



ANÁLISE COMPETITIVA

Fundação Unimed



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1. OBJETIVO



OBJETIVO

Esta análise competitiva visa fornecer informações detalhadas sobre o mercado de cursos de saúde; o volume de buscas estimado das principais palavras-chave; como os principais concorrentes no país estão se comportando em seus sites e como estão trabalhando para conseguir destaque, não apenas nos mecanismos de buscas, mas também em redes sociais e no mundo virtual em geral. De modo que auxilie na estratégia da elaboração do novo site da Fundação Unimed.

Com base na análise detalhada de todos os pontos positivos e negativos de cada um dos concorrentes selecionados, conseguiremos elaborar o Guia de SEO, de modo que a Fundação Unimed possa formatar seu novo portal, crescer e conseguir ganhar importância online com foco nos locais de atuação.



2. BENEFÍCIOS DA APLICAÇÃO DE ANÁLISE COMPETITIVA



BENEFÍCIOS

- Análise das palavras-chave relacionadas ao negócio em comparação com os concorrentes para compreensão da visibilidade do site em relação ao dos demais analisados;
- Identificar como os concorrentes estão adquirindo os seus *backlinks*, de modo que a elaboração de estratégia de *link building* (aquisição externa de links para o site), possa ser de maior retorno e mais efetiva quanto a resultados;
- Identificar o trabalho dentro do site dos concorrentes, de modo a perceber qual será a melhor estrutura a ser aplicada na Unimed;
- Elaboração de um plano estratégico que auxilie na criação do Guia de SEO de marketing digital que permita desenvolver as ações necessárias para alcançar os objetivos de seu negócio online.

3. METODOLOGIA



METODOLOGIA

Os dados analisados para a elaboração desse relatório foram:

- Páginas indexadas no Google;
- Quantidade e análise de *backlinks* para o site;
- Palavras-chave, posicionamento dos concorrentes nos buscadores e volume de busca local de cada;
- SEO dos concorrentes, ou seja, avaliação técnica aplicada aos sites;
- Estratégia online.

4. DESCRIÇÃO DO NEGÓCIO



DESCRIÇÃO DO NEGÓCIO

A Fundação Unimed, site , é uma escola de cursos de pós graduação, EAD e de curta duração para pessoas que atuam na área de saúde e desejam aprimorar os serviços oferecidos, voltado não apenas para os médicos, mas também administradores e secretárias, ou seja, vendo a organização da saúde de um modo completo.

5. CONCORRENTES ANALISADOS



CONCORRENTES ANALISADOS

Empresa	URL
Einstein	http://www.einstein.br/ensino/Paginas/ensino.aspx
Fundação Dom Cabral	http://www.fdc.org.br/Paginas/default.aspx
Hospital Sírio-Libanês	https://www.hospitalsiriolibanes.org.br/iep/Paginas/default.aspx
Hospital Moinhos de Vento	http://iep.hospitalmoinhos.org.br/

Observação

Estamos comparando o site da Fundação Unimed com todos esses sites concorrentes, porém destacamos que a Fundação UNIMED é o único site que é de Educação e para Área Médica. Um dos concorrentes, a Dom Cabral, é voltado exclusivamente a Educação, de forma mais ampla, e três deles são hospitais, portanto, recebem outros tipos de tráfego, possuem outros tipos de conteúdo. Conseguimos tirar vários insights, especialmente quando há áreas separadas, mas, em alguns aspectos pode haver distorção.

6. COMPARATIVO ENTRE OS WEBSITES



COMPARATIVO ENTRE OS WEBSITES

A tabela abaixo mostra as notas dadas aos sites da Fundação Unimed e seus principais concorrentes com a ferramenta Webscan™ WSI. Essa análise avalia os Fatores Críticos de Sucesso (FCS) para um bom site, classificando-os de 0 a 10, sendo 10 a melhor nota.

Os critérios avaliados são:

- Nota Geral
- Acessibilidade
- Conteúdo
- Marketing
- Tecnologia.

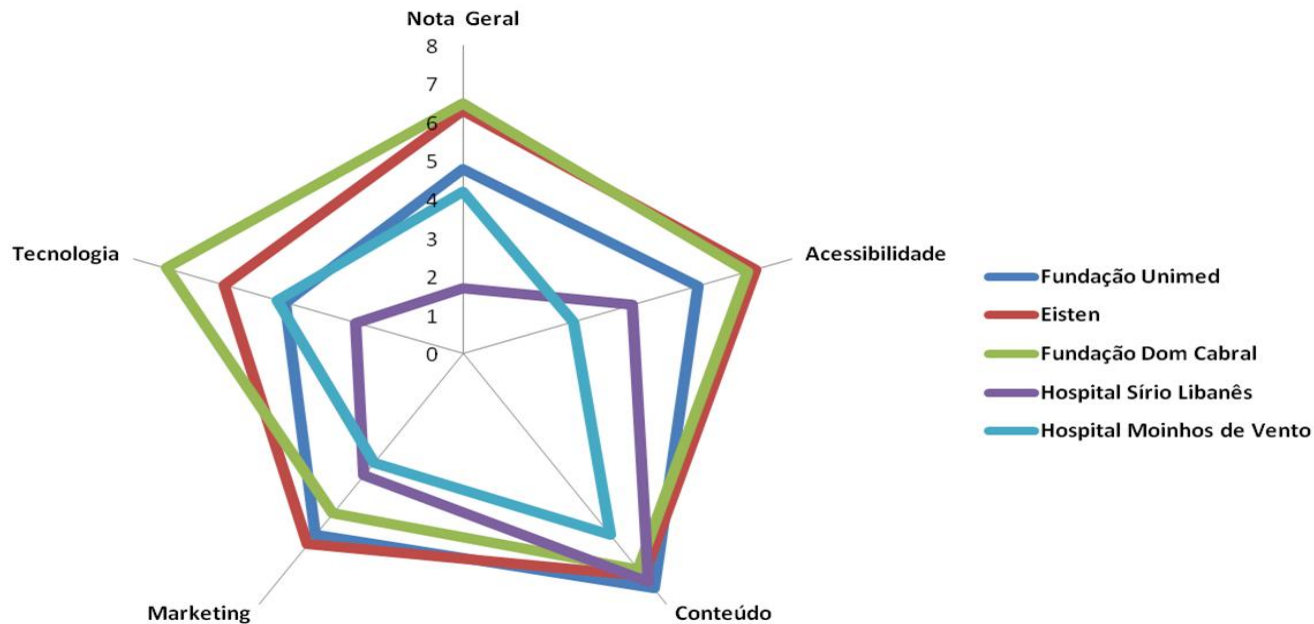


COMPARATIVO ENTRE OS WEBSITES

Website	Nota Geral	Acessibilidade	Conteúdo	Marketing	Tecnologia
Fundação Unimed	4,8	5,7	7,5	5,8	4,3
Eisten	6,3	7,1	7,1	6,1	5,8
Fundação Dom Cabral	6,5	6,9	6,9	5,1	7,2
Hospital Sírio Libanês	1,7	4,1	7,3	3,9	2,6
Hospital Moinhos de Vento	4,2	2,7	5,8	3,5	4,5

COMPARATIVO ENTRE OS WEBSITES

Gráfico de Comparação entre os sites



COMPARATIVO ENTRE OS WEBSITES

No gráfico acima, notamos que a **Fundação Unimed** está em 3º lugar em “Nota Geral”, na qual tirou **4,8**, ficando abaixo da **Dom Cabral** (6,5) e do **Eisten** (6,3) por uma diferença bastante significativa. Esta à frente do **Hospital Moinhos de Vento (4,2)** por uma diferença pequena e do **Hospital Sírio Libanês** (1,7), que está bem abaixo da média geral.

Ou seja, de maneira geral, o site e as estratégias de marketing online precisam melhorar.

5,7 em Acessibilidade mostra a necessidade de melhorar a estrutura das URL's do site, alguns links parecem estar quebrados e não há conformidade com W3C.

7,5 em Conteúdo, apesar de ser a melhor nota do site e haver pontos positivos como a correspondência de palavras-chave, há necessidade de ampliação do volume de conteúdo que é considerado modesto.

5,8 em Marketing se justifica por vários aspectos ligados ao SEO: URL's não amigáveis, títulos e descrições não otimizados, entre outros problemas. Destaque positivo para o Twitter.

4,3 em Tecnologia indica alguns problemas técnicos como os pontuados acima, para Marketing, e o tempo de carga do site está alto.

O relatório na íntegra do Webcam™ WSI poderá ser visto nos Anexos desta análise.



7. PÁGINAS INDEXADAS NO GOOGLE



PÁGINAS INDEXADAS NO GOOGLE

Analisar o número de páginas indexadas no buscador pode nos trazer diversas informações como:

- O site é constantemente atualizado (ou não), garantindo um maior volume de conteúdo e também fazendo com que possua mais possibilidades de aparecer nas pesquisas;
- Alguma configuração do site pode estar errada, fazendo com que ele mesmo crie páginas duplicadas, o que não é bom para os buscadores, já que ele entende que o conteúdo é publicado diversas vezes;
- Páginas podem não estar sendo indexadas;
- Concluir que o site possui pouco conteúdo na web, levando a montar estratégias de novas páginas ou possivelmente um blog, que mantêm o site constantemente atualizado, o que também é vantajoso.

PÁGINAS INDEXADAS NO GOOGLE

Empresa	URL	Tem tráfego que não é de Educação de Área Médica?
Fundação Unimed	1.400	Educação – área médica
Einstein	20.700	Hospital +Educação – área médica
Fundação Dom Cabral	23.100	Educação
Hospital Sírio-Libanês	2.550	Hospital +Educação – área médica
Hospital Moinhos de Vento	4.970	Hospital +Educação – área médica

PÁGINAS INDEXADAS NO GOOGLE

Avaliação sobre as páginas indexadas da **Fundação Unimed**:

A **Fundação Unimed** tem a sua estruturação bem formatada, com URLs limpas, configurações de *breadcrumbs* que ajudam o usuário a compreender os caminhos percorridos no site e bons títulos, em sua grande parte.

O fato de não investir em uma área de blog ou notícias, faz com que não possua muitas páginas indexadas, tenha o site estático e não abra possibilidades para conseguir atrair mais pessoas do que as que buscam apenas pelos cursos oferecidos.

PÁGINAS INDEXADAS NO GOOGLE

Avaliação sobre as páginas indexadas do **Einstein**:

O Einstein optou por manter a parte educacional dentro do mesmo domínio das demais áreas do site, o que dá a vantagem de possuir mais páginas indexadas e conseguir concentrar a força em apenas um domínio, utilizando-se de outros subdomínios e criando uma cadeia maior de conteúdo indexado.

O Hospital também tem um grande desenvolvimento de aplicativos, no subdomínio `apps.einstein.br`, que são sessões especiais para serem acessadas com temáticas do interesse dos usuários, geralmente com assuntos de interesse geral. Isso também aumenta o número de páginas indexadas. São exemplos de aplicativos:

<http://apps.einstein.br/robotics/4edicao/default.asp>

<http://apps.einstein.br/isicem/>

<http://apps.einstein.br/alcooledrogas/novosite/index.htm>



PÁGINAS INDEXADAS NO GOOGLE

Avaliação sobre as páginas indexadas da **Fundação Dom Cabral**:

A Fundação Dom Cabral, embora tenha muita reputação e muitas páginas indexadas, possui diversos erros na estruturação do seu site, tais como:

- Conteúdo duplicado gerado por filtro de temas ou por páginas;
- Conteúdo aproveitado de outros sites, com poucas linhas da matéria original e depois um link para a matéria completa. Ao publicar conteúdos desse modo, rasos, ou seja, com pouquíssimo volume de palavras, e sem se aproveitar de elaboração de estratégia de pautas, não a favorece do ponto de vista de SEO;
- Site publicado em mais de uma língua, sem redirecionamento correto de um local para o outro. Sem utilizar a correta configuração no código, o Google entende como conteúdo duplicado mesmo sendo simples tradução para outra língua.

PÁGINAS INDEXADAS NO GOOGLE

Avaliação sobre as páginas indexadas do **Hospital Sírio-Libanês**:

Assim como na Fundação Unimed, o Hospital Sírio-Libanês aparentemente não investe em conteúdo interno, tendo apenas as páginas de seus hospitais e seus cursos.

Recentemente, passaram a colocar conteúdo na sessão “Sua Saúde”, o que irá ajudar o site a desenvolver melhor a sua relevância e a ficar melhor posicionado no Google e em outros buscadores.

PÁGINAS INDEXADAS NO GOOGLE

Avaliação sobre as páginas indexadas do **Hospital Moinhos de Ventos**:

Assim como o Einstein, o conteúdo do Moinhos de Ventos encontra-se, em grande parte, no mesmo domínio. A única diferenciação que eles realizaram foi para o caso da maternidade, tratando o assunto a parte, em uma URL diferente. Eles não investem na atualização do site, com publicação de novos conteúdos, mas possuem glossários a que dão o nome de “Saiba Mais Sobre”, e, nessa área, há um conteúdo mais completo sobre as doenças e os procedimentos possíveis de serem realizados no hospital.

PÁGINAS INDEXADAS NO GOOGLE

Conclusão sobre o tópico páginas indexadas no Google:

A estruturação e a quantidade de páginas indexadas do site da Fundação Unimed estão boas.

Na reformulação do site, recomendamos inserir mais conteúdo, em outras páginas, além da página do curso em si. Pode ser um blog, uma área de Notícias, uma área sobre iniciação científica dos alunos. Os temas dos artigos podem ser diversos também: assuntos correlatos ao curso ou ao tema, questões que os alunos têm que o curso responde, algum aspecto da matéria como uma “degustação” para atrair alunos. Esse conteúdo adicional poderia ser elaborado pelos próprios professores dos cursos ou por redatores, através de aplicação de entrevistas e com a verificação e assinatura desses professores, de modo que os alunos possam confirmar o conhecimento do profissional, ganhar confiança e, com isso, serem estimulados em seus estudos.

PÁGINAS INDEXADAS NO GOOGLE

Conclusão sobre o tópico páginas indexadas no Google (Cont.)

Os ganhos obtidos com a ampliação de conteúdo:

- Ampliar a quantidade de páginas indexadas
- Aumentar as chances de atração do público-alvo: ampliar a quantidade de páginas de entrada ao site
- Diversificar as palavras-chave para as quais a Fundação Unimed se posiciona no Google
= aumentar a quantidade de palavras-chave que levam tráfego.

8. ANÁLISE DE PALAVRAS-CHAVE



ANÁLISE DE PALAVRAS-CHAVE

Palavras-chave são termos trabalhados dentro do site e que são lidos pelos robôs dos buscadores ao entrar nele com o objetivo de tentar identificar os assuntos tratados e a relevância do conteúdo.

A seleção de palavras-chave é importante por diversos motivos que seriam:

- **Volume de busca:** quantidade estimada de buscas mensais, ou quantas vezes num dado mês essa palavra é procurada no Google, em média;
- **Termos a serem trabalhados:** depois de verificar o volume de busca, a dificuldade de ranqueamento e até mesmo a posição atual do site para a palavra, fica fácil conseguirmos entender quais são os termos que precisam ser trabalhados e dimensionar o quanto será necessário para melhorar a visibilidade do site.

ANÁLISE DAS PALAVRAS-CHAVE - POSICIONAMENTO

O posicionamento refere-se ao rankamento do site nos motores de busca. Quanto melhor o posicionamento, maiores as chances de um usuário clicar no resultado de pesquisa que aponte para o site.

Explicando a tabela a seguir:

As colunas com os nomes das empresas correspondem ao posicionamento, ou seja, em que posição o site desta empresa aparece na página de resultados de busca no Google quando alguém digita a palavra-chave à esquerda, sendo:

- 1 a 10, na primeira página,
- 11 a 20, na segunda página, assim por diante, até
- 91 a 100, na décima página, e
- *** indica que o site não aparece nas primeiras dez páginas do resultado da busca.
- As cores do fundo das células servem para facilitar o entendimento da situação geral: as palavras mais distantes da primeira página recebem vermelho e as palavras mais próximas da primeira página recebem verde.

Palavras-chave Fundação Unimed

ID	Palavras-chave	Volume de busca	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moinhos de Vento
1	segurança do trabalho	49500	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
2	Marketing Pessoal	14800	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
3	pós-graduação	9900	Not in top 100	37	Not in top 100	19	Not in top 100
4	medicina do trabalho	6600	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
5	enfermagem do trabalho	5400	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
6	gestão hospitalar	5400	27	46	Not in top 100	Not in top 100	Not in top 100
7	medicina legal	5400	9	Not in top 100	Not in top 100	Not in top 100	Not in top 100
8	Cooperativismo	4400	13	Not in top 100	Not in top 100	Not in top 100	Not in top 100
9	cuidados paliativos	4400	30	11	Not in top 100	9	Not in top 100
10	formação	3600	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
11	pos graduação a distancia gratuito	2900	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
12	educação em saúde	1900	Not in top 100	17	Not in top 100	93	Not in top 100
13	administração hospitalar	1600	14	67	Not in top 100	Not in top 100	Not in top 100
14	fundação unimed	1600	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
15	segurança e medicina do trabalho	1600	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
16	medicina ocupacional	1300	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
17	curso de atendimento ao cliente	1000	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
18	curso de gestão empresarial	1000	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
19	gestão em saúde	1000	44	43	Not in top 100	61	Not in top 100
20	atenção primária à saúde	880	21	14	Not in top 100	Not in top 100	Not in top 100
21	auditoria em enfermagem	880	14	12	Not in top 100	Not in top 100	Not in top 100
22	curso de auditoria	880	16	19	Not in top 100	Not in top 100	Not in top 100
23	medicina intensiva	880	10	9	Not in top 100	3	Not in top 100
24	saúde ocupacional	880	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
25	terapia intensiva	880	10	4	Not in top 100	49	Not in top 100
26	consultoria em segurança do trabalho	720	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
27	geriatria e gerontologia	720	19	44	Not in top 100	Not in top 100	Not in top 100
28	medicina e segurança do trabalho	720	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
29	atendimento unimed	590	72	Not in top 100	Not in top 100	Not in top 100	Not in top 100
30	curso de perito criminal	590	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
31	MBA Gestão Empresarial	590	59	Not in top 100	32	Not in top 100	Not in top 100
32	unimed empresas	590	61	Not in top 100	Not in top 100	Not in top 100	Not in top 100
33	auditoria hospitalar	480	Not in top 100	35	Not in top 100	Not in top 100	Not in top 100
34	curso gestão empresarial	480	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
35	Excelência no Atendimento ao Cliente	480	21	Not in top 100	Not in top 100	Not in top 100	Not in top 100
36	médico do trabalho	480	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
37	perícia médica	480	16	Not in top 100	Not in top 100	Not in top 100	Not in top 100
38	curso atendimento ao cliente	390	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
39	curso de Marketing Pessoal	390	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
40	fundacao unimed	390	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
41	auditoria de enfermagem	320	8	10	Not in top 100	Not in top 100	Not in top 100
42	clinica medicina do trabalho	320	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
43	curso perito criminal	320	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
44	saúde e segurança no trabalho	320	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
45	clinica de medicina do trabalho	260	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
46	curso de planejamento estratégico	260	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
47	curso de fluxo de caixa	210	16	Not in top 100	Not in top 100	Not in top 100	Not in top 100
48	curso fluxo de caixa	210	32	Not in top 100	Not in top 100	Not in top 100	Not in top 100
49	curso Marketing Pessoal	210	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
50	curso para perito criminal	210	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
51	curso planejamento estratégico	210	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
52	pós graduação enfermagem	210	Not in top 100	3	Not in top 100	4	Not in top 100
53	auditoria em saúde	170	1	2	Not in top 100	Not in top 100	Not in top 100
54	pós graduação em administração hospitalar	170	4	14	Not in top 100	24	Not in top 100
55	perito inss	140	39	Not in top 100	Not in top 100	Not in top 100	Not in top 100
56	pos graduação em pericia criminal	140	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
57	auditoria médica	110	8	Not in top 100	Not in top 100	Not in top 100	Not in top 100
58	faculdade de pericia criminal	110	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
59	curso pericia medica	90	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
60	fundação unimed pos graduação	90	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
61	pos graduação pericia criminal	90	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
62	auditoria unimed	70	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
63	curso de Cooperativismo	70	8	Not in top 100	Not in top 100	Not in top 100	Not in top 100
64	MBA Gestão em Saúde	70	9	10	93	Not in top 100	Not in top 100
65	pós graduação auditoria	70	9	10	Not in top 100	Not in top 100	Not in top 100
66	auditoria em sistemas de saúde	50	6	7	Not in top 100	Not in top 100	Not in top 100
67	curso de perícia	50	21	Not in top 100	Not in top 100	Not in top 100	Not in top 100
68	curso de perícia criminal	50	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
69	curso gestão de custos	50	19	Not in top 100	Not in top 100	Not in top 100	Not in top 100
70	curso para gestante unimed	50	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100

71 curso para gestantes unimed	50	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
72 curso terapia intensiva	50	12	8	Not in top 100	12	77
73 curso uti	50	17	7	Not in top 100	11	Not in top 100
74 cursos unimed	50	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
75 Educação Cooperativista	50	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100
76 especialização em auditoria em saú	50	4	3	Not in top 100	22	Not in top 100
77 especialização em pericia criminal	50	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
78 unimed cursos	50	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
79 curso auditoria hospitalar	40	8	2	Not in top 100	Not in top 100	Not in top 100
80 curso Cooperativismo	40	11	Not in top 100	Not in top 100	Not in top 100	Not in top 100
81 curso de pericia medica	40	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
82 cursos de pericia criminal	40	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
83 pericia criminal curso	40	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
84 pos graduação pericia medica	40	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
85 Auditoria Odontológica	30	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
86 cooperativas de saúde	30	4	Not in top 100	Not in top 100	Not in top 100	Not in top 100
87 curso de gestão de custos	30	19	Not in top 100	Not in top 100	Not in top 100	Not in top 100
88 curso medicina intensiva	30	8	3	Not in top 100	13	69
89 cursos de pericia	30	51	Not in top 100	Not in top 100	Not in top 100	Not in top 100
90 pericia do trabalho	30	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
91 pós graduação auditoria hospitalar	30	2	3	Not in top 100	28	Not in top 100
92 pos graduação unimed	30	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
93 unimed pos graduação	30	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
94 auditoria saúde	20	3	2	Not in top 100	Not in top 100	Not in top 100
95 curso de Excelência no Atendimento	20	49	Not in top 100	Not in top 100	Not in top 100	Not in top 100
96 curso de gestão de risco	20	73	32	Not in top 100	Not in top 100	Not in top 100
97 curso de perito forense	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
98 curso direito médico	20	9	Not in top 100	Not in top 100	Not in top 100	Not in top 100
99 curso Excelência no Atendimento ac	20	51	Not in top 100	Not in top 100	Not in top 100	Not in top 100
100 curso para pericia criminal	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
101 curso perícia criminal	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
102 curso planejamento orçamentário	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
103 curso unimed	20	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
104 cursos para pericia criminal	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
105 cursos pericia criminal	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
106 fundação unimed cursos	20	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
107 Fundamentos do Cooperativismo	20	4	Not in top 100	Not in top 100	Not in top 100	Not in top 100
108 MBA em Administração Hospitalar	20	1	8	Not in top 100	Not in top 100	Not in top 100
109 pós graduação cardiologia	20	5	2	Not in top 100	15	Not in top 100
110 pós-graduação Cardiologia	20	5	2	Not in top 100	15	Not in top 100
111 pós-graduação uti	20	9	2	Not in top 100	3	99
112 Administração Eficaz do Tempo	10	16	Not in top 100	Not in top 100	Not in top 100	Not in top 100
113 curso amib	10	35	39	Not in top 100	73	Not in top 100
114 curso auditoria em saúde	10	2	6	Not in top 100	Not in top 100	Not in top 100
115 curso de auditoria em saúde	10	2	6	Not in top 100	Not in top 100	Not in top 100
116 curso de Auditoria Odontológica	10	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
117 curso de direito médico	10	11	Not in top 100	Not in top 100	Not in top 100	Not in top 100
118 curso de gestão contábil	10	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
139 curso de pericia forense	10	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
119 curso de perícia médica	10	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
141 curso emergência	10	10	5	Not in top 100	9	Not in top 100
120 curso gestão contábil	10	59	Not in top 100	Not in top 100	Not in top 100	Not in top 100
121 curso gestão de custos hospitalares	10	2	Not in top 100	Not in top 100	Not in top 100	Not in top 100
122 curso para pericia	10	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100
137 curso para perito forense	10	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
138 curso perícia forense	10	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
135 curso pericia medica unimed	10	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
144 curso urgência emergência	10	4	8	Not in top 100	54	Not in top 100
123 cursos da unimed	10	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
124 cursos na área médica	10	Not in top 100	3	Not in top 100	Not in top 100	Not in top 100
136 especialização em pericia forense	10	95	Not in top 100	Not in top 100	Not in top 100	Not in top 100
125 Gestão Cooperativista	10	18	Not in top 100	Not in top 100	Not in top 100	Not in top 100
126 Perfil da Secretária Executiva	10	6	Not in top 100	Not in top 100	Not in top 100	Not in top 100
127 perito médico legal	10	43	Not in top 100	Not in top 100	Not in top 100	Not in top 100
132 pós auditoria em saúde	10	2	3	Not in top 100	50	Not in top 100
133 pós graduação auditoria em saúde	10	2	4	Not in top 100	38	Not in top 100
134 pós graduação perícia médica	10	3	Not in top 100	Not in top 100	Not in top 100	Not in top 100
128 pós graduação unimed	10	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
140 pós uti	10	Not in top 100	1	Not in top 100	9	Not in top 100
142 pós-graduação emergência	10	5	1	Not in top 100	58	Not in top 100
143 pós-graduação terapia intensiva	10	4	1	Not in top 100	2	54
145 pós-graduação urgência emergência	10	5	1	Not in top 100	29	Not in top 100
129 unimed curso	10	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
130 unimed cursos gratuitos	10	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100
131 Valorização da Imagem	10	6	Not in top 100	Not in top 100	Not in top 100	Not in top 100
146 capacitação para médicos	0	20	Not in top 100	Not in top 100	Not in top 100	Not in top 100
147 educação para profissionais de saú	0	Not in top 100	Not in top 100	Not in top 100	Not in top 100	Not in top 100
148 educação para sistema Unimed	0	1	Not in top 100	Not in top 100	Not in top 100	Not in top 100

149 treinamento médicos

0 Not in top 100 21 Not in top 100 Not in top 100 Not in top 100

ANÁLISE DE PALAVRAS-CHAVE

Como muitas palavras-chave foram selecionadas de acordo com o conteúdo do site, a Fundação Unimed está bem posicionada para a maior parte dos termos. Porém, os top termos, ou seja, os com mais volume de pesquisa, acabam ficando muito para trás comparados ao Einstein e ao Sírio-Libanês, sendo que o segundo possui melhor posicionamento para essas palavras. Talvez o fato de o site dos hospitais ser unificado com os cursos de pós, auxilie no posicionamento, já que tanto o hospital quanto os cursos possuem links externos que dão força para o site como um todo, tendo melhor distribuição de links e uma ampla possibilidade de locais que podem os linkar.

