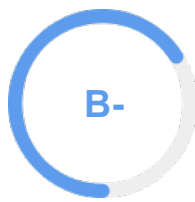# Website Report for www.bancatlan.hn

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.bancatlan.hn's Audit Results

B-

Your page could be better

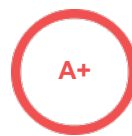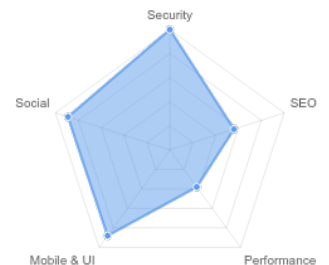You have 14 Improvements Recommended

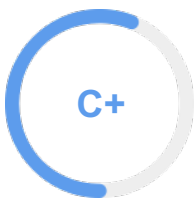|				
C+	**A**	**D**	**A**	**A+**
SEO	Usability	Performance	Social	Security

SEO Results

C+

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 Atlántida | Imagina.Cree.Triunfa | Banco Atlántida

Length : 56

Meta Description Tag ✖

Your page has a meta description tag however, your meta description should ideally be between 70 and 320 characters (including spaces).

Banco Atlántida, fundado el 10 de Febrero de 1913 en la ciudad de La Ceiba, Atlántida es una institución privada genuinamente hondureña. Con más de un siglo de existencia, Banco Atlántida se ha caracterizado por su liderazgo en el sistema financiero hondureño, ofreciendo productos de calidad internacional a través de la red de servicio mas amplia del país.

Length : 358

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	0	
H2	3	
H3	2	
H4	2	
H5	1	
H6	2	

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	
atlántida	✓	✓	✓	34	
banco	✓	✓	✓	20	
banca	✗	✗	✗	14	
más	✗	✓	✗	13	
del	✗	✓	✗	12	
productos	✗	✓	✗	8	
fideicomiso	✗	✗	✗	8	
digital	✗	✗	✗	8	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
banco atlántida	✓	✓	✓	18	
banca de	✗	✗	✗	8	
red de	✗	✓	✗	5	
de la	✗	✓	✓	5	
banca de empresas	✗	✗	✗	5	
de empresas	✗	✗	✗	5	
ver más	✗	✗	✗	5	
2018 banco	✗	✗	✗	4	

Amount of Content ✓

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

Word Count: 947

Image Alt Attributes ✗

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

We found 20 images on your page and 15 of them are missing the attribute.

LINKS

Number of Backlinks ✓

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

62449
External Backlinks

63209
All Backlinks

37
Moz Domain Authority

On-Page Link Structure *i*

We found 181 total links. 32% 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.

Please note, we were not able to crawl all links in the given time window. Only 49 of 141 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.bancatlan.hn/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
- Yandex Metrics

Usability

A

Your usability is good

Your page is mostly 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 ❌

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.
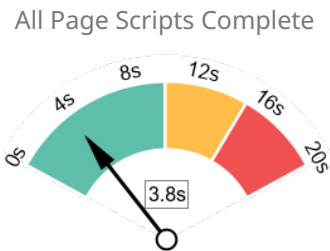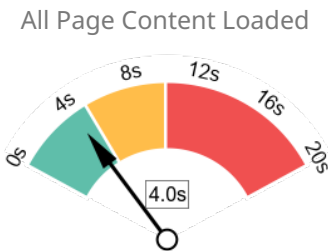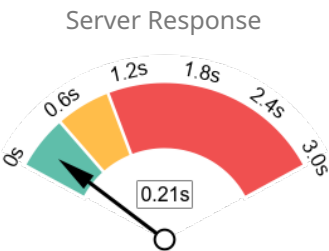
Performance Results

D

Your performance needs improvement

Your page's performance has various issues that may be adversely affecting users. 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.
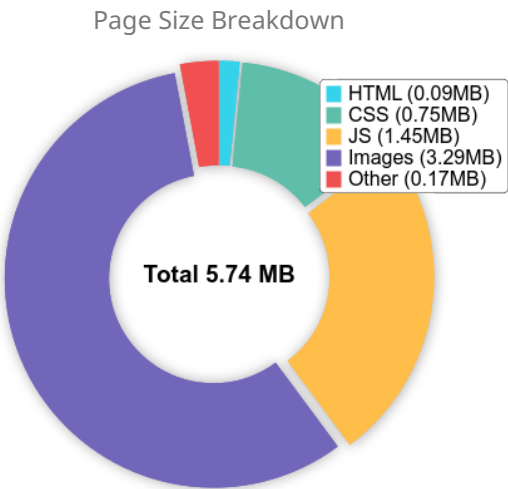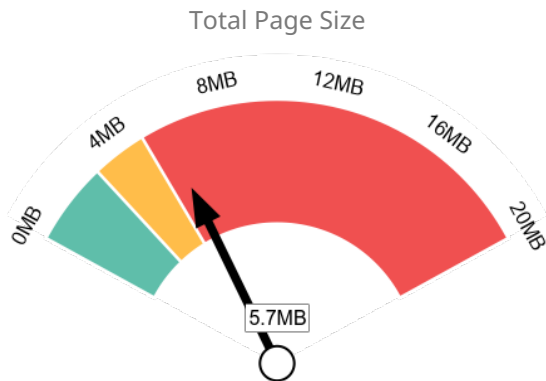
Page Speed Info ✅

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
0.21s	4.0s	3.8s

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

5.7MB

Page Size Breakdown

- HTML (0.09MB)
- CSS (0.75MB)
- JS (1.45MB)
- Images (3.29MB)
- Other (0.17MB)

Total 5.74 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		...
127	**7**	**32**	**16**	**64**	**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 ✗

We could not identify GZIP compression being used on your website.

We recommend enabling this feature as it can reduce page size by 70% and significantly speed up page load for users.

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

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.

2618
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

2026
Followers

1238809
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.

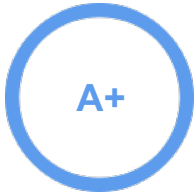| **754**	**0**	**0**	**0**
Facebook	LinkedIn	Pinterest	Stumbleupon

Security Results

A+

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.

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.

Technology	Version
Google Analytics	UA
Google Tag Manager	
OWL Carousel	
Twitter Bootstrap	
Yandex.Metrika	
jQuery	

Server IP Address
200.3.194.20

DNS Servers

Web Server

Charset
text/html; charset=UTF-8

Recommendations

SEO	Shorten meta description (to between 70 and 320 characters)	**Low Priority**
Performance	Reduce your total page file size	**Medium Priority**
SEO	Use your main keywords across the important HTML tags	**Medium Priority**
SEO	Implement a XML sitemaps file	**Medium Priority**
SEO	Fix identified broken links	**Medium Priority**
Performance	Make use of GZIP compression	**Low Priority**
SEO	Add ALT attributes to all images	**Low Priority**
SEO	Update URLs to be more human and Search Engine readable	**Low Priority**
Social	Create and link an associated Google+ profile	**Low Priority**
Performance	Optimize your images to reduce their file size	**Low Priority**
Performance	Remove inline styles	**Low Priority**
Social	Grow your Instagram following	**Low Priority**
Social	Create and link an associated LinkedIn profile	**Low Priority**
Mobile & UI	Improve the size of tap targets	**Low Priority**