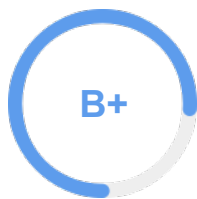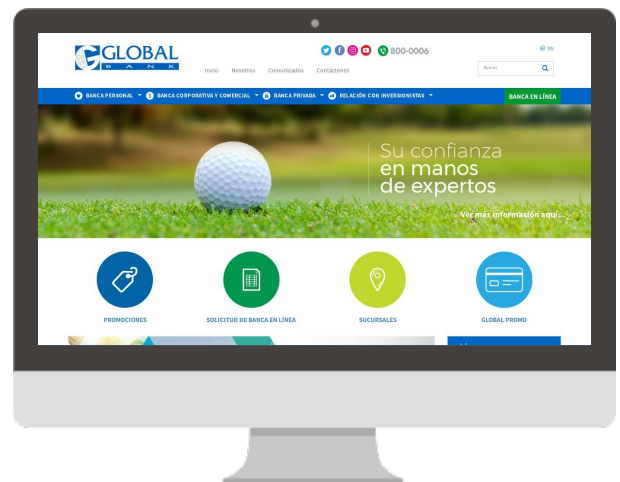# Website Report for www.globalbank.com.pa

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.globalbank.com.pa's Audit Results

B+

Your page could be better
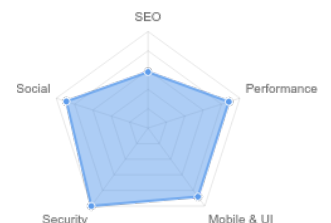
You have 11 Improvements Recommended

C+	A	A	A	A+
SEO	Usability	Performance	Social	Security

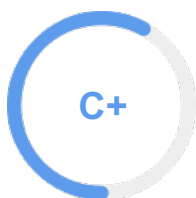SEO · Performance · Mobile & UI · Security · Social

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).

GlobalBank, tu banco de confianza

Length : 33

Meta Description Tag ✖

Your page has a meta description tag however, your meta description should ideally be between 70 and 320 characters (including spaces).

GlobalBank, tu banco de confianza

Length : 33

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	4	
H2	3	
H3	0	
H4	0	
H5	0	
H6	2	

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	✗	✗	✓	12	
línea	✗	✗	✓	8	
global	✓	✓	✓	7	
cuenta	✗	✗	✗	7	
préstamos	✗	✗	✗	6	
fijo	✗	✗	✗	5	
plazo	✗	✗	✗	5	
tarjeta	✗	✗	✗	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
en línea	✗	✗	✓	6	
banca en	✗	✗	✓	6	
banca en línea	✗	✗	✓	6	
plazo fijo	✗	✗	✗	5	
cuenta de	✗	✗	✗	4	
línea banca	✗	✗	✗	4	
en línea banca	✗	✗	✗	4	
ahorro cuenta corriente	✗	✗	✗	3	

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: 321

Image Alt Attributes ✖

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

We found 18 images on your page and 17 of them are missing the attribute.

LINKS

Number of Backlinks ✓

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

2992
External
Backlinks

62624
All Backlinks

33
Moz Domain
Authority

On-Page Link Structure *i*

We found 109 total links. 13% 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 23 of 82 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.globalbank.com.pa/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 ✓
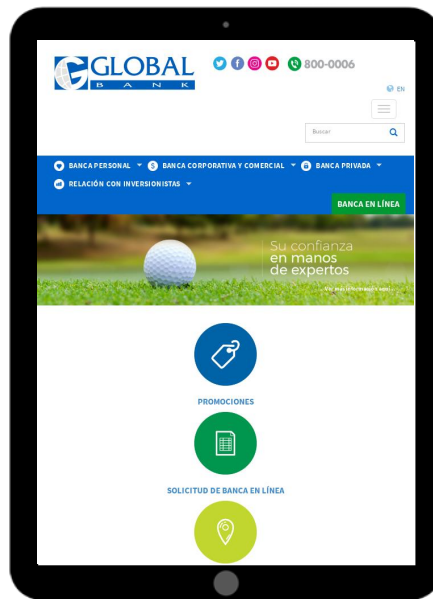
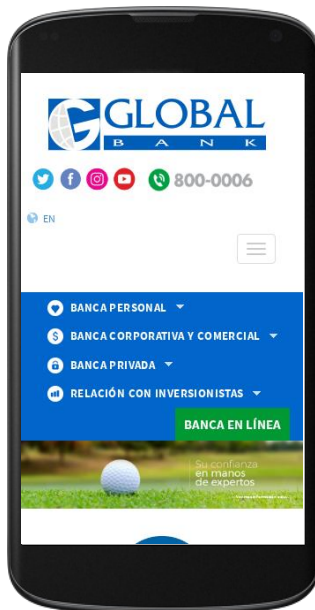Your page is using an analytics tool.