9. BACKLINKS

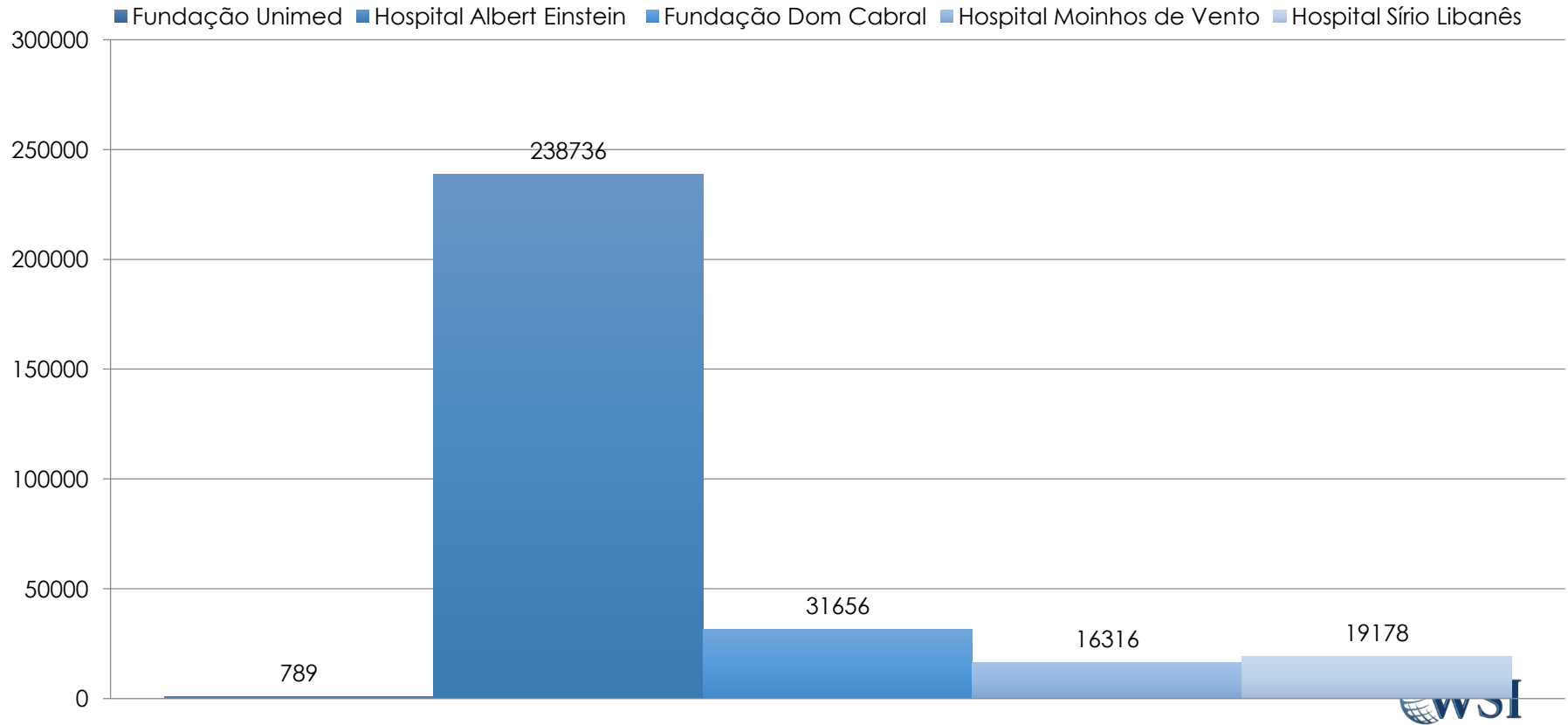


BACKLINKS

Backlinks são links externos, provenientes de sites de terceiros, direcionados para alguma página do seu site.

Analisando os links que um site recebe, conseguimos perceber a qualidade do trabalho realizado externamente ao site, verificar se os concorrentes investem em algum trabalho de *link building*, até mesmo, se utilizam de alguma assessoria de imprensa digital.

BACKLINKS



BACKLINKS

O motivo porque a quantidade de backlinks do **Einstein** é muito superior aos demais concorrentes é: eles possuem outros domínios comprados, sendo que todos esses fazem redirecionamento correto para o site original, mas apenas quando acessados pela URL pura. Todas as páginas internas são acessíveis utilizando qualquer uma das URLs abaixo, acarretando em domínio duplicado.

São domínios pertencentes ao Hospital Einstein e cada um deles possuindo, em média, 52 mil backlinks:

- www.hospitaleinstein.com.br
- www.hiae.com.br
- www.hiae.br
- www.alberteinstein.com.br
- www.einstein.com.br
- www.hospitalalberteinstein.com.br

BACKLINKS

Os backlinks da Fundação Unimed são de boa qualidade, mas é possível melhorar com uma boa estratégia de Link Building: contato com blogueiros e também a elaboração de releases focados em assessoria virtual, aumentando a variedade de locais que mencionam a Unimed e conseguindo fortalecer a marca e posicionamento dos termos trabalhados.

10. ANÁLISE DE TRÁFEGO



ANÁLISE DE TRÁFEGO

Nessa sessão mostraremos primeiramente gráficos que demonstram a evolução de estimativa de tráfego orgânico de todos os sites analisados, no último ano, de modo que conseguiremos ver quais estão evoluindo ou decaindo nas visitas. E, posteriormente, um gráfico comparativo com todas as marcas analisadas.

ANÁLISE DE TRÁFEGO

Fundação Unimed:

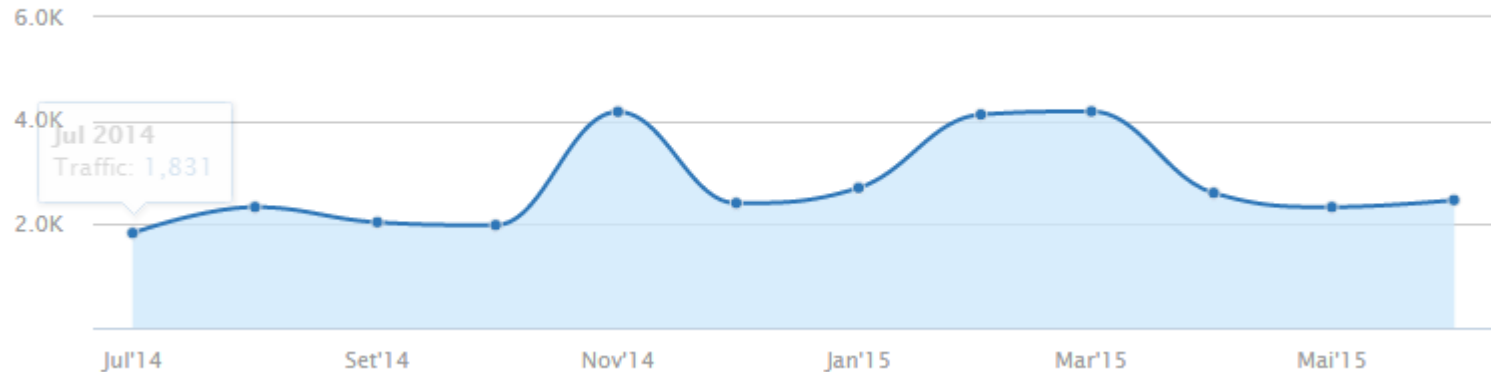
502
KEYWORDS

2.5K
TRAFFIC

\$2.2K
TRAFFIC COST

Traffic Keywords

1M 6M 1Y 2Y All Time



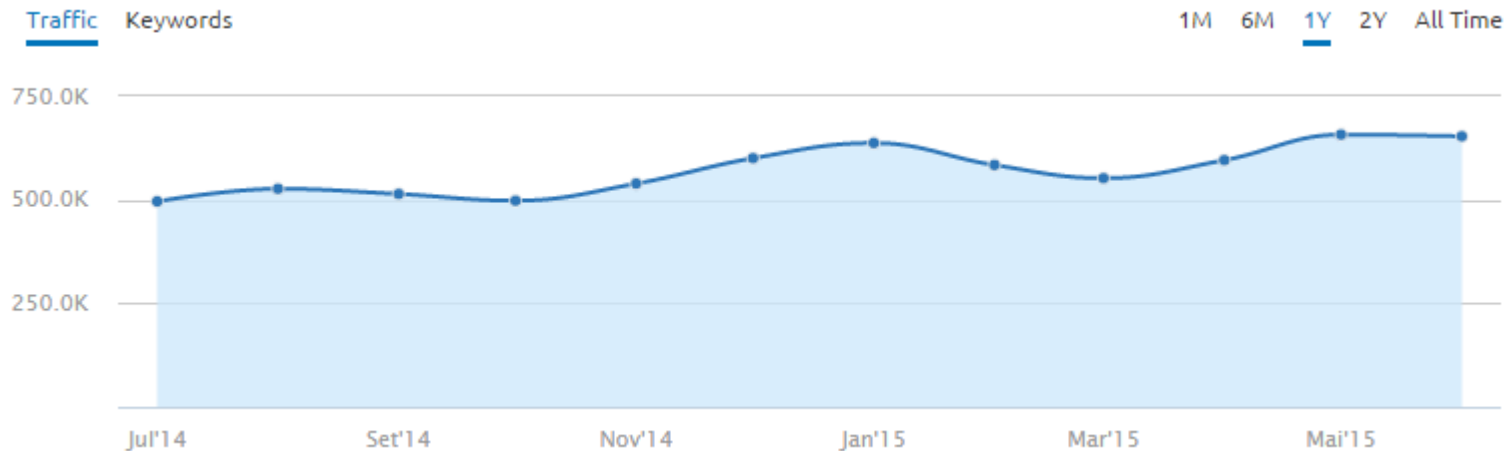
ANÁLISE DE TRÁFEGO

Einstein:

24.6K
KEYWORDS

653K
TRAFFIC

\$290K
TRAFFIC COST



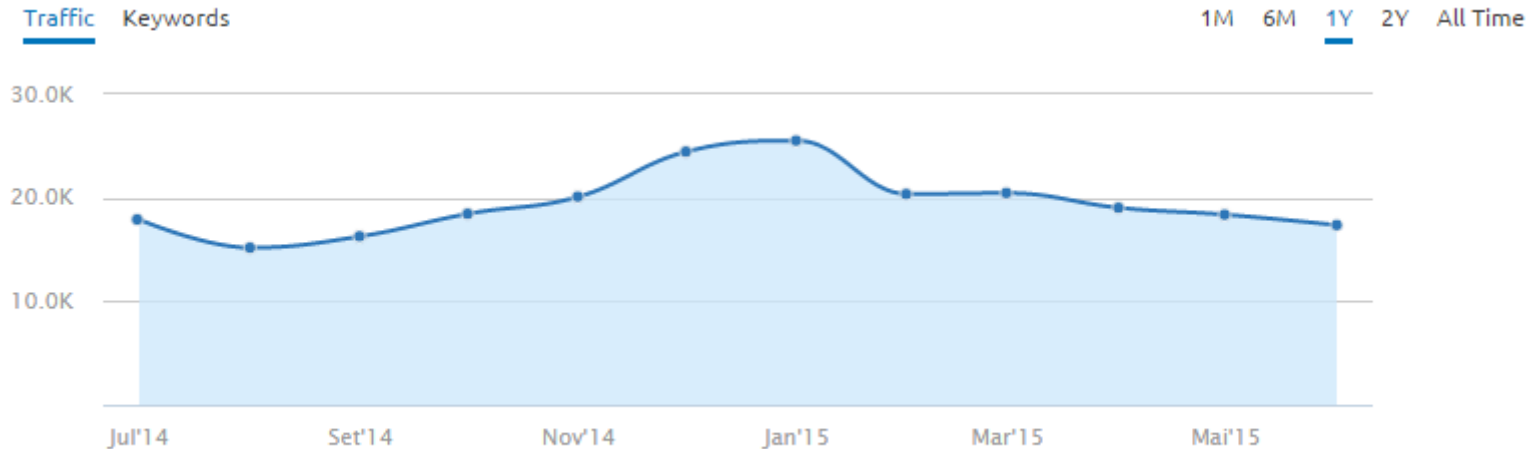
ANÁLISE DE TRÁFEGO

Fundação Dom Cabral:

702
KEYWORDS

17.4K
TRAFFIC

\$9.3K
TRAFFIC COST



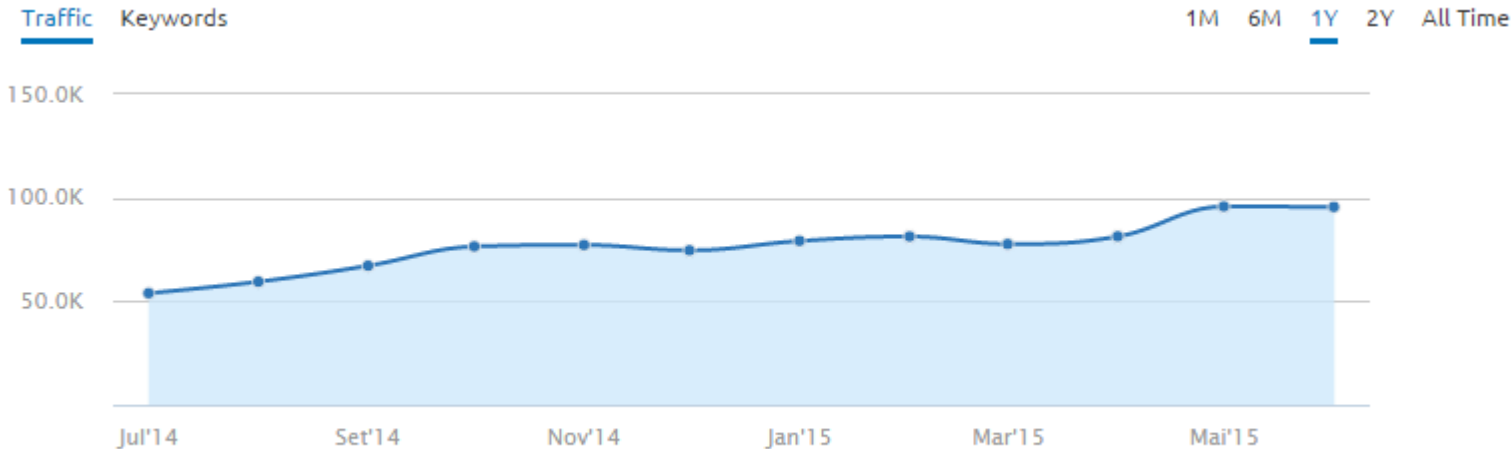
ANÁLISE DE TRÁFEGO

Hospital Sírio-Libanês:

3.7K
KEYWORDS

95.5K
TRAFFIC

\$38.1K
TRAFFIC COST



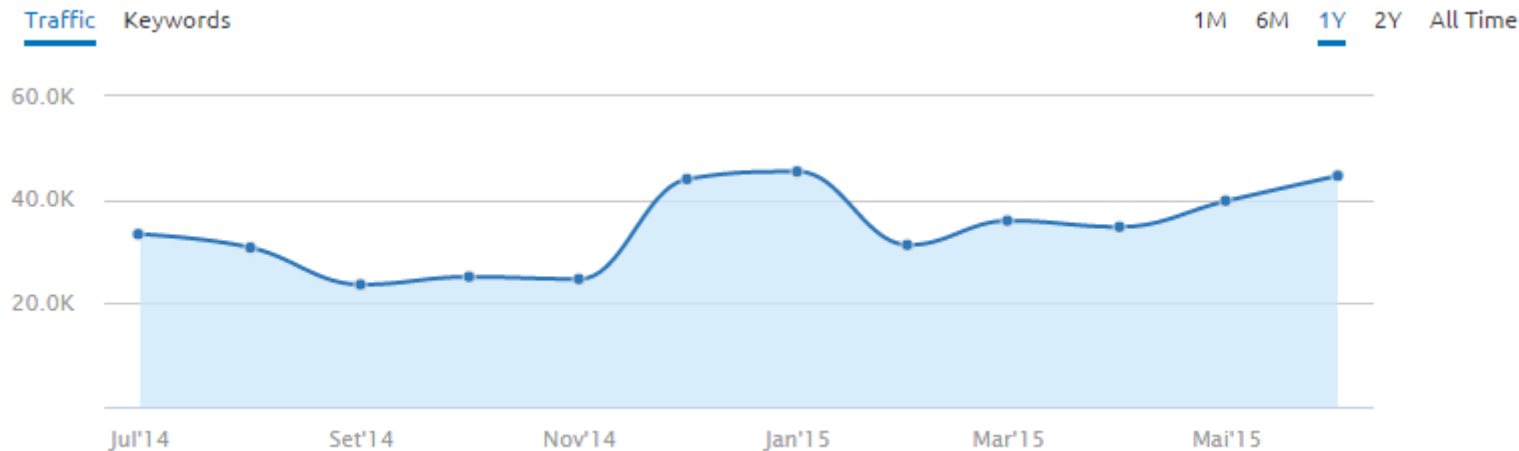
ANÁLISE DE TRÁFEGO

Hospital Moinhos de Ventos:

1.2K
KEYWORDS

44.6K
TRAFFIC

\$21.0K
TRAFFIC COST



ANÁLISE DE TRÁFEGO

O site que possui tráfego com maior relevância é o do **Einstein**, pois esse concorrente possui maior volume de termos que levam as pessoas ao seu destino. Além disso, o hospital e a área de ensino estão no mesmo site, fazendo com que o tráfego se concentre e o valor obtido seja maior. Apesar disso, e de seu crescimento constante no último ano, o trabalho não é expressivo a ponto de conseguirmos identificar qualquer trabalho agressivo para conseguir maior visibilidade no mercado.

De todos os analisados, o único que parece estar em queda é a **Fundação Dom Cabral**, mas, como ele teve um pico antes dessa queda, é possível que tenham elaborado estratégias não confiáveis de aquisição de links/tráfego que resultaram em perda de relevância nos buscadores; ou que tenham cometido algum erro no site, interferindo nos resultados orgânicos, ou até mesmo uma queda na tendência de pesquisa dos termos que possuem bom posicionamento.

ANÁLISE DE TRÁFEGO

A **Fundação Unimed**, possui tráfego com picos conforme as épocas em que as pessoas costumam pesquisar por cursos de aprimoramento, que é no final e início de semestres, o que é a sazonalidade natural quando pensamos em educação.

Tirando as épocas de tendências, o tráfego está estável, sendo que poderia ter uma maior participação e mais relevância no mercado com a elaboração de estratégias de divulgação e construção da estrutura do site mais amigável aos buscadores.

ANÁLISE DE TRÁFEGO X PALAVRAS-CHAVE

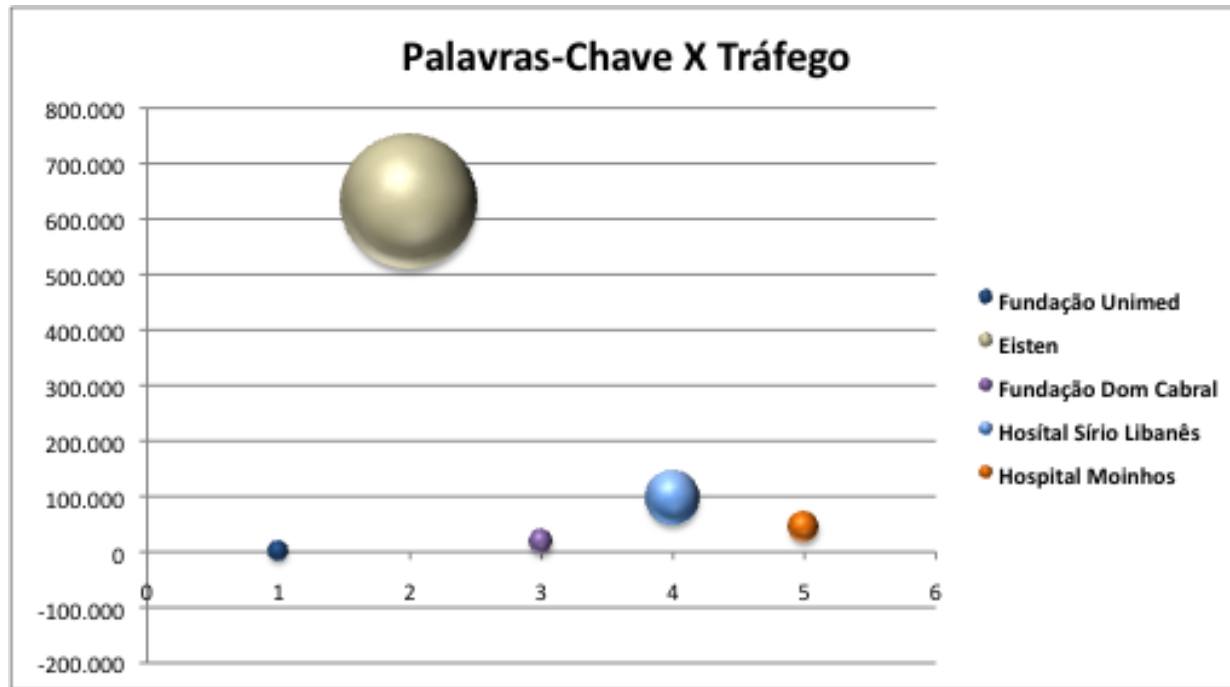
A tabela abaixo mostra dados de Tráfego (volume de visitas orgânicas estimado na data de corte) e Palavras-Chave (quantidade de palavras-chave posicionadas nas páginas 1 e 2 do Google, trazendo aquelas visitas)

Assim, é possível mensurar a presença online da **FundaçãoUnimed** e seus concorrentes.

	Palavras-Chave	Tráfego
Fundação Unimed	502	2.500
Einstein	24.600	630.000
Fundação Dom Cabral	702	17.400
Hospital Sírio Libanês	3.700	95.500
Hospital Moinhos	1.200	44.600

É importante frisar que este item não considera as palavras-chave escolhidas para esta análise e sim as palavras-chave que a ferramenta (SemRush) aponta como principais fontes de tráfego para cada site.

ANÁLISE DE TRÁFEGO X PALAVRAS-CHAVE



O gráfico ao lado mostra, como dito anteriormente, o panorama da presença online de cada concorrente. Sendo quanto maior a esfera, maior a quantidade de palavras-chave e quanto mais alta, maior o tráfego.

ANÁLISE DE TRÁFEGO X PALAVRAS-CHAVE

Explicando o gráfico anterior, temos o **Einstein** com o maior número de palavras-chave posicionadas e também de tráfego vindo do orgânico, destacando-se dos demais.

- **Hospital Sírio Libanês**, embora bastante descolado do Einstein, com bem menos palavras-chave que ranqueiam e menor tráfego, é o segundo colocado. Lembramos que isso se deve ao fato de ambos consolidarem em um único site, sob um único domínio, todo o seu conteúdo.

Em seguida, temos o Hospital Moinhos, por ser um hospital também tem vantagens. Após, a **Fundação Dom Cabral**, e, por último, a **Fundação Unimed**.

11. ANÁLISE TÉCNICA DE SEO



ANÁLISE TÉCNICA DE SEO

Um dos fatores determinantes para um site ter bom desenvolvimento nos buscadores é a semântica de seu código estar de acordo com os robôs. Nos próximos slides, verificaremos se os sites atendem as expectativas mínimas para que tenham um bom destaque e saibam comunicar o que seu site oferece e divulga.

ANÁLISE TÉCNICA DE SEO

	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moinhos de Vento
Responsivo	NÃO	NÃO	NÃO	SIM	NÃO
Links Patrocinados	SIM	NÃO	SIM	NÃO	NÃO
Botões sociais	SIM	SIM	SIM	SIM	SIM

Atualmente, os buscadores dão muita importância para os sites que também são acessíveis via *mobile*. Isso se deve ao crescimento e mudança de comportamento do usuário, ou seja, os que não se adaptam podem ser prejudicados e ter seu posicionamento diminuído até para quem está procurando pelo site por meio desktop. Poucos da área investem em um site acessível por todas as plataformas. Na reformulação do site da **Fundação Unimed** é importante que esse fator seja levado em consideração, pois dará mais potencial ao site.

De todos analisados, a única que podemos levar em consideração que faz um trabalho forte em Links Patrocinados é a **Fundação Dom Cabral**. A **Fundação Unimed** sabemos que investe em Google Adwords e os demais podem chegar a fazer investimentos, mas não frequentes ou em baixo volume, de modo que a ferramenta que utilizamos acabou não detectando esse investimento ou demonstrando a ocorrência apenas nos meses em que o investimento tinha sido um pouco mais significativo.

Botões sociais auxiliam os seus clientes e usuários a estarem em contato com a sua marca, facilitando com que eles sempre recebam informações pelas redes que mais utilizam. Todos utilizam esse recurso.



ANÁLISE TÉCNICA DE SEO

	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moinhos de Vento
Robots.txt	NÃO	SIM	NÃO	SIM	NÃO
Sitemap.xml	NÃO	SIM	SIM	NÃO	NÃO

Robots.txt e *Sitemap.xml* são arquivos inseridos dentro do site que auxiliam os robôs a entenderem o que devem olhar dentro do seu site e até mesmo conseguir visualizar todas as páginas existentes no sistema e acessíveis aos usuários.

Robots.txt é um arquivo de texto que informa páginas que não devem ser indexadas e onde se encontra o *sitemap* do site. Quando existe esse arquivo dentro do site, é o primeiro local que os robôs dos buscadores irão verificar para entenderem o que devem olhar e também poderão conferir se já existe uma listagem das páginas existentes no portal.

Já no *sitemap.xml* é onde você irá colocar todos as páginas que os robôs deverão olhar; quando existem muitas páginas, pode acontecer de precisar de *sitemaps* categorizados para facilitar a compreensão dos robôs de modo que o próximo portal tenha as informações corretas aos robôs que o acessarem. Abordaremos esse assunto em mais detalhes no relatório de guia de OnPage.

ANÁLISE TÉCNICA DE SEO

	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moinhos de Vento
Títulos	NÃO	SIM	NÃO	NÃO	NÃO
Descrições	NÃO	SIM	NÃO	NÃO	NÃO
Headings	NÃO	NÃO	NÃO	NÃO	NÃO

Títulos e Descrições se referem às *tagtitlee description* de uma página no site. Elas indicam aos buscadores o assunto principal da página e uma pequena descrição sobre o seu conteúdo. O *Title* é um dos fatores que favorecem o *ranqueamento* de uma página. Embora a descrição não seja mais levada em consideração nos algoritmos dos buscadores, ela continua sendo importante por estimular o clique ou chamar a atenção do usuário e explicar melhor o que ele verá quando clicar no *link*.

De todos os concorrentes, somente o **Einstein** utiliza os títulos e descrições de forma otimizada.



