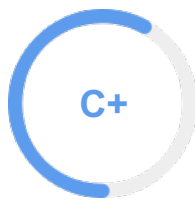


# Website Report for www.banconal.com.pa

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.banconal.com.pa's Audit Results



**Your page could be better**

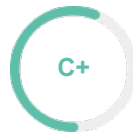
You have 20 Improvements Recommended



SEO



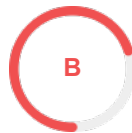
Usability



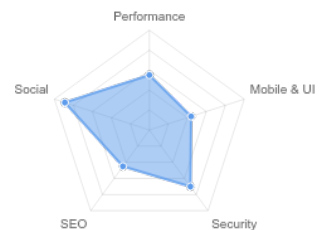
Performance



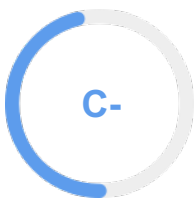
Social



Security



## SEO Results



### Your SEO needs improvement

Your page is not well optimized from an SEO perspective. 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 basic recommended improvements outlined here.

#### HTML HEADER

##### Title Tag

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



Banco Nacional de Panamá

Length : 24

Meta Description Tag



Your page appears to be missing a meta description tag. A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

BODY CONTENT

Header Tags



Your page is not making effective 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	0
H3	1
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
banca	×	×	×	8
pago	×	×	×	3
tarjetas	×	×	×	3
préstamos	×	×	×	3
cuenta	×	×	×	3
contáctenos	×	×	×	2
ahorro	×	×	×	2
servicios	×	×	✓	2

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
pago de	×	×	×	3	<div></div>
banca personal	×	×	×	2	<div></div>
banca agropecuaria instituciones	×	×	×	2	<div></div>
corporativa banca agropecuaria	×	×	×	2	<div></div>
banca corporativa banca	×	×	×	2	<div></div>
comercial banca corporativa	×	×	×	2	<div></div>
banca comercial banca	×	×	×	2	<div></div>
personal banca comercial	×	×	×	2	<div></div>

**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: 126

**Image Alt Attributes**

×

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

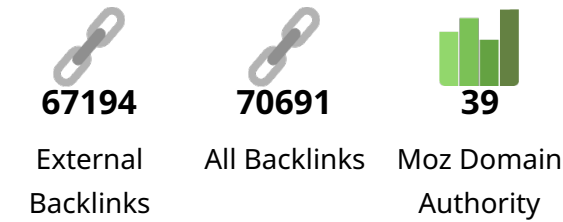
We found 29 images on your page and 5 of them are missing the attribute.

LINKS

**Number of Backlinks**

✓

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



## On-Page Link Structure



We found 51 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 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.banconal.com.pa/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.

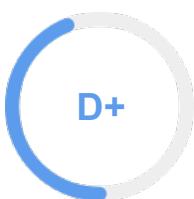
### Analytics



Your page is using an analytics tool.

 Google Analytics

## Usability

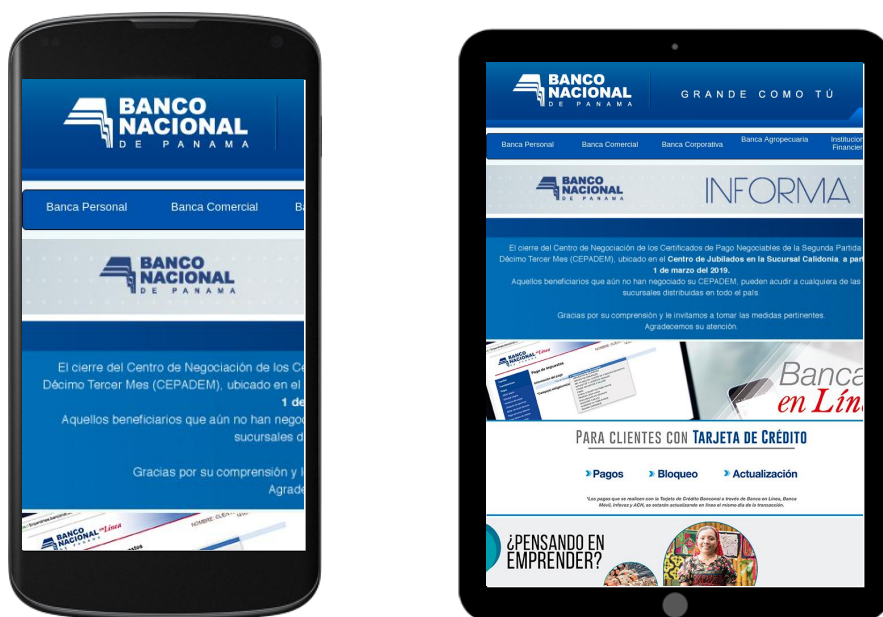


### Your usability needs improvement

Your page has usability issues 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.



