# Website Report for www.bladex.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.bladex.com's Audit Results

C+
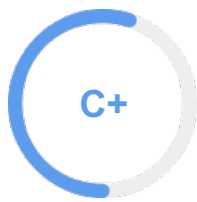
Your page could be better

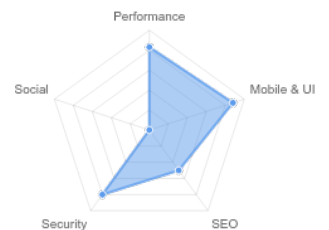You have 18 Improvements Recommended
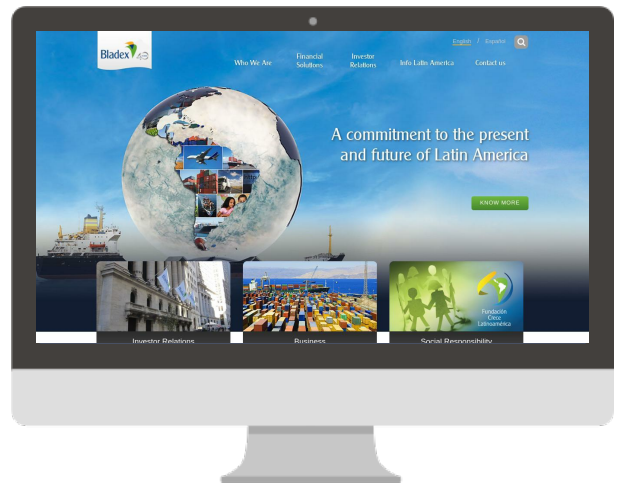
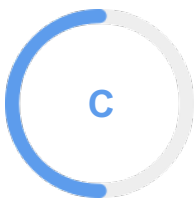| C	A	A-	F-	A-
SEO	Usability	Performance	Social	Security

SEO Results

C

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).

Bladex - Banco Latinoamericano de Comercio Exterior

Length : 51

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	3	████████
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	
information	✖	✖	✖	12	████████████
governance	✖	✖	✖	9	█████████
investor	✖	✖	✖	8	████████
financial	✖	✖	✖	8	████████
latin	✔	✖	✖	8	████████
relations	✖	✖	✖	8	███████
news	✖	✖	✔	8	███████
social	✖	✖	✖	8	██████

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
investor relations	✕	✕	✕	8	
contact us	✕	✕	✕	7	
latin america	✕	✕	✕	7	
social responsibility	✕	✕	✕	7	
financial solutions	✕	✕	✕	4	
corporate social	✕	✕	✕	4	
relations investor	✕	✕	✕	4	
investor relations investor	✕	✕	✕	4	

Amount of Content ✔

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

Word Count: 598

Image Alt Attributes ✗

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

We found 14 images on your page and 11 of them are missing the attribute.

LINKS

Number of Backlinks ✔

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

880
External Backlinks

3297
All Backlinks

46
Moz Domain Authority

On-Page Link Structure *i*

We found 177 total links. 3% 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 38 of 56 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.bladex.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

A

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

i

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.
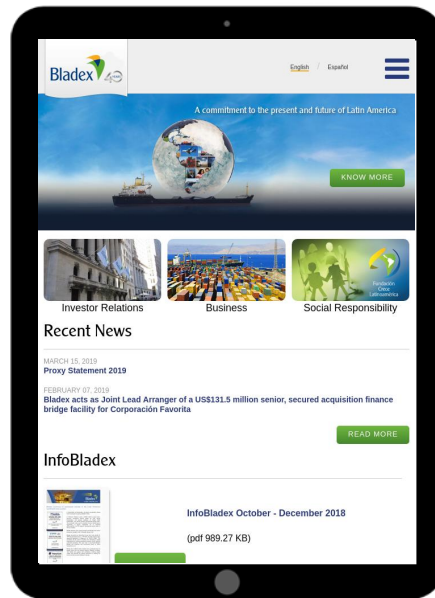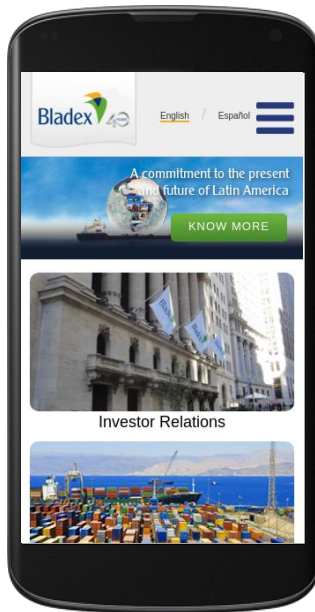
Use of Mobile Viewports

✓

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.

