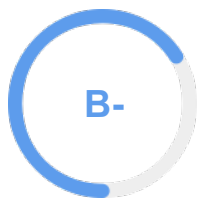


# Website Report for www.bgeneral.com

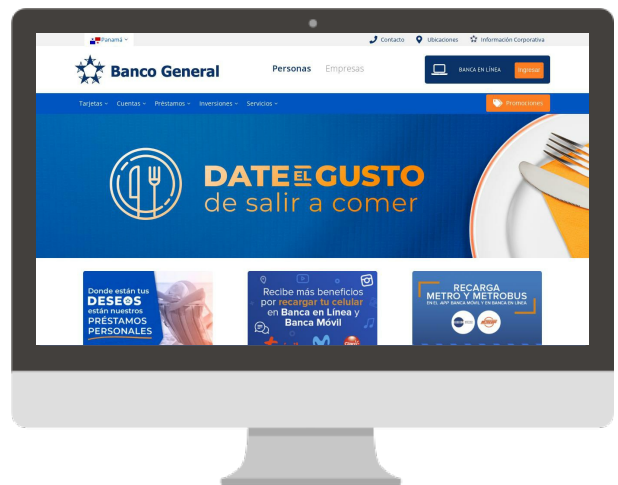
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade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

## www.bgeneral.com's Audit Results



**Your page could be better**

You have 14 Improvements Recommended



SEO



Usability



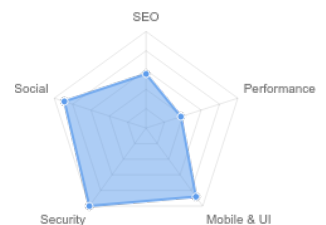
Performance



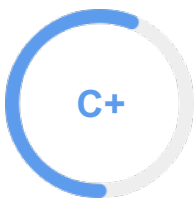
Social



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 of optimal length (between 10 and 70 characters).



Personas - Banco General Panamá

Length : 31

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	0
H4	10
H5	0
H6	0

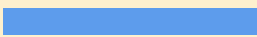
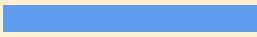
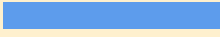

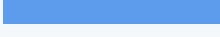

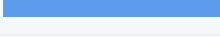
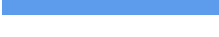
Keyword Consistency



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	
tarjeta	×	×	✓	24	
visa	×	×	✓	20	
préstamos	×	×	×	12	
ahorros	×	×	×	9	
cuentas	×	×	×	9	
marzo	×	×	×	9	
estrellas	×	×	×	8	
tarjetas	×	×	×	8	

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
de ahorros	×	×	×	7	
de marzo	×	×	×	7	
cuenta de	×	×	×	6	
ganadores de	×	×	✓	6	
horario especial	×	×	✓	6	
	×	×	×	6	
visa connectmiles	×	×	✓	6	
cuenta de ahorros	×	×	×	6	

**Amount of Content**

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 797

**Image Alt Attributes**

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

We found 42 images on your page and 41 of them are missing the attribute.

**LINKS****Number of Backlinks**

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

**11334**

External  
Backlinks

**13920**

All Backlinks

**43**

Moz Domain  
Authority

**On-Page Link Structure**

We found 226 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 25 of 98 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.bgeneral.com/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

