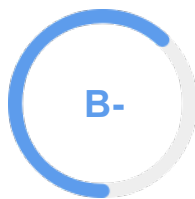


# Website Report for www.bancopromerica.com.gt

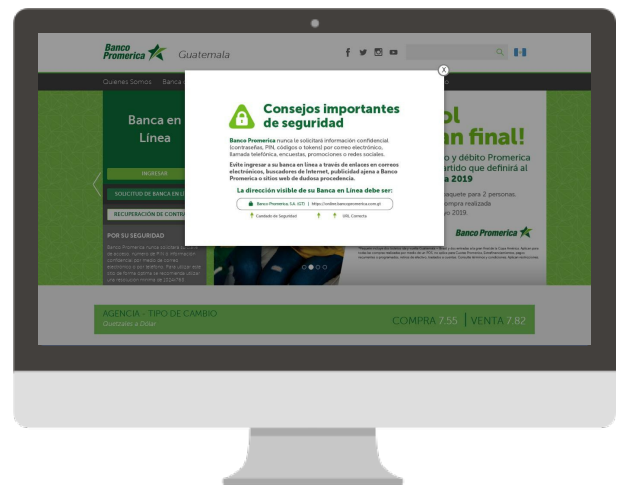
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade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

## www.bancopromerica.com.gt's Audit Results



Your page could be better

You have 16 Improvements Recommended



SEO



Usability



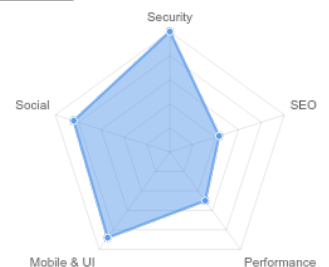
Performance



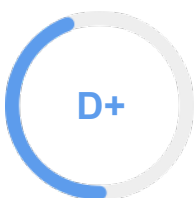
Social



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, but ideally it should be shortened to between 10 and 70 characters (including spaces).



Banco Promerica Guatemala | Banco Promerica Guatemala | Grupo Promerica

Length : 71

## Meta Description Tag



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

Banco Promerica es un banco con gran experiencia, cuenta con una amplia cartera de productos y servicios, un equipo de colaboradores multidisciplinario y comprometido con la atención eficiente a sus clientes.

Length : 208

## 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	14
H3	0
H4	3
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	<div></div>
promerica	✓	✓	✓	7	<div></div>
información	×	×	×	5	<div></div>
crédito	×	×	×	5	<div></div>
por	×	×	✓	5	<div></div>
línea	×	×	✓	5	<div></div>
tarjetas	×	×	×	4	<div></div>
más	×	×	×	4	<div></div>

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
de crédito	×	×	×	5	<div></div>
banca en línea	×	×	✓	4	<div></div>
tarjetas de	×	×	×	4	<div></div>
banca en	×	×	✓	4	<div></div>
en línea	×	×	✓	4	<div></div>
más información vigencia	×	×	×	3	<div></div>
información vigencia	×	×	×	3	<div></div>
tarjetas de crédito	×	×	×	3	<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: 377

### Image Alt Attributes



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

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

## Number of Backlinks



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



5682

External  
Backlinks



5914

All Backlinks



30

Moz Domain  
Authority

## On-Page Link Structure



We found 71 total links. 14% 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 20 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



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



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



## 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

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.

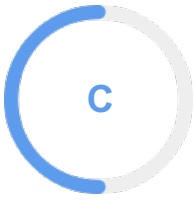


### Tap Target Sizing

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



### Your performance could be better

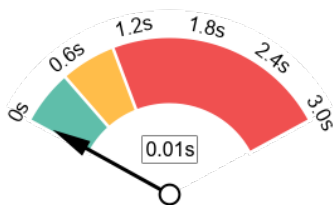
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

#### Page Speed Info

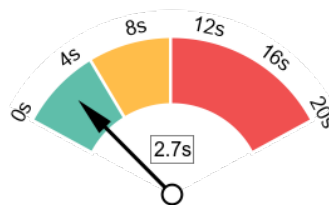
Your page's server response time is reasonably low which is good for load speed and user experience.



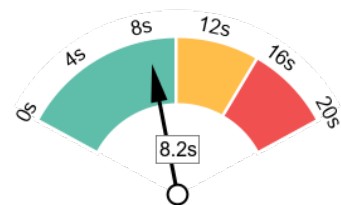
Server Response



All Page Content Loaded



All Page Scripts Complete

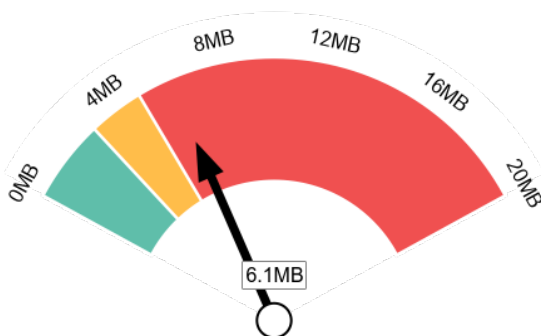


#### Page Size Info

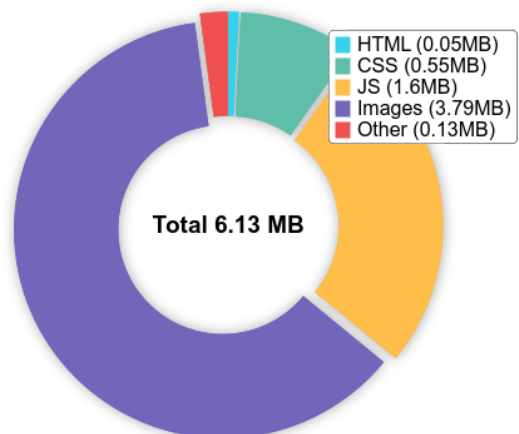
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.



Total Page Size









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.

					
<b>76</b>	<b>3</b>	<b>21</b>	<b>8</b>	<b>33</b>	<b>11</b>
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.





## 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.



**1808**  
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 low number of YouTube channel subscribers.



### LinkedIn Connected

No associated LinkedIn profile found linked on your page.



### Social Shares

Your page appears to be being shared on social networks.



**8978**  
Facebook



**0**  
LinkedIn

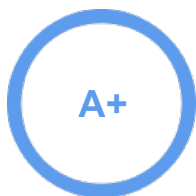


**0**  
Pinterest



**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.

### 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

*i*

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

	Technology	Version
	Google Analytics	UA
	Google Tag Manager	
	Modernizr	
	Twitter Bootstrap	
	Zendesk Chat	
	jQuery	

## Server IP Address

45.60.152.9

*i*

## DNS Servers

*i*

## Web Server

*i*

## Charset

text/html; charset=utf-8

*i*

## Recommendations

SEO	Reduce length of title tag (to between 10 and 70 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	Implement a robots.txt file	Medium Priority
SEO	Fix identified broken links	Medium Priority
SEO	Increase Page text content	Low Priority
Social	Create and link an associated Google+ profile	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
Social	Increase your YouTube channel subscribers	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority
Performance	Remove inline styles	Low Priority
Mobile & UI	Improve the size of tap targets	Low Priority
Social	Grow your Instagram following	Low Priority