## Use of Mobile Viewports

Your page either does not have a meta viewport specified, or it is configured incorrectly. Viewports are important to ensure that your page content sizes appropriately for different devices, in particular mobile and tablet.



## 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

There is some text on your page that is small and may not be legible enough for particular users. We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

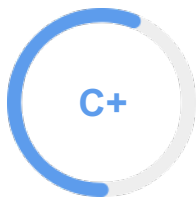


## Tap Target Sizing

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

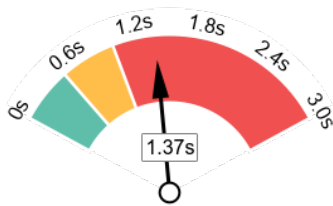
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

### Page Speed Info

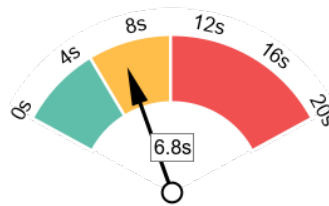


Your page's server response time is slow. We recommend optimizing this to improve user experience. There are a variety of technical factors such as the web server engine and routing rules that can affect server responsiveness.

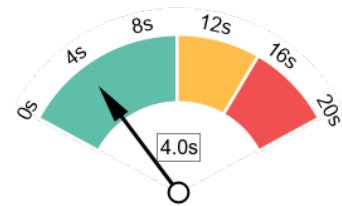
Server Response



All Page Content Loaded



All Page Scripts Complete

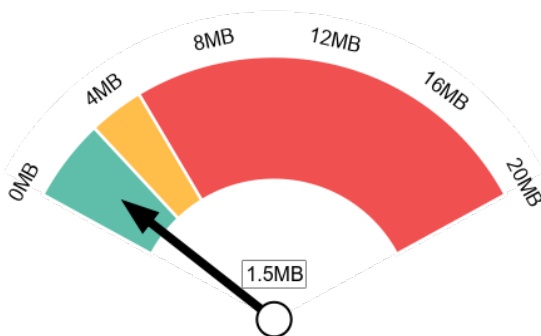


### Page Size Info

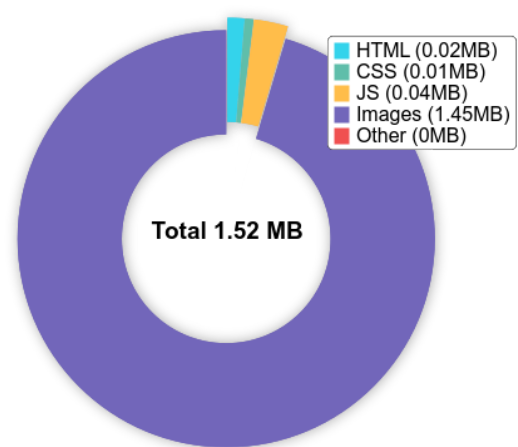


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Total Page Size



Page Size Breakdown



### Number of Resources



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.



49

Total Objects



9

Number of  
HTML Pages



2

Number of JS  
Resources



1

Number of  
CSS  
Resources



37

Number of  
Images



0

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.



**3920**  
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



161

Followers



8212

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.



462

Facebook



0

LinkedIn



0

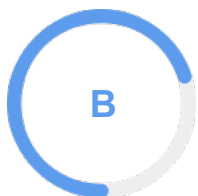
Pinterest



0

Stumbleupon





## Your security could be better

We recommend addressing the highlighted security items. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss.

### SSL Enabled



We are unable to identify an SSL encrypted (HTTPS) version of your website.

SSL helps to secure the transfer of information on your page and is used as a ranking signal by search engines.

### 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



### 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.



	Technology	Version
	Google Analytics	UA
	MooTools	
	jQuery	1.6.4

## Server IP Address

190.141.108.20



## DNS Servers



## Web Server

Apache



## Charset

text/html; charset=utf-8



## Recommendations

SEO	Include a meta description tag	High Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
SEO	Implement a XML sitemaps file	Medium Priority
SEO	Make greater use of header tags	Medium Priority
Performance	Improve server response time	Medium Priority
Mobile & UI	Set a mobile viewport	Medium Priority

SEO	Fix identified broken links	Medium Priority
Performance	Make use of GZIP compression	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
Performance	Optimize your images to reduce their file size	Low Priority
Security	Enable SSL on your website	Low Priority
Social	Create and link an associated Google+ profile	Low Priority
Security	Remove clear text Email Addresses	Low Priority
Mobile & UI	Review and Increase Font Sizes across devices	Low Priority
Mobile & UI	Improve the size of tap targets	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