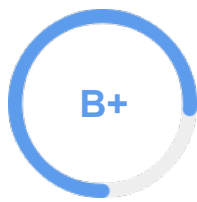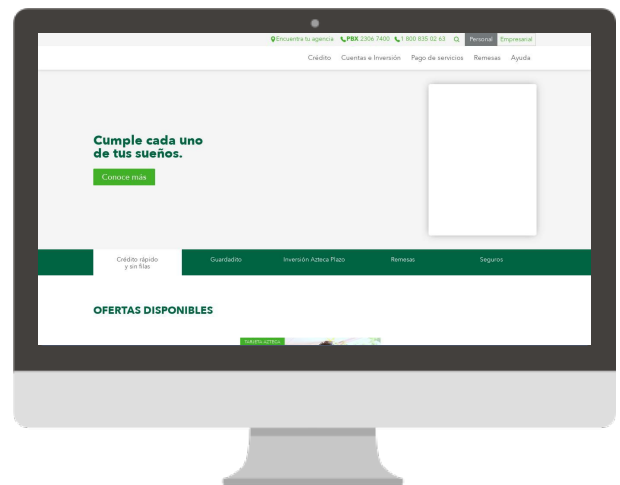# Website Report for www.bancoazteca.com.gt

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.bancoazteca.com.gt's Audit Results

B+

Your page could be better
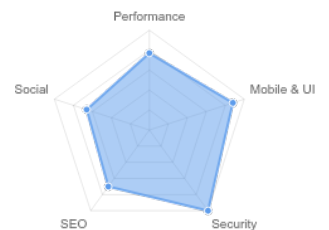
You have 13 Improvements Recommended

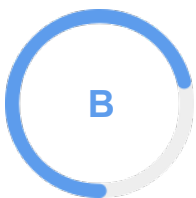| B	A	B+	B-	A+
SEO	Usability	Performance	Social	Security

Performance
Mobile & UI
Social
SEO
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).

Sitio Oficial | Banco Azteca Guatemala

Length : 38

Meta Description Tag ✓

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

Banco Azteca te ayuda a cumplir tus metas, ofrecindote las mejores opciones en crditos personales de forma rpida y confiable.

Length : 125

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	9	▮▮▮▮▮▮▮▮▮
H3	0	
H4	5	▮▮▮▮▮
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	
azteca	✓	✓	✓	19	
conoce	✗	✗	✗	12	
inversin	✗	✗	✗	9	
tus	✗	✓	✗	6	
tarjeta	✗	✗	✓	5	
plazo	✗	✗	✗	5	
compra	✗	✗	✓	5	
servicios	✗	✗	✓	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
conoce ms	✗	✗	✗	11	
inversin azteca	✗	✗	✗	8	
tarjeta azteca	✗	✗	✓	5	
azteca plazo	✗	✗	✗	5	
inversin azteca plazo	✗	✗	✗	5	
banco azteca	✓	✓	✗	4	
gano conoce ms	✗	✗	✗	3	
y gano conoce	✗	✗	✗	3	

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: 326

Image Alt Attributes ✗

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

We found 6 images on your page and 2 of them are missing the attribute.

LINKS

Number of Backlinks

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

4834
External Backlinks

5116
All Backlinks

27
Moz Domain Authority

On-Page Link Structure

We found 84 total links. 18% 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 46 of 57 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

We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

XML Sitemaps

Your website appears to have an XML sitemap.

https://www.bancoazteca.com.gt/sitemap.xml

Analytics

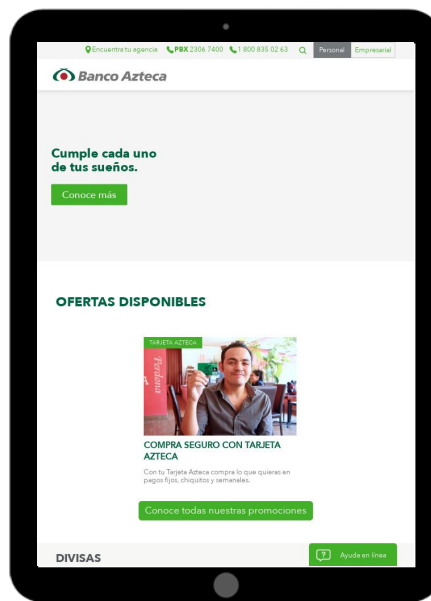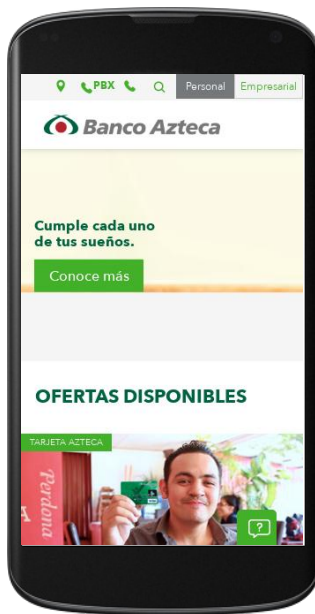Your page is using an analytics tool.