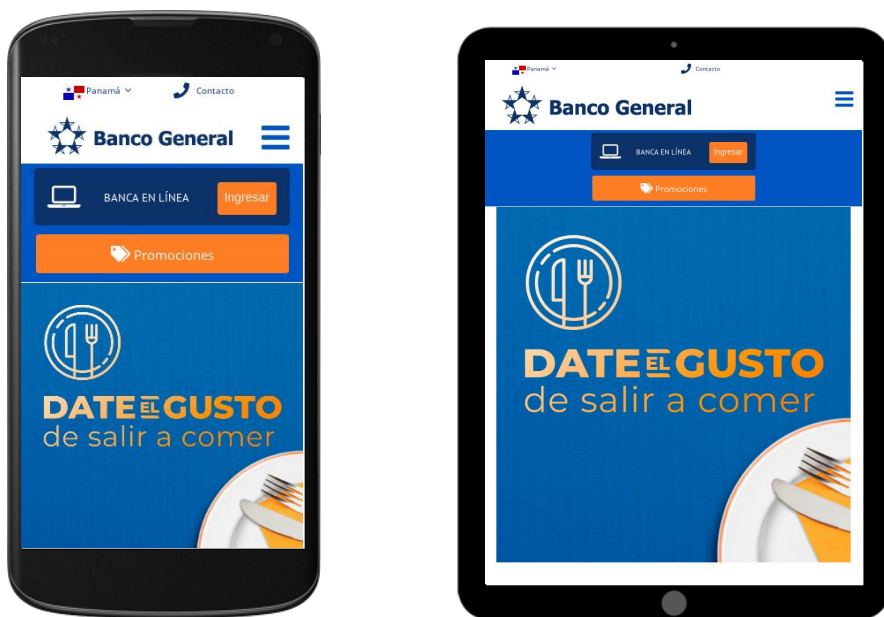


### Your usability is good

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

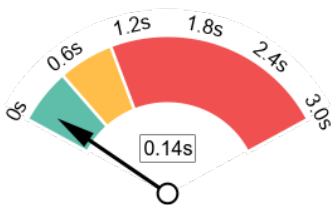
Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

### Page Speed Info

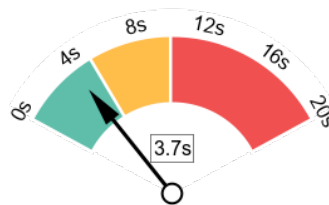
Your page's server response time is reasonably low which is good for load speed and user experience.



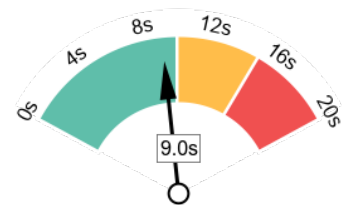
Server Response



All Page Content Loaded



All Page Scripts Complete

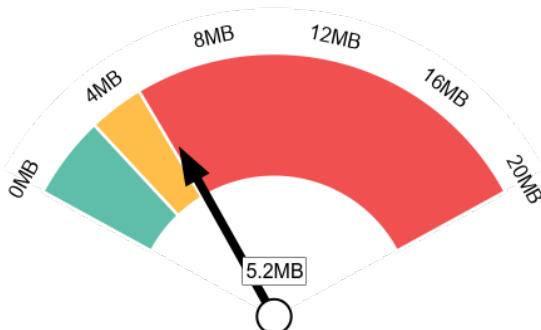


### Page Size Info

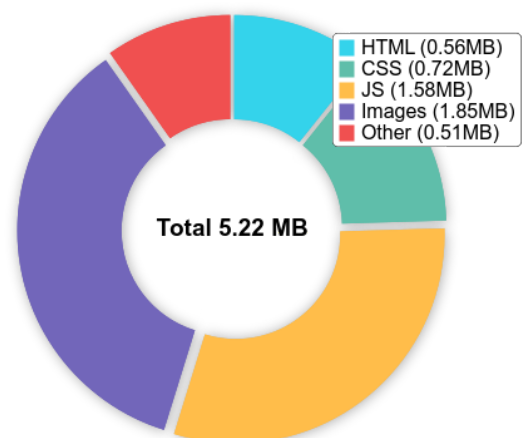
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size.



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.



215

Total Objects



6

Number of  
HTML Pages



118

Number of JS  
Resources



16

Number of  
CSS  
Resources



60

Number of  
Images



15

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.



**78349**  
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



**2787**  
Followers



**1394408**  
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.



**1178**  
Facebook



**0**  
LinkedIn

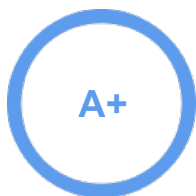


**0**  
Pinterest



**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*

No software or coding libraries could be identified on your page.

## Server IP Address

*i*

52.226.33.226

## DNS Servers

*i*

## Web Server

*i*

nginx

## Charset

*i*

text/html; charset=UTF-8

## Recommendations

SEO	Include a meta description tag	High 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	Make greater use of header tags	Medium Priority
SEO	Add ALT attributes to all images	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
Performance	Make use of GZIP compression	Low Priority
SEO	Update URLs to be more human and Search Engine readable	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	Create and link an associated LinkedIn profile	Low Priority