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ANÁLISE TÉCNICA DE SEO

	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moinhos de Vento
Títulos	NÃO	SIM	NÃO	NÃO	NÃO
Descrições	NÃO	SIM	NÃO	NÃO	NÃO
Headings	NÃO	NÃO	NÃO	NÃO	NÃO

Os *headings* são outra estruturação que os robôs utilizam para entender sua página. São formatações em HTML que dizem qual a ordem hierárquica dos cabeçalhos presentes em uma página, sendo que toda página deve ter um único H1, os subtópicos de H1 em H2 e, havendo mais níveis de desdobramentos dos assuntos, H3, H4, etc podendo ir até H6.

Nenhum dos concorrentes analisados utiliza o recurso de *headings*, H1, H2, etc, de forma otimizada. Ao adotar esse recurso no desenvolvimento do novo site, configurando os headings (H1, H2, etc) corretamente, será uma vantagem competitiva a favor do SEO.

Estrutura de Cabeçalho

- H1
 - H2
 - H2
 - H3
 - H4
 - H4
- H3
- H2

ANÁLISE TÉCNICA DE SEO

	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moínhos de Vento
Imagens	NÃO	SIM	NÃO	SIM	NÃO
Blog	NÃO	SIM	SIM	NÃO	NÃO
Linkagem Interna	NÃO	NÃO	NÃO	NÃO	NÃO

Existem diversos requisitos que precisam ser preenchidos para que uma imagem esteja otimizada para os buscadores, pois os robôs não conseguem ler imagem. Para que isso seja possível, as imagens devem ter o seu nome amigável, sem códigos como “DCIM0001”, e devem ter a sua tag *alt* corretamente preenchida, indicando o que se encontra na imagem. Outro fator importante, que nesse caso contribui para que o carregamento do conteúdo seja mais rápido e torna o site mais leve, é que as imagens devem ser inseridas nos sites no tamanho que eles irão aparecer, não maior ou menor, pois isso exigirá que o servidor redimensione a imagem, gerando um processo desnecessário na hora de carregar o conteúdo.

O Blog auxilia em sempre ter conteúdo atualizado em um site, além de facilitar a *linkagem* interna e abordar conteúdos mais variados, garantindo mais chances de ser encontrado. Nesse quesito, alguns concorrentes estão já investindo, o que é importante, já que o conteúdo vem sendo cada vez mais valorizado pelos buscadores.

Por último, a *linkagem* interna serve para interligar as páginas, melhorar a navegação e facilitar que o usuário encontre o conteúdo que precisa por meio de *hiperlinks*. Uma ótima oportunidade de sair na frente, já que ninguém está utilizando.

ANÁLISE TÉCNICA DE SEO

	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moinhos de Vento
404 Personalizado	NÃO	SIM	NÃO	SIM	NÃO
Formulário de contato	SIM	SIM	SIM	SIM	SIM
Analytics	SIM	SIM	SIM	SIM	SIM

Alguns sites não configuram a página de 404, o que pode ocasionar do usuário cair em um conteúdo que não existe, não ter um menu que o auxilie a ir para outras páginas e ele acabar desistindo de navegar pelo seu conteúdo.

O Formulário de contato é essencial para que o usuário possa ter um contato direto com a empresa, seja para tirar dúvidas ou até para concluir algumas solicitações.

Analytics é uma ferramenta que auxilia na verificação de visitas e configuração de metas, ou seja, configuração de ações que o usuário conclui dentro do site que são estipuladas como metas, ou uma conversão.

Esses quesitos são razoavelmente seguidos por todos os concorrentes analisados, exceto o tratamento de erro 404, mas não costumam influenciar no posicionamento do site, apenas facilitam a usabilidade ou a análise de tráfego.

ANÁLISE TÉCNICA DE SEO

	Fundação Unimed	Hospital Albert Einstein	Fundação Dom Cabral	Hospital Sírio Libanês	Hospital Moinhos de Vento
Rich Snippets	SIM	SIM	SIM	SIM	SIM
URL otimizada	NÃO	SIM	NÃO	NÃO	SIM

Rich Snippets são marcações de dados diversos que podemos inserir em um site, podendo ser *breadcrumbs*, produtos, avaliações, organizações e até evento, dependendo da estrutura do site. Em todos os sites analisados, pelo menos uma das estruturas possíveis é utilizada.

Porém, pode ser melhor explorado. Assim como os *headings*, que informam os buscadores a ordem de tópicos em uma página, esses marcadores demonstram informações mais ricas que podem também personalizar os resultados de buscas. Por isso, recomendamos utilizar o máximo de possibilidades.

A URL otimizada é quando fica fácil de ser compreendido o que contém em seu conteúdo. Essas URLs otimizadas auxiliam no *ranqueamento* da página, sendo um fator de grande relevância para os buscadores, pois facilita a navegação do usuário.

ANÁLISE TÉCNICA DE SEO

Conclusão quanto à Análise Técnica de SEO:

Analisando todos os concorrentes e a **Fundação Unimed**, percebemos que o único que investe ou se preocupa com aspectos de SEO é o **Hospital Einstein**, fator que se reflete nos diferentes termos que levam tráfego ao site, no posicionamento das palavras-chaves genéricas e na grande quantidade de visitas que o site recebe.

Os demais sites analisados são pouco estruturados e falham em diversos aspectos de SEO, o que de certo modo pode ser considerado uma vantagem para a **Fundação Unimed** já que, quando formatar um novo site com toda a estruturação amigável aos buscadores, pensando em novas estratégias de favorecimento de SEO, ganhará mais destaque para os cursos oferecidos na área da saúde, conseguindo adquirir um posicionamento melhor.

12. ANÁLISE SWOT



ANÁLISE SWOT

A análise SWOT é uma avaliação do negócio ou de qualquer projeto, de modo que possamos verificar as possibilidades e viabilidade de se tornar possível o planejamento.

Com base na análise dos concorrentes e também com as informações já passadas pelo briefing, conseguimos formular a análise que segue no próximo slide, sendo que os fatores presentes são:

- Forças: vantagens internas da empresa em relação aos concorrentes.
- Fraquezas: desvantagens internas da empresa em relação aos concorrentes.
- Oportunidades: aspectos externos positivos que podem potencializar a vantagem competitiva da empresa.
- Ameaças: aspectos externos negativos que podem colocar em risco a vantagem competitiva da empresa.

ANÁLISE SWOT

Forças

- Conteúdo bom e não apenas em texto, mas também há produção de vídeos sobre as temáticas de seus cursos.
- Disponibilização de TCCs que podem auxiliar como consulta de outros trabalhos.
- Grande gama de cursos oferecidos na área de saúde de modo completo sobre a estrutura desse setor

Oportunidades

- Aumento de conteúdo em geral
- Ampliação do blogs, por exemplo, com abertura para estudantes colocarem conteúdo dentro do site, além do TCC, com aprovação de textos inseridos antes de aparecerem.
- Desenvolvimento de materiais gratuitos, que podem ser elaborados por professores e coordenadores que demonstrem o conhecimento necessário da Fundação.

Fraquezas

- Acessibilidade revela necessidade de melhorar a estrutura das URL's do site: links quebrados e falta conformidade com W3C
- Atentar para títulos e descrições que podem ser otimizadas/tempo de carga site alto/Imagens/linkagem interna
- Ampliar páginas de entrada/ampliar conteúdo através de mais blogs e com foco em mais palavras-chave
- Introduzir estratégia de link building
- Formulário de inscrição bastante extenso: considerar um menor preliminarmente, pegando apenas telefone, e-mail e nome da pessoa, permitindo a inscrição de modo mais direto.
- Não possui manual do candidato.
- Não informa o valor do investimento.

Ameaças

- Nome de outras instituições estarem mais fixados na mente do consumidor, aumentando a necessidade de trabalhar o branding.
- Outras instituições não diferenciarem o site de educação do que fazem voltado para a saúde, fazendo com que tenham mais possibilidades de backlinks e páginas indexadas, com o fortalecimento da marca.

13. ANEXOS



→ ANEXO I – Alguns dados do Webscan



COMPARATIVO ENTRE OS WEBSITES

Website	Nota Geral	Acessibilidade	Conteúdo	Marketing	Tecnologia
Fundação Unimed	4,8	5,7	7,5	5,8	4,3
Eisten	6,3	7,1	7,1	6,1	5,8
Fundação Dom Cabral	6,5	6,9	6,9	5,1	7,2
Hospital Sírio Libanês	1,7	4,1	7,3	3,9	2,6
Hospital Moinhos de Vento	4,2	2,7	5,8	3,5	4,5

WebScan - Nota Geral

Não se trata de uma média das outras notas mas leva em conta diversos quesitos, atribuindo pesos.

O objetivo é ter uma avaliação se o site está excelente, perto de 10, ou se está péssimo, perto de 0.

Permite a comparação. Com certeza um site nota 7 está melhor do que um site nota 5.

Overall Summary

This is a [Summary Score](#), which summarises the results of many individual tests.

What does it summarise?

An overall summary score for the website. Note this is *not the average of the other Summary Scores*, as it includes some additional factors not covered by them. At a glance, this is essentially an answer to 'how good is this website'.

Why is it important?

It is often useful to have an at-a-glance metric which rates the overall quality of a website as a single number. Although you should always inspect individual tests to gain a full picture, if you have 10 websites, sorting them by Overall Score and focusing on the bottom 3 first might be a good way of prioritising the most significant changes. Similarly, if one site scores 3/10 and another 9/10, it is fair to say one is better than the other.

See also [Perfectionist fallacy](#).

WebScan - Acessibilidade

Avalia se o site está amigável para Mobile, para outros navegadores da internet.

Leva em conta também a questão de usuários com deficiências visuais ou motoras.

Analisa a compatibilidade com normas W3C.

Accessibility Summary

This is a [Summary Score](#), which summarises the results of many individual tests.

What does it summarise?

How accessible the website is to people, particularly those with disabilities or non-standard browsers (such as mobile phones). This includes people with visual impairment (e.g. colour blindness, long sightedness or blindness), learning difficulties and an inability to use a mouse or keyboard.

Why is it important?

- Accessible websites can be used by more people. Even from an entirely 'selfish' perspective, inaccessible websites turn away potential business.
- The principles behind Accessible websites are extremely similar to those for good SEO and tend to ensure greater compatibility with web browsers, particularly future ones.
- Accessible websites are usually easier to use for everyone, regardless of disability or access platform.
- In some countries a certain level of Accessibility is a legal requirement. Failure to make a website sufficiently accessible is considered discrimination against people with disabilities.
- It's the right thing to do. You'll be helping improve the quality of life for disabled users by allowing them to access your information along with everyone else.

WebScan - Conteúdo

Verifica a qualidade e a quantidade de conteúdo do site, a utilização de palavras-chave mais relevantes dentro das suas páginas.

Analisa a frequência de atualização do conteúdo.

Content Summary

This is a [Summary Score](#), which summarizes the results of many individual tests.

What does it summarize?

The quality of content in a website. This includes the use of well written, up-to-date text, metadata and imagery. Although some of these areas may require technical expertise to implement, if the website makes proper use of a Content Management System they should not; ideally everything this tests for can be handled by dedicated content developers.

Why is it important?

Typically content is handled by separate developers to the other Summary Scores. This test aims to look at the aspects of the site affected most by content contributors, as opposed to those typically handled by technical developers (see [Technology Summary](#)).

In particular, it is possible to have a technically great website with poor content and vice versa. Good content is invaluable for an effective and successful website.



WebScan - Marketing

Leva em conta como estão as iniciativas de Marketing do site, incluindo dos pontos de vista de SEO e de Mídias Sociais.

Verifica se emprega as melhores práticas de SEO, se está otimizado para as palavras-chave mais relevantes e como está no ranking do Google para aqueles termos.

Mede também a popularidade e os sinais sociais.

Marketing Summary

This is a [Summary Score](#), which summarises the results of many individual tests.

What does it summarise?

How well marketed this website is online. In particular, this includes a focus on Search Engine Optimisation (SEO) and social marketing.

Among other things, this summary score looks at whether the content of the website is optimised for your chosen keywords, how popular, well linked to and highly ranked the website is, how it is linked to on Twitter, and what technical aspects have been addressed.

For accurate results

For the most accurate results, it is crucial to [set keywords for the website you wish to test](#). If you don't, Sitebeam will remove several key tests in order to produce a report, but the Marketing Score is particularly affected by this.

Why is it important?

- Improving your Internet Marketing can result in more quality traffic from search engines, and more business for your site.
- Effective Internet Marketing is a highly competitive industry, with constant innovation and improvements to best practice. Sitebeam can help ensure your fundamentals are in place, suggest improvements and track your progress.

WebScan - Tecnologia

Avalia como o site está estruturado do ponto de vista técnico.

Não pelos aspectos de aparência mas especialmente sobre a robustez do código e de como o robô do Google e outros buscadores vão “ler” as suas páginas.

Technology Summary

This is a [Summary Score](#), which summarises the results of many individual tests.

What does it summarise?

The technical quality of the website: how well it is built and maintained from a technical standpoint.

This covers aspects of a website that are often not visible to non-technical users, but still highly important. For example, is the website spiderable? If not, many users may never ever see it. Is it built in a way that makes it easier or harder to maintain? Does it follow appropriate technical standards like W3C?

Why is it important?

This test is useful to evaluate the quality of the website, particularly to evaluate whether something has been built ‘well’.

Too often websites are judged superficially by just their appearance, particularly new websites that are being approved for launch. This score provides an at-a-glance indication of any technical concerns, and can also be used by technical staff to assert the quality of their own work.

➤ Webscan – Fundação Unimed



4.8

Overall

The overall score for this website.

100 pages tested on 19th June 2015

One page did not respond suggesting a problem.
This report was limited to 100 pages.

5.7

Accessibility

How accessible the website is to mobile and disabled users.

7.5

Content

The quality and volume of content in this website.

5.8

Marketing

How well this website is marketed online.

4.3

Technology

How well designed and built the website is.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Files are missing**
Suggests a technical problem, and may slow down the website.
-  **Quite slow to load**
Slow pages put off users and lower search engine rankings.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Occasionally shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Alternative text is not always used**
Alternative text tells blind users what your images contain.
-  **Updated occasionally**
Regular updates promote higher search engine rankings.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Very high Twitter influence**
Twitter can be an excellent channel for communication and brand building.
-  **Reasonably well linked to**
Sites with more incoming links rank higher in search engines.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

Summary



Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

- Links appear to be broken**
Broken links compromise user experience.
- Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
- Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
- Headings are defined**
Well defined headings are crucial for accessibility.
- URLs are quite complicated**
Simple URLs help users share webpages.
- Alternative text is not always used**
Alternative text tells blind users what your images contain.



Content summary

The quality and volume of content in this website.

Key points

- Modest amount of content**
Search engines judge you heavily on your content.
- Content matches keywords quite well**
To rank competitively in search engines, content must match desired keywords
- Updated occasionally**
Regular updates promote higher search engine rankings.
- Occasionally shared socially**
Low sharing suggests content could be more appealing.



Technology summary

How well designed and built the website is.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Files are missing**
Suggests a technical problem, and may slow down the website.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Titles and descriptions are poorly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Quite slow to load**
Slow pages put off users and lower search engine rankings.
-  **URLs are quite complicated**
Simple URLs help users share webpages.
-  **Alternative text is not always used**
Alternative text tells blind users what your images contain.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Appears optimised for printing**
Based on the presence of print-specific styles.
-  **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

-  **Ranks poorly in search engines**
Ranking highly in search engines brings relevant visitors to your website.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Very high Twitter influence**
Twitter can be an excellent channel for communication and brand building.
-  **Content matches keywords quite well**
To rank competitively in search engines, content must match desired keywords.
-  **Reasonably well linked to**
Sites with more incoming links rank higher in search engines.

✗ **Titles and descriptions are poorly optimised**
Pages should have titles and descriptions optimised for search engine results.

✗ **Quite slow to load**
Slow pages put off users and lower search engine rankings.

✗ **URLs are quite complicated**
Simple URLs help users share webpages.

i **Modest amount of content**
Search engines judge you heavily on your content.

! **Occasionally shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.

! **Updated occasionally**
Regular updates promote higher search engine rankings.

! **Alternative text is not always used**
Alternative text tells search engines what your images contain, aiding SEO.

✓ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

4.8 Overall summary

The overall score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Key points

✗ **Links appear to be broken**
Broken links suggest a technical problem.

✗ **Open Graph is not used**
Making this website less likely to be shared on social networks.

✗ **Files are missing**
Suggests a technical problem, and may slow down the website.

✗ **Quite slow to load**
Slow pages put off users and lower search engine rankings.

✓ **Using SharePoint**
This makes the website easier to keep up to date.

✓ **Very high Twitter influence**
Twitter can be an excellent channel for communication and brand building.

✓ **Reasonably well linked to**
Sites with more incoming links rank higher in search engines.

✓ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.



Not W3C compliant

Compliant pages are generally more accessible and compatible with more browsers.



Modest amount of content

Search engines judge you heavily on your content.



Occasionally shared socially

Facebook and Twitter can contribute to traffic and brand awareness.



Alternative text is not always used

Alternative text tells blind users what your images contain.



Updated occasionally

Regular updates promote higher search engine rankings.

Individual tests



W3C compliance

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

W3C compliant

0%

XHTML 1

Every page of this website is written using XHTML 1.

XHTML 1 is a widely supported, extensible standard for coding webpages. It is safe for general purpose use on all websites.



Broken links

132 links appear to point to pages which do not exist. All of these links point to pages inside this site.

Note that some of these pages may not appear to be broken to the average web browser, but they are incorrectly reporting themselves as missing.

Broken links frustrate users and can sometimes indicate a technical problem.

In total 753 links were tested.

Internal broken links

132 broken links

External broken links

0 broken links

List of broken links

Page	Links to	Context	Internal?	Type
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/tarefas-cotidiano-secretarial/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/tarefas-cotidiano-secretarial/_layouts/viewlsts.aspx?BaseType=1	Bibliotecas	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/tarefas-cotidiano-secretarial/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/tarefas-cotidiano-secretarial/_layouts/viewlsts.aspx?BaseType=1&ListTemplate=109	Imagens	yes	Page not found - graceful (401)

Page	Links to	Context	Internal?	Type
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/mkt-pessoal-valorizacao-imagem/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/mkt-pessoal-valorizacao-imagem/_layouts/viewlsts.aspx?BaseType=1	Bibliotecas	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/mkt-pessoal-valorizacao-imagem/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/mkt-pessoal-valorizacao-imagem/_layouts/viewlsts.aspx?BaseType=0	Listas	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/mkt-pessoal-valorizacao-imagem/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/mkt-pessoal-valorizacao-imagem/_layouts/viewlsts.aspx?BaseType=1&ListTemplate=109	Imagens	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestora-lider-perfil-secretaria-executiva/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestora-lider-perfil-secretaria-executiva/_layouts/viewlsts.aspx?BaseType=1	Bibliotecas	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestora-lider-perfil-secretaria-executiva/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestora-lider-perfil-secretaria-executiva/_layouts/viewlsts.aspx?BaseType=0	Listas	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestora-lider-perfil-secretaria-executiva/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestora-lider-perfil-secretaria-executiva/_layouts/viewlsts.aspx?BaseType=1&ListTemplate=109	Imagens	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestao-empresarial-para-secretarias/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestao-empresarial-para-secretarias/_layouts/viewlsts.aspx?BaseType=1	Bibliotecas	yes	Page not found - graceful (401)
www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestao-empresarial-para-secretarias/Paginas/default.aspx	www.fundacaounimed.org.br/curta-duracao/atendimento-e-secretarias/gestao-empresarial-para-secretarias/_layouts/viewlsts.aspx?BaseType=0	Listas	yes	Page not found - graceful (401)

132 found (only showing top 10)

2.1 Speed

The website is quite slow to load.

On average pages take 8.0 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are fairly quick to respond (0.8 seconds per page).



Load time

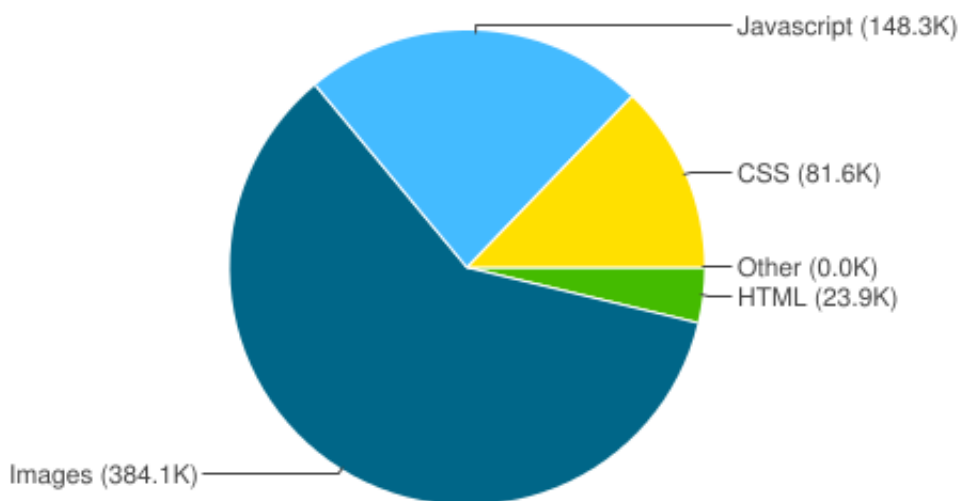
How long on average webpages take to load completely.



Response time

How long on average webpages take to respond (i.e. to start to load).

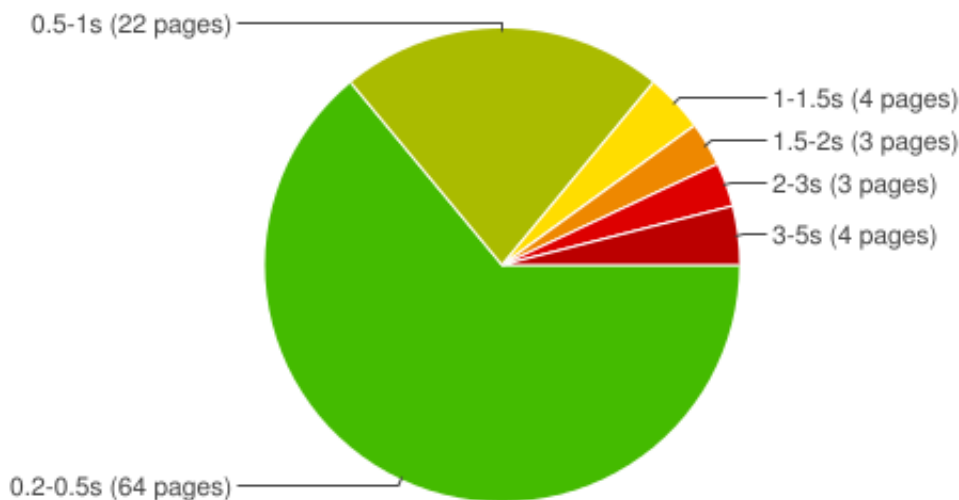
Average page sizes



The response time is usually a measure of the application powering the website (e.g. a Content Management System or webserver) and the power of any servers running that application.

Good application performance means webpages feel responsive to users, and the server is more likely to handle higher volumes of traffic. Poor performance will dissuade users and search engines from the site.

Response time summary



Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.



Search ranking

This website does not rank well in search engines for selected keywords.

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

Website comparison

What websites rank highest for the keywords tested.

	Website	Ranks highly for
1st	scielo.br	Educac�o para profissionais de sa�de, Educac�o em sa�de, Treinamento medicos
2nd	epsjv.fiocruz.br	Educac�o em sa�de, Educac�o para profissionais de sa�de
3rd	fundacaounimed.org.br	Educac�o para sistema Unimed, P�s-graduac�o na �rea medica
4th	einstein.br	P�s-graduac�o na �rea medica, Cursos na �rea medica
5th	g1.globo.com	Capacitac�o para medicos, Treinamento medicos
6th	scielosp.org	Educac�o em sa�de, Educac�o para profissionais de sa�de
7th	fm.usp.br	P�s-graduac�o na �rea medica
8th	fcm.unicamp.br	Treinamento medicos

	Website	Ranks highly for
9th	guiadoestudante.abril.com.br	Cursos na área medica
10th	hcfmusp.org.br	Capacitação para medicos

59 found (only showing top 10)

Keywords

The rank for selected keywords in each search engine.

Search engine	Keyword	Rank	Number of results	Score
Google Global	Educacão para sistema Unimed	1st	446,000	10
Google Global	Pós-graduação na área medica	3rd	525,000	8.4
Google Global	cooperativismo	Not found	1,230,000	0.0
Google Global	Cursos na área medica	Not found	26,500,000	0.0
Google Global	Educacão em saúde	Not found	64,800,000	0.0
Google Global	Treinamento medicos	Not found	961,000	0.0
Google Global	Capacitação para medicos	Not found	6,760,000	0.0
Google Global	Educacão para profissionais de saúde	Not found	33,300,000	0.0



Search engine results

Very few of the pages in this website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
	Fundação Unimed Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/Paginas/default.aspx	
	Fundação Unimed - Cooperativismo Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/ead/cooperativismo/Paginas/default.aspx	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.

-	Search Engine Result	Issues
	Fundação Unimed - Financas Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/ead/financas/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
	Fundação Unimed - Assessorias Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/assessorias/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
	Fundação Unimed - Controladoria Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/assessorias/controladoria/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
	Fundação Unimed - Saúde Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/ead/saude/Paginas/default.aspx	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Fundação Unimed - Gestão Estrategica Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/assessorias/gestao-estrategica/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
	Fundação Unimed - Jurídico Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/assessorias/juridico/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
	Fundação Unimed - Palestras & Workshops Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/curta-duracao/palestras-workshops/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
	Fundação Unimed - Recursos Próprios Fundação Unimed - Conhecimento para Ir Mais Longe www.fundacaounimed.org.br/assessorias/recursos-proprios/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.

100 found (only showing top 10)



URL format

Overall, URLs are fairly well formatted.

(A URL is the technical name for a web address).

Poor URL formatting has many implications: webpages are less likely to appear highly in search engines, are harder to exchange socially, and more confusing for users.

URLs can be improved by using technology like URL rewriting, without needing to completely replace the existing website.



Use URL rewriting wherever possible to simplify the URLs of key pages in the site.

Good web addresses

e.g. www.example.com/section/example-page
Use natural language
Separate words with dashes
Use lowercase
Avoid query parameters unless needed
Avoid file extensions

Bad web addresses

e.g. www.example.com/example_pg.jsp?id=124
Are not understandable by users
Separate words with underscores
Mix uppercase and lowercase
Use query parameters where not needed
Use file extensions



Incoming links

About 45 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is reasonably well linked to, although there is room for improvement.



This website needs an effective link building strategy.

Incoming links

75 links to this website

Incoming linking sites

45 sites link to this website

Source: SEOmoz, at 19th June 2015. Authority refers to the authority of the domain. This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.



