Passing Juice
Amazon Sellers Go All In on Logistics and GenAI	Internal	Passing Juice
Klarna's AI Assistant Now Offers Chat-Based Shopping Experience	Internal	Passing Juice
MORE IN ARTIFICIAL INTELLIGENCE	Internal	Passing Juice
Amazon Connects Independent Sellers to Customized GenAI Assistant	Internal	Passing Juice
OpenAI Unveils New ChatGPT AI Models With Enhanced Reasoning	Internal	Passing Juice
Google Wallet Debuts Digital IDs and Enhances Commuter Features	Internal	Passing Juice
MORE IN EDITOR'S PICKS	Internal	Passing Juice
Data Point	Internal	Passing Juice
77% of Shoppers Say 'No Sale, Bye' If Preferred Payment Option Missing	Internal	Passing Juice
53% of Healthcare Organizations Have Automated Payment Workflows	Internal	Passing Juice
66% of US Consumers Prefer Self-Service Kiosks Over Staffed Checkouts	Internal	Passing Juice
84% of Bank Account-to-Account Users Satisfied With Platforms' Speed and Use	Internal	Passing Juice
MORE IN DATA POINT	Internal	Passing Juice
Click, Pay, Done: How Embedded Payments Could Transform B2B	Internal	Passing Juice
Making Sense of the Great ERP System Cloud Migration	Internal	Passing Juice

In-page links

Forward Financing Gains \$450 Million Credit Facility for Revenue-Based Financing	Internal	Passing Juice
This Week in B2B: Realizing Operational Certainty Through Payments Innovation	Internal	Passing Juice
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Peloton's New Marketing Campaign to Promote Breadth of Fitness Offerings	Internal	Passing Juice
Alibaba Expands AI Offerings in Bid for Open Source	Internal	Passing Juice
Brands Ramp Up Innovation to Elevate Customer Loyalty and Rewards Redemption	Internal	Passing Juice
MORE IN RETAIL	Internal	Passing Juice
Retail Sales Preview: Will July's Consumer Spending Momentum Continue?	Internal	Passing Juice
Debit Dominates In-Store Shopping While Credit Owns Online	Internal	Passing Juice
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Amazon Debuts Discounts and Private Label for Grocery Customers	Internal	Passing Juice
Darden Restaurants Faces Pressure to Improve Speed Amid Declining Sales	Internal	Passing Juice
Online Sales Bump August Retail Spending Higher	Internal	Passing Juice
From Data to Dinner: The Link Between AI and Restaurant Loyalty	Internal	Passing Juice
MORE IN RESTAURANTS	Internal	Passing Juice
Embr Labs: Evolving Women's Health With Subscriptions and Community Support	Internal	Passing Juice
Cigna Launches E-Treatment Service for Convenient Patient Access	Internal	Passing Juice
Synchrony's CareCredit Credit Card Now Accepted at Albertsons Cos. Stores	Internal	Passing Juice
MORE IN HEALTHCARE	Internal	Passing Juice
Hark! Anthropologie Heralds Christmas in September	Internal	Passing Juice
Cross-Border Digital Wallets as the Antidote to Cash?	Internal	Passing Juice
FinTech IPO Index Gains 4.5% as Fed Cuts Cheer Investors	Internal	Passing Juice

