

Review of Inteligenciafinanceira.com.br

Generated on 2024-05-18

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag

404 Not Found



Length: 13 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Meta Description

No Description



Length: 0 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



Meta Keywords

No Keywords



Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

Google Preview

[404 Not Found](#)
[inteligenciafinanceira.com.br/](#)
No Description

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	5	1	0	0	0

<H1> Inteligência Financeira </H1>
<H2> Web Stories </H2>
<H2> Mercado financeiro </H2>
<H2> Onde investir </H2>
<H2> Finanças </H2>
<H2> Cotações </H2>
<H3> Vídeos </H3>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

para 21 investir 13 inteligência 11 como 10 renda 10
redação 10 finanças 9 atrás 9 imposto 8 itaú 7
notícias 7 bitcoin 7 petrobras 7 nova 7 hora 7

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
para	21	×	×	×
investir	13	×	×	✓
inteligência	11	×	×	✓
como	10	×	×	×
renda	10	×	×	×
redação	10	×	×	×
finanças	9	×	×	✓
atrás	9	×	×	×
imposto	8	×	×	×
itaú	7	×	×	×
notícias	7	×	×	×
bitcoin	7	×	×	×
petrobras	7	×	×	×
nova	7	×	×	×
hora	7	×	×	×

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.



Alt Attribute



We found 28 images on this web page

✓ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



Text/HTML Ratio



HTML to Text Ratio is: **2.52%**

Text content size 12927 bytes

Total HTML size 512992 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 501 KB to 93 KB (81.5 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 192.0.66.112 does not redirect to inteligenciafinanceira.com.br


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly


Your site's URLs contain unnecessary elements that make them look complicated.
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.
Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Oh no, you are using underscores (these_are_underscores) in your URLs


Great, you are not using ?underscores (these_are_underscores) in your URLs.
While Google treats hyphens as word separators, it does not for underscores.

✓ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.



Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✓ **XML Sitemap** Good, you have XML Sitemap file!



<http://inteligenciafinanceira.com.br/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://inteligenciafinanceira.com.br/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Embedded Objects



Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Iframe



Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration



Exactly how many years and months

Domain Age: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

66,000 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL



<http://inteligenciafinanceira.com.br>
Length: 22 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).



Favicon



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page



Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size

501 KB (World Wide Web average is 320 Kb)



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time

0.02 second(s)



Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language

Good, you have declared your language
Declared Language: PT-BR



Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

 Domain Availability

Domains (TLD)	Status
inteligenciafinanceira.com	Already Registered
inteligenciafinanceira.net	Available
inteligenciafinanceira.org	Already Registered
inteligenciafinanceira.biz	Already Registered
inteligenciafinanceira.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

 Typo Availability

Domains (TLD)	Status
unteligenciafinanceira.br	Query Failed
jnteligenciafinanceira.br	Query Failed
knteligenciafinanceira.br	Query Failed
Inteligenciafinanceira.br	Query Failed
onteligenciafinanceira.br	Query Failed

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Mobile Compatibility



Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View

⚙ ⚙ ⚙

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP

Server IP	Server Location	Service Provider
192.0.66.112	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips

Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✗ Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  Sigaif

 Twitter:  Sigaif

 Instagram:  Sigaif

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

 Traffic Rank

No Global Rank

A low rank means that your website gets a lot of visitors.
Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

 Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your website is popular.
This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

 Estimated Worth

\$10 USD

Just a estimated worth of your website based on Alexa Rank.

 In-Page Links

We found a total of 159 links including both internal & external links of your site