Social interest

26% of this website (26 pages) has been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

Likes



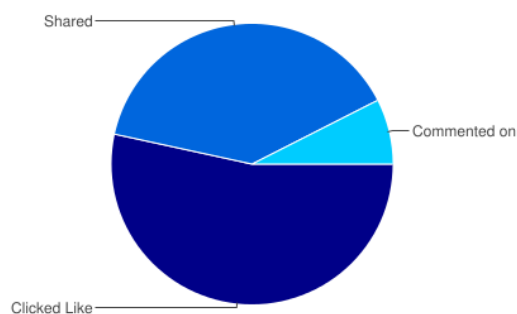
307 Likes for pages in this site

Tweets



40 Tweets linking to this site

Facebook breakdown



Clicked Like

164

Shared

120

Commented on

23

Pages with any social interest

Page	Likes	Tweets	Total
www.fundacaounimed.org.br/Paginas/default.aspx	13	17	30
www.fundacaounimed.org.br/funimed_entrevista/Paginas/default.aspx	22	8	30
www.fundacaounimed.org.br/curta-duracao/curta-gestao/auditoria-enfermagem-opme/Paginas/default.aspx	25	0	25
www.fundacaounimed.org.br/pos-graduacao/medicina-saude/auditoria-em-saude/Paginas/default.aspx	24	0	24
www.fundacaounimed.org.br/Paginas/videos.aspx	13	9	22
www.fundacaounimed.org.br/pos-graduacao/medicina-saude/urg_emerg_terap_intensiva/Paginas/default.aspx	20	0	20
www.fundacaounimed.org.br/assessorias/pesquisa/Paginas/default.aspx	20	0	20
www.fundacaounimed.org.br/Paginas/fale-conosco.aspx	13	0	13
www.fundacaounimed.org.br/pos-graduacao/gestao/Paginas/default.aspx	13	0	13
www.fundacaounimed.org.br/ead/instituc/Paginas/default.aspx	13	0	13

26 found (only showing top 10)



Open Graph

This site does not use any Open Graph tags, although some basic information can be inferred from other tags.

Open Graph tags tell Facebook and other social networks how to share content on this site. Because they are not used here, it is likely pages from this site will not look that great when they are shared.

This makes it less likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

100% (og:title)

Has description

100% (og:description)

Has image

0% (og:image)

Has site name

0% (og:site_name)



Content keywords

This content of this website appears fairly well matched to the keywords it is aiming to rank for in search engines.

Content for each keyword

How many pages feature each keyword, and how strongly they emphasise them.

Keyword	Pages	Emphasis
cooperativismo	100	
educação em saúde	100	
capacitação para medicos	6	
educação para sistema unimed	48	
curso na área medica	12	
pós-graduação na área medica	88	
educação para profissionais de saúde	51	
treinamento medicos	1	

7.2 Alternative text

A significant amount (19.5%) of images do not have alternative text specified for search engines or users with visual disabilities.

The website may be harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

Also 11.6% of text equivalents do not appear to be appropriate (for example, reading "click here" to blind users).

8.2 Twitter

This website has a Twitter account with 3,048 followers.

Followers

3,048 People follow this account

Tweets

784 Tweets made by this account

Twitter accounts

Twitter accounts used by this website.

#	Name	Followers	Following	Tweets	Influence
1st	 Fundação Unimed For www.fundacaounimed.org.br	3,048	186	Weekly	8.2

9.1 Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

Many headings (16.2%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Pages with headings

100%

Bad headings

16.2%



Freshness

This site appears to have been updated recently (today). On average, this site appears to be updated every 1.3 months.

Up-to-date content creates a positive impression of a website and gives visitors more reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.



Consider adding fresh, relevant content more often.

Most recent update

today

Update frequency

Every 1.3 months



Missing files

3 missing files were found spread over 3 pages.

This suggests a technical problem. It may not be noticeable to users, but you should check to be sure. Missing files can also slow down your site unnecessarily.

Missing files

3

Pages with missing files

3

List of missing files

File	Used by page
a_fundacao.jpg	www.fundacaounimed.org.br/Paginas/politica-privacidade.aspx
img_ass_rp.jpg	www.fundacaounimed.org.br/assessorias/recursos-proprios/Paginas/default.aspx
Comit%C3%AAs%20de%20Especialidades.jpg	www.fundacaounimed.org.br/assessorias/regulacao-auditoria-saude/implantacao-reestruturacao-comite-especialidades/Paginas/default.aspx

Missing files are detected using a simulated browser.



Analytics

Every page in this website is using Google Analytics.

This is excellent and should allow for a complete analysis of visitor behaviour.

Pages using analytics

100%

Pages with no analytics

0%



Domain age

This website has an established domain name (fundacaounimed.org.br), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

21/05/03

Updated date

16/05/15

Domain age

12.1 years

Expiry date

21/05/18

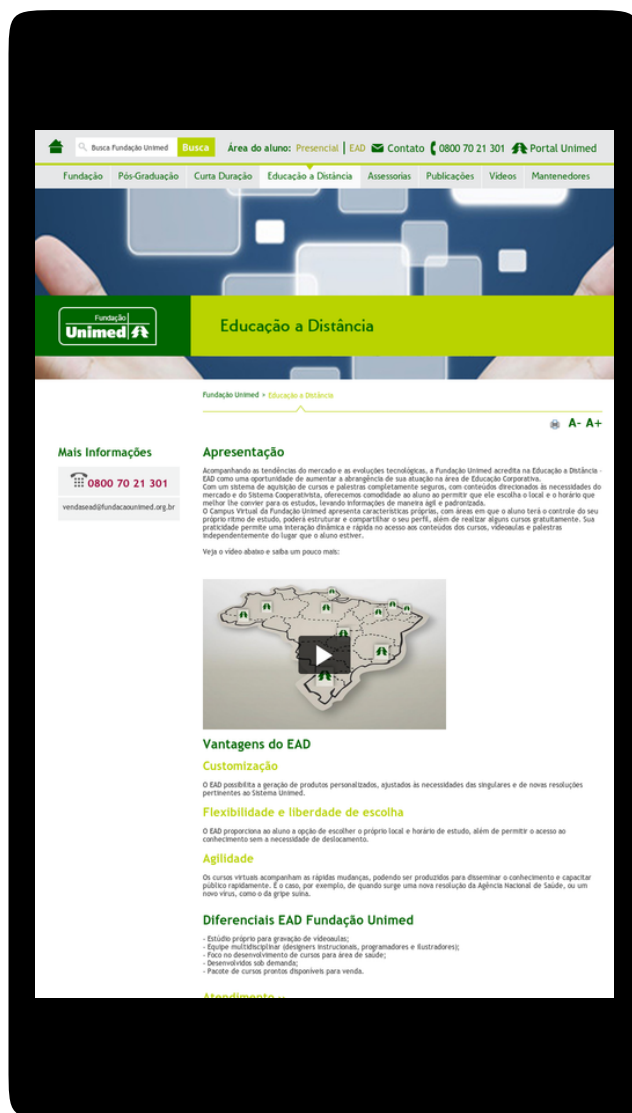
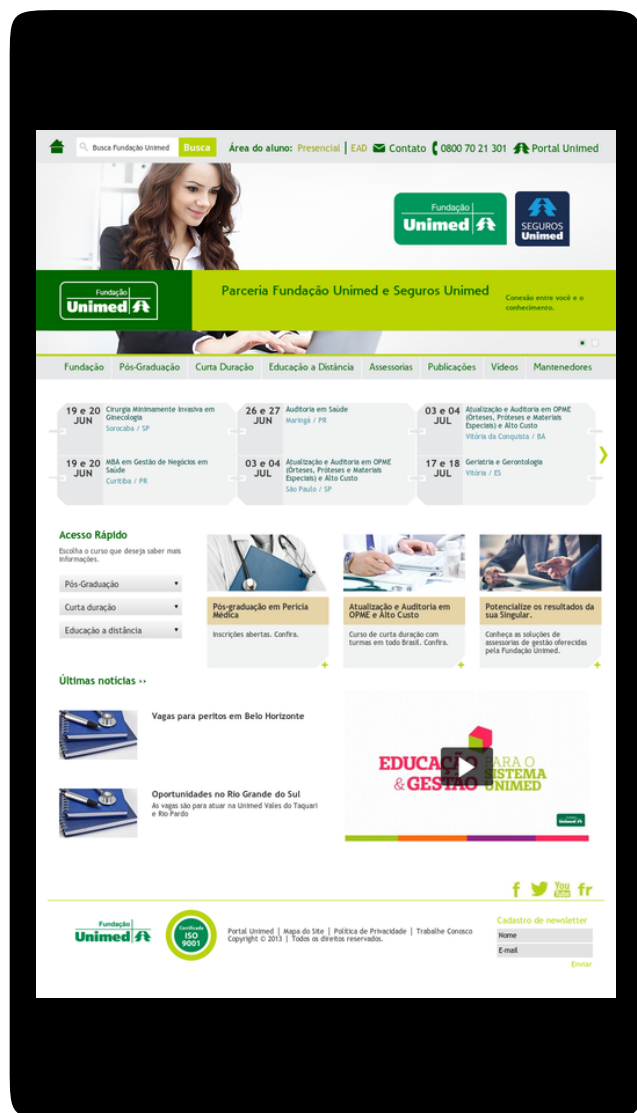


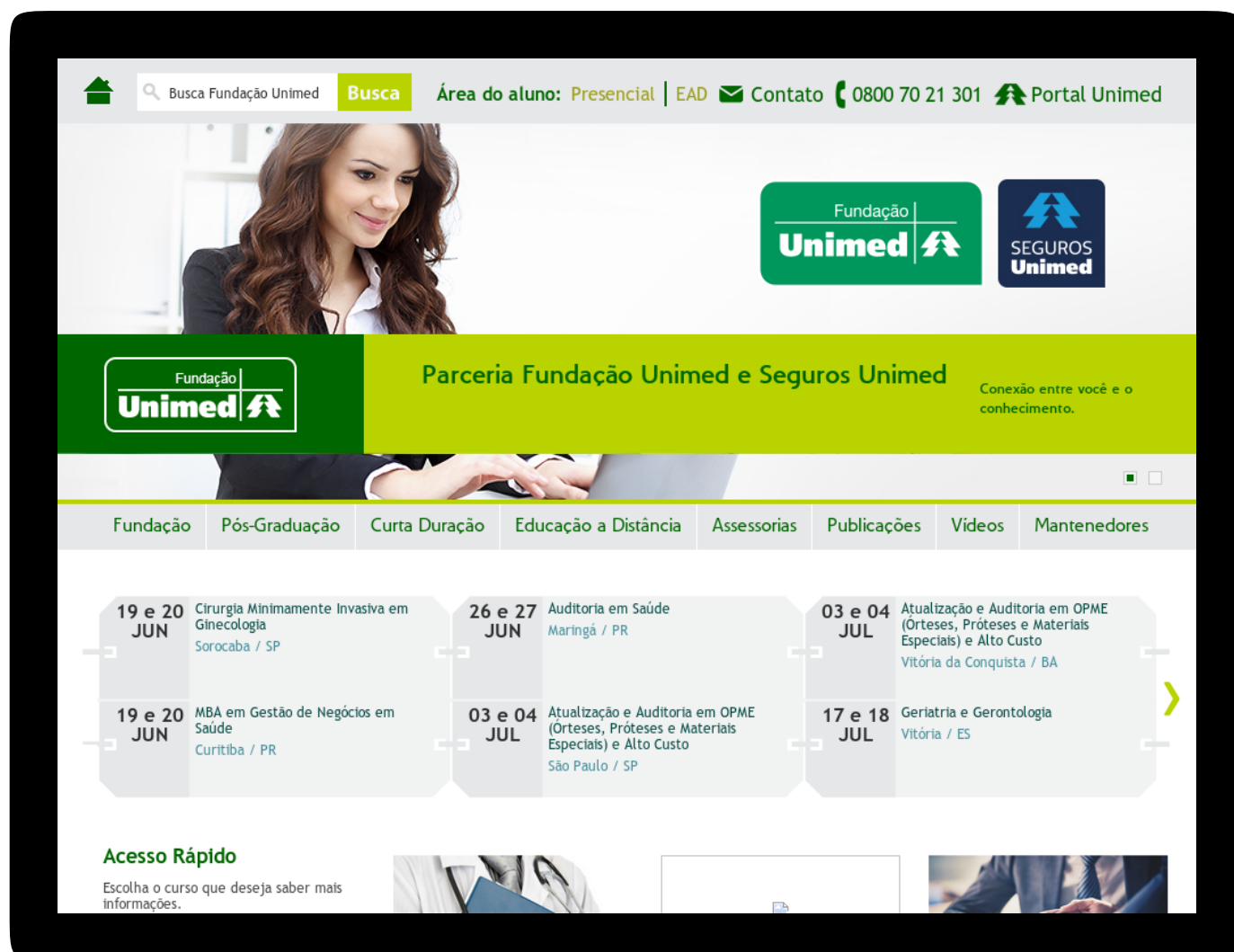
Mobile

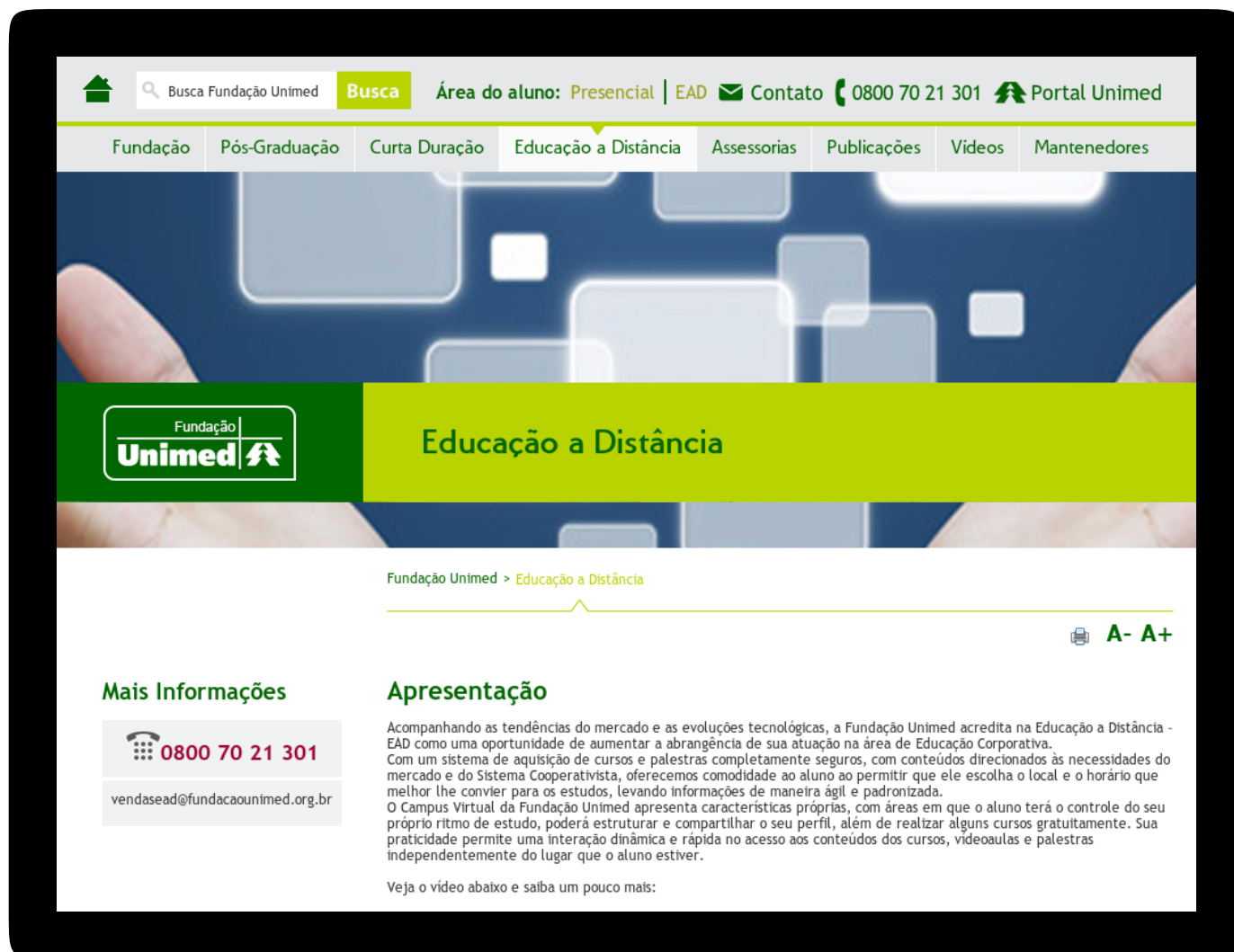
This website appears to be optimised for mobile and tablet devices, via 'responsive' design.

You can see a preview of this website on a mobile and tablet device below.

2 screenshots have been chosen automatically for important looking pages. You can choose up to 6 different pages manually if you wish.







10

Printability

All of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit.

Print preview

Busca Fundação Unimed

Área do aluno:

Presencial

EAD

Unimed - Página Inicial

Contato

0800 70 21 301

Fundação Unimed

Fundação Unimed

Pós-Graduação

- Apresentação
- Gestão
- MBA's a Distância
- Medicina e Saúde
- Agenda

Curta Duração

- Apresentação
- Atendimento e Secretárias
- Cooperativismo
- Gestão
- Saúde
- Palestras & Workshops
- Agenda

Educação a Distância

- Apresentação
- Atendimento
- Comunicação
- Concursos Públicos
- Cooperativismo
- Desenvolvimento Pessoal
- Finanças
- Gestão
- Institucional
- Responsabilidade Social
- Saúde
- Vendas

Assessorias

- Apresentação
- Controladoria
- Gestão da Qualidade e Processos
- Gestão de Pessoas
- Gestão Estratégica
- Jurídico
- Marketing e Comunicação
- Pesquisa
- Recursos Próprios
- Regulação e Auditoria em Saúde
- Relacionamento com o Cliente
- Residência Médica

Optimised for printing

Infinite

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).

Additional information



Content management

This site appears to be using the SharePoint Content Management System.

A Content Management System allows non-technical users to control the content of a website.

Content Management System

Pages using a CMS

SharePoint

100%



Facebook

This website appears to be on Facebook, but the Facebook page that it links to is either not visible to the public or has been deleted. I am unable to determine which.

I can see a link to a Facebook page, but I can't see the page that it points to. If you wish to run this test on this page, you will need to make this page public.

Facebook pages

Any Facebook pages used by this website.

#	Name	Likes	Talking about	Comments
1st	No Facebook found For www.fundacaounimed.org.br	-	-	No Facebook page found.

➤ Webscan – Hospital A. Einstein



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6.3

Overall

The overall score for this website.

100 pages tested on 19th June 2015

This report was limited to 100 pages.

7.1

Accessibility

How accessible the website is to mobile and disabled users.

7.1

Content

The quality and volume of content in this website.

6.1

Marketing

How well this website is marketed online.

5.8

Technology

How well designed and built the website is.

Key points

-  **Files are missing**
Suggests a technical problem, and may slow down the website.
-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Quite slow to load**
Slow pages put off users and lower search engine rankings.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Heavily shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Very high Twitter influence**
Twitter can be an excellent channel for communication and brand building.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.
-  **Optimised for sharing**
Makes use of Open Graph for sharing on social networks.
-  **Substantial amount of content**
Search engines judge you heavily on your content.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

Summary



Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

-  **Links appear to be broken**
Broken links compromise user experience.
-  **Alternative text used throughout**
Well defined alternative text is crucial for accessibility.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
-  **URLs are quite complicated**
Simple URLs help users share webpages.
-  **Headings are defined**
Well defined headings are crucial for accessibility.



Content summary

The quality and volume of content in this website.

Key points

-  **Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
-  **Heavily shared socially**
Sharing suggests content is highly appealing.
-  **Substantial amount of content**
Search engines judge you heavily on your content.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Uses 2 separate languages**
Based on automated analysis of text. Not all languages can be detected automatically.



Technology summary

How well designed and built the website is.

Key points

-  **Files are missing**
Suggests a technical problem, and may slow down the website.
-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Titles and descriptions are poorly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Quite slow to load**
Slow pages put off users and lower search engine rankings.
-  **URLs are quite complicated**
Simple URLs help users share webpages.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Appears optimised for printing**
Based on the presence of print-specific styles.
-  **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
-  **Optimised for sharing**
Makes use of Open Graph for sharing on social networks.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.



Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

-  **Ranks poorly in search engines**
Ranking highly in search engines brings relevant visitors to your website.
-  **Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
-  **Titles and descriptions are poorly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Quite slow to load**
Slow pages put off users and lower search engine rankings.
-  **URLs are quite complicated**
Simple URLs help users share webpages.
-  **Very high Twitter influence**
Twitter can be an excellent channel for communication and brand building.
-  **Heavily shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.
-  **Optimised for sharing**
Makes use of Open Graph for sharing on social networks.
-  **Substantial amount of content**
Search engines judge you heavily on your content.

- ✓ **Updated regularly**
Regular updates promote higher search engine rankings.
- ✓ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

6.3 Overall summary

The overall score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Key points

- ✗ **Files are missing**
Suggests a technical problem, and may slow down the website.
- ✗ **Links appear to be broken**
Broken links suggest a technical problem.
- ✗ **Quite slow to load**
Slow pages put off users and lower search engine rankings.
- ✗ **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
- ✓ **Heavily shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
- ✓ **Using SharePoint**
This makes the website easier to keep up to date.
- ✓ **Very high Twitter influence**
Twitter can be an excellent channel for communication and brand building.
- ✓ **Well linked to**
Sites with more incoming links rank higher in search engines.
- ✓ **Optimised for sharing**
Makes use of Open Graph for sharing on social networks.
- ✓ **Substantial amount of content**
Search engines judge you heavily on your content.
- ✓ **Updated regularly**
Regular updates promote higher search engine rankings.
- ✓ **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

Individual tests



Missing files

576 missing files were found spread over 100 pages.

This suggests a technical problem. It may not be noticeable to users, but you should check to be sure. Missing files can also slow down your site unnecessarily.

Missing files

576

Pages with missing files

100

List of missing files

File	Used by page
tm36189.js	www.einstein.br/Ensino/gestao-em-saude/Paginas/gestao-de-excelencia-einstein-a-busca-pela-medicina-baseada-no-valor.aspx
1018087927?value=0&label=Q4-VCLH58QIQ95O75QM&guid=ON&script=0	www.einstein.br/Ensino/gestao-em-saude/Paginas/gestao-de-excelencia-einstein-a-busca-pela-medicina-baseada-no-valor.aspx
bg-header.png	www.einstein.br/Ensino/gestao-em-saude/Paginas/gestao-de-excelencia-einstein-a-busca-pela-medicina-baseada-no-valor.aspx
ponta-acesso.png	www.einstein.br/Ensino/gestao-em-saude/Paginas/gestao-de-excelencia-einstein-a-busca-pela-medicina-baseada-no-valor.aspx
bg-menu-principal.gif	www.einstein.br/Ensino/gestao-em-saude/Paginas/gestao-de-excelencia-einstein-a-busca-pela-medicina-baseada-no-valor.aspx
tm36189.js	www.einstein.br/ensino/escola-tecnica/Paginas/escola-tecnica.aspx
ponta-acesso.png	www.einstein.br/ensino/escola-tecnica/Paginas/escola-tecnica.aspx
bg-header.png	www.einstein.br/ensino/escola-tecnica/Paginas/escola-tecnica.aspx

576 found (only showing top 8)

Missing files are detected using a simulated browser.



W3C compliance

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

W3C compliant

0%

HTML 4

Every page of this website is written using HTML 4.

HTML 4 is the oldest mainstream standard for developing webpages. It is widely supported but more dated than XHTML and HTML 5.



Content keywords

This content of this website barely matches the keywords it is aiming to rank for in search engines.

2 desired keywords (cooperativismo, educação para sistema unimed) are not mentioned anywhere in this website at all. To rank competitively for a keyword, this site needs to include content about it.

Content for each keyword

How many pages feature each keyword, and how strongly they emphasise them.

Keyword	Pages	Emphasis
educação em saúde	100	
treinamento medicos	100	
capacitação para medicos	6	
educação para profissionais de saúde	53	
cursos na área medica	82	
pós-graduação na área medica	82	
educação para sistema unimed	0	
cooperativismo	0	

1.8**Search engine results**

Very few of the pages in this website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
✓	Ensino - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/Paginas/ensino.aspx	
✓	- Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/eventos/Paginas/eventos.aspx	Description duplicated elsewhere, will be ignored.
✓	Residência e Aprimoramento - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/residencia-medica/Paginas/residencia-medica.aspx	Title is too long. Description duplicated elsewhere, will be ignored.
✓	Cursos de Atualização - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/cursos-de-atualizacao/Paginas/cursos-de-atualizacao.aspx	Title is too long. Description duplicated elsewhere, will be ignored.
✗	Faculdade de Enfermagem - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/faculdade-de-enfermagem/Paginas/faculdade-de-enfermagem.aspx	Title is too long. Description duplicated elsewhere, will be ignored.
✓	Escola Tecnica - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/escola-tecnica/Paginas/escola-tecnica.aspx	Description duplicated elsewhere, will be ignored.
✗	Estágios e Visitas - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/Paginas/estagios-e-visitass.aspx	Title is too long. Description duplicated elsewhere, will be ignored.
✗	Cursos inCompany - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/ensino/Paginas/cursos-incompany.aspx	Description duplicated elsewhere, will be ignored.
✗	Residência e Aprimoramento - Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/Ensino/residencia-medica/Paginas/residencia-medica.aspx	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored. Page 9

-	Search Engine Result	Issues
	- Hospital Israelita Albert Einstein Hospital Israelita Albert Einstein, São Paulo, Brasil. Muito mais que um hospital. Excelência em saúde, ensino, pesquisa e responsabilidade social. www.einstein.br/Ensino/eventos/Paginas/eventos.aspx	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.

100 found (only showing top 10)



Search ranking

This website does not rank well in search engines for selected keywords.

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

Website comparison

What websites rank highest for the keywords tested.

	Website	Ranks highly for
1st	scielo.br	Educação para profissionais de saúde, Educação em saúde, Treinamento medicos
2nd	epsjv.fiocruz.br	Educação em saúde, Educação para profissionais de saúde
3rd	fundacaounimed.org.br	Educação para sistema Unimed, Pós-graduação na área medica
4th	einstein.br	Pós-graduação na área medica, Cursos na área medica
5th	scielosp.org	Educação em saúde, Educação para profissionais de saúde
6th	g1.globo.com	Capacitação para medicos, Treinamento medicos
7th	guiadoestudante.abril.com.br	Cursos na área medica
8th	fcm.unicamp.br	Treinamento medicos
9th	fm.usp.br	Pós-graduação na área medica
10th	hcfmusp.org.br	Capacitação para medicos

59 found (only showing top 10)

Keywords

The rank for selected keywords in each search engine.