Google Analytics

Usability

Your usability is good

A

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.

Performance Results
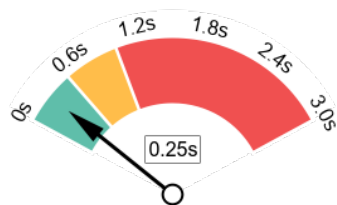
A

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).
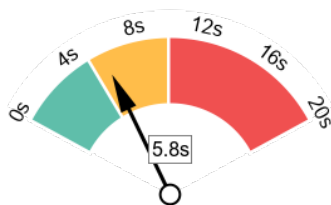
Page Speed Info ✓

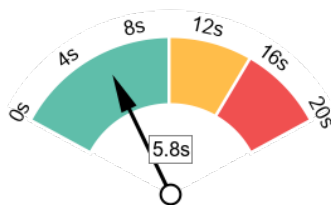Your page's server response time is reasonably low which is good for load speed and user experience.

Server Response
0.25s

All Page Content Loaded
5.8s

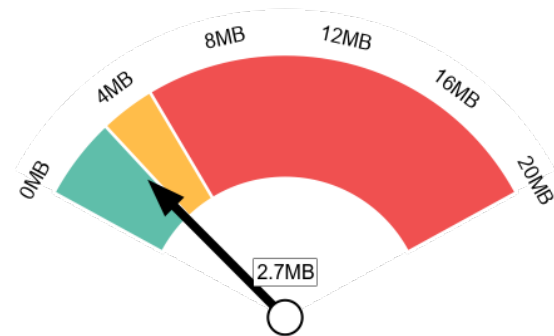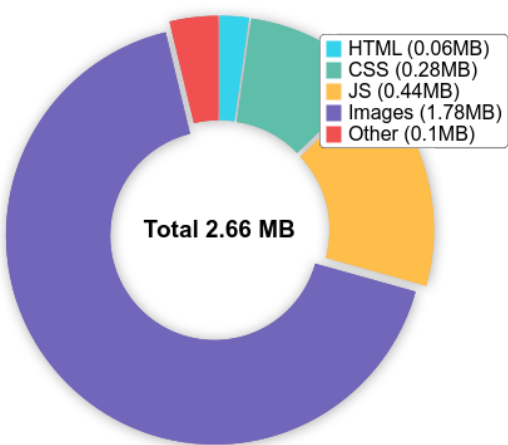All Page Scripts Complete
5.8s

Page Size Info ✓

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

Total Page Size
2.7MB

Page Size Breakdown
HTML (0.06MB)
CSS (0.28MB)
JS (0.44MB)
Images (1.78MB)
Other (0.1MB)
Total 2.66 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		
94	**4**	**29**	**28**	**28**	**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 ✓

No inline styles have been found within your page's HTML tags.

Social Results

Your social is good

A

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.

7998
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

445
Followers

298517
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.
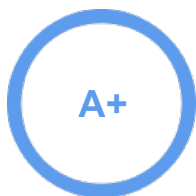
456
Facebook

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.

A+

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

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

Server IP Address

199.83.131.144

DNS Servers

Web Server

Apache

Charset

text/html; charset=utf-8

Recommendations

SEO	Lengthen meta description (to between 70 and 320 characters)	Low Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
SEO	Implement a XML sitemaps file	Medium 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
SEO	Increase Page text content	Low Priority
Social	Create and link an associated Google+ profile	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