Anchor	Type	Follow
Saiba mais	Internal Links	Dofollow
Simule seu próximo investimento com a Calculadora de Renda Fixa	Internal Links	Dofollow
Inteligência Financeira	Internal Links	Dofollow
Mercado financeiro	Internal Links	Dofollow
Ações	Internal Links	Dofollow
Agenda de dividendos	Internal Links	Dofollow
BDR	Internal Links	Dofollow
Boletim Focus	Internal Links	Dofollow
Câmbio	Internal Links	Dofollow
Calendário econômico	Internal Links	Dofollow
Cotações	Internal Links	Dofollow
Dólar	Internal Links	Dofollow
Economia	Internal Links	Dofollow
ESG	Internal Links	Dofollow
Ibovespa	Internal Links	Dofollow
IPCA	Internal Links	Dofollow
Morning Call	Internal Links	Dofollow
Negócios	Internal Links	Dofollow
PIB	Internal Links	Dofollow
Política	Internal Links	Dofollow
Selic	Internal Links	Dofollow
Onde investir	Internal Links	Dofollow
Aposentadoria	Internal Links	Dofollow
Como juntar dinheiro	Internal Links	Dofollow
Criptoativos	Internal Links	Dofollow
Investir em agronegócios	Internal Links	Dofollow
Investir no Exterior	Internal Links	Dofollow
Investimentos	Internal Links	Dofollow
Renda fixa	Internal Links	Dofollow
Renda variável	Internal Links	Dofollow
Quanto rende	Internal Links	Dofollow
Finanças	Internal Links	Dofollow
Consumo	Internal Links	Dofollow
Finanças pessoais	Internal Links	Dofollow
Imposto de Renda	Internal Links	Dofollow
Planejamento financeiro	Internal Links	Dofollow
Quem é...?	Internal Links	Dofollow
Aprenda a investir com o 'Rei dos Dividendos', Luiz Barsi Filho	Internal Links	Dofollow
Planilha de Controle Financeiro	Internal Links	Dofollow
Glossário Financeiro	Internal Links	Dofollow
Colunistas	Internal Links	Dofollow
André Franco	Internal Links	Dofollow
Bora Investir (B3)	Internal Links	Dofollow
César Graftetti	Internal Links	Dofollow
Dirlene Silva	Internal Links	Dofollow
Fabio Gallo	Internal Links	Dofollow
Fernando M. Gonçalves	Internal Links	Dofollow

Fernanda Melo	Internal Links	Dofollow
Gabriel Navarro	Internal Links	Dofollow
Giovanni Vescovi	Internal Links	Dofollow
íon Itaú	Internal Links	Dofollow
JOTA	Internal Links	Dofollow
Julia De Luca	Internal Links	Dofollow
Mário Mesquita	Internal Links	Dofollow
Martin Iglesias	Internal Links	Dofollow
Renato Eid	Internal Links	Dofollow
Rodolfo Olivo	Internal Links	Dofollow
Thiago Kapulskis	Internal Links	Dofollow
William Castro Alves	Internal Links	Dofollow
William Heuseler	Internal Links	Dofollow
Multimídia	Internal Links	Dofollow
PodInvestir	Internal Links	Dofollow
Visão de Líder	Internal Links	Dofollow
Web Stories	Internal Links	Dofollow
INSCREVA-SE	Internal Links	Dofollow
Guias e Ferramentas	Internal Links	Dofollow
Rodolfo Olivo	Internal Links	Dofollow
Termos de Uso e Política de Privacidade	Internal Links	Dofollow
Euro	Internal Links	Dofollow
PETR3	Internal Links	Dofollow
MGLU3	Internal Links	Dofollow
JBSS3	Internal Links	Dofollow
MRFG3	Internal Links	Dofollow
ABEV3	Internal Links	Dofollow
ITUB4	Internal Links	Dofollow
BBDC4	Internal Links	Dofollow
EQTL3	Internal Links	Dofollow
Chuvas no RS	Internal Links	Dofollow
Agenda de balanços do 1T2024	Internal Links	Dofollow
Guia do IRPF 2024	Internal Links	Dofollow
Magda Chambriard, executiva escolhida pelo governo federal para suceder Jean Paul Prates no comando da Petrobras (PETR4). Foto: Antonio Cruz/Agência Brasil	Internal Links	Dofollow
Petrobras (PETR3, PETR4)	Internal Links	Dofollow
Cena internacional pode finalmente empurrar a bolsa? Veja o que diz análise gráfica	Internal Links	Dofollow
Sem aluguel da sede da Vibra, investidores de CRI não recebem juros e amortização de maio	Internal Links	Dofollow
É hora de comprar ações da Positivo? UBS BB diz que sim e eleva preço-alvo	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Guias	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Dividendos	Internal Links	Dofollow
Os planos de Ivan Monteiro na Eletrobras para continuar pagando dividendos bilionários	Internal Links	Dofollow
Como saber em qual lote você vai receber a restituição do IR?	Internal Links	Dofollow
Investimento em ouro possui diversas vantagens e riscos, por isso vale a pena analisar antes de incluí-lo em sua carteira - (Foto: Getty Images)	Internal Links	Dofollow