Search engine	Keyword	Rank	Number of results	Score
Google Global	Pós-graduação na área medica	2nd	525,000	9.1
Google Global	Cursos na área medica	4th	26,300,000	7.8
Google Global	cooperativismo	Not found	1,230,000	0.0
Google Global	Educacão para sistema Unimed	Not found	445,000	0.0
Google Global	Educacão para profissionais de saúde	Not found	33,300,000	0.0
Google Global	Capacitação para medicos	Not found	6,570,000	0.0
Google Global	Treinamento medicos	Not found	1,540,000	0.0
Google Global	Educacão em saúde	Not found	64,500,000	0.0

3.2 Speed

The website is quite slow to load.

On average pages take 6.9 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are quite slow to respond (1.2 seconds per page).



Load time

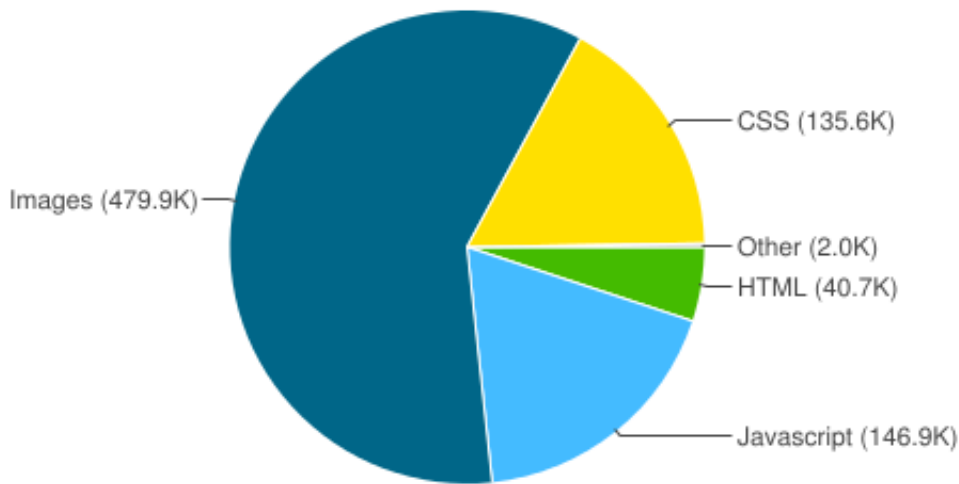
How long on average webpages take to load completely.



Response time

How long on average webpages take to respond (i.e. to start to load).

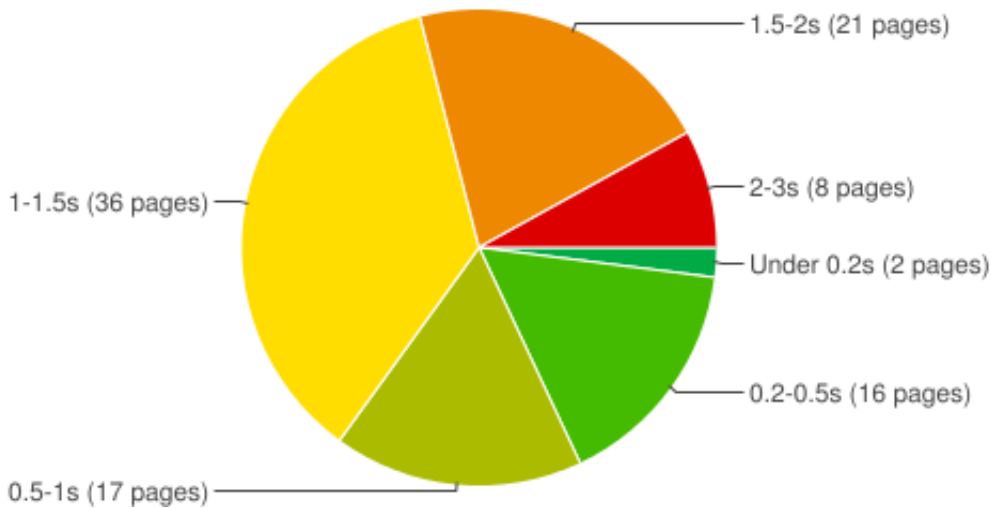
Average page sizes



The response time is usually a measure of the application powering the website (e.g. a Content Management System or webserver) and the power of any servers running that application.

Good application performance means webpages feel responsive to users, and the server is more likely to handle higher volumes of traffic. Poor performance will dissuade users and search engines from the site.

Response time summary



Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.



URL format

Overall, URLs are fairly well formatted.

(A URL is the technical name for a web address).

Poor URL formatting has many implications: webpages are less likely to appear highly in search engines, are harder to exchange socially, and more confusing for users.

URLs can be improved by using technology like URL rewriting, without needing to completely replace the existing website.



Use URL rewriting wherever possible to simplify the URLs of key pages in the site.

Good web addresses

e.g. www.example.com/section/example-page
Use natural language
Separate words with dashes
Use lowercase
Avoid query parameters unless needed
Avoid file extensions

Bad web addresses

e.g. www.example.com/example_pg.jsp?id=124
Are not understandable by users
Separate words with underscores
Mix uppercase and lowercase
Use query parameters where not needed
Use file extensions



Open Graph

This website makes use of Open Graph tags, but there is room for improvement.

Open Graph tags tell Facebook and other social networks how to share content on this site. Using them correctly makes it more likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

100% (og:title)

Has description

100% (og:description)

Has image

0% (og:image)

Has site name

0% (og:site_name)

5.5 Incoming links

About 1,294 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is well linked to.

Incoming links

6,915 links to this website

Incoming linking sites

1,294 sites link to this website

Source: SEOmoz, at 19th June 2015. Authority refers to the authority of the domain. This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.

7.2 Broken links

15 links appear to point to pages which do not exist. 7 of these links point to pages inside this site.

Note that some of these pages may not appear to be broken to the average web browser, but they are incorrectly reporting themselves as missing.

Broken links frustrate users and can sometimes indicate a technical problem.

Over time it is common for some external links to break, as websites outside of your control change or are no longer available. You may wish to detect and remove these links.

In total 1,582 links were tested.

Internal broken links

7 broken links

External broken links

8 broken links

List of broken links

Page	Links to	Context	Internal?	Type
www.einstein.br/ensino/cursos-de-atualizacao/Paginas/cursos-de-atualizacao.aspx	www.einstein.br/Ensino/cursos-de-atualizacao/Paginas/ccurso-de-atualizacao-em-dinamometria-isocinetica.aspx		yes	Page not found - graceful (404)
www.einstein.br/ensino/Paginas/ensino.aspx	www.einstein.br/ensino/pos-graduacao-e-mba/Paginas/pos-graduacao-e-mba.aspx	Pós graduação e MBA	yes	Page not found - graceful (404)

Page	Links to	Context	Internal?	Type
www.einstein.br/Ensino/ri-o-de-janeiro/Paginas/pos-graduacao.aspx	www.einstein.br/Ensino/ri-o-de-janeiro/Paginas/conheca-nossos-diferenciais.aspx	Por que escolher?	yes	Page not found - graceful (404)
www.einstein.br/Ensino/residencia-medica/Paginas/residencia-em-administracao-em-saude.aspx	www.einstein.br/Ensino/residencia-medica/Paginas/www.edudata.com.br	www.edudata.com.br	yes	Page not found - graceful (404)
www.einstein.br/ensino/residencia-medica/Paginas/residencia-em-cardiologia.aspx	www.einstein.br/ensino/residencia-medica/Paginas/www.edudata.com.br	www.edudata.com.br	yes	Page not found - graceful (404)
www.einstein.br/Ensino/eventos/Paginas/a-ciencia-e-o-altruismo.aspx	www.einstein.br/Ensino/eventos/Paginas/www.matthieuristicard.org	www.matthieuristicard.org	yes	Page not found - graceful (404)
www.einstein.br/Ensino/eventos/Paginas/a-ciencia-e-o-altruismo.aspx	www.einstein.br/Ensino/eventos/Paginas/www.karuna-shechen.org	www.karuna-shechen.org	yes	Page not found - graceful (404)
www.einstein.br/ensino/Paginas/ensino.aspx	www.einstein.br/imprensa/boletim-medico/Paginas/boletim-medico-2.aspx	Boletim medico	no	Page not found - graceful (404)
www.einstein.br/ensino/Paginas/ensino.aspx	www.einstein.br/einstein-saude/gravidez-e-bebe/Paginas/capa.aspx	Gravidez e bebê	no	Page not found - graceful (401)
www.einstein.br/ensino/Paginas/ensino.aspx	www.einstein.br/pesquisa/premio-eric-roger-wroclawski/Paginas/premio-eric-roger-wroclawski.aspxx	Prêmio Eric Roger Wroclawski	no	Page not found - graceful (404)

15 found (only showing top 10)



Twitter

This website has a Twitter account with 18,749 followers.

Followers

18,749 People follow this account

Tweets

9,894 Tweets made by this account

Twitter accounts

Twitter accounts used by this website.

#	Name	Followers	Following	Tweets	Influence
1st	 H.I. Albert Einstein For www.einstein.br	18,749	797	Daily	8.7



Freshness

This site appears to have been updated recently (today). On average, this site appears to be updated every 4.1 days.

Up-to-date content creates a positive impression of a website and gives visitors more reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.

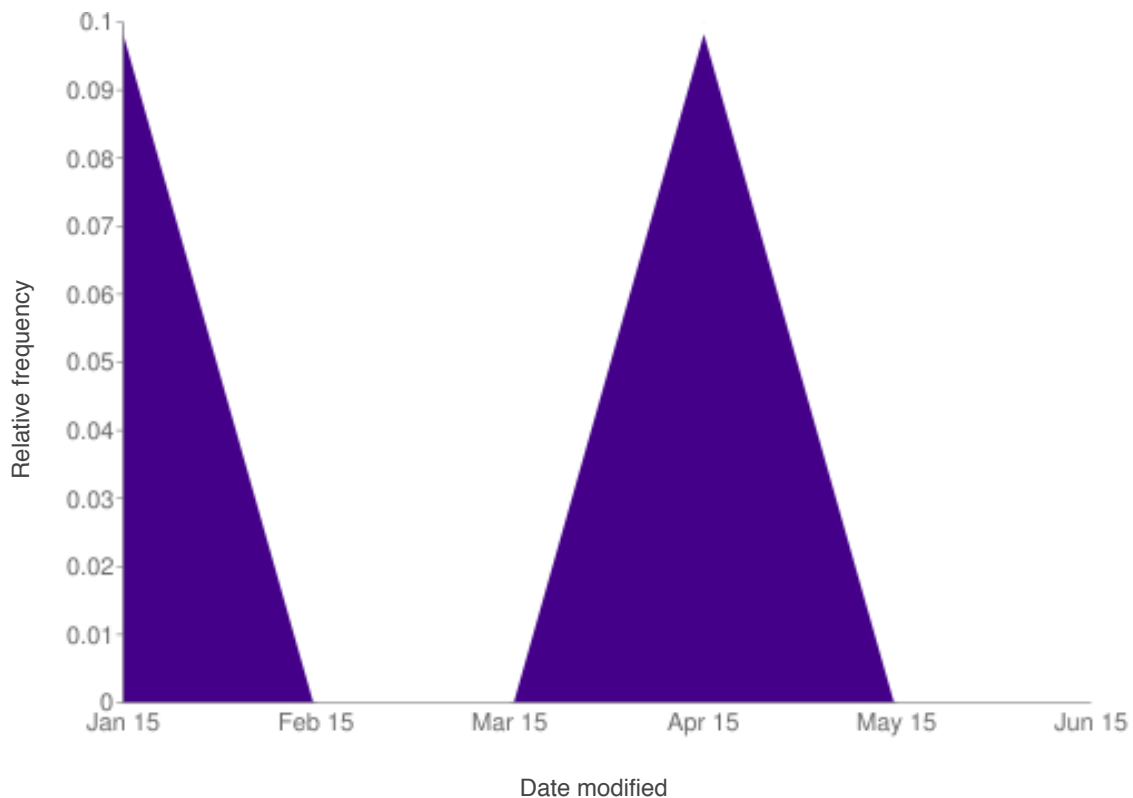
Most recent update

today

Update frequency

Every 4.1 days

Perceived age



Social interest

75% of this website (75 pages) has been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

Likes



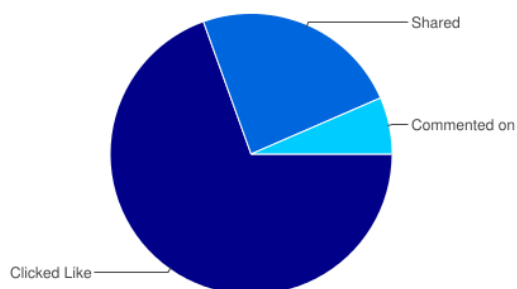
56,648 Likes for pages in this site

Tweets



982 Tweets linking to this site

Facebook breakdown



Clicked Like

39,375

Shared

13,578

Commented on

3,695

Pages with any social interest

Page	Likes	Tweets	Total
www.einstein.br/Ensino/cursos-abertos/Paginas/cursos-abertos.aspx	21,537	154	21,691
www.einstein.br/Ensino/escola-tecnica/Paginas/escola-tecnica.aspx	12,353	254	12,607
www.einstein.br/Ensino/ead/Paginas/ead.aspx	10,285	255	10,540
www.einstein.br/Ensino/pos-graduacao-e-mba/Paginas/pos-graduacao-e-mba.aspx	6,636	146	6,782
www.einstein.br/Ensino/eventos/Paginas/a-ciencia-e-o-altruismo.aspx	1,337	8	1,345
www.einstein.br/Ensino/residencia-medica/Paginas/residencia-em-terapia-intensiva.aspx	358	2	360
www.einstein.br/Ensino/eventos/Paginas/simposio-de-gerenciamento-resposta-em-catastrofes.aspx	322	10	332
www.einstein.br/Ensino/eventos/Paginas/simposio-internacional-de-sindrome-metabolica-do-hiae-da-fisiopatologia-ao-tratamento-clinico-e-cirurgico.aspx	305	6	311
www.einstein.br/Ensino/eventos/Paginas/simposio-internacional-de-ventilacao-mecanica.aspx	302	5	307
www.einstein.br/Ensino/eventos/Paginas/simposio-de-fisioterapia-em-terapia-intensiva.aspx	293	5	298

75 found (only showing top 10)



Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

Some headings (0.0%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Pages with headings

100%

Bad headings

0%



Analytics

Every page in this website is using Google Analytics.

This is excellent and should allow for a complete analysis of visitor behaviour.

Pages using analytics

100%

Pages with no analytics

0%



Domain age

This website has an established domain name (einstein.br), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

01/01/95

Updated date

08/11/13

Domain age

20.5 years

Expiry date

Unknown

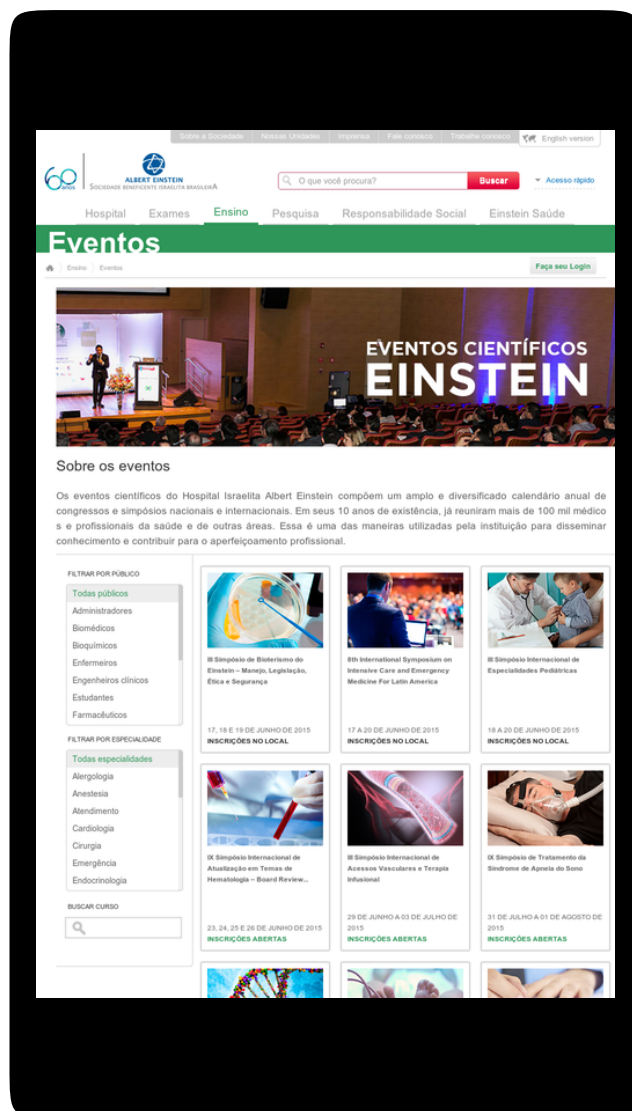


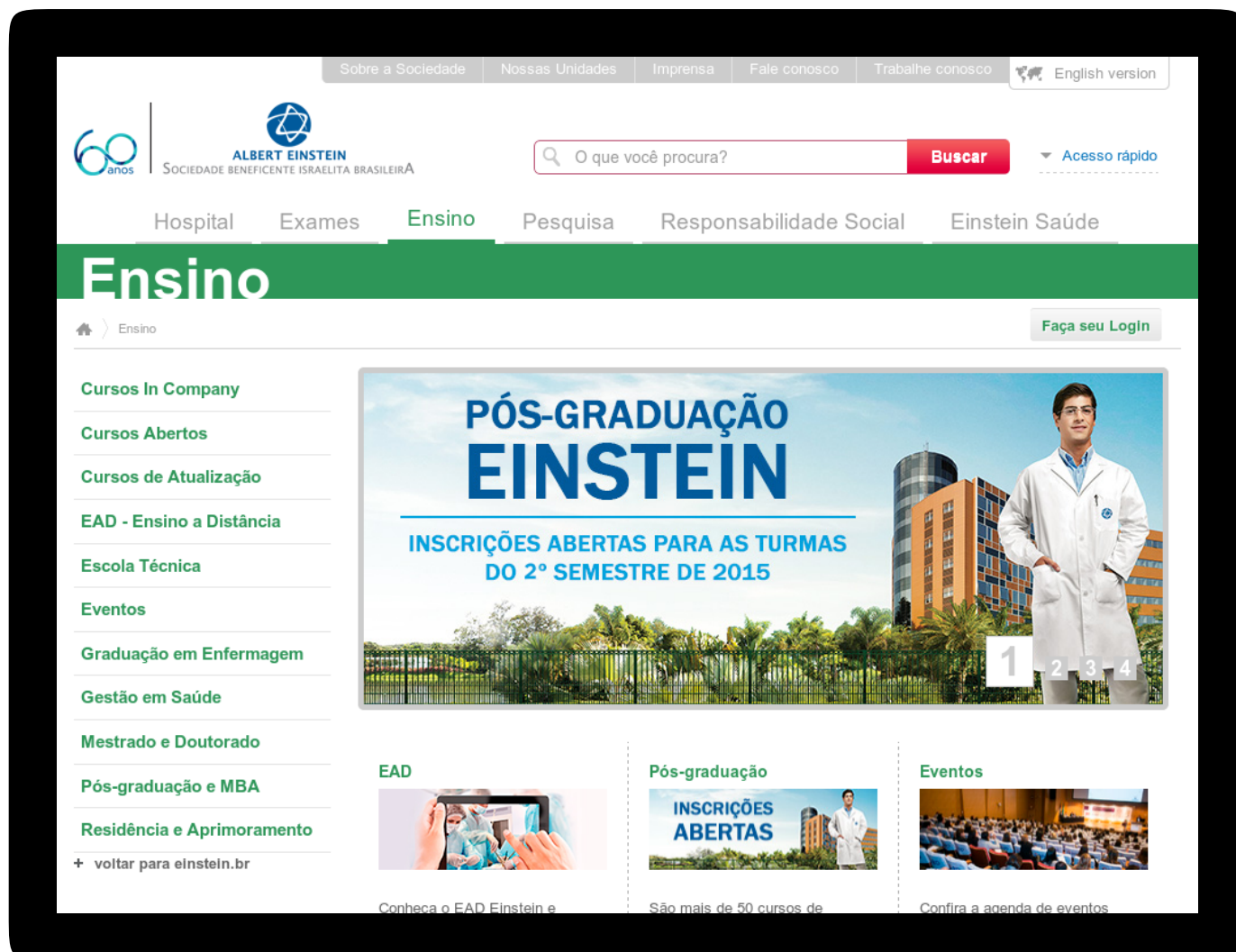
Mobile

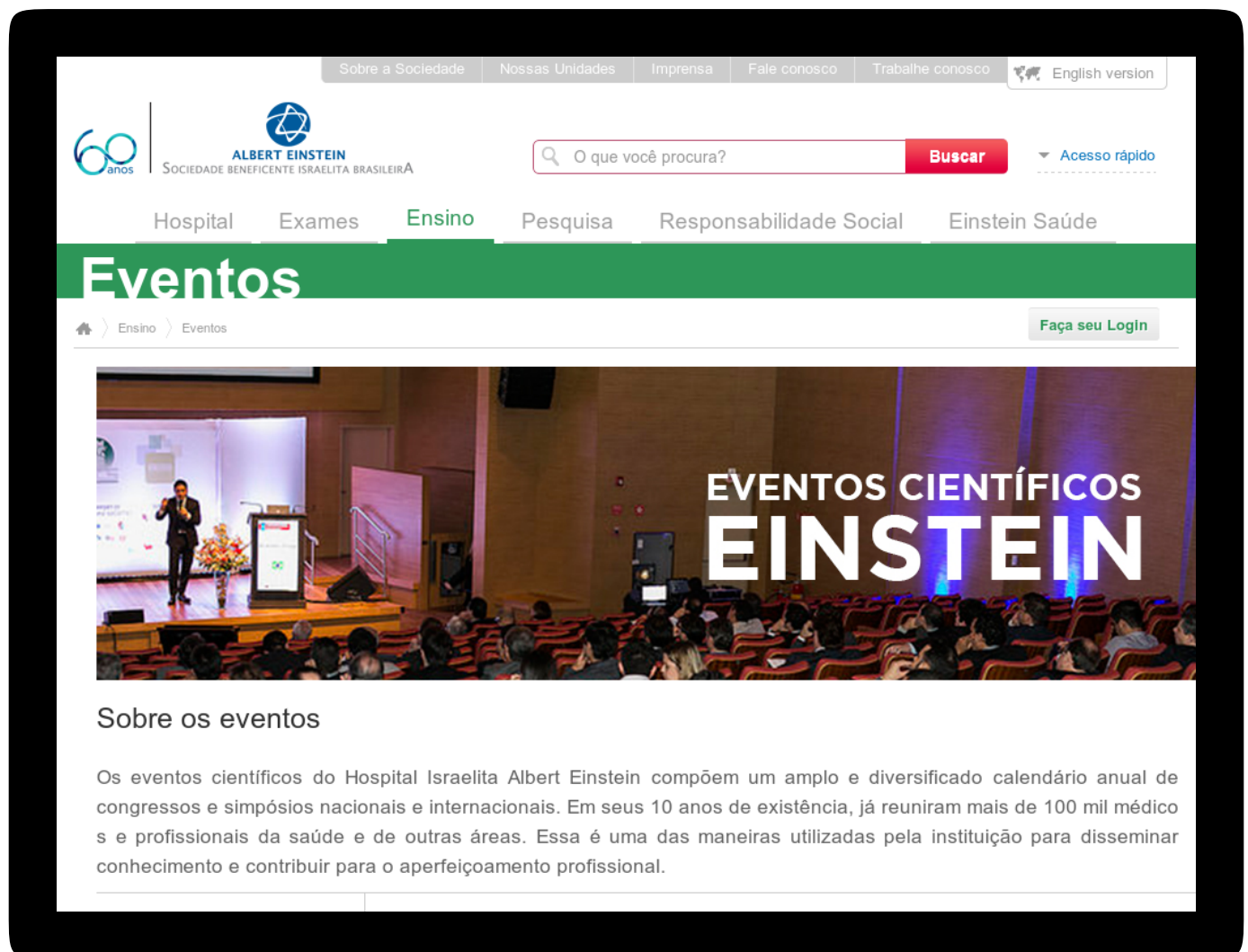
This website appears to be optimised for mobile and tablet devices, via 'responsive' design.

You can see a preview of this website on a mobile and tablet device below.

2 screenshots have been chosen automatically for important looking pages. You can choose up to 6 different pages manually if you wish.





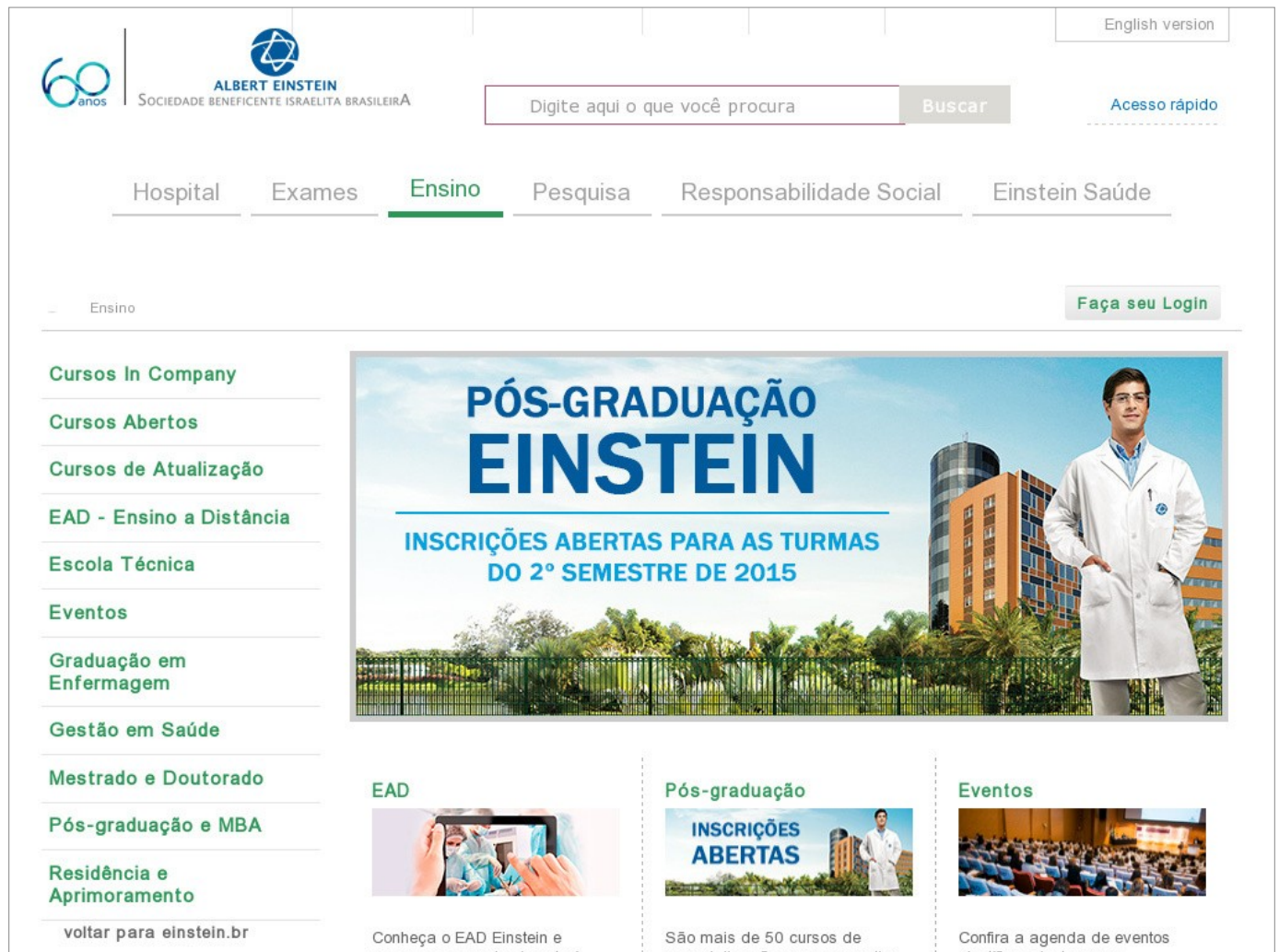


Printability

All of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit.

