Audit Results for toqio.co
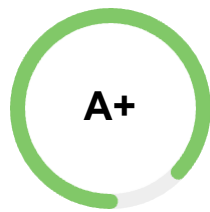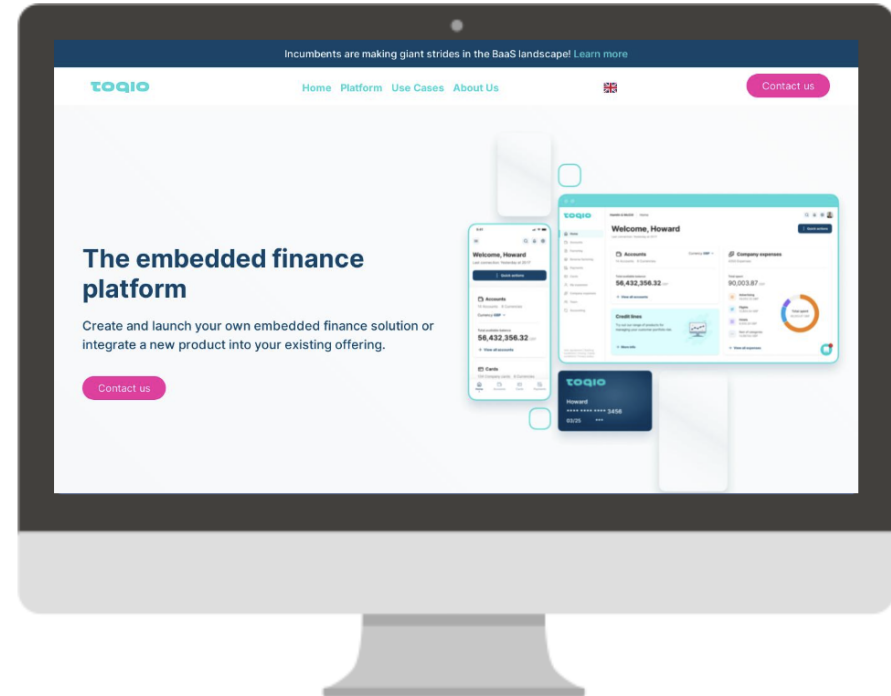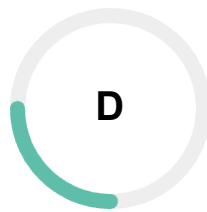

B+
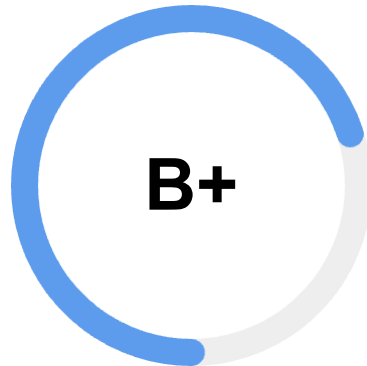
Your page is good

Recommendations: 12

A+

On-Page SEO

D

Links

C+

Usability

A-

Performance

C+

Social

On-Page SEO
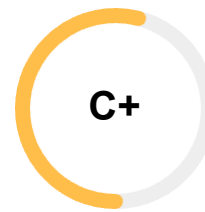
Links

Social
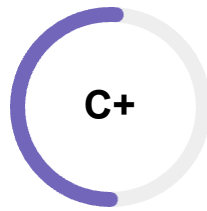
Usability
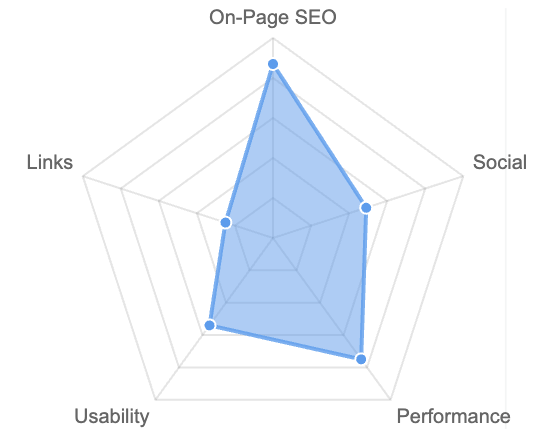
Performance