Ouro	Internal Links	Dofollow
FIIs que batem os títulos do Tesouro que pagam IPCA+6%	Internal Links	Dofollow
John Rodgerson, CEO da Azul, durante a 17ª CEO Conference do Itaú BBA em Nova York. Foto: Junior Mantovani	Internal Links	Dofollow
Aviação	Internal Links	Dofollow
Caixa Econômica avalia ter parceiro no mercado para banco digital	Internal Links	Dofollow
Como a Inteligência Artificial e a impressão 3D revolucionaram a Vulcabras	Internal Links	Dofollow
Assista mais vídeos	Internal Links	Dofollow
Musk conclui transformação do X para se distanciar da marca Twitter	Internal Links	Dofollow
O que é melhor: seguir recomendação de compra de ações ou estudar sozinho?	Internal Links	Dofollow
Haddad: presidente da Petrobras (PETR4) é 'quase ministro', tem que ter relação próxima com Lula	Internal Links	Dofollow
CEO da Enauta (ENAT3): temos que olhar novas oportunidades, porque elas passam	Internal Links	Dofollow
B3: Número de investidores pessoa física cresce 2% no 1º trimestre, para 19,4 milhões	Internal Links	Dofollow
Ver mais notícias	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
'Sell in may and go away': venda ações em maio e volte só mais tarde. Será que há verdade nesse ditado?	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Competitividade no futebol: o dinheiro tem força, mas a paixão não tem preço	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Buffett, renda passiva e o novo ETF DIVD11	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Governança corporativa na prática	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Tania Cosentino - Foto: Bufalos	Internal Links	Dofollow
Visão de Líder	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Aluísio Alves	Internal Links	Dofollow
Michael Saylor, presidente e CEO da MicroStrategy: ele começou a comprar Bitcoin em 2020 como uma proteção contra a inflação e uma alternativa para reter caixa da empresa. Hoje, a MicroStrategy possui no balanço 214.246 bitcoins. Ao preço de US\$ 67.069,60 (sexta 12, às 17h de Brasília) equivalia a US\$ 14,4 bilhões. A empresa é avaliada em US\$ 25 bi. Foto: Mariana Pekin/Inteligência Financeira	Internal Links	Dofollow
José Eduardo Costa	Internal Links	Dofollow
Imagem de vídeo do youtube com a repórter Sophia Camargo falando sobre Imposto de Renda	Internal Links	Dofollow
Sophia Camargo	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Estratégias de investimento	Internal Links	Dofollow
Caderneta de poupança é conhecida por ser uma conta prática, simples de abrir e mexer, além de ser bastante segura - Foto: Marcello Casal Jr / Agência Brasil	Internal Links	Dofollow
Poupança	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Bitcoin sobe 5% na semana e caminha para retomar US\$ 70 mil nos próximos dias	Internal Links	Dofollow
Em um cenário mais conservador, o prazo para alcançar os R\$ 100 mil é de 7 anos e 3 meses. (Foto: Freepik)	Internal Links	Dofollow

Os fundos imobiliários são boas opções de investimento para aposentadoria pois, além de pagarem proventos e repartirem os lucros, também são isentos de Imposto de Renda - (Foto: Freepik)	Internal Links	Dofollow
Fundos imobiliários (FIIs)	Internal Links	Dofollow
Brasil é escolhido sede da Copa do Mundo feminina de 2027	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Governo antecipa pagamento de cerca de 900 mil restituições do IR para o RS, no valor de R\$ 1,1 bi	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Birôs de crédito suspendem negativação de dívidas no RS por 60 dias devido a enchentes	Internal Links	Dofollow
Interior do brechó de luxo Fashionphile em Nova York, no Chelsea. Foto: reprodução/site oficial	Internal Links	Dofollow
Life style	Internal Links	Dofollow
PodInvestir	Internal Links	Dofollow
Newsletters da Inteligência Financeira	Internal Links	Dofollow
Quem somos	Internal Links	Dofollow
Fale conosco	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
TradingView	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.