Print preview



Optimised for printing

Infinite

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).

Additional information



Content management

This site appears to be using the SharePoint Content Management System.

A Content Management System allows non-technical users to control the content of a website.

Content Management System

Pages using a CMS

SharePoint

100%



Facebook

This website appears to be on Facebook, but the Facebook page that it links to is either not visible to the public or has been deleted. I am unable to determine which.

I can see a link to a Facebook page, but I can't see the page that it points to. If you wish to run this test on this page, you will need to make this page public.

Facebook pages

Any Facebook pages used by this website.

#	Name	Likes	Talking about	Comments
1st	No Facebook found For www.einstein.br	-	-	No Facebook page found.

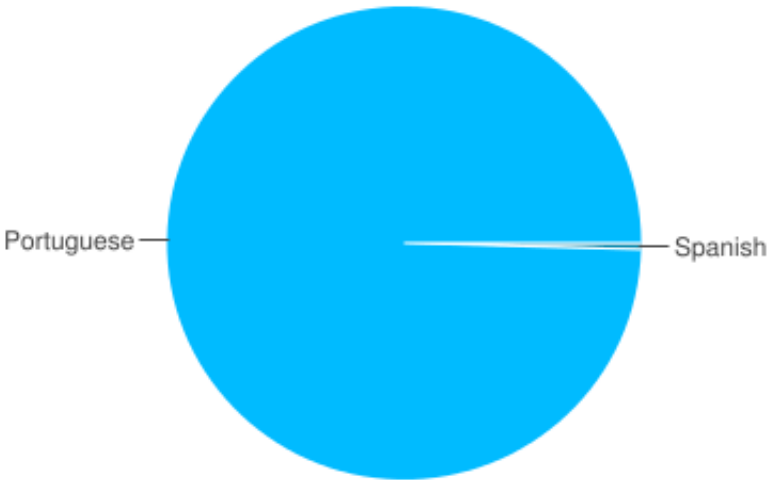


Languages

This website appears to use 2 separate languages.

This test does not affect the score for this website.

Languages used

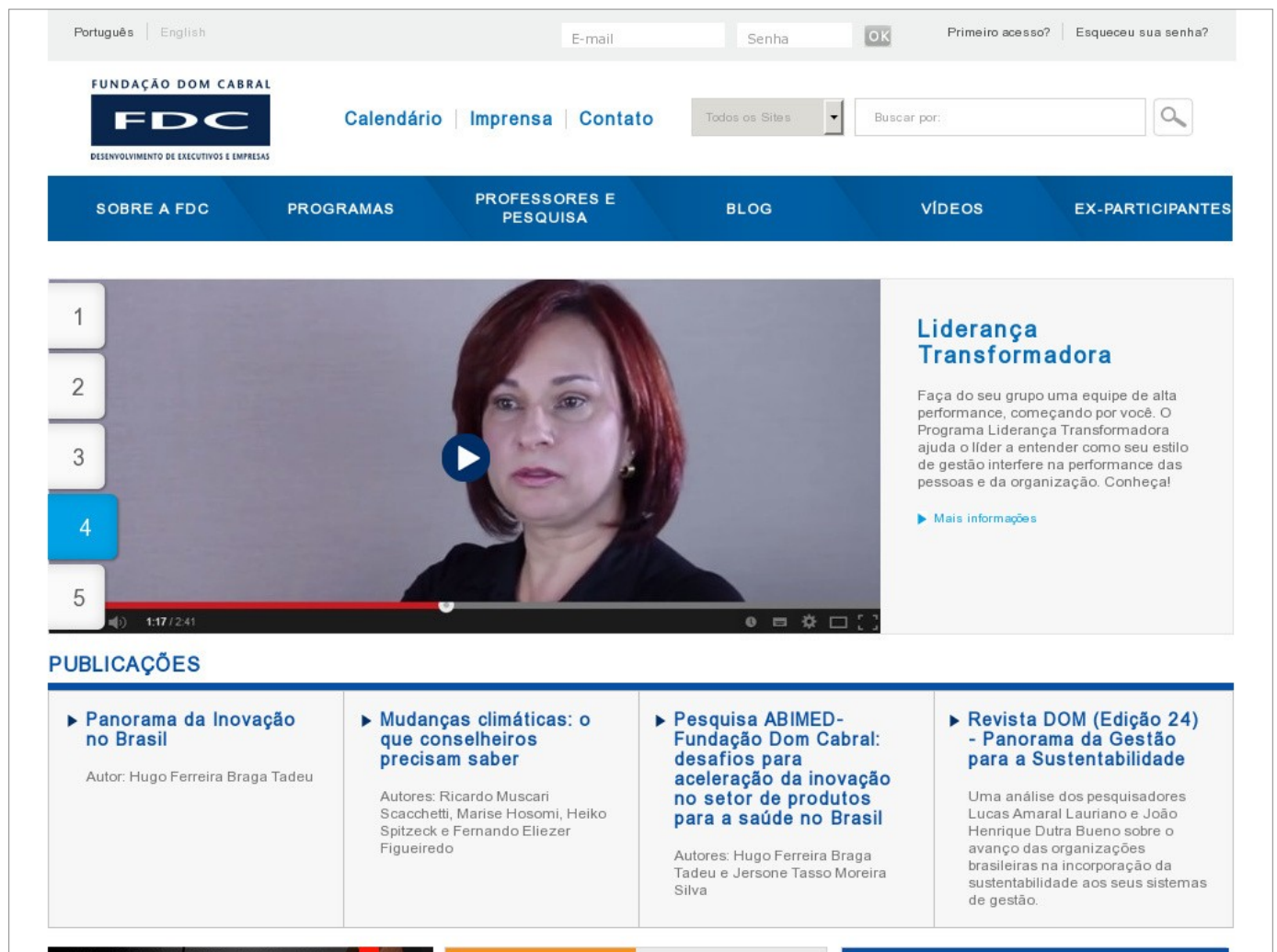


Language summary

Language	Characters	Sample
Portuguese	1,037,674	
Spanish	4,494	

➤ Webscan – Fundação Dom Cabral





6.5

Overall

The overall score for this website.

100 pages tested on 19th June 2015

This report was limited to 100 pages.

6.9

Accessibility

How accessible the website is to mobile and disabled users.

6.9

Content

The quality and volume of content in this website.

5.1

Marketing

How well this website is marketed online.

7.2

Technology

How well designed and built the website is.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Writing is quite hard to understand**
Easy-to-understand text benefits users and search engines.
-  **Alternative text is not always used**
Alternative text tells blind users what your images contain.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.
-  **Shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Quite quick to load**
Slow pages put off users and lower search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

Summary



Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

-  **Links appear to be broken**
Broken links compromise user experience.
-  **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Headings are defined**
Well defined headings are crucial for accessibility.
-  **URLs are complicated**
Simple URLs help users share webpages.
-  **Writing is quite hard to understand**
Easy-to-understand text benefits users and search engines.
-  **Alternative text is not always used**
Alternative text tells blind users what your images contain.



Content summary

The quality and volume of content in this website.

Key points

-  **Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
-  **Shared socially**
Sharing suggests content is appealing.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Uses 3 separate languages**
Based on automated analysis of text. Not all languages can be detected automatically.

 **Writing is quite hard to understand**
Easy-to-understand text benefits users and search engines.

7.2 Technology summary

How well designed and built the website is.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **URLs are complicated**
Simple URLs help users share webpages.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Titles and descriptions are fairly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Alternative text is not always used**
Alternative text tells blind users what your images contain.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Appears optimised for printing**
Based on the presence of print-specific styles.
-  **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
-  **Quite quick to load**
Slow pages put off users and lower search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

5.1 Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

-  **Does not rank in search engines**
Ranking highly in search engines brings relevant visitors to your website.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.

-  **Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **URLs are complicated**
Simple URLs help users share webpages.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Writing is quite hard to understand**
Easy-to-understand text benefits users and search engines.
-  **Titles and descriptions are fairly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Alternative text is not always used**
Alternative text tells search engines what your images contain, aiding SEO.

-  **Shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Quite quick to load**
Slow pages put off users and lower search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.



Overall summary

The overall score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.
-  **Shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Updated regularly**
Regular updates promote higher search engine rankings.



Writing is quite hard to understand

Easy-to-understand text benefits users and search engines.



Alternative text is not always used

Alternative text tells blind users what your images contain.



Quite quick to load

Slow pages put off users and lower search engine rankings.



Analytics is used

Analytics allow for detailed analysis of visitor behaviour.

Individual tests



Search ranking

This website does not rank well in search engines for selected keywords.

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

Website comparison

What websites rank highest for the keywords tested.

	Website	Ranks highly for
1st	scielo.br	Educac�o para profissionais de sa�de, Educac�o em sa�de, Treinamento medicos
2nd	epsjv.fiocruz.br	Educac�o em sa�de, Educac�o para profissionais de sa�de
3rd	fundacaounimed.org.br	Educac�o para sistema Unimed, P�s-graduac�o na �rea medica
4th	einstein.br	P�s-graduac�o na �rea medica, Cursos na �rea medica
5th	scielosp.org	Educac�o em sa�de, Educac�o para profissionais de sa�de
6th	g1.globo.com	Capacitac�o para medicos, Treinamento medicos
7th	fm.usp.br	P�s-graduac�o na �rea medica
8th	hcfmusp.org.br	Capacitac�o para medicos
9th	fcm.unicamp.br	Treinamento medicos
10th	guiadoestudante.abril.com.br	Cursos na �rea medica

60 found (only showing top 10)

Keywords

The rank for selected keywords in each search engine.

Search engine	Keyword	Rank	Number of results	Score
Google Global	cooperativismo	Not found	1,230,000	0.0
Google Global	Capacitac�o para medicos	Not found	6,830,000	0.0
Google Global	Educac�o para profissionais de sa�de	Not found	33,300,000	0.0
Google Global	Educac�o para sistema Unimed	Not found	445,000	0.0
Google Global	Treinamento medicos	Not found	1,540,000	0.0

Search engine	Keyword	Rank	Number of results	Score
Google Global	Educacão em saúde	Not found	64,600,000	0.0
Google Global	Pós-graduação na área medica	Not found	524,000	0.0
Google Global	Cursos na área medica	Not found	26,400,000	0.0

0.0 Content keywords

This content of this website does not include any of the keywords it is aiming to rank for in search engines.

4 desired keywords (cooperativismo, capacitação para medicos, treinamento medicos ...) are not mentioned anywhere in this website at all. To rank competitively for a keyword, this site needs to include content about it.

Content for each keyword

How many pages feature each keyword, and how strongly they emphasise them.

Keyword	Pages	Emphasis
educacão em saúde	21	
educacão para profissionais de saúde	21	
pós-graduação na área medica	1	
educacão para sistema unimed	1	
cursos na área medica	0	
treinamento medicos	0	
capacitação para medicos	0	
cooperativismo	0	

0.0 W3C compliance

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

W3C compliant

0%

XHTML 1

Every page of this website is written using XHTML 1.

XHTML 1 is a widely supported, extensible standard for coding webpages. It is safe for general purpose use on all websites.



Mobile

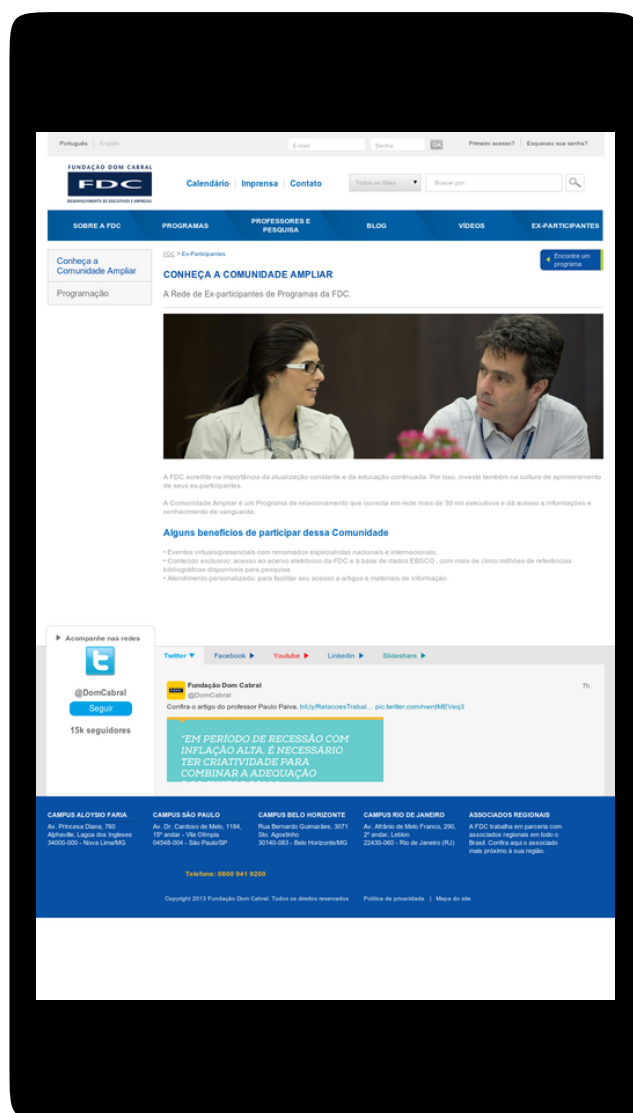
This website does not appear to be optimised for mobile or tablet devices.

You can see a preview of this website on a mobile and tablet device below.

2 screenshots have been chosen automatically for important looking pages. You can choose up to 6 different pages manually if you wish.



This website should be made responsive, i.e. suitable for mobile and tablet devices.



[Português](#) | [English](#)

[Primeiro acesso?](#) | [Esqueceu sua senha?](#)

FUNDAÇÃO DOM CABRAL
FDC
DESENVOLVIMENTO DE EXECUTIVOS E EMPRESAS

[Calendário](#) | [Imprensa](#) | [Contato](#)

Todos os Sites

[SOBRE A FDC](#) | [PROGRAMAS](#) | [PROFESSORES E PESQUISA](#) | [BLOG](#) | [VÍDEOS](#) | [EX-PARTICIPANTES](#)

1

2

3

4

5

HÁ 10 ANOS A MELHOR ESCOLA DE NEGÓCIOS DA AMÉRICA LATINA.

E ISSO É MOTIVO DE MUITA COMEMORAÇÃO.

Somos, pelo décimo ano consecutivo, a melhor escola de negócios da América Latina no ranking do Financial Times. Além disso, subimos cinco posições no ranking mundial e chegamos ao 16º lugar.

FUNDAÇÃO DOM CABRAL
FDC
DESENVOLVIMENTO DE EXECUTIVOS E EMPRESAS

Há 10 anos a melhor escola de negócios da América Latina
RANKING FINANCIAL TIMES 2013

PUBLICAÇÕES

► **Panorama da Inovação no Brasil**

Autor: Hugo Ferreira Braga Tadeu

► **Mudanças climáticas: o que conselheiros precisam saber**

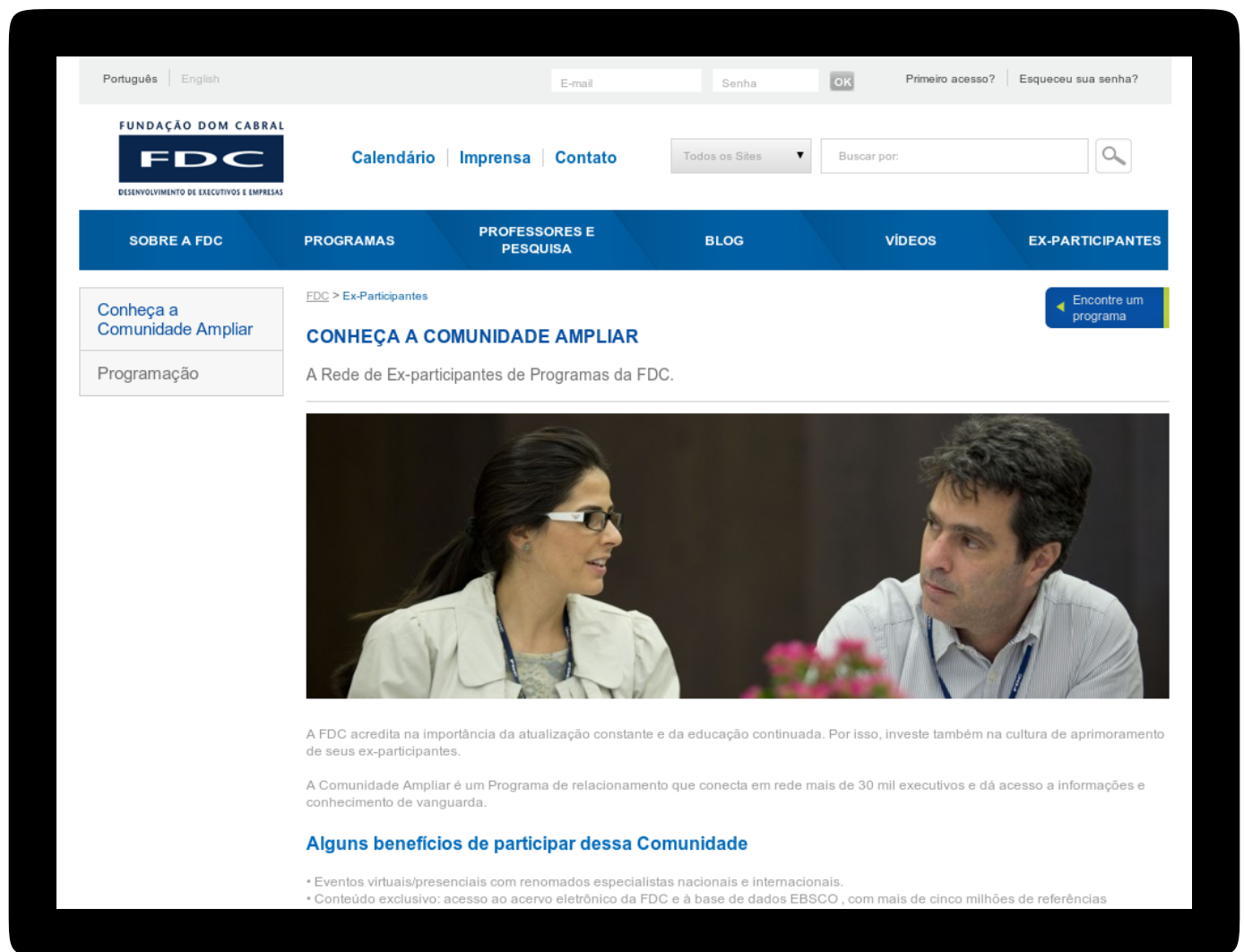
Autores: Ricardo Muscari Scacchetti, Marise Hosomi, Heiko Spitzack e Fernando Eliezer Figueiredo

► **Pesquisa ABIMED-Fundação Dom Cabral: desafios para aceleração da inovação no setor de produtos para a saúde no Brasil**

Autores: Hugo Ferreira Braga Tadeu e Jersone Tasso Moreira Silva

► **Revista DOM (Edição 24) - Panorama da Gestão para a Sustentabilidade**

Uma análise dos pesquisadores Lucas Amaral Lauriano e João Henrique Dutra Bueno sobre o avanço das organizações brasileiras na incorporação da sustentabilidade aos seus sistemas de gestão.



3.2 URL format

Overall, URLs are poorly formatted.

(A URL is the technical name for a web address).

Poor URL formatting has many implications: webpages are less likely to appear highly in search engines, are harder to exchange socially, and more confusing for users.

URLs can be improved by using technology like URL rewriting, without needing to completely replace the existing website.



Use URL rewriting wherever possible to simplify the URLs of key pages in the site.

Good web addresses

e.g. www.example.com/section/example-page
Use natural language
Separate words with dashes
Use lowercase
Avoid query parameters unless needed
Avoid file extensions

Bad web addresses

e.g. www.example.com/example_pg.jsp?id=124
Are not understandable by users
Separate words with underscores
Mix uppercase and lowercase
Use query parameters where not needed
Use file extensions



Search engine results

Only some of the pages in website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
✓	FDC A Fundação Dom Cabral e uma escola de negócios brasileira com padrão e atuação internacionais de desenvolvimento e capacitação de executivos, ... www.fdc.org.br/Paginas/default.aspx	Description is too long.
✓	Conheca a Fundação Dom Cabral A Fundação Dom Cabral e uma escola de negócios brasileira com padrão e atuação internacionais de desenvolvimento e capacitação de executivos, ... www.fdc.org.br/sobreadfcd/conhecaafdc/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
✗	Programas Soluciones Educativas Integradas que visam ao desenvolvimento de executivos e empresas. www.fdc.org.br/programas/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
✓	Gestão responsável Conheca alguns projetos de sustentabilidade e inclusão social da FDC. www.fdc.org.br/sobreadfcd/gestaoresponsavel/Paginas/default.aspx	
✓	Campi Conheca o campi da FDC em São Paulo, Minas Gerais e Rio de Janeiro. www.fdc.org.br/sobreadfcd/unidades/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
✓	Sobre a FDC A Fundação Dom Cabral e uma escola de negócios brasileira com padrão e atuação internacionais de desenvolvimento e capacitação de executivos, ... www.fdc.org.br/sobreadfcd/Paginas/default.aspx	Description duplicated elsewhere, will be ignored.
✓	Assessoria de Imprensa Este canal de comunicação foi criado para estreitar e qualificar ainda mais o relacionamento da FDC com a imprensa. Fale com a Assessoria de Imprensa: www.fdc.org.br/imprensa/Paginas/default.aspx	

-	Search Engine Result	Issues
	Conheca a Comunidade Ampliar A Comunidade Ampliar é um Programa de relacionamento que conecta em rede mais de 30 mil executivos e dá acesso a informações e conhecimento de vanguarda. www.fdc.org.br/exparticipantes/Paginas/default.aspx	
	FDC www.fdc.org.br/en/Paginas/default.aspx	No description. Title duplicated elsewhere.
	Primeiro acesso www.fdc.org.br/Paginas/Primeiro-acesso.aspx	No description.

100 found (only showing top 10)



Open Graph

This site does not use any Open Graph tags, although some basic information can be inferred from other tags.

Open Graph tags tell Facebook and other social networks how to share content on this site. Because they are not used here, it is likely pages from this site will not look that great when they are shared.

This makes it less likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

99.0% (og:title)

Has description

86.0% (og:description)

Has image

0% (og:image)

Has site name

0% (og:site_name)



Incoming links

About 343 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is well linked to.



Consider potential link building strategies.

Incoming links

2,487 links to this website

Incoming linking sites

343 sites link to this website

Source: SEOmoz, at 19th June 2015. Authority refers to the authority of the domain. This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.



Social interest

30% of this website (30 pages) has been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

Likes



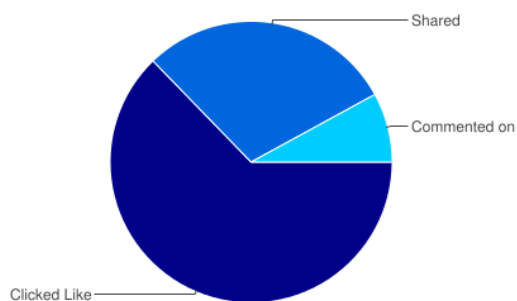
803 Likes for pages in this site

Tweets



49 Tweets linking to this site

Facebook breakdown



Clicked Like

504

Shared

235

Commented on

64

Pages with any social interest

Page	Likes	Tweets	Total
www.fdc.org.br/sobreadfcd/conhecaafdc/Paginas/Rankings.aspx	341	9	350
www.fdc.org.br/sobreadfcd/gestaoresponsavel/Paginas/projeto.aspx?projeto=7	80	5	85
www.fdc.org.br/Paginas/default.aspx	74	8	82
www.fdc.org.br/blogespacodialogo/Lists/Postagens/Post.aspx?ID=423	57	5	62
www.fdc.org.br/imprensa/Paginas/noticia.aspx?noticia=176	39	0	39
www.fdc.org.br/programas/Paginas/Programa.aspx?programa=Programa%20de%20Gest%C3%A3o%20Avan%C3%A7ada%20-%20PGA	34	0	34
www.fdc.org.br/programas/Paginas/Tema.aspx?tema=Lideran%C3%A7a,%20pessoas%20e%20equipes	27	2	29
www.fdc.org.br/professoresepesquisa/professores/Paginas/default.aspx	26	0	26
www.fdc.org.br/videos/Paginas/default.aspx	26	0	26
www.fdc.org.br/professoresepesquisa/publicacoes/Paginas/publicacao-detalle.aspx?publicacao=18468	23	0	23

30 found (only showing top 10)



5.8 Broken links

32 links appear to point to pages which do not exist. 20 of these links point to pages inside this site.

Note that some of these pages may not appear to be broken to the average web browser, but they are incorrectly reporting themselves as missing.

Broken links frustrate users and can sometimes indicate a technical problem.

Over time it is common for some external links to break, as websites outside of your control change or are no longer available. You may wish to detect and remove these links.

In total 2,596 links were tested.