Report Generated: 5 November 3:12PM UTC **Refresh Results Now**

Recommendations

Toggle:

| On-Page SEO | Social | Performance | Usability | Links | Other Improvements |

Use your main keywords across the important HTML tags   `On-Page SEO`   `Low Priority`

Optimize your images to reduce their file size   `Performance`   `Low Priority`

Optimize your page for Mobile PageSpeed Insights   `Usability`   `Low Priority`

Optimize your page for Desktop PageSpeed Insights   `Usability`   `Low Priority`

Update Link URLs to be more human and Search Engine readable	Links	Low Priority

Add Alt attributes to all images	On-Page SEO	Low Priority

Create and link your Facebook Page	Social	Low Priority

Setup & Install a Facebook Pixel	Social	Low Priority

Remove inline styles	Performance	Low Priority

Add Schema Markup	On-Page SEO	Low Priority

Add Local Business Schema	Other Improvements	Low Priority

Create and link associated Instagram profile	Social	Low Priority

On-Page SEO Results

A+
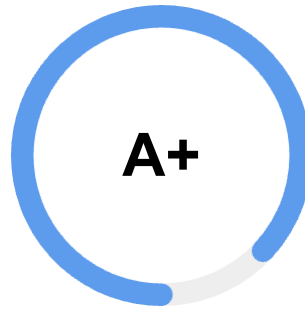
Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Toqio - Embedded finance made simple

Length : 36

Meta Description Tag

Your page has a meta description of optimal length (between 70 and 160 characters).

The Toqio platform provides a unified environment that empowers you to build, brand, configure, and launch embedded finance solutions.

Length : 134

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://toqio.co   ⋮

Toqio - Embedded finance made simple

15 Jun 2021 — The Toqio platform provides a unified environment that empowers you to build, brand, configure, and launch embedded finance solutions.

Hreflang Usage

Your page is not making use of Hreflang attributes.

Language

Your page is using the lang attribute.

Declared: en-GB

H1 Header Tag Usage

Your page has a H1 Tag.

Show details

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency
H2	5

Header Tag	Frequency
H3	0
H4	11
H5	0
H6	0

Tag	Value
H2	Why spend years and millions building an app that's just "okay"?
H2	Toqio provides some serious advantages
H2	Trusted by:
H2	In the news
H2	See Toqio in action!
H4	From concept to market in as little as a few weeks
H4	Costs less than starting your own project from scratch
H4	Assign your resources where they're needed
H4	Build a better, scalable product on our exceptionally easy to use, no-code SaaS platform
H4	Eliminate delivery risk with clear workflows on a tested, stable system

H4	Customize over 300 UI elements to ensure you represent your brand accurately
H4	Use up fewer development or R&D resources – we continuously innovate for you
H4	Integrate all your systems then orchestrate everything from one place
H4	Focus on your business, we offer bank-grade security and are fully compliant
H4	Turn features on or off at the flip of a switch or add modules from our Marketplace
H4	Start with a no-code build for speed then build features in our low-code environment

Hide details

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
toqio	✓	✓	✓	10

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
all	✕	✕	✓	7
from	✕	✕	✓	6
business	✕	✕	✓	6
solution	✕	✓	✕	5
platform	✕	✓	✓	5
finance	✓	✓	✓	5
build	✕	✓	✓	4

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
embedded finance	✓	✓	✓	4
home platform	✕	✕	✕	3
platform use cases	✕	✕	✕	3
accept all	✕	✕	✕	2
reject all	✕	✕	✕	2
own embedded	✕	✕	✕	2
finance solution	✕	✓	✕	2

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
fully compliant	✕	✕	✓	2

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 522

Image Alt Attributes

You have images on your page that are missing Alt attributes.

We found 28 images on your page and 23 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details

Canonical Tag

Your page is using the Canonical Tag.

https://toqio.co/

Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled

Your website has SSL enabled.

HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt

Your website appears to have a robots.txt file.

http://toqio.co/robots.txt

Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.

