# Website Report for www.bam.com.gt

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.bam.com.gt's Audit Results

B+
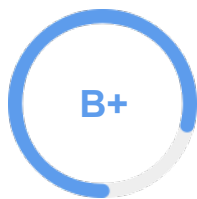
Your page could be better

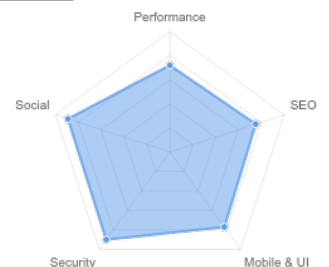You have 12 Improvements Recommended
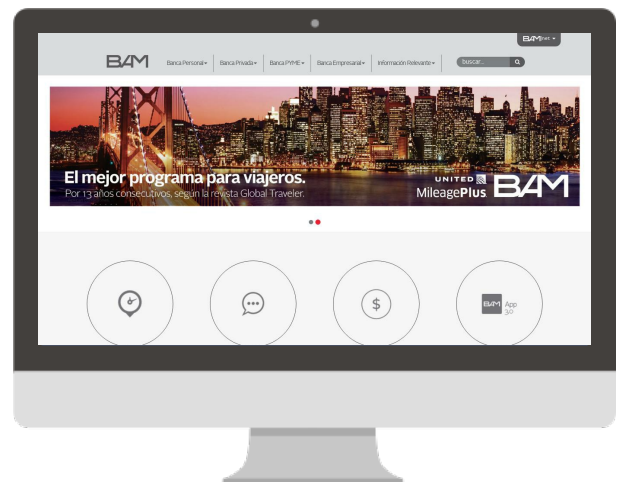
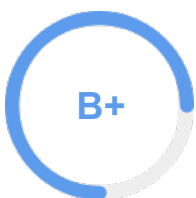| B+	B+	B	A	A+
SEO	Usability	Performance	Social	Security

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 Agromercantil de Guatemala, S.A. - Inicio

Length : 47

Meta Description Tag ✓

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

En BAM nos enfocamos en proporcionar soluciones que permitan un mundo más armonioso, más funcional; más sencillo. Somos una organización comprometida con la eficiencia en el servicio a través de un proceso permanente de mejora e innovación. Creamos valor facilitando la vida a los demás

Length : 286

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	1	▪
H2	1	▪
H3	0	
H4	9	▬▬▬▬
H5	4	▬▬
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	
seguro	✗	✗	✗	148	
agromercantil	✓	✗	✗	142	
crédito	✗	✗	✗	120	
tarjeta	✗	✗	✗	116	
financieros	✗	✗	✗	84	
depósitos	✗	✗	✗	74	
monetarios	✗	✗	✗	74	
cuenta	✗	✗	✗	66	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
q y	✗	✗	✗	108	
seguro de	✗	✗	✗	106	
q y us	✗	✗	✗	90	
y us	✗	✗	✗	90	
de crédito	✗	✗	✗	90	
tarjeta de	✗	✗	✗	78	
depósitos monetarios	✗	✗	✗	74	
agromercantil 2019	✗	✗	✗	60	

Amount of Content ✓

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

Word Count: 5742

Image Alt Attributes ✗

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

We found 12 images on your page and 8 of them are missing the attribute.

LINKS

Number of Backlinks

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

17295
External Backlinks

17656
All Backlinks

34
Moz Domain Authority

On-Page Link Structure

We found 1468 total links. 1% 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 not detected any broken links on your page.

Please note, we were not able to crawl all links in the given time window. Only 55 of 246 total links found were able to be crawled.

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.bam.com.gt/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
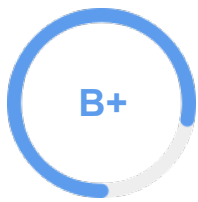
Usability

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).

B+

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.
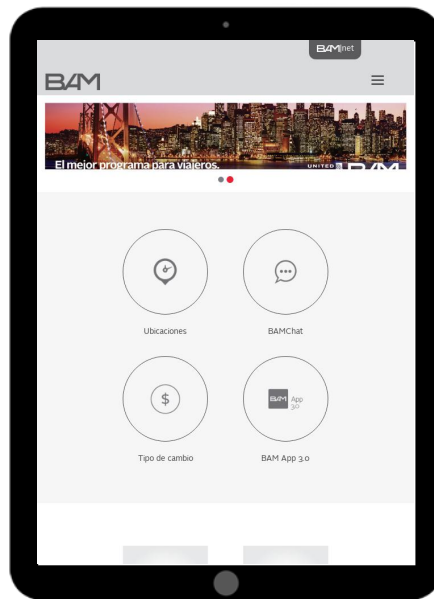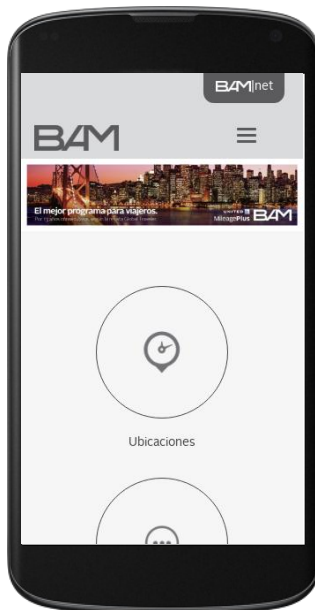
Use of Mobile Viewports ✓

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? ✗

Your page appears to be using iFrames. iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.