Internal broken links

20 broken links

External broken links

12 broken links

List of broken links

Page	Links to	Context	Internal?	Type
www.fdc.org.br/professorespesquisa/publicacoes/Paginas/default.aspx	www.fdc.org.br/professorespesquisa/publicacoes/Paginas/TESTE	download completo >>	yes	Page not found - graceful (404)
www.fdc.org.br/programas/Paginas/default.aspx	www.fdc.org.br/programas/Paginas/2016mai	2016 mai	yes	Page not found - graceful (404)
www.fdc.org.br/programas/Paginas/default.aspx	www.fdc.org.br/programas/Paginas/2015nov	2015 nov	yes	Page not found - graceful (404)
www.fdc.org.br/Paginas/Calendario.aspx	www.fdc.org.br/Paginas/2016mai	2016 mai	yes	Page not found - graceful (404)
www.fdc.org.br/Paginas/Calendario.aspx	www.fdc.org.br/Paginas/2016jun	2016 jun	yes	Page not found - graceful (404)
www.fdc.org.br/Paginas/Calendario.aspx	www.fdc.org.br/Paginas/2016abr	2016 abr	yes	Page not found - graceful (404)
www.fdc.org.br/Paginas/Calendario.aspx	www.fdc.org.br/Paginas/2015nov	2015 nov	yes	Page not found - graceful (404)
www.fdc.org.br/Paginas/Calendario.aspx	www.fdc.org.br/Paginas/2015out	2015 out	yes	Page not found - graceful (404)
www.fdc.org.br/Paginas/Calendario.aspx	www.fdc.org.br/Paginas/2015set	2015 set	yes	Page not found - graceful (404)
www.fdc.org.br/Paginas/Calendario.aspx	www.fdc.org.br/Paginas/2015ago	2015 ago	yes	Page not found - graceful (404)

32 found (only showing top 10)



Readability

This website has an average reading age of 17. Readers need to have been educated to around age 17 to understand this site.

In developed countries the average reading age of adults is about 14.

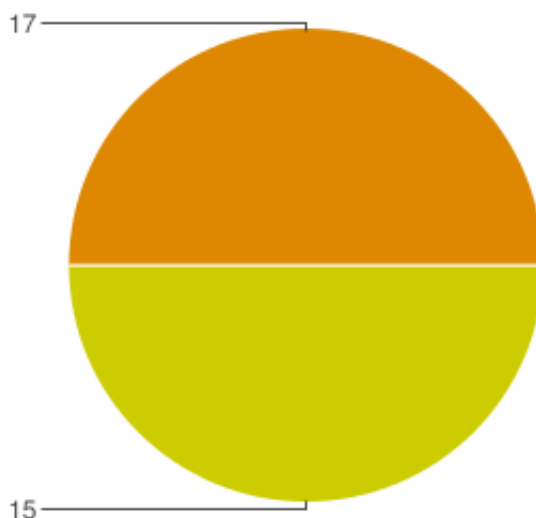
Reading age

17

Example sentence

"The Program offers an immersion in various aspects of the Brazilian business, social and geo-political environment to provide participants with the knowledge, skills and insights to successfully invest and operate in Brazil."

Pages by reading age



7.1 Speed

This website is fairly quick to load.

On average pages take 3.4 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are quick to respond (0.5 seconds per page).



Load time

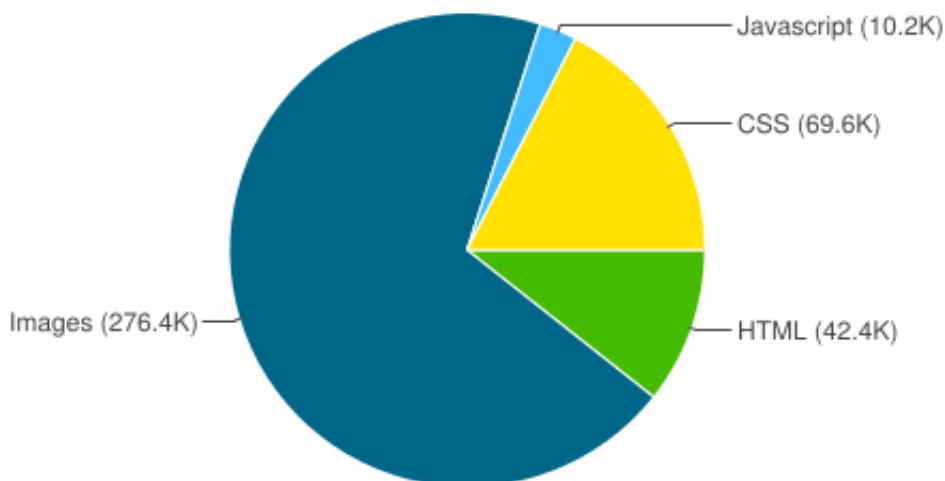
How long on average webpages take to load completely.



Response time

How long on average webpages take to respond (i.e. to start to load).

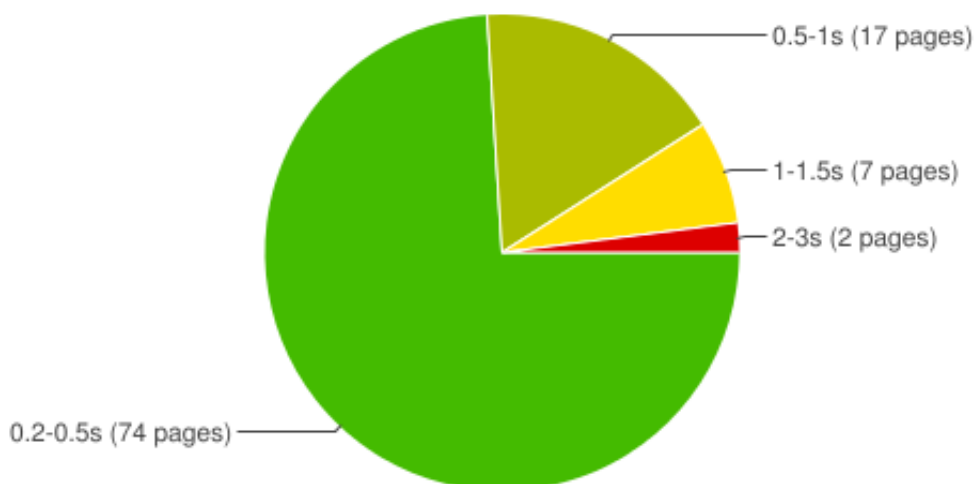
Average page sizes



The response time is usually a measure of the application powering the website (e.g. a Content Management System or webserver) and the power of any servers running that application.

Good application performance means webpages feel responsive to users, and the server is more likely to handle higher volumes of traffic. Poor performance will dissuade users and search engines from the site.

Response time summary



Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.



Alternative text

A small number (10.5%) of images do not have alternative text specified for search engines or users with visual disabilities.

The website may be harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

Also 1.4% of text equivalents do not appear to be appropriate (for example, reading "click here" to blind users).



Freshness

This site appears to have been updated recently (today). On average, this site appears to be updated every 4 days.

Up-to-date content creates a positive impression of a website and gives visitors more reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.

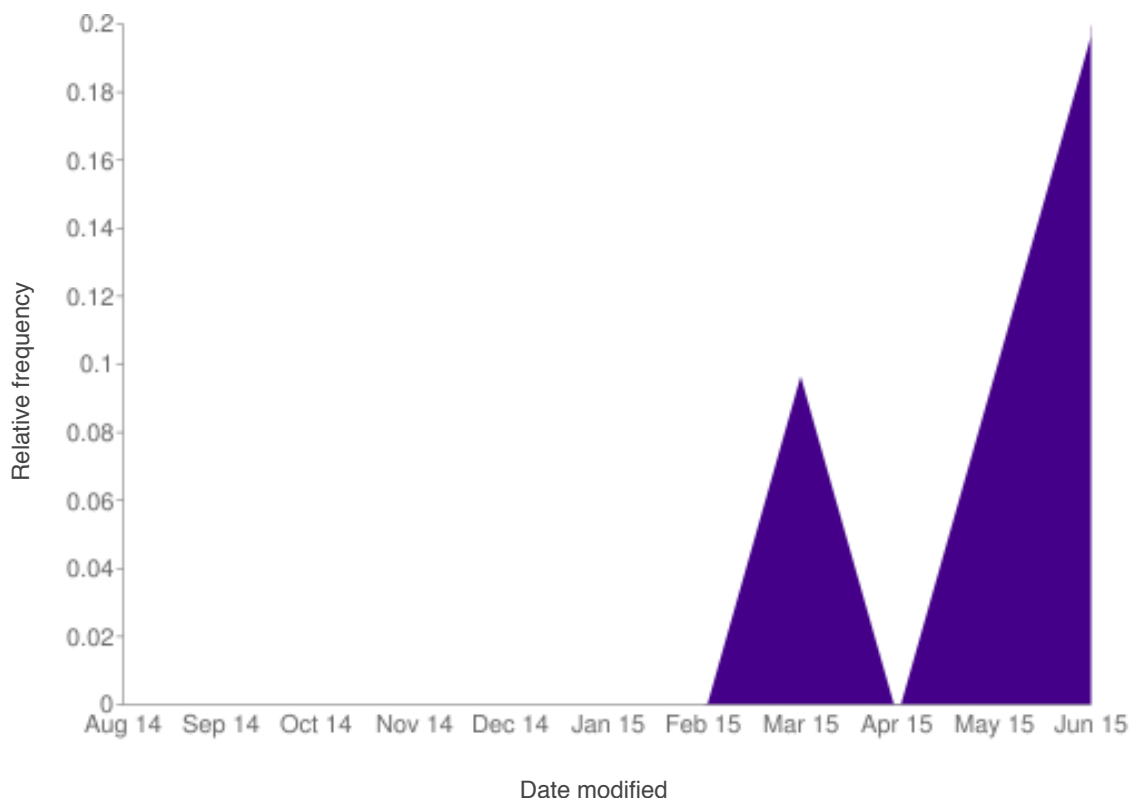
Most recent update

today

Update frequency

Every 4 days

Perceived age



Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

Some headings (3.6%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Pages with headings

100%

Bad headings

3.6%



Analytics

Every page in this website is using Google Analytics.

This is excellent and should allow for a complete analysis of visitor behaviour.

Pages using analytics

100%

Pages with no analytics

0%



Domain age

This website has an established domain name (fdc.org.br), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

29/01/99

Updated date

11/06/14

Domain age

16.4 years

Expiry date

29/01/18



Printability

All of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit.

Optimised for printing

Infinite

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).

Additional information



Content management

This site appears to be using the SharePoint Content Management System.

A Content Management System allows non-technical users to control the content of a website.

Content Management System

Pages using a CMS

SharePoint

100%



Facebook

This website appears to be on Facebook, but the Facebook page that it links to is either not visible to the public or has been deleted. I am unable to determine which.

I can see a link to a Facebook page, but I can't see the page that it points to. If you wish to run this test on this page, you will need to make this page public.

Facebook pages

Any Facebook pages used by this website.

#	Name	Likes	Talking about	Comments
1st	No Facebook found For www.fdc.org.br	-	-	No Facebook page found.

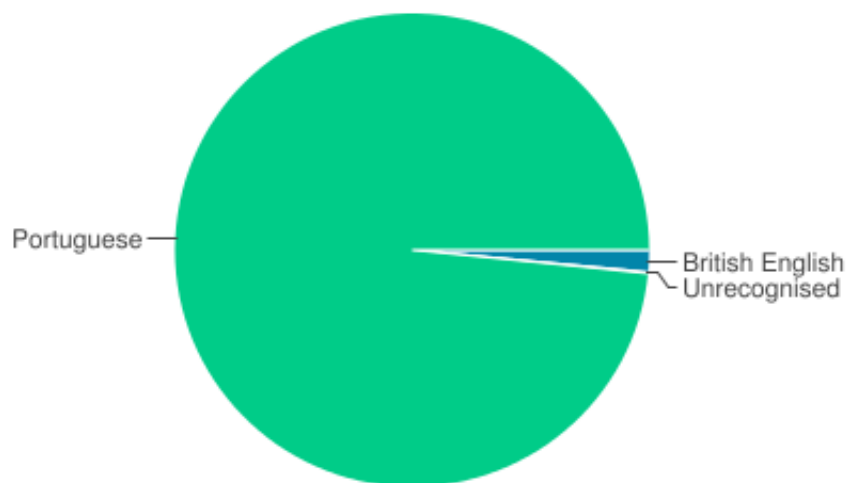


Languages

This website appears to use 3 separate languages, one of which wasn't automatically recognised. Not all languages can be detected automatically.

This test does not affect the score for this website.

Languages used



Language summary

Language	Characters	Sample
Portuguese	606,742	
British English	9,214	
Unrecognised	527	



Twitter

This website appears to be on Twitter - however because it links to multiple Twitter accounts, it is impossible to know which if any belong to this site.

You should consider re-running this test with the correct Twitter account specified manually.

Twitter accounts

Twitter accounts used by this website.

#	Name	Followers	Following	Tweets	Influence
1st	No Twitter found For www.fdc.org.br	0	0	-	0.0

➤ Webscan – Hospital Sírio-Libanês



The screenshot displays the website of Hospital Sírio Libanes, specifically the 'Ensino e Pesquisa' (Teaching and Research) section. The header includes the hospital's logo and name, a navigation menu with links like 'Institucional', 'Planos de Saúde', 'Gestão em Saúde', 'Imprensa', 'Fale Conosco', and 'Trabalhe Conosco', a search bar, and social media icons for Facebook, Google+, YouTube, and LinkedIn. Below the header, there's a secondary navigation bar with links to 'O Hospital', 'Unidades', 'Ensino e Pesquisa' (which is highlighted), 'Responsabilidade Social', and 'Sua Saúde'. The main content area features a large banner for 'Mestrado Profissional em Gestão de Tecnologia e Inovação em Saúde' with a 'Processo Seletivo 2015 - Inscrições abertas!' (Selection Process 2015 - Applications open!) message. To the left of the banner is a sidebar menu with links to 'Sobre o IEP', 'Cursos e Congressos', 'Pós-Graduação', 'Residência Médica', 'Residência em Saúde', 'Reuniões Científicas', 'Ensino SUS', and 'Pesquisa'. To the right of the banner are two green boxes: 'Estágio Observador em Pronto-Atendimento em Pediatria' and 'CMIRA Um novo olhar para a competência médica'. Further right is a 'Cursos' section with dropdown menus for 'Especialidade/Área', 'Tipo de Atividade', and 'Profissional', and a link to 'Cadastre-se e acesse os vídeos'. At the bottom, there's an 'Agenda' section showing a date '29/08/2015' and a course 'Curso Teórico-Prático - Atendimento ao Politraumatizado - Recentes Avanços - 2015' with a button for 'Inscrições abertas'.

1.7

Overall

The overall score for this website.

100 pages tested on 19th June 2015

This report was limited to 100 pages.

4.1

Accessibility

How accessible the website is to mobile and disabled users.

7.3

Content

The quality and volume of content in this website.

3.9

Marketing

How well this website is marketed online.

2.6

Technology

How well designed and built the website is.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Slow to load**
Slow pages put off users and lower search engine rankings.
-  **Alternative text is rarely used**
Alternative text tells blind users what your images contain.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **A file is missing**
Suggests a technical problem, and may slow down the website.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.
-  **Shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

Summary



Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

- Links appear to be broken**
Broken links compromise user experience.
- Alternative text is rarely used**
Alternative text tells blind users what your images contain.
- Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
- URLs are complicated**
Simple URLs help users share webpages.
- Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
- Headings are defined**
Well defined headings are crucial for accessibility.



Content summary

The quality and volume of content in this website.

Key points

- Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
- Modest amount of content**
Search engines judge you heavily on your content.
- Shared socially**
Sharing suggests content is appealing.
- Updated regularly**
Regular updates promote higher search engine rankings.



Technology summary

How well designed and built the website is.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Slow to load**
Slow pages put off users and lower search engine rankings.
-  **URLs are complicated**
Simple URLs help users share webpages.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Alternative text is rarely used**
Alternative text tells blind users what your images contain.
-  **A file is missing**
Suggests a technical problem, and may slow down the website.
-  **Titles and descriptions are fairly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
-  **Appears optimised for printing**
Based on the presence of print-specific styles.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.



Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

-  **Does not rank in search engines**
Ranking highly in search engines brings relevant visitors to your website.
-  **Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
-  **Not on Twitter**
Or no Twitter account could be found linked from this website.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.
-  **Shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Updated regularly**
Regular updates promote higher search engine rankings.

-  **Slow to load**
Slow pages put off users and lower search engine rankings.
-  **URLs are complicated**
Simple URLs help users share webpages.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Alternative text is rarely used**
Alternative text tells search engines what your images contain, aiding SEO.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Titles and descriptions are fairly optimised**
Pages should have titles and descriptions optimised for search engine results.

-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.



Overall summary

The overall score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Key points

-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Slow to load**
Slow pages put off users and lower search engine rankings.
-  **Alternative text is rarely used**
Alternative text tells blind users what your images contain.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **A file is missing**
Suggests a technical problem, and may slow down the website.

-  **Using SharePoint**
This makes the website easier to keep up to date.
-  **Well linked to**
Sites with more incoming links rank higher in search engines.
-  **Shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.



Not W3C compliant

Compliant pages are generally more accessible and compatible with more browsers.



Modest amount of content

Search engines judge you heavily on your content.

Individual tests



Broken links

106 links appear to point to pages which do not exist. 100 of these links point to pages inside this site.

Note that some of these pages may not appear to be broken to the average web browser, but they are incorrectly reporting themselves as missing.

Broken links frustrate users and can sometimes indicate a technical problem.

Over time it is common for some external links to break, as websites outside of your control change or are no longer available. You may wish to detect and remove these links.

In total 777 links were tested.

Internal broken links

100 broken links

External broken links

6 broken links

List of broken links

Page	Links to	Context	Internal?	Type
www.hospitalsiriolibanes.org.br/iep/Paginas/default.aspx	www.hospitalsiriolibanes.org.br/iep/_layouts/15/Authenticate.aspx?Source=%2Fiep%2FPaginas%2Fdefault%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/default.aspx	www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fsobre%2Do%2Dinstituto%2FPaginas%2Fdefault%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/corpo-docente.aspx	www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fsobre%2Do%2Dinstituto%2FPaginas%2Fcorpo%2Ddocente%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/infraestrutura.aspx	www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fsobre%2Do%2Dinstituto%2FPaginas%2Finfraestrutura%2Easpx	Logon	yes	Page not found - graceful (401)

Page	Links to	Context	Internal?	Type
www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/apresentacao.aspx	www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fsobre%2Do%2Dinstituto%2FPaginas%2Fapresentacao%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/parcerias.aspx	www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fsobre%2Do%2Dinstituto%2FPaginas%2Fparcerias%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/links-recomendados.aspx	www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fsobre%2Do%2Dinstituto%2FPaginas%2Flinks%2Drecomendados%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/publicacoes.aspx	www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fsobre%2Do%2Dinstituto%2FPaginas%2Fpublicacoes%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/cursos-e-congressos/Paginas/default.aspx	www.hospitalsiriolibanes.org.br/iep/cursos-e-congressos/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fcursos%2De%2Dcongressos%2FPaginas%2Fdefault%2Easpx	Logon	yes	Page not found - graceful (401)
www.hospitalsiriolibanes.org.br/iep/cursos-e-congressos/Paginas/Congressos.aspx	www.hospitalsiriolibanes.org.br/iep/cursos-e-congressos/_layouts/15/Authenticate.aspx?Source=%2Fiep%2Fcursos%2De%2Dcongressos%2FPaginas%2FCongressos%2Easpx	Logon	yes	Page not found - graceful (401)

106 found (only showing top 10)



Speed

This website is slow to load.

On average pages take 10.7 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are fairly quick to respond (0.6 seconds per page).



Load time

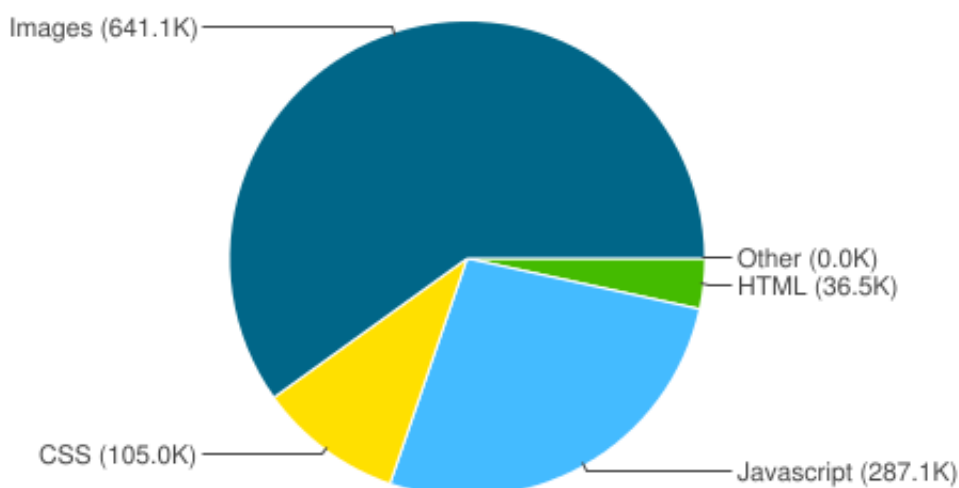
How long on average webpages take to load completely.



Response time

How long on average webpages take to respond (i.e. to start to load).

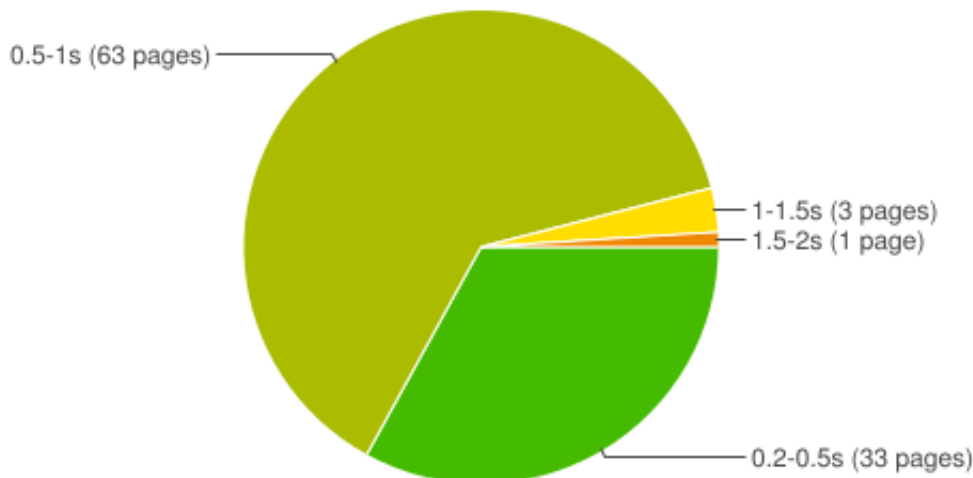
Average page sizes



The response time is usually a measure of the application powering the website (e.g. a Content Management System or webserver) and the power of any servers running that application.

Good application performance means webpages feel responsive to users, and the server is more likely to handle higher volumes of traffic. Poor performance will dissuade users and search engines from the site.

Response time summary



Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.



Search ranking

This website does not rank well in search engines for selected keywords.

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

Website comparison

What websites rank highest for the keywords tested.

	Website	Ranks highly for
1st	scielo.br	Educac�o para profissionais de sa�de, Educac�o em sa�de, Treinamento medicos
2nd	epsjv.fiocruz.br	Educac�o em sa�de, Educac�o para profissionais de sa�de
3rd	fundacaounimed.org.br	Educac�o para sistema Unimed, P�s-graduac�o na �rea medica
4th	einstein.br	P�s-graduac�o na �rea medica, Cursos na �rea medica
5th	scielosp.org	Educac�o em sa�de, Educac�o para profissionais de sa�de
6th	g1.globo.com	Capacitac�o para medicos, Treinamento medicos
7th	fm.usp.br	P�s-graduac�o na �rea medica
8th	hcfmusp.org.br	Capacitac�o para medicos

	Website	Ranks highly for
9th	fcm.unicamp.br	Treinamento medicos
10th	guiadoestudante.abril.com.br	Cursos na área medica

60 found (only showing top 10)

Keywords

The rank for selected keywords in each search engine.

Search engine	Keyword	Rank	Number of results	Score
Google Global	Cursos na área medica	Not found	26,400,000	0.0
Google Global	Pós-graduação na área medica	Not found	525,000	0.0
Google Global	Educacão em saúde	Not found	64,800,000	0.0
Google Global	Treinamento medicos	Not found	1,540,000	0.0
Google Global	Capacitação para medicos	Not found	6,830,000	0.0
Google Global	Educacão para profissionais de saúde	Not found	33,300,000	0.0
Google Global	Educacão para sistema Unimed	Not found	445,000	0.0
Google Global	cooperativismo	Not found	1,230,000	0.0



Twitter

This website does not appear to be on Twitter, as no link to a Twitter account was found in this website.

If this website does have a Twitter account, it should be linked to by this website.

Not every organisation benefits from a Twitter account, but nearly all should consider one. A Twitter account is free, and provides a popular channel for communicating with your fans and customers.

Twitter accounts

Twitter accounts used by this website.

#	Name	Followers	Following	Tweets	Influence
1st	No Twitter found For www.hospitalsiriolibanes.org.br	0	0	-	0.0



Content keywords

This content of this website does not include any of the keywords it is aiming to rank for in search engines.

2 desired keywords (educação para sistema unimed, cooperativismo) are not mentioned anywhere in this website at all. To rank competitively for a keyword, this site needs to include content about it.

Content for each keyword

How many pages feature each keyword, and how strongly they emphasise them.

Keyword	Pages	Emphasis
treinamento medicos	22	
educação em saúde	46	
educação para profissionais de saúde	36	
curso na área medica	61	
pós-graduação na área medica	61	
capacitação para medicos	17	
cooperativismo	0	
educação para sistema unimed	0	



W3C compliance

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

W3C compliant

0%

Unspecified HTML

Every page of this website is written using Unspecified HTML.

This is where the version of HTML being used couldn't be identified. It usually means these webpages are incomplete or poorly written.



URL format

Overall, URLs are poorly formatted.

(A URL is the technical name for a web address).

Poor URL formatting has many implications: webpages are less likely to appear highly in search engines, are harder to exchange socially, and more confusing for users.

URLs can be improved by using technology like URL rewriting, without needing to completely replace the existing website.



Use URL rewriting wherever possible to simplify the URLs of key pages in the site.

Good web addresses

e.g. www.example.com/section/example-page
Use natural language
Separate words with dashes
Use lowercase
Avoid query parameters unless needed
Avoid file extensions

Bad web addresses

e.g. www.example.com/example_pg.jsp?id=124
Are not understandable by users
Separate words with underscores
Mix uppercase and lowercase
Use query parameters where not needed
Use file extensions



Open Graph

This site does not use any Open Graph tags, although some basic information can be inferred from other tags.

Open Graph tags tell Facebook and other social networks how to share content on this site. Because they are not used here, it is likely pages from this site will not look that great when they are shared.

