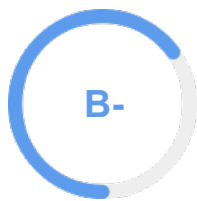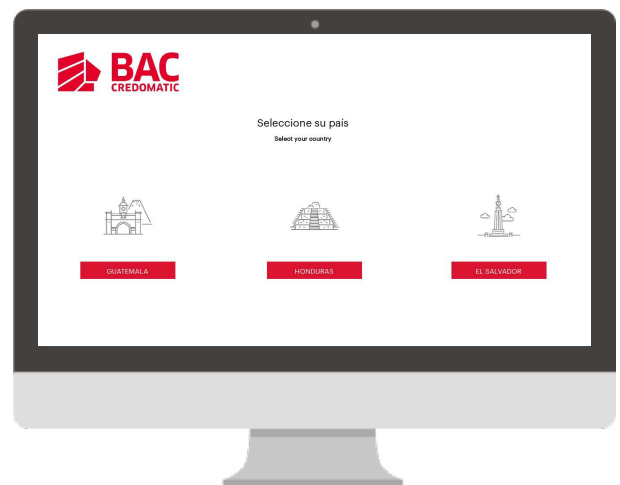# Website Report for www.baccredomatic.com/es-cr

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

www.baccredomatic.com/es-cr's Audit Results

B-

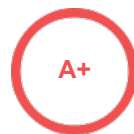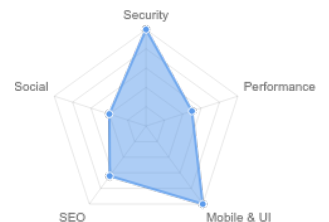### Your page could be better

You have 15 Improvements Recommended

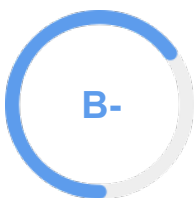| B-	A+	C	D+	A+
SEO	Usability	Performance	Social	Security

Security
Social
Performance
SEO
Mobile & UI

SEO Results

B-

Your SEO could be better

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfils common recommended improvements outlined here before moving onto more advanced SEO strategies.

HTML HEADER

Title Tag ✔

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

Banco BAC Credomatic | BAC

Length : 26

Meta Description Tag ✓

Your page has a meta description of optimal length (between 70 and 320 characters).

BAC Credomatic es uno de los principales bancos de América Central. Ofrece servicios financieros, tarjetas de crédito, préstamos de vivienda y vehículos, entre otros.

Length : 166

BODY CONTENT

Header Tags ✓

Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency	
H1	2	
H2	2	
H3	5	
H4	0	
H5	0	
H6	0	

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	
panamá	✕	✕	✕	3	
costa	✕	✕	✕	3	
rica	✕	✓	✕	3	
salvador	✕	✕	✕	3	
nicaragua	✕	✕	✕	3	
honduras	✕	✕	✕	3	
guatemala	✕	✕	✕	3	
bac	✓	✓	✕	2	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
costa rica	✕	✕	✕	3	
el salvador	✕	✕	✕	3	
salvador nicaragua	✕	✕	✕	3	
el salvador nicaragua	✕	✕	✕	3	
panamá bahamas grand	✕	✕	✕	2	
rica el salvador	✕	✕	✕	2	
salvador nicaragua honduras	✕	✕	✕	2	
nicaragua honduras guatemala	✕	✕	✕	2	

Amount of Content ✖

Your page has a low volume of text content which search engines can interpret as 'thin content'. It has been well researched that higher text content volumes are related to better ranking ability in general.

Word Count: 74

Image Alt Attributes ✖

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

We found 21 images on your page and 3 of them are missing the attribute.

LINKS

Number of Backlinks ✓

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

1631
External Backlinks

14611
All Backlinks

51
Moz Domain Authority

On-Page Link Structure *i*

We found 40 total links. 15% 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.

Broken Links ✗

We have found 1 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Friendly URLs ✗

Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

OTHER

Robots.txt ✓

Your website appears to have a robots.txt file.

http://www.baccredomatic.com/robots.txt

XML Sitemaps ✗

We have not detected or been able to retrieve a XML sitemaps file successfully.

A sitemap includes a list of your pages that are available for crawling, as well as other useful information for search engines such as last update times and priority of pages. Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.
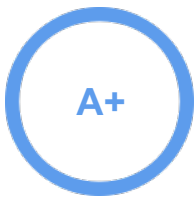
Analytics ✓

Your page is using an analytics tool.

Google Analytics

Usability

A+

Your usability is very good!

Your page is highly 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

i

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.

Use of Mobile Viewports ✔

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

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.

Legible Font Sizes ✔

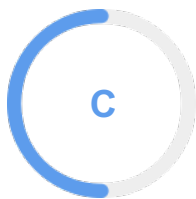The text on your page appears to be legible across devices.