Favicon ✓

Your page has specified a favicon.

Legible Font Sizes ✓

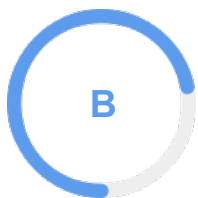The text on your page appears to be legible across devices.

Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.

Performance Results

Your performance could be better

B

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.
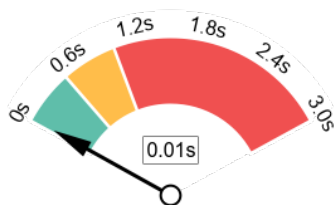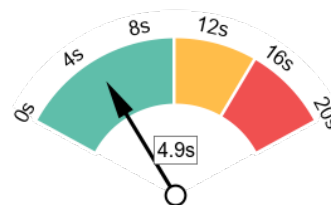
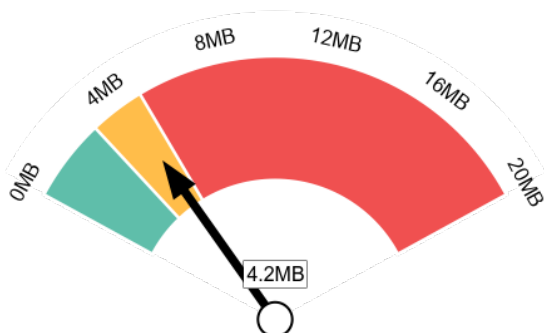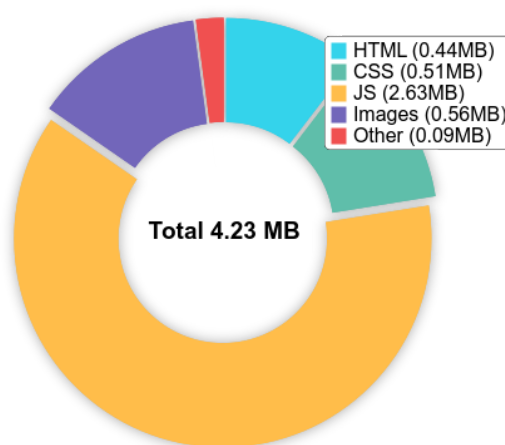| Server Response	All Page Content Loaded	All Page Scripts Complete
0.01s	4.7s	4.9s
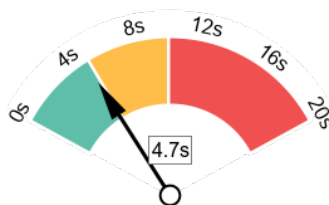
Page Size Info

Your page's file size is acceptable though could be improved. We recommend minimizing file size as much as possible to optimize load speed.

Total Page Size

4.2MB

Page Size Breakdown

- HTML (0.44MB)
- CSS (0.51MB)
- JS (2.63MB)
- Images (0.56MB)
- Other (0.09MB)

Total 4.23 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		
82	**8**	**29**	**12**	**27**	**6**
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

A

Your social is good

You have a reasonably good social presence. 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, and work to build a larger following on those networks.

Facebook Connected ✓

Your page has a link to a Facebook Page.

Twitter Connected ✓

Your page has a link to a Twitter profile.

Twitter Activity ✓

You have a strong following on Twitter.

2392
Followers

Google+ Connected ✗

No associated Google+ profile found linked on your page.

Instagram Connected ✓

Your page has a link to an Instagram profile.

Instagram Activity ✗

Your number of Instagram followers is low.

Youtube Connected ✓

Your page has a link to a Youtube channel.

Youtube Activity ✓

You have a good number of YouTube channel subscribers

451
Followers

488244
View Count

LinkedIn Connected ✗

No associated LinkedIn profile found linked on your page.

Social Shares ✓

Your page appears to be being shared on social networks.
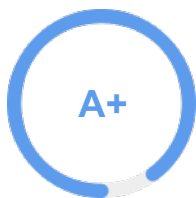
1363
Facebook

0
LinkedIn

0
Pinterest

0
Stumbleupon

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 ✗

Email addresses have been found in plain text. We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Technology Results

Technology List

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

i

Technology	Version
Font Awesome	
Google Font API	
Google Tag Manager	
HeadJS	
Microsoft ASP.NET	
Twitter Bootstrap	
jQuery	
jQuery UI	

Server IP Address *i*

45.60.77.168

DNS Servers *i*

Web Server *i*

Charset *i*

text/html; charset=utf-8

Recommendations

SEO	Use your main keywords across the important HTML tags	**Medium Priority**
SEO	Implement a XML sitemaps file	**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**
Social	Create and link an associated Google+ profile	**Low Priority**
SEO	Add ALT attributes to all images	**Low Priority**
Performance	Remove inline styles	**Low Priority**
Mobile & UI	Improve the size of tap targets	**Low Priority**
Mobile & UI	Remove iFrames	**Low Priority**
Social	Grow your Instagram following	**Low Priority**
Social	Create and link an associated LinkedIn profile	**Low Priority**
Security	Remove clear text Email Addresses	**Low Priority**