Google Analytics

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).

A

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.
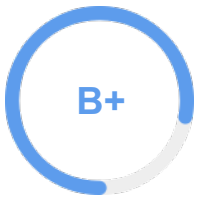
Tap Target Sizing   ✗

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
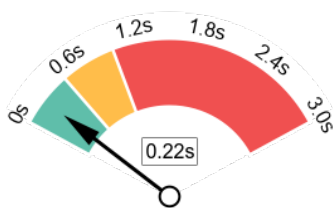
B+

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.
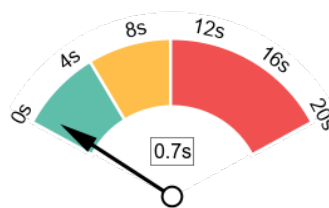
Page Speed Info ✓

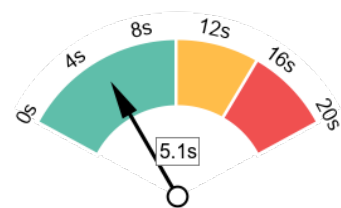Your page's server response time is reasonably low which is good for load speed and user experience.

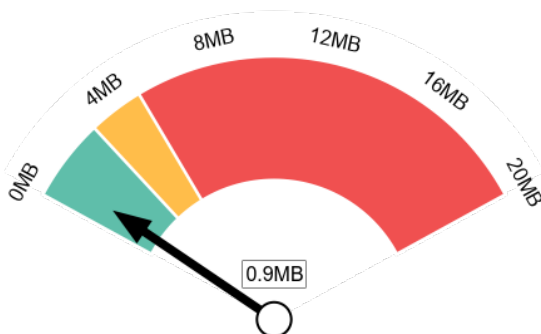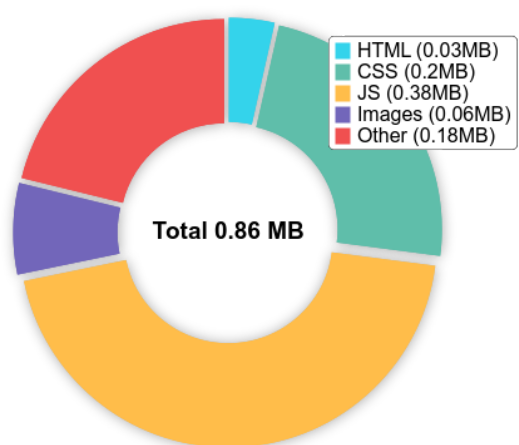| Server Response	All Page Content Loaded	All Page Scripts Complete
0.22s	0.7s	5.1s

Page Size Info ✓

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

Total Page Size

0.9MB

Page Size Breakdown

- HTML (0.03MB)
- CSS (0.2MB)
- JS (0.38MB)
- Images (0.06MB)
- Other (0.18MB)

Total 0.86 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.

31	**5**	**7**	**8**	**8**	**3**
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.
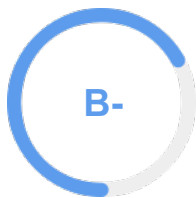
Deprecated HTML ✓

No deprecated HTML tags have been found within your page.

Inline Styles ✓

No inline styles have been found within your page's HTML tags.

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.

B-

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 ✓
Your page appears to be being shared on social networks.

539	**0**	**0**	**0**
Facebook	LinkedIn	Pinterest	Stumbleupon

Security Results
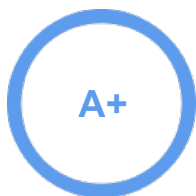
Your security looks very good!

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.

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 Tag Manager	
OWL Carousel	
jQuery	

Server IP Address

200.38.122.220

DNS Servers

ns4.aztecaservicios.mx
ns1.aztecaservicios.com
ns2.aztecaservicios.com

Web Server

Apache

Charset

text/html; charset=UTF-8

Recommendations

SEO	Use your main keywords across the important HTML tags	**Medium Priority**
SEO	Implement a robots.txt file	**Medium 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**
SEO	Update URLs to be more human and Search Engine readable	**Low Priority**
Social	Create and link your Twitter profile	**Low Priority**
Social	Create and link an associated Google+ profile	**Low Priority**
Performance	Make use of GZIP compression	**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**
Mobile & UI	Improve the size of tap targets	**Low Priority**