XML Sitemaps

Your website appears to have an XML sitemap.

https://toqio.co/wp-sitemap.xml

Analytics

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
toqio	EN	1	320	97
toqio	ES	1	260	30
pci dss organization	EN	64	9,900	20
pci dss organization	EN	89	8,100	17
toqio	EN	1	50	15
pci dss certifications	EN	76	1,900	3
branded finance	EN	19	720	1
finance chains	EN	37	880	1
pci dss organization	ZH-TW	36	880	1
digital onboarding	EN	36	590	1

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

205
Monthly Traffic

Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	3
Position 2-3	0
Position 4-10	0
Position 11-20	2
Position 21-30	2
Position 31-100	51

Links

Backlink Summary

You have a moderate level of backlink activity to this page.

47
Domain Strength
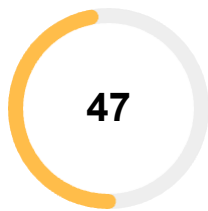
8
Page Strength

↗ **450**

Backlinks

↗ **247**

Referring Domains

⚡ **56**

Nofollow
Backlinks

🔗 **394**

Dofollow
Backlinks

🎓 **0**

Edu
Backlinks

🏛 **0**

Gov
Backlinks

☰ **217**

Subnets

🖥 **237**

IPs

Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL	Referring Page Title	Anchor Text
96	https://techcrunch.com/2021/07/06/white-label-fintech-platform-toqio-secures-9-4m-seed-led-by-seaya-and-speedinvest/	White label fintech platform Toqio secures $9.4M Seed led by Seaya and Speedinvest | TechCrunch	Toqio
95	https://fortune.com/2021/07/06/what-to-know-about-nextdoor-as-it-goes-public/	What to know about Nextdoor as it goes public | Fortune	Toqio
90	https://www.cbinsights.com/company/toqio/financials	TOQIO Stock Price, Funding, Valuation, Revenue & Financial Statements	toqio.co
90	https://www.siliconrepublic.com/start-ups/digital-transformation-tech-startups-in-europe	12 start-ups in Europe bringing digital transformation to businesses	Toqio
90	https://yourstory.com/companies/toqio/amp	Toqio | YourStory	Toqio

Domain strength	Referring Page URL	Referring Page Title	Anchor Text
89	https://www.einnews.com/pr_news/595518109/healrworld-partners-with-mastercard-to-launch-first-ever-united-nations-sdg-focused-corporate-debit-card-in-uk	HEALRWORLD PARTNERS WITH MASTERCARD TO LAUNCH FIRST EVER UNITED NATIONS SDG-FOCUSED CORPORATE DEBIT CARD IN UK - EIN Presswire	https://toqio.co
89	https://www.finsmes.com/2021/07/toqio-raises-e8m-in-seed-funding.html	Toqio Raises €8M in Seed Funding	Toqio
89	https://www.information-age.com/biggest-senior-technology-hires-16391/	The biggest senior technology hires in 2022 - Information Age	Toqio
89	https://pitchbook.com/profiles/company/462634-39	Toqio Company Profile: Valuation, Funding & Investors	PitchBook	www.toqio.co
88	https://www.einpresswire.com/article/595518109/healrworld-partners-with-mastercard-to-launch-first-ever-united-nations-sdg-focused-corporate-debit-card-in-uk	HEALRWORLD PARTNERS WITH MASTERCARD TO LAUNCH FIRST EVER UNITED NATIONS SDG-FOCUSED CORPORATE DEBIT CARD IN UK	https://toqio.co

Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
https://toqio.co/	380
https://toqio.co/index.html	20
http://toqio.co/	11

URL	Backlinks
https://toqio.co/privacy-policy	10
https://toqio.co/terms-of-use	10
http://www.toqio.co/	6
https://www.toqio.co/	3
https://toqio.co/blogs/7-benefits-of-digital-onboarding/	2
https://toqio.co/request-a-demo/?p&	2
https://toqio.co/?tpcc=nltermsheet	1

Top Anchors by Backlinks

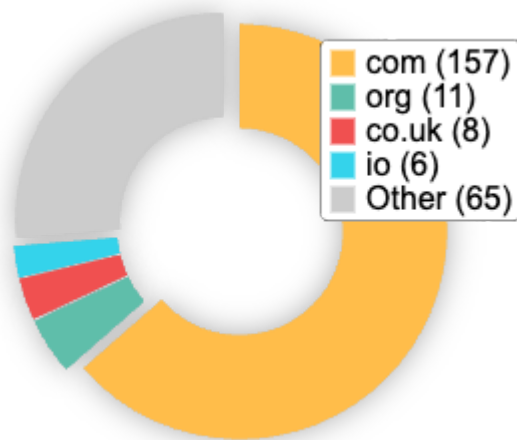These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Toqio	249
TOQIO	28
https://toqio.co/	20
toqio.co	18
Website	11
Terms	10
https://toqio.co	10

Anchor	Backlinks
Privacy policy	8
TOQIO:	8

Top Referring Domain Geographies

These are the Top Geographies we have found linking to your site.