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FedEx Tamps Down 2025 Outlook Despite Digital Transformation Efforts	Internal	Passing Juice
Will Walmart's New Bank Payment Option Tip the Scales for Other Retailers?	Internal	Passing Juice
JPMorgan Chase CEO Jamie Dimon Says Inflation Likely to Persist	Internal	Passing Juice
Dogs vs. Cats: Dogecoin, Shiba Inu Memecoins Have Competition at...	Internal	Passing Juice
PNC and Plaid Partner on Secure Sharing of Banking Data	Internal	Passing Juice
Report: American Airlines Considering Making Citigroup Sole Credit Card Partner	Internal	Passing Juice
Report: JPMorgan Chase Trials UK Credit Card on Mobile App	Internal	Passing Juice
PayPal Increases Investment in Blockchain Risk Management Firm Chaos Labs	Internal	Passing Juice
CFPB Proposal: Customers Contact Providers Before Regulators With Remittance Questions	Internal	Passing Juice
Small Businesses Will Benefit From Restrictions on Late Payments, UK...	Internal	Passing Juice
CFPB's FAQs on BNPL Hint at Key Areas of Regulation...	Internal	Passing Juice
Brazilian Banks: Consumer Spending Cuts Could Be Due to Rise...	Internal	Passing Juice
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Donald Trump Proposes Temporary 10% Cap on Credit Card Interest...	Internal	Passing Juice
Netflix Co-CEO: Putting the Audience First Is Key to Authentic...	Internal	Passing Juice
Amazon Adds 'Grade and Resell' Option for Sellers' Product Returns	Internal	Passing Juice
Nike CEO John Donahoe to Retire, Succeeded by Longtime Executive...	Internal	Passing Juice
Affirm CEO Says Retailers Aim to Attract Holiday Shoppers With...	Internal	Passing Juice
Nvidia AI Platform Aims at Telecom Market	Internal	Passing Juice
Google Facilitates the Use of Passkeys on Desktop	Internal	Passing Juice
Apple Joins California's Mobile Driver's License Pilot Program	Internal	Passing Juice
Airbnb: Long-Term Stays Present 'Huge Growth Opportunity'	Internal	Passing Juice

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J.P. Morgan Execs: GenAI and Real-Time Data Expand Treasurer's Toolkit	Internal	Passing Juice
Mastercard Focuses Data Initiative on Business and Customer Intelligence	Internal	Passing Juice
Thredd Touts Microservices to Help FinTechs Scale Payments Innovations	Internal	Passing Juice
MORE IN EXCLUSIVE CLIPS	Internal	Passing Juice
Latest Trackers®	Internal	Passing Juice
Three Things You Need to Know About Open Payments	Internal	Passing Juice
Overcoming Obstacles to Widespread Real-Time Payments Adoption	Internal	Passing Juice
From Transaction to Transformation: Blockchain's Loyalty Proposition	Internal	Passing Juice
At Your Service: Generative AI Arrives in Travel and Hospitality	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
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How Data Sharing Boosts Credit Solutions for SMBs	Internal	Passing Juice
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Macquarie to Pay \$79.8 Million to Settle SEC Fraud Charges	Internal	Passing Juice

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FCA Head Nikhil Rathi Says AI Has Benefits and Risks for Financial Inclusion	Internal	Passing Juice
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MORE IN CONNECTED ECONOMY	Internal	Passing Juice
MORE IN SMB	Internal	Passing Juice
Rappi Expects to Be Ready for IPO in 12 Months	Internal	Passing Juice
Dollar General Looks to In-Store Experiences to Attract Consumers	Internal	Passing Juice
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How AI and Blockchain Innovations Are Reshaping Cross-Border Commerce	Internal	Passing Juice
This Week in Web3: Blockchain Succeeds Where Crypto Can't	Internal	Passing Juice
MORE IN CRYPTOCURRENCY	Internal	Passing Juice
TD Bank Executive Raymond Chun to Succeed CEO Bharat Masrani	Internal	Passing Juice
MORE IN BANKING	Internal	Passing Juice
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What's Next as California Signs Landmark AI Safety Bill	Internal	Passing Juice
FTC Pledges 'All the Tools at Its Disposal' to Govern AI	Internal	Passing Juice
Crypto's Three Priorities for 2024: Interoperability, Acceptance, Regulation	Internal	Passing Juice
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In-page links






SEO Keywords

	Keywords Cloud	amazon artificial pymnts day now ago credit intelligence payments hours
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Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
ago	38	✖	✖	✖	✖
hours	22	✖	✖	✖	✖
day	15	✖	✖	✖	✖
payments	13	✖	✖	✔	✔
intelligence	10	✖	✖	✖	✔












Usability

	Url	Domain : pymnts.com Length : 10
	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
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Document

		
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <div>https://www.pymnts.com/sitemap_index.xml</div>
	Robots.txt	http://pymnts.com/robots.txt Great, your website has a robots.txt file.

Optimization



Analytics

Great, your website has an analytics tool.



Google Analytics