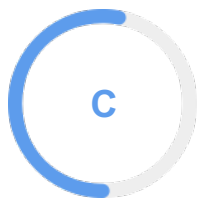


Website Report for www.banrural.com.gt

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.banrural.com.gt's Audit Results



Your page could be better

You have 19 Improvements Recommended



SEO



Usability



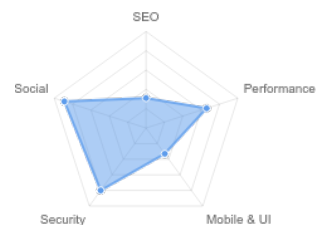
Performance



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 between 10 and 70 characters in length (including spaces).

Inicio

Length : 6



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 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	2
H2	9
H3	0
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
financiera	×	×	×	11
rural	×	×	✓	11
cuentas	×	×	×	10
información	×	×	×	6
ahorro	×	×	×	6
banca	×	×	×	5
banrural	×	×	✓	5
servicios	×	×	×	5

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
información financiera	×	×	×	5	
cuentas de	×	×	×	5	
banco de	×	×	×	4	
de desarrollo	×	×	×	4	
desarrollo rural	×	×	×	4	
alta gerencia	×	×	×	4	
financiera rural	×	×	×	4	
de desarrollo rural	×	×	×	4	

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: 381

Image Alt Attributes



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

We found 27 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.



512

External
Backlinks



1011

All Backlinks



38

Moz Domain
Authority

On-Page Link Structure



We found 128 total links. 8% 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 70 of 122 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



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

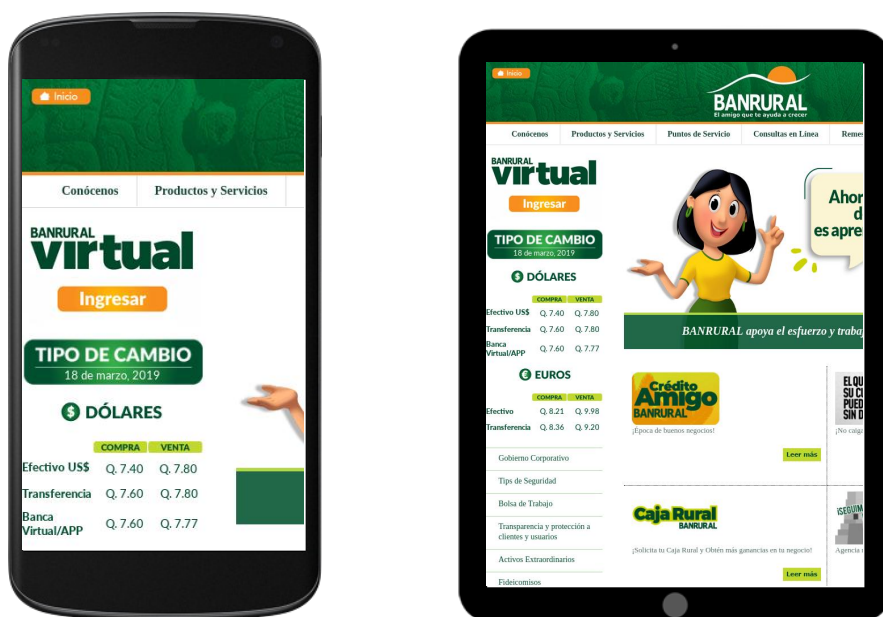


Your usability needs improvement

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

We have not identified a favicon on your page. Favicons are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.



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.

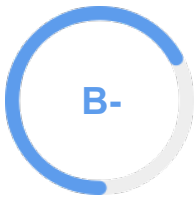


Tap Target Sizing

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

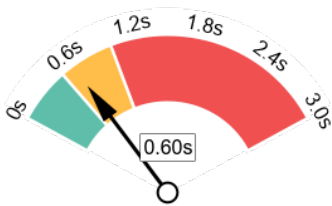
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

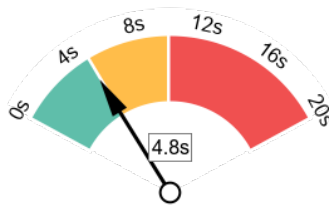
Your page's server response time is OK but, we would recommend optimizations to improve user experience. There are a variety of technical factors such as the web server engine and routing rules that can impact server responsiveness.



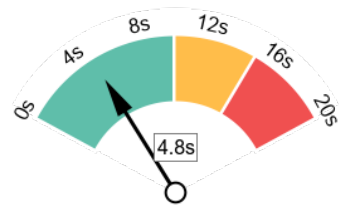
Server Response



All Page Content Loaded



All Page Scripts Complete

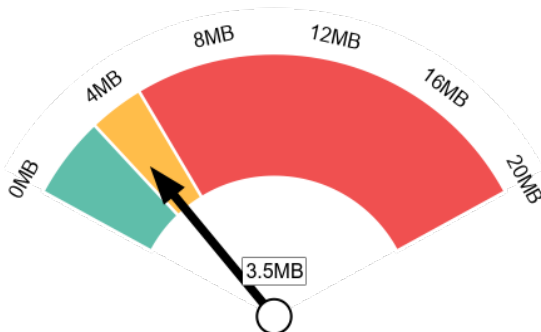


Page Size Info

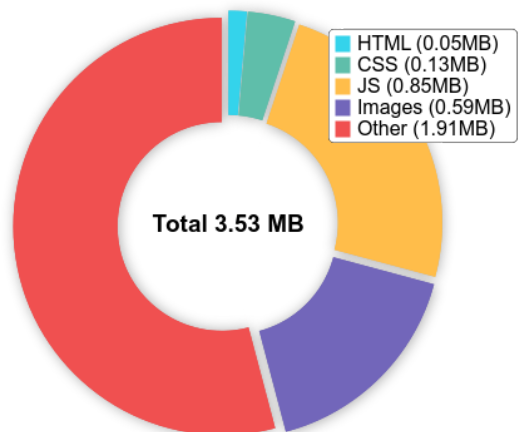
Your page's file size is acceptable though could be improved. We recommend minimizing file size as much as possible to optimize load speed.



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.



62

Total Objects



6

Number of
HTML Pages



18

Number of JS
Resources



6

Number of
CSS
Resources



27

Number of
Images



5

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.



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.



9412
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



3871
Followers



204423
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.



336
Facebook



0
LinkedIn



0
Pinterest



0
Stumbleupon



Your security looks good

Overall, your website appears secure though you may want to address the highlighted items. 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 does not redirect 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
	DNN	
	Google Analytics	
	HeadJS	
	Microsoft ASP.NET	
	jQuery	
	jQuery UI	03

Server IP Address

45.60.162.165



DNS Servers



Web Server

Microsoft-IIS/7.0



Charset

text/html; charset=utf-8



Recommendations

SEO

Increase length of title tag

Low Priority

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	Implement a robots.txt file	Medium Priority
Mobile & UI	Set a mobile viewport	Medium Priority
SEO	Fix identified broken links	Medium Priority
SEO	Increase Page text content	Low Priority
Security	Implement a redirect to HTTPS on your website	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
Mobile & UI	Review and Increase Font Sizes across devices	Low Priority
Social	Grow your Instagram following	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority
Mobile & UI	Add a favicon	Low Priority
Mobile & UI	Improve the size of tap targets	Low Priority
Performance	Remove inline styles	Low Priority