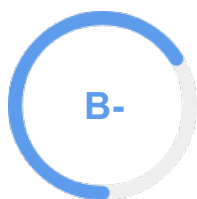


Website Report for www.banistmo.com

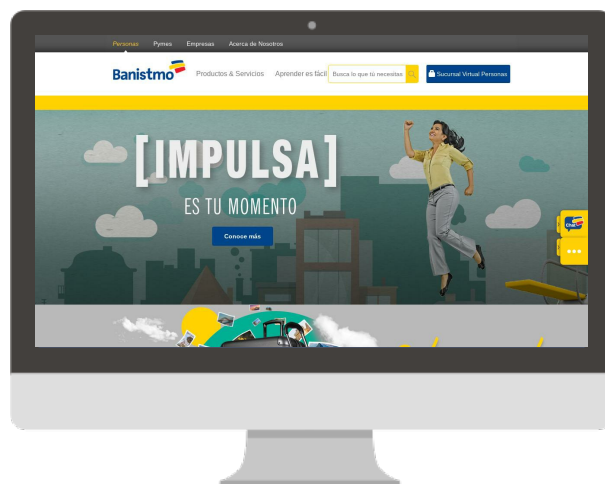
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade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

www.banistmo.com's Audit Results



Your page could be better

You have 15 Improvements Recommended



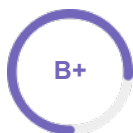
SEO



Usability



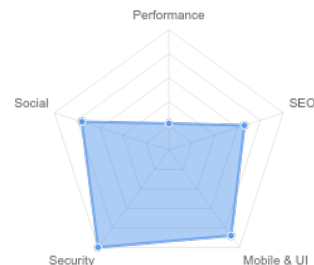
Performance



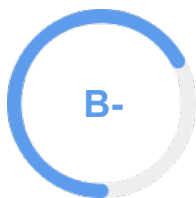
Social



Security



SEO Results



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



Banistmo Panamá - Depósitos, Préstamos, Tarjetas, Crédito, Banca Empresa

Length : 72

Meta Description Tag



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

Encuentra en el Banco Banistmo productos y servicios bancarios para Personas, Empresas y Pymes. Solicita tus préstamos, abre la cuenta, pide tu tarjeta de crédito y usa la banca por internet.

Length : 191

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	7	<div></div>
H3	15	<div></div>
H4	8	<div></div>
H5	44	<div></div>
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	
skip	×	×	×	1	<div></div>
main	×	×	×	1	<div></div>
content	×	×	×	1	<div></div>
personas	×	✓	✓	1	<div></div>

Phrases

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: 5

Image Alt Attributes



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

We found 16 images on your page and 3 of them are missing the attribute.

LINKS

Number of Backlinks



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



4546

External
Backlinks



5106

All Backlinks



37

Moz Domain
Authority

On-Page Link Structure



We found 115 total links. 9% 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 30 of 64 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.banistmo.com/robots.txt>

XML Sitemaps



Your website appears to have an XML sitemap.

<https://www.banistmo.com/sitemap.xml>

Analytics



Your page is using an analytics tool.

 Google Analytics

Usability



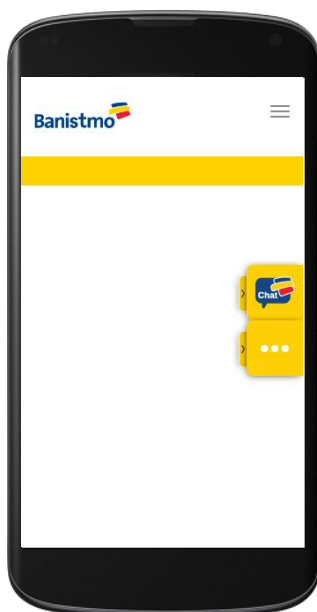
Your usability is good

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 needs improvement

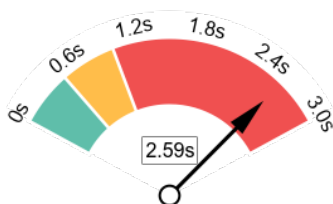
Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

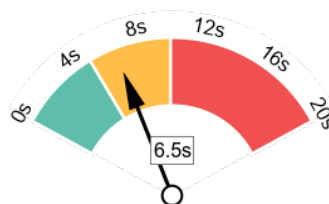
Your page's server response time is slow. We recommend optimizing this to improve user experience. There are a variety of technical factors such as the web server engine and routing rules that can affect server responsiveness.