Top TLDs

- com (157)
- org (11)
- co.uk (8)
- io (6)
- Other (65)

Top Countries

- US (132)
- CO (20)
- DE (19)
- GB (15)
- Other (61)
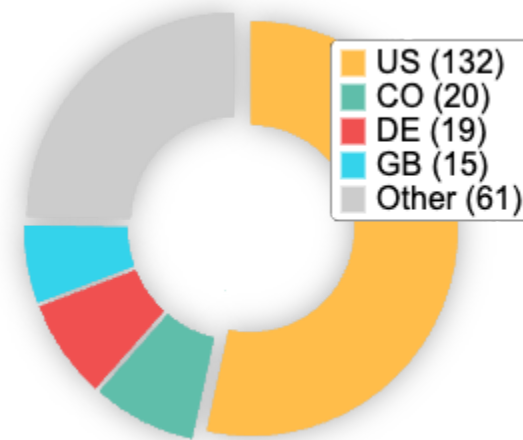
On-Page Link Structure

We found 46 total links. 24% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.
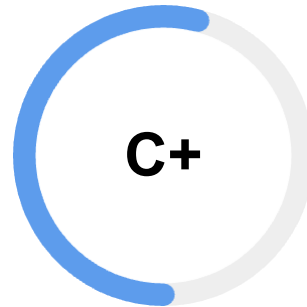
Show details

Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Show details

Usability

C+

Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Google's Core Web Vitals

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

37

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	7.1 s	Eliminate render-blocking resources	6.27 s
Speed Index	14.6 s	Reduce unused JavaScript	1.04 s
Largest Contentful Paint	11.1 s	Serve images in next-gen formats	1.04 s
Time to Interactive	11.3 s	Reduce unused CSS	1.04 s
Total Blocking Time	0.41 s	Properly size images	0.52 s
Cumulative Layout Shift	0.004	Efficiently encode images	0.52 s

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

47

Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	5.5 s		Eliminate render-blocking resources	5.39 s
Speed Index	6.7 s		Reduce unused JavaScript	0.41 s
Largest Contentful Paint	8.9 s			
Time to Interactive	6.9 s			
Total Blocking Time	0 s			
Cumulative Layout Shift	0.001			

Flash Used?

No Flash content has been identified on your page.

iFrames Used?

There are no iFrames detected on your page.

Favicon

Your page has specified a favicon.

Email Privacy

No email addresses have been found in plain text on your page.

Legible Font Sizes

The text on your page appears to be legible across devices.

Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

Performance Results

A-
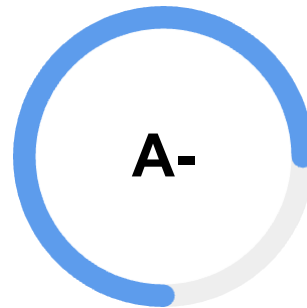
Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).
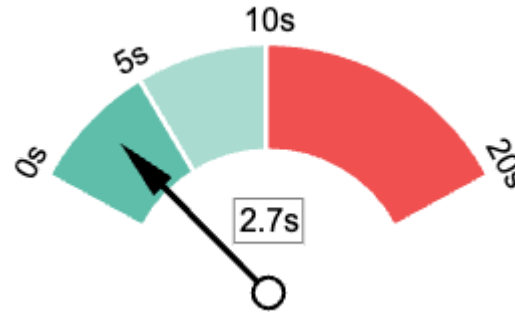
Page Speed Info
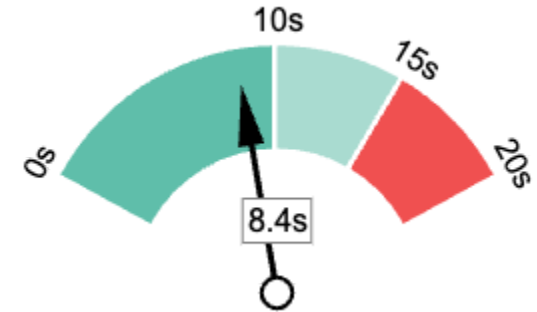
Your page loads in a reasonable amount of time.