A-

Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still 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).
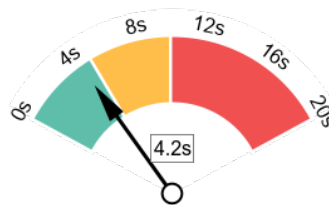
Page Speed Info ✓

Your page's server response time is reasonably low which is good for load speed and user experience.
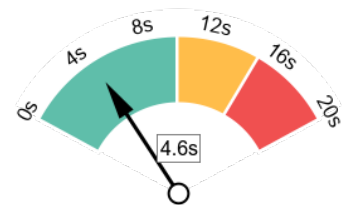
Server Response
0s | 0.6s | 1.2s | 1.8s | 2.4s | 3.0s
0.32s
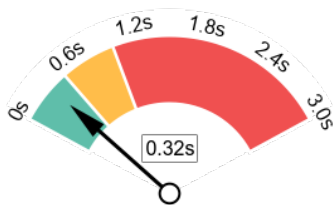
All Page Content Loaded
0s | 4s | 8s | 12s | 16s | 20s
4.2s
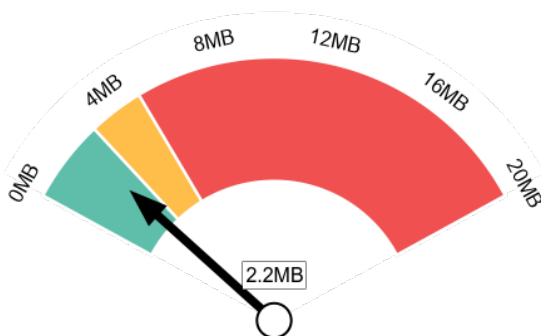
All Page Scripts Complete
0s | 4s | 8s | 12s | 16s | 20s
4.6s

Page Size Info ✓

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

Total Page Size
0MB | 4MB | 8MB | 12MB | 16MB | 20MB
2.2MB

Page Size Breakdown

- HTML (0.08MB)
- CSS (0.74MB)
- JS (0.59MB)
- Images (0.66MB)
- Other (0.09MB)

Total 2.16 MB
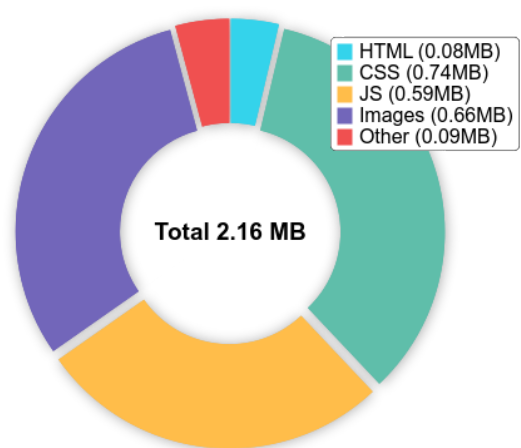
Number of Resources *i*

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.

#	`< >` HTML	`{;}` JS	`{ }` CSS	🖼	🗋 •••
96	**5**	**12**	**49**	**25**	**5**
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 needs improvement

You appear to have a weak 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 visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

No associated Facebook Page found as a link on your 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

No associated Instagram profile found linked on your page

Youtube Connected

No associated Youtube channel found linked on your page.

LinkedIn Connected

No associated LinkedIn profile found linked on your page.

Social Shares

You have a low level of Social Sharing of this page. Social Sharing is an effective way to drive traffic and build brand awareness.

6	**0**	**0**	**0**
Facebook	LinkedIn	Pinterest	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.

A-

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.

i

Technology	Version
Drupal	7
Font Awesome	
ZURB Foundation	

Server IP Address   *i*
52.4.119.208

DNS Servers   *i*

Web Server   *i*
Apache/2.4.7 (Ubuntu)

Charset   *i*
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
Social	Encourage Page Social Sharing	Medium Priority
Social	Create and link your Facebook Page	Medium Priority
SEO	Implement a XML sitemaps file	Medium Priority
SEO	Make greater use of header tags	Medium Priority

SEO	Fix identified broken links	**Medium Priority**
Performance	Optimize your images to reduce their file size	**Low Priority**
SEO	Add ALT attributes to all images	**Low Priority**
Social	Create and link your Twitter profile	**Low Priority**
Social	Create and link an associated Google+ profile	**Low Priority**
SEO	Update URLs to be more human and Search Engine readable	**Low Priority**
Security	Implement a redirect to HTTPS on your website	**Low Priority**
Social	Create and link associated Instagram profile	**Low Priority**
Social	Create and link an associated Youtube channel	**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**