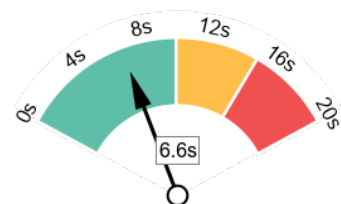
Server Response



All Page Content Loaded



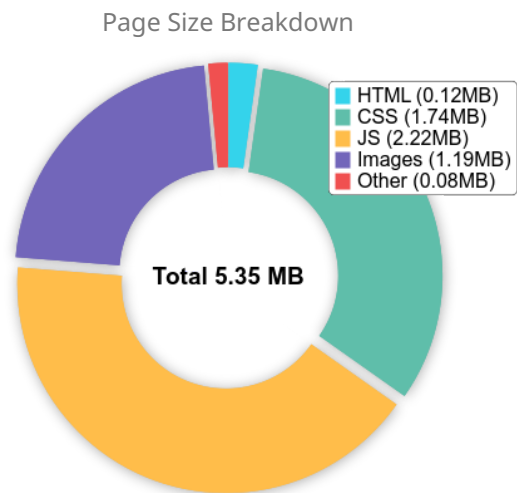
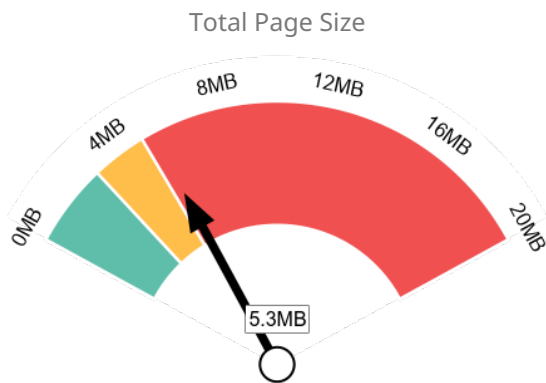
All Page Scripts Complete



Page Size Info

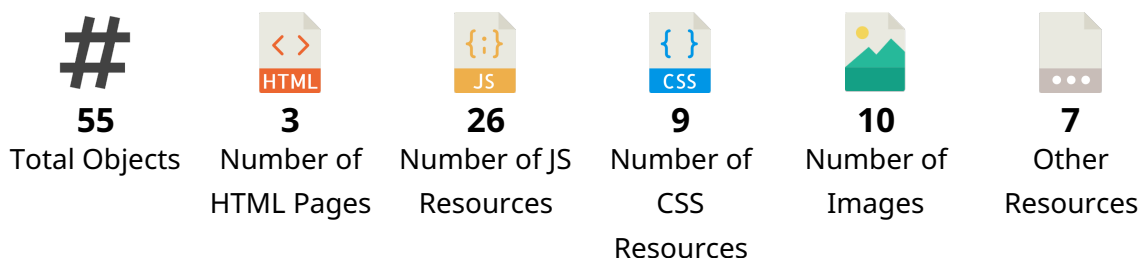
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.





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.



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

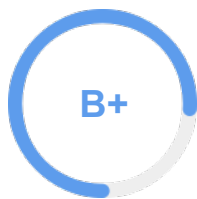
No deprecated HTML tags have been found within your page.

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 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.

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



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.



0

Followers



1246684

View Count

LinkedIn Connected



Your page has a link to a LinkedIn profile.

Social Shares



Your page appears to be being shared on social networks.



103

Facebook



0

LinkedIn



0

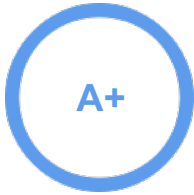
Pinterest



0

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

i

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

	Technology	Version
	AngularJS	1.3.20
	Google Tag Manager	
	Twitter Bootstrap	
	jQuery	1.11.3

Server IP Address

169.45.220.121

i

DNS Servers

i

Web Server

i

Charset

text/html; charset=UTF-8

i

Recommendations

Performance	Reduce your total page file size	Medium Priority
SEO	Reduce length of title tag (to between 10 and 70 characters).	Low Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
Performance	Improve server response time	Medium 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
Performance	Make use of GZIP compression	Low Priority
Social	Create and link your Twitter profile	Low Priority
Social	Create and link an associated Google+ 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
Social	Increase your YouTube channel subscribers	Low Priority