Server Response

0.3s
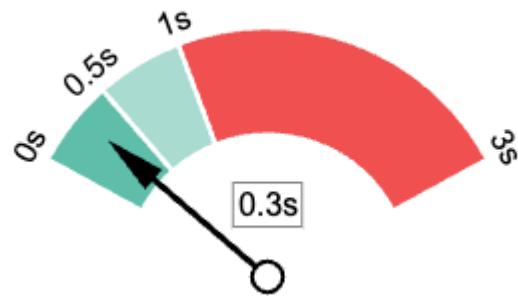
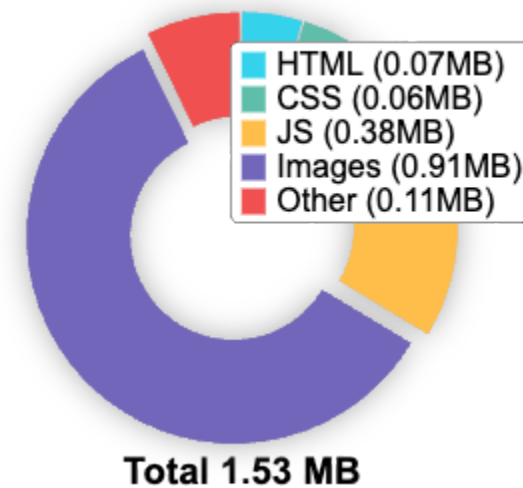## All Page Content Loaded

2.7s

All Page Scripts Complete

8.4s

Download Page Size

Your page's file size is reasonably low which is good for Page Load Speed and user experience.
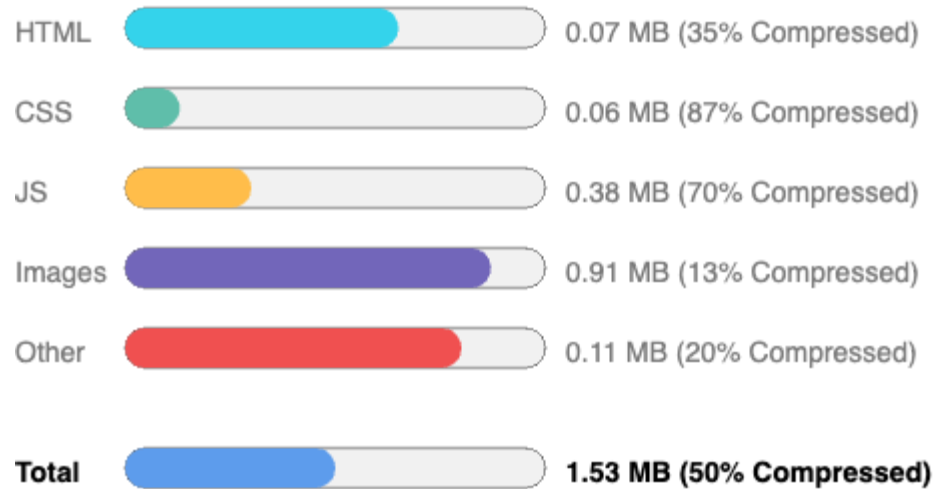
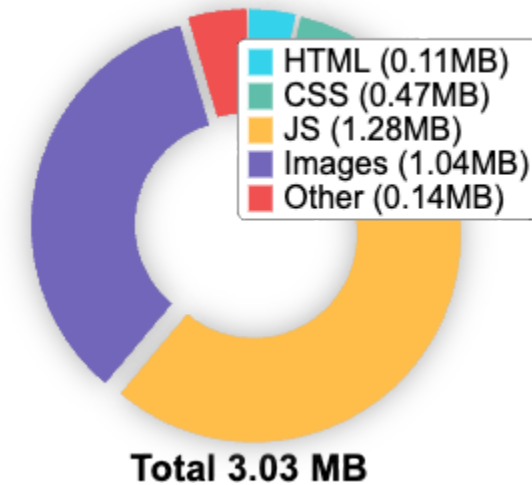## Download Page Size

1.5MB

Download Page Size Breakdown

HTML (0.07MB)
CSS (0.06MB)
JS (0.38MB)
Images (0.91MB)
Other (0.11MB)

Total 1.53 MB

Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.