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
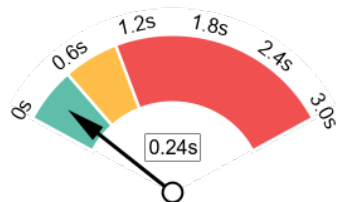
C

Your performance could be better

Your page's performance has some issues and 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). We recommend addressing the highlighted factors below.
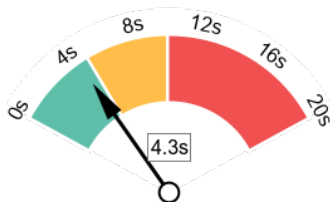
Page Speed Info ✔

Your page's server response time is reasonably low which is good for load speed and user experience.
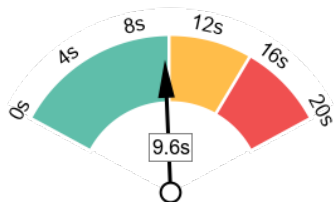
Server Response

0s 0.6s 1.2s 1.8s 2.4s 3.0s

0.24s

All Page Content Loaded

0s 4s 8s 12s 16s 20s

4.3s

All Page Scripts Complete
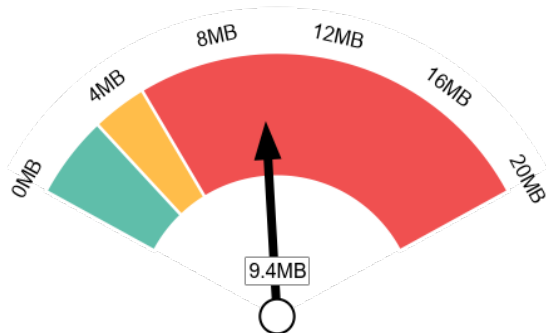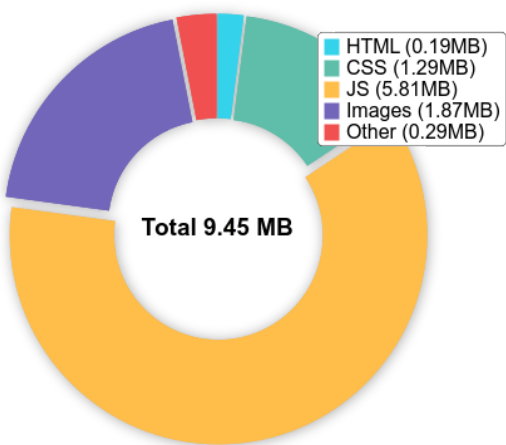
0s 4s 8s 12s 16s 20s

9.6s

Page Size Info ✖

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.

Total Page Size

0MB 4MB 8MB 12MB 16MB 20MB

9.4MB

Page Size Breakdown

HTML (0.19MB)
CSS (1.29MB)
JS (5.81MB)
Images (1.87MB)
Other (0.29MB)

Total 9.45 MB

Number of Resources

i

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

#	HTML	JS	CSS		
145	**5**	**68**	**18**	**46**	**8**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

JavaScript Errors

✓

Your page is not reporting any JavaScript errors.

GZIP Compression

✓

Your website is using GZIP compression.

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.

Minification

✓

All your JavaScript and CSS files appear to be minified.
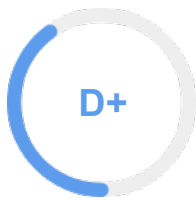
Deprecated HTML

✓

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.

Social Results

D+

Your social needs improvement

You appear to have a weak 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 visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected ✔

Your page has a link to a Facebook Page.

Twitter Connected ✖

No associated Twitter profile found as a link on your page.

Google+ Connected ✖

No associated Google+ profile found linked on your page.

Instagram Connected ✖

No associated Instagram profile found linked on your page

Youtube Connected ✖

No associated Youtube channel found linked on your page.

LinkedIn Connected ✖

No associated LinkedIn profile found linked on your page.

Social Shares ✖

You have a low level of Social Sharing of this page. Social Sharing is an effective way to drive traffic and build brand awareness.
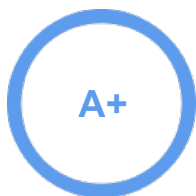
| **0** | **0** | **0** | **0** |
| Facebook | LinkedIn | Pinterest | Stumbleupon |

Security Results

Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

A+

SSL Enabled ✓
Your website has SSL enabled.

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

Malware Check ✓
Your website has been flagged as safe by popular malware scanners

Google Safe Browsing McAfee Norton by Symantec AVG.
✓ ✓ ✓ ✓

Critical Software Up To Date ✓
No outdated software versions were identified on your server.

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

Technology Results

Technology List

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

i

Technology	Version
Drupal	7
Google Tag Manager	
ZURB Foundation	
jQuery	

Server IP Address

23.73.206.196

i

DNS Servers

i

Web Server

nginx

i

Charset

text/html; charset=utf-8

i

Recommendations

Category	Recommendation	Priority
Performance	Reduce your total page file size	High Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
SEO	Implement a XML sitemaps file	Medium Priority
Social	Encourage Page Social Sharing	Medium Priority
SEO	Fix identified broken links	Medium Priority
SEO	Update URLs to be more human and Search Engine readable	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
SEO	Increase Page text content	Low Priority
SEO	Add ALT attributes to all images	Low Priority
Social	Create and link your Twitter profile	Low Priority
Social	Create and link an associated Google+ profile	Low Priority
Performance	Remove inline styles	Low Priority
Social	Create and link associated Instagram profile	Low Priority
Social	Create and link an associated Youtube channel	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority