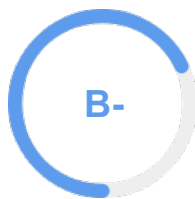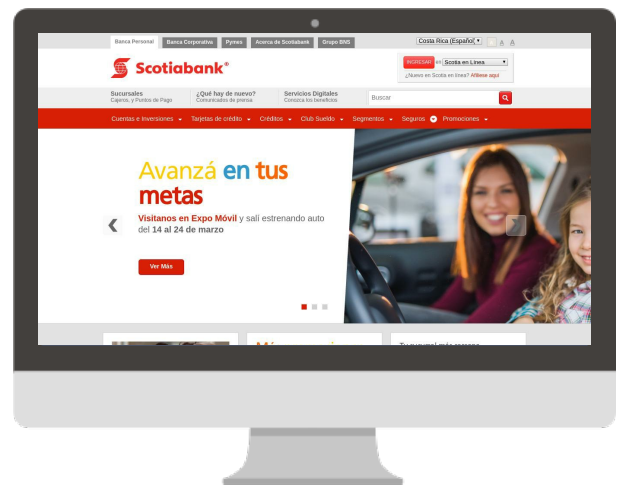# Website Report for www.scotiabankcr.com

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.scotiabankcr.com's Audit Results

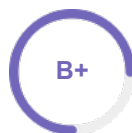**B-**

Your page could be better
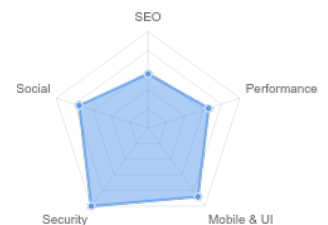
You have 14 Improvements Recommended

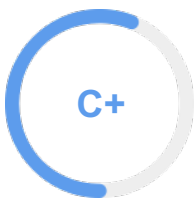| C+	A	B-	B+	A+
SEO	Usability	Performance	Social	Security

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).

Banca Personal

Length : 14

Meta Description Tag ✓

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

Scotiabank Costa Rica le ofrece varias soluciones de banca personal para ayudarlo a alcanzar sus objetivos. Haga clic para descubrir las ventajas de Scotiabank.

Length : 160

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	6	▬
H3	18	▬▬▬▬▬
H4	12	▬▬▬
H5	6	▬
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	
más	✗	✗	✓	18	
cuenta	✗	✗	✓	16	
seguro	✗	✗	✗	15	
línea	✗	✗	✓	14	
beneficios	✗	✗	✓	12	
scotia	✗	✓	✓	12	
para	✗	✓	✓	12	
banca	✓	✓	✓	12	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
en línea	✗	✗	✓	14	
ver más	✗	✗	✗	10	
seguro colectivo	✗	✗	✗	9	
scotia en línea	✗	✗	✓	8	
scotia en	✗	✗	✓	8	
de ahorro	✗	✗	✗	6	
cuenta de ahorro	✗	✗	✗	5	
ver más tu	✗	✗	✗	5	

Amount of Content ✓

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

Word Count: 1161

Image Alt Attributes ✗

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

We found 33 images on your page and 2 of them are missing the attribute.

LINKS

Number of Backlinks ✖

You have a reasonably weak level of backlink activity to this page. search engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

0	**0**	**40**
External Backlinks	All Backlinks	Moz Domain Authority

On-Page Link Structure *i*

We found 172 total links. 19% 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 3 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

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.scotiabankcr.com/robots.txt

XML Sitemaps ✔

Your website appears to have an XML sitemap.

https://www.scotiabankcr.com:443/sitemap.xml

Analytics ✔

Your page is using an analytics tool.
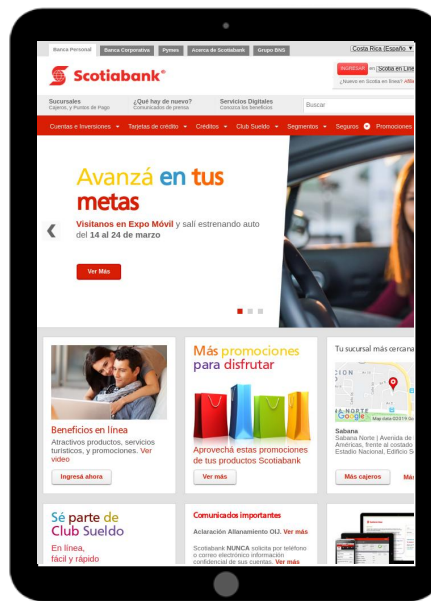
Google Analytics

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 ✔

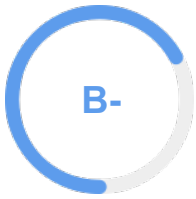The text on your page appears to be legible across devices.

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.