Compression Rates

HTML   0.07 MB (35% Compressed)

CSS   0.06 MB (87% Compressed)

JS   0.38 MB (70% Compressed)

Images   0.91 MB (13% Compressed)

Other   0.11 MB (20% Compressed)

Total   **1.53 MB (50% Compressed)**

Raw Page Size Breakdown

HTML (0.11MB)
CSS (0.47MB)
JS (1.28MB)
Images (1.04MB)
Other (0.14MB)

Total 3.03 MB

Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.

75	**3**	**9**	**6**	**45**	**12**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

Show details

JavaScript Errors

Your page is not reporting any JavaScript errors.

HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.

Optimize Images

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

Image	Save Size	Save Percentage
https://toqio.co/wp-content/uploads/2022/08/cta_banner_image.jpg	84.04KiB	52%

Hide details

Minification

All your JavaScript and CSS files appear to be minified.

Deprecated HTML

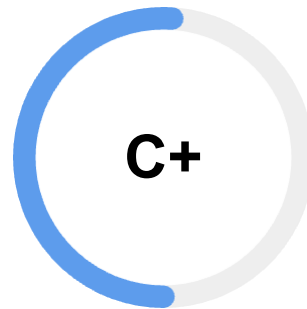No deprecated HTML tags have been found within your page.

Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Show details

Social Results

C+

Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected

No associated Facebook Page found as a link on your page.

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.

Show details

Facebook Pixel

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

Your page has a link to a Twitter profile.

Twitter Activity

You have a strong following on Twitter.

258
Followers

Twitter Cards

Your page is using Twitter Cards.

Show details

Instagram Connected

No associated Instagram profile found linked on your page

LinkedIn Connected

Your page has a link to a LinkedIn profile.

YouTube Connected

YouTube Activity

Your page has a link to a YouTube channel.

No associated YouTube channel found linked on your page.

Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
6sense (https://6sense.com)	
CookieYes (https://www.cookieyes.com/)	
Google Analytics (http://google.com/analytics)	
Google Tag Manager (http://www.google.com/tagmanager)	
jQuery (https://jquery.com)	

Technology	Version

Linkedin Ads
(https://business.linkedin.com/marketing-
solutions/ads)

MySQL
(http://mysql.com)

Nginx
(http://nginx.org/en)

PHP
(http://php.net)

SiteGround
(https://www.siteground.com)

Slick
(https://kenwheeler.github.io/slick)

WordPress
(https://wordpress.org)

Server IP Address

35.214.2.29

DNS Servers

ns-1424.awsdns-50.org
ns-1920.awsdns-48.co.uk

ns-414.awsdns-51.com
ns-635.awsdns-15.net

Web Server

nginx

Charset

text/html; charset=UTF-8

Review Child Pages

Page
/?p& (/toqio.co/?p&)
/about-us/?p& (/toqio.co/about-us/?p&)
/about-us/talent/?p& (/toqio.co/about-us/talent/?p&)
/blog/?p& (/toqio.co/blog/?p&)
/blog/newsroom/toqio-featured-in-the-sunday-times-business-supplement-raconteur/?p& (/toqio.co/blog/newsroom/toqio-featured-in-the-sunday-times-business-supplement-raconteur/?p&)
/blogs/incumbents-are-making-giant-strides-in-the-baas-landscape/?p& (/toqio.co/blogs/incumbents-are-making-giant-strides-in-the-baas-landscape/?p&)
/contact/?p& (/toqio.co/contact/?p&)
/es/?p& (/toqio.co/es/?p&)

Page

/es?p& (/toqio.co/es?p&)

/newsroom/?p& (/toqio.co/newsroom/?p&)

/platform/?p& (/toqio.co/platform/?p&)

/privacy-policy/ (/toqio.co/privacy-policy/)

/privacy-policy/?p& (/toqio.co/privacy-policy/?p&)

/request-a-demo/?p& (/toqio.co/request-a-demo/?p&)

/team/?p& (/toqio.co/team/?p&)

/use-cases/?p& (/toqio.co/use-cases/?p&)

Hide details