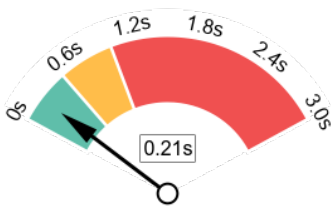## Performance Results

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.
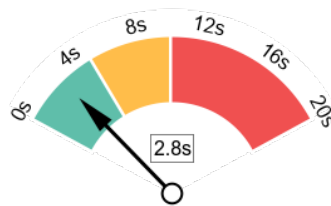
B-

Page Speed Info ✔

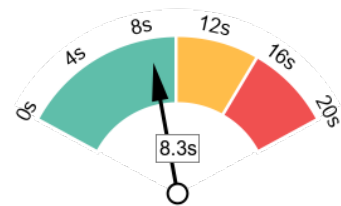Your page's server response time is reasonably low which is good for load speed and user experience.

Server Response

0s 0.6s 1.2s 1.8s 2.4s 3.0s

0.21s

All Page Content Loaded

0s 4s 8s 12s 16s 20s

2.8s

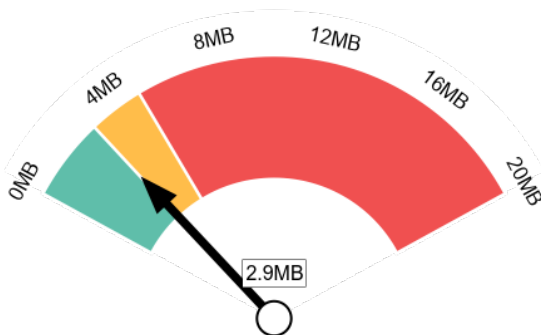**All Page Scripts Complete**
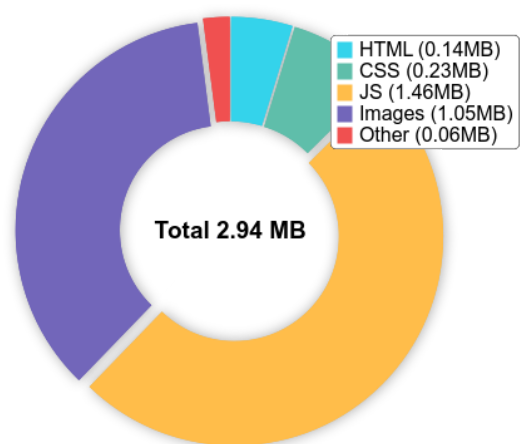
0s 4s 8s 12s 16s 20s

8.3s

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

2.9MB

Page Size Breakdown

- HTML (0.14MB)
- CSS (0.23MB)
- JS (1.46MB)
- Images (1.05MB)
- Other (0.06MB)

Total 2.94 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		
180	**12**	**49**	**8**	**86**	**25**
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 ✗

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.
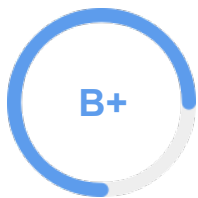
Deprecated HTML ✗

Deprecated HTML tags have been found within your page. These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.

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 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.

B+

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 ✗
No associated Instagram profile found linked on your page

Youtube Connected ✓
Your page has a link to a Youtube channel.

Youtube Activity ✓
You have a good number of YouTube channel subscribers

2158
Followers

6250890
View Count

LinkedIn Connected ✗
No associated LinkedIn profile found linked on your page.

Social Shares ✓
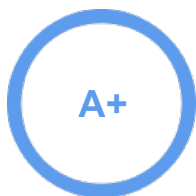Your page appears to be being shared on social networks.

1408
Facebook

0
LinkedIn

0
Pinterest

0
Stumbleupon

Security Results

A+

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 ✓

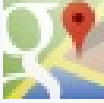No email addresses have been found in plain text on your page.

Technology Results

Technology List

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

i

Technology	Version
Cufon	
Google Analytics	UA
Google Maps	
Google Tag Manager	
Lightbox	
Microsoft ASP.NET	
SiteCatalyst	
jQuery	1.8.2

Server IP Address   *i*

104.92.124.70

DNS Servers   *i*

Web Server   *i*

Apache

Charset   *i*

text/html

Recommendations

SEO	**Execute a Link Building Strategy**	**High Priority**
SEO	**Use your main keywords across the important HTML tags**	Medium Priority
SEO	**Fix identified broken links**	Medium Priority
Performance	**Optimize your images to reduce their file size**	Low Priority
Performance	**Make use of GZIP compression**	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
Performance	**Remove inline styles**	Low Priority
Mobile & UI	**Improve the size of tap targets**	Low Priority
Social	**Create and link associated Instagram profile**	Low Priority
Social	**Create and link an associated LinkedIn profile**	Low Priority
Performance	**Remove any Deprecated HTML**	Low Priority