This makes it less likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

100% (og:title)

Has description

28.0% (og:description)

Has image

0% (og:image)

Has site name

0% (og:site_name)

4.4 Search engine results

Only some of the pages in website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
✓	Ensino e Pesquisa - Hospital Sírio-Libanês Saiba mais sobre o Instituto e Hospital Sírio-Libanês, conheça os nossos cursos, e obtenha informações sobre residência medica, reuniões científicas, ... www.hospitalsiriolibanes.org.br/iep/Paginas/default.aspx	Description is too long.
✓	Pós-Graduação - Ensino e Pesquisa - Hospital Sírio-Libanês Conheça os cursos de Pós-Graduação do Hospital Sírio-Libanês, e escolha a especialização, mestrado e doutorado para o seu perfil. Residência Medica e ... www.hospitalsiriolibanes.org.br/iep/pos-graduacao/Paginas/default.aspx	Title is too long. Description is too long.
✗	Residência Medica www.hospitalsiriolibanes.org.br/iep/residencia-medica/Paginas/default.aspx	No description.
✓	Cursos e Congressos - Ensino e Pesquisa - Hospital Sírio-Libanês Conheça os cursos oferecidos, tanto de atualização, quanto educação continuada e capacitação. O Hospital Sírio-Libanês também possui uma Escola de ... www.hospitalsiriolibanes.org.br/iep/cursos-e-congressos/Paginas/default.aspx	Title is too long. Description is too long.
✓	Sobre IEP - Ensino e Pesquisa - Hospital Sírio-Libanês O Instituto Sírio-Libanês de Ensino e Pesquisa possui iniciativas educacionais que integram a teoria e a prática, aprofundando o conhecimento crítico e ... www.hospitalsiriolibanes.org.br/iep/sobre-o-instituto/Paginas/default.aspx	Description is too long.
✓	Residência em Saúde Venha fazer Residência em Saúde no Hospital Sírio-libanês. As inscrições para 2015 estão abertas www.hospitalsiriolibanes.org.br/iep/residencia-em-saude/Paginas/default.aspx	
✓	Reuniões Científicas - Ensino e Pesquisa - Hospital Sírio-Libanês As Reuniões Científicas do Hospital Sírio-Libanês tem como objetivo manter os profissionais da saúde atualizados sobre pesquisas e produção científica ... www.hospitalsiriolibanes.org.br/iep/reunioes-cientificas/Paginas/default.aspx	Title is too long. Description is too long.
✓	Pesquisa - Ensino e Pesquisa - Hospital Sírio-Libanês Conheça a área de Pesquisa Medica e Científica do Instituto de Ensino e Pesquisa do Hospital Sírio-Libanês. www.hospitalsiriolibanes.org.br/iep/pesquisa/Paginas/default.aspx	
✓	Ensino SUS - Ensino e Pesquisa - Hospital Sírio-Libanês Conheça os programas em parceria com o SUS na área de ensino, que estão capacitando mais de 21 mil profissionais de todas as regiões do país www.hospitalsiriolibanes.org.br/iep/ensino-sus/Paginas/default.aspx	

-	Search Engine Result	Issues
✓	Especialização - Pós-Graduação - Ensino e Pesquisa - Hospital ... Conheça e inscreva-se para os cursos de especialização do Hospital Sírio-Libanês em diversas áreas de profissionais da saúde. Veja mais! www.hospitalsiriolibanes.org.br/iep/pos-graduacao/Paginas/especializacao.aspx	Title is too long.

100 found (only showing top 10)



Alternative text

The majority (60.5%) of images do not have alternative text specified for search engines or users with visual disabilities.

The website may be much harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

Also 1.3% of text equivalents do not appear to be appropriate (for example, reading "click here" to blind users).



Social interest

10% of this website (10 pages) has been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

Likes



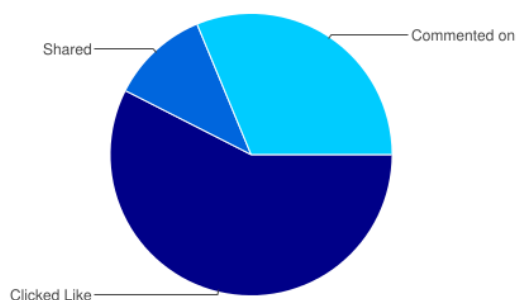
515 Likes for pages in this site

Tweets



5 Tweets linking to this site

Facebook breakdown



Clicked Like

296

Shared

58

Commented on

161

Pages with any social interest

Page	Likes	Tweets	Total
www.hospitalsiriolibanes.org.br:443/iep/Paginas/curso.aspx?atividade=978&pnv=1	360	2	362
www.hospitalsiriolibanes.org.br:443/iep/pesquisa/Paginas/voluntarios-pesquisa-diabetes.aspx	53	1	54
www.hospitalsiriolibanes.org.br:443/iep/Paginas/curso.aspx?atividade=979&pnv=1	39	0	39
www.hospitalsiriolibanes.org.br:443/iep/Paginas/default.aspx	22	0	22
www.hospitalsiriolibanes.org.br:443/iep/Paginas/curso.aspx?atividade=1005	12	0	12
www.hospitalsiriolibanes.org.br:443/iep/cursos-e-congressos/Paginas/Curso.aspx?atividade=988&pnv=0	10	0	10
www.hospitalsiriolibanes.org.br:443/iep/residencia-em-saude/Paginas/Curso.aspx?atividade=639&pnv=1	6	2	8
www.hospitalsiriolibanes.org.br:443/iep/ensino-sus/Paginas/default.aspx	5	0	5
www.hospitalsiriolibanes.org.br:443/iep/pos-graduacao/Paginas/default.aspx	4	0	4
www.hospitalsiriolibanes.org.br:443/iep/cursos-e-congressos/Paginas/default.aspx	4	0	4



Incoming links

About 533 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is well linked to.



Consider potential link building strategies.

Incoming links

4,481 links to this website

Incoming linking sites

533 sites link to this website

Source: SEOmoz, at 19th June 2015. Authority refers to the authority of the domain. This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.



Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

Many headings (17.9%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Pages with headings

100%

Bad headings

17.9%



Missing files

One missing file was found.

This suggests a technical problem. It may not be noticeable to users, but you should check to be sure. Missing files can also slow down your site unnecessarily.

Missing files

1

Pages with missing files

1

List of missing files

File	Used by page
TV_IEP_SBE.jpg	www.hospitalsiriolibanes.org.br/iep/Paginas/default.aspx

Missing files are detected using a simulated browser.



Domain age

This website has an established domain name (hospitalsiriolibanes.org.br), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

31/05/06

Updated date

13/05/14

Domain age

9.1 years

Expiry date

31/05/17



Freshness

This site appears to have been updated recently (today). On average, this site appears to be updated every 1.6 days.

Up-to-date content creates a positive impression of a website and gives visitors more reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.

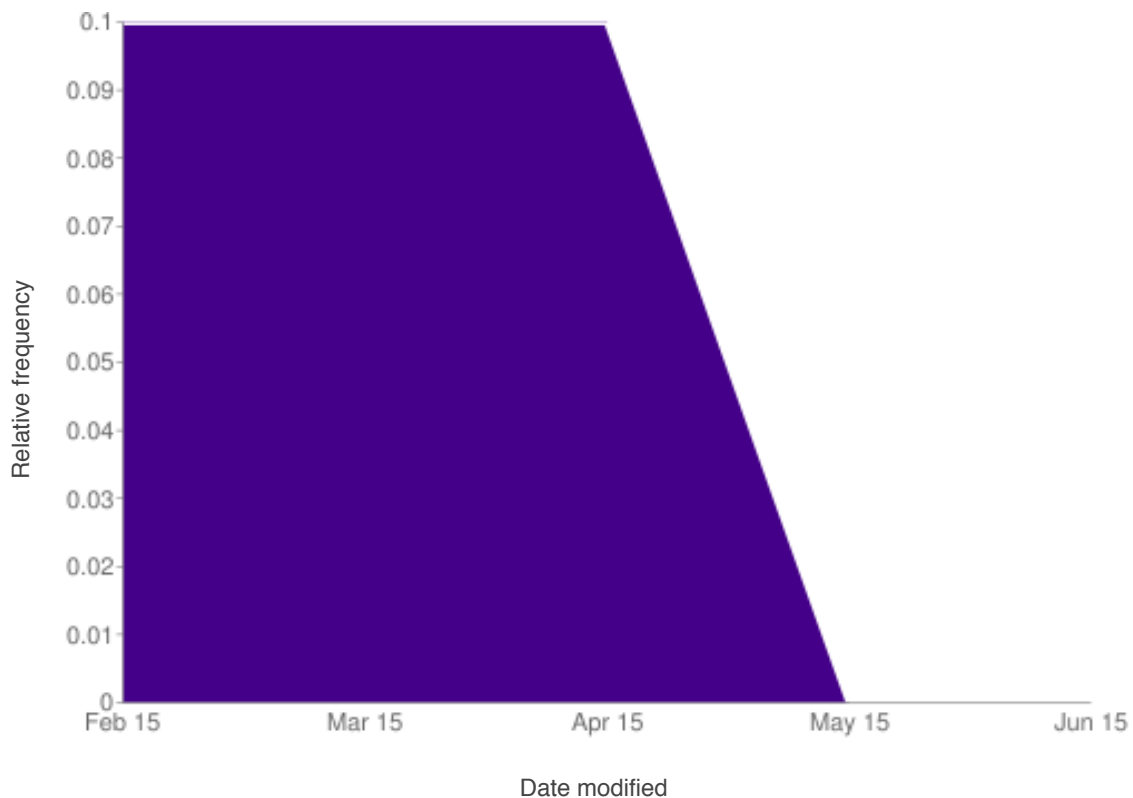
Most recent update

today

Update frequency

Every 1.6 days

Perceived age



Analytics

Every page in this website is using Google Analytics.

This is excellent and should allow for a complete analysis of visitor behaviour.

Pages using analytics

100%

Pages with no analytics

0%

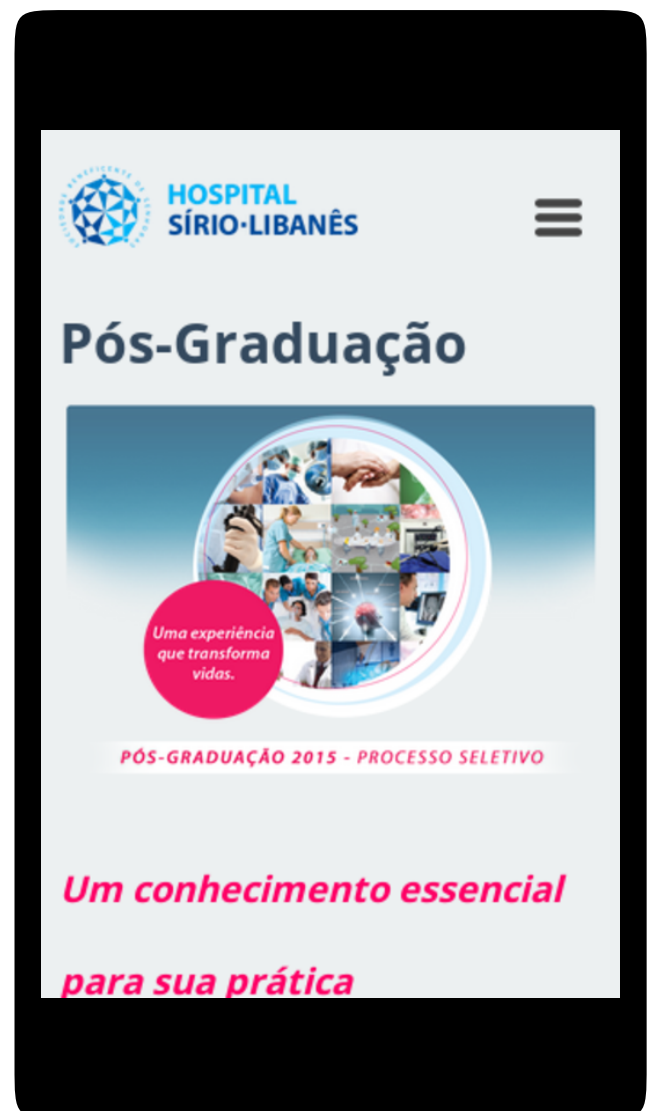


Mobile

This website appears to be optimised for mobile and tablet devices, via 'responsive' design.

You can see a preview of this website on a mobile and tablet device below.

2 screenshots have been chosen automatically for important looking pages. You can choose up to 6 different pages manually if you wish.





Printability

All of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit.

Optimised for printing

Infinite

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).

Additional information



Content management

This site appears to be using the SharePoint Content Management System.

A Content Management System allows non-technical users to control the content of a website.

Content Management System

Pages using a CMS

SharePoint

100%



Facebook

This website appears to be on Facebook, but the Facebook page that it links to is either not visible to the public or has been deleted. I am unable to determine which.

I can see a link to a Facebook page, but I can't see the page that it points to. If you wish to run this test on this page, you will need to make this page public.

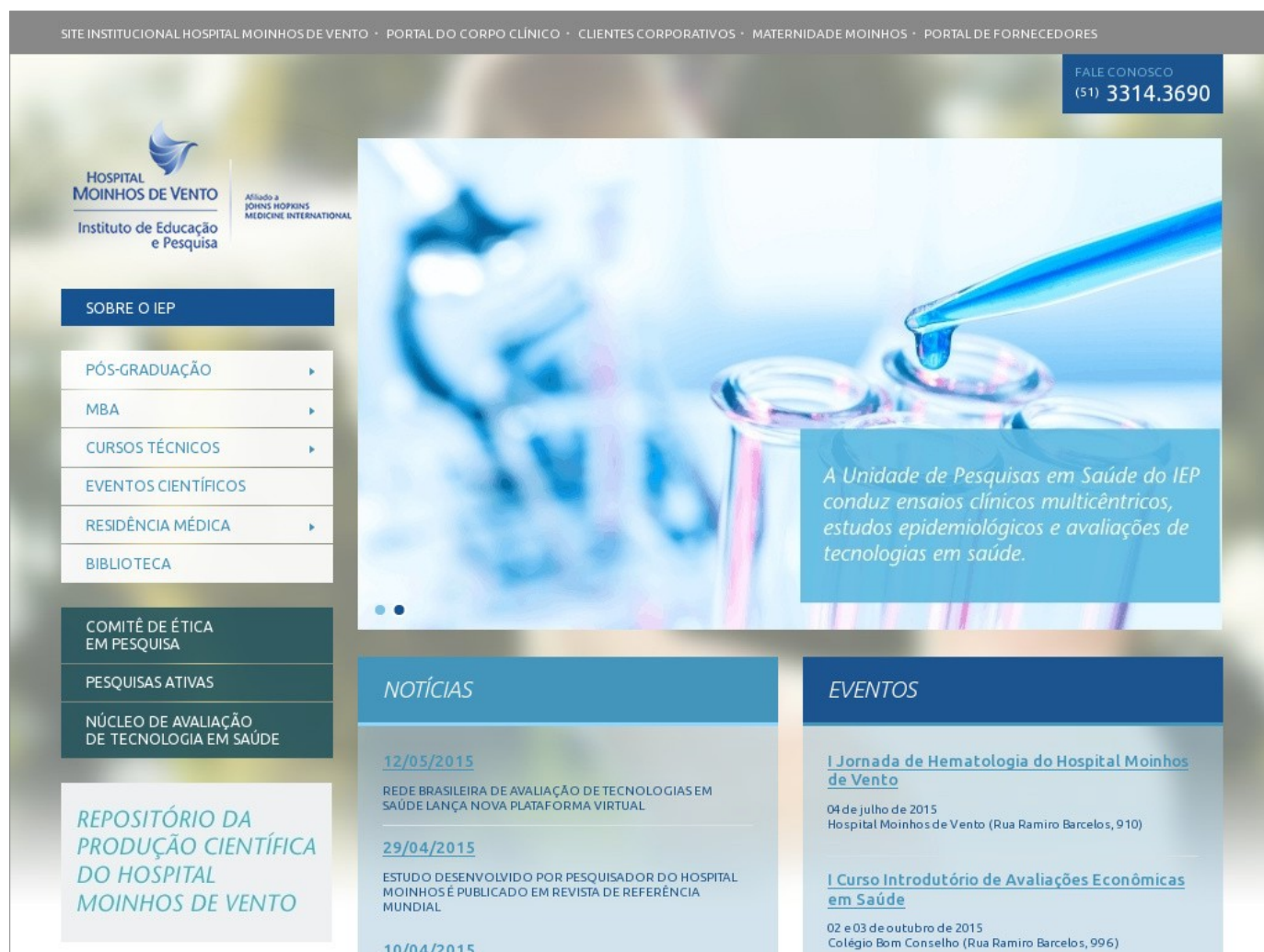
Facebook pages

Any Facebook pages used by this website.

#	Name	Likes	Talking about	Comments
1st	No Facebook found For www.hospitalsiriolibanes.org. br	-	-	No Facebook page found.

➤ Webscan – Hospital Moinhos de Vento





64 pages tested on 19th June 2015

4.2

Overall

The overall score for this website.

2.7

Accessibility

How accessible the website is to mobile and disabled users.

5.8

Content

The quality and volume of content in this website.

3.5

Marketing

How well this website is marketed online.

4.5

Technology

How well designed and built the website is.

Key points

-  **No alternative text is used**
Alternative text tells blind users what your images contain.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **A file is missing**
Suggests a technical problem, and may slow down the website.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Barely shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Low Twitter influence**
Twitter can be an excellent channel for communication and brand building.
-  **Increasing in popularity**
Over the past 3 months.
-  **Reasonably well linked to**
Sites with more incoming links rank higher in search engines.
-  **Quite popular**
Compared to other websites.
-  **Quite quick to load**
Slow pages put off users and lower search engine rankings.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.

Summary



Accessibility summary

How accessible the website is to people with disabilities, users on mobile phones and other devices.

Key points

- No alternative text is used**
Alternative text tells blind users what your images contain.
- Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
- Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
- Headings are defined**
Well defined headings are crucial for accessibility.
- Links appear to be broken**
Broken links compromise user experience.
- URLs are clear**
Simple URLs help users share webpages.



Content summary

The quality and volume of content in this website.

Key points

- Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
- Updated regularly**
Regular updates promote higher search engine rankings.
- Modest amount of content**
Search engines judge you heavily on your content.
- Barely shared socially**
Lack of sharing suggests content lacks appeal.



Technology summary

How well designed and built the website is.

Key points

-  **No alternative text is used**
Alternative text tells blind users what your images contain.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Titles and descriptions are poorly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **A file is missing**
Suggests a technical problem, and may slow down the website.
-  **Not optimised for printing**
Based on the absence of any print-specific styles.
-  **Uses CSS for layout**
CSS is the preferred technology for building webpages (compared with tables).
-  **URLs are clear**
Simple URLs help users share webpages.
-  **Quite quick to load**
Slow pages put off users and lower search engine rankings.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.



Marketing summary

How well this website is marketed online.

This includes Search Engine Optimisation (SEO) and social marketing.

Key points

-  **Does not rank in search engines**
Ranking highly in search engines brings relevant visitors to your website.
-  **Content doesn't match keywords**
To rank competitively in search engines, content must match desired keywords
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Titles and descriptions are poorly optimised**
Pages should have titles and descriptions optimised for search engine results.
-  **Increasing in popularity**
Over the past 3 months.
-  **Reasonably well linked to**
Sites with more incoming links rank higher in search engines.
-  **URLs are clear**
Simple URLs help users share webpages.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Quite popular**
Compared to other websites.

-  **No alternative text is used**
Alternative text tells search engines what your images contain, aiding SEO.
-  **Quite quick to load**
Slow pages put off users and lower search engine rankings.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.
-  **Barely shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.
-  **Low Twitter influence**
Twitter can be an excellent channel for communication and brand building.



Overall summary

The overall score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Key points

-  **No alternative text is used**
Alternative text tells blind users what your images contain.
-  **Increasing in popularity**
Over the past 3 months.
-  **Open Graph is not used**
Making this website less likely to be shared on social networks.
-  **Reasonably well linked to**
Sites with more incoming links rank higher in search engines.
-  **Links appear to be broken**
Broken links suggest a technical problem.
-  **Quite popular**
Compared to other websites.
-  **Not W3C compliant**
Compliant pages are generally more accessible and compatible with more browsers.
-  **Quite quick to load**
Slow pages put off users and lower search engine rankings.
-  **A file is missing**
Suggests a technical problem, and may slow down the website.
-  **Updated regularly**
Regular updates promote higher search engine rankings.
-  **Modest amount of content**
Search engines judge you heavily on your content.
-  **Analytics is used**
Analytics allow for detailed analysis of visitor behaviour.
-  **Barely shared socially**
Facebook and Twitter can contribute to traffic and brand awareness.



Low Twitter influence

Twitter can be an excellent channel for communication and brand building.

Individual tests



Alternative text

No images have alternative text specified for search engines or users with visual disabilities.

The website may be much harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).



Printability

None of this website appears to be optimised for printing.

Wherever possible, a website should define specific stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit.



Add print-specific stylesheets for all pages, wherever possible. In most cases, one shared print stylesheet can cover the whole website.

Optimised for printing

Infinite

Best practice

All content pages in the site should have print-specific styles defined using CSS. Use this stylesheet to hide navigation and other irrelevant areas of the page (such as Flash, which doesn't print).



Search ranking

This website does not rank well in search engines for selected keywords.

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

Website comparison

What websites rank highest for the keywords tested.

	Website	Ranks highly for
1st	scielo.br	Educaco para profissionais de sade, Educaco em sade, Treinamento medicos
2nd	epsjv.fiocruz.br	Educaco em sade, Educaco para profissionais de sade

	Website	Ranks highly for
3rd	fundacaounimed.org.br	Educac�o para sistema Unimed, P�s-gradua�o na �rea medica
4th	einstein.br	P�s-gradua�o na �rea medica, Cursos na �rea medica
5th	fcm.unicamp.br	Treinamento medicos, P�s-gradua�o na �rea medica
6th	scielosp.org	Educac�o em sa�de, Educac�o para profissionais de sa�de
7th	g1.globo.com	Capacita�o para medicos, Treinamento medicos
8th	guiadoestudante.abril.com.br	Cursos na �rea medica
9th	hcfmusp.org.br	Capacita�o para medicos
10th	fm.usp.br	P�s-gradua�o na �rea medica

59 found (only showing top 10)

Keywords

The rank for selected keywords in each search engine.

Search engine	Keyword	Rank	Number of results	Score
Google Global	cooperativismo	Not found	1,230,000	0.0
Google Global	Educac�o para sistema Unimed	Not found	458,000	0.0
Google Global	Educac�o para profissionais de sa�de	Not found	33,300,000	0.0
Google Global	Capacita�o para medicos	Not found	6,830,000	0.0
Google Global	Treinamento medicos	Not found	1,540,000	0.0
Google Global	Educac�o em sa�de	Not found	64,800,000	0.0
Google Global	P�s-gradua�o na �rea medica	Not found	650,000	0.0
Google Global	Cursos na �rea medica	Not found	26,500,000	0.0



Search engine results

Very few of the pages in this website will appear clearly in search engine results. Some refinements would encourage more people to visit this site.

A website can control most of the text that appears in search engine results, seen below. Well chosen titles and descriptions for each page will encourage people to click on your entry in search engine results, increasing the traffic to your site.

Search Engine Results

How pages in this website will typically appear in Google results.

-	Search Engine Result	Issues
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/	Title is too long. Description is too long.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/sobre	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao/detalhe/2	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao/detalhe/3	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao/detalhe/4	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao/detalhe/1	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao/detalhe/6	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao/detalhe/7	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.
	Instituto de Educação e Pesquisa - Hospital Moinhos de Vento O Instituto de Educação e Pesquisa (IEP) do Hospital Moinhos de Vento foi inaugurado no dia 17 de dezembro de 2003, surgindo como um marco ... iep.hospitalmoinhos.org.br/posgraduacao/detalhe/20	Title duplicated elsewhere. Description duplicated elsewhere, will be ignored.

64 found (only showing top 10)



Content keywords

This content of this website does not include any of the keywords it is aiming to rank for in search engines.

3 desired keywords (educação para sistema unimed, cooperativismo, treinamento medicos) are not mentioned anywhere in this website at all. To rank competitively for a keyword, this site needs to include content about it.

Content for each keyword

How many pages feature each keyword, and how strongly they emphasise them.

Keyword	Pages	Emphasis
educação em saúde	29	
educação para profissionais de saúde	7	
capacitação para medicos	1	
pós-graduação na área medica	25	
curios na área medica	25	
treinamento medicos	0	
cooperativismo	0	
educação para sistema unimed	0	



W3C compliance

No pages are W3C compliant.

W3C compliance is an international standard for measuring code quality, accessibility and browser compatibility.

W3C compliant

0%

XHTML 1

Every page of this website is written using XHTML 1.

XHTML 1 is a widely supported, extensible standard for coding webpages. It is safe for general purpose use on all websites.



Social interest

8 pages in this website have been shared socially.

Both Facebook and Twitter were tested, the two most popular social networks worldwide.

Likes



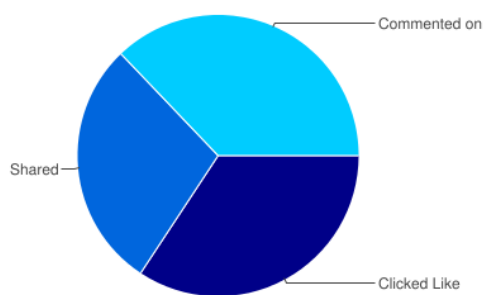
35 Likes for pages in this site

Tweets



28 Tweets linking to this site

Facebook breakdown



Clicked Like

12

Shared

10

Commented on

13

Pages with any social interest

Page	Likes	Tweets	Total
iep.hospitalmoinhos.org.br/residenciamedica	14	4	18
iep.hospitalmoinhos.org.br/posgraduacao	2	10	12
iep.hospitalmoinhos.org.br/posgraduacao/	0	10	10
iep.hospitalmoinhos.org.br/posgraduacao/detalhe/20	9	0	9
iep.hospitalmoinhos.org.br/residenciamedica/	3	4	7
iep.hospitalmoinhos.org.br/posgraduacao/detalhe/21	4	0	4
iep.hospitalmoinhos.org.br/cursotecnico/detalhe/1	2	0	2
iep.hospitalmoinhos.org.br/	1	0	1

3.3 Incoming links

About 3 other websites were found linking to this website.

Generally the more links to a website, the higher it will rank in search engines. Good websites will tend to accumulate links naturally over time.

The website is reasonably well linked to, although there is room for improvement.



This website needs an effective link building strategy.

Incoming links

14 links to this website

Incoming linking sites

3 sites link to this website

Source: SEOmoz, at 19th June 2015. Authority refers to the authority of the domain. This test only counts juice-passing links, which means some links may be excluded on purpose. The number of incoming links will always vary from source to source.

3.9 Twitter

This website has a Twitter account with 515 followers.

Followers

515 People follow this account

Tweets

434 Tweets made by this account

Twitter accounts

Twitter accounts used by this website.

#	Name	Followers	Following	Tweets	Influence
1st	 Hospital Moinhos For iep.hospitalmoinhos.org.br	515	678	Weekly	3.9



Open Graph

This site does not use any Open Graph tags, although some basic information can be inferred from other tags.

Open Graph tags tell Facebook and other social networks how to share content on this site. Because they are not used here, it is likely pages from this site will not look that great when they are shared.

This makes it less likely content from this website will be shared or clicked on.

Adding Open Graph tags is relatively straightforward for most sites. At a minimum, you should have a title, description, image, type and site name for every page.

Has title

100% (og:title)

Has description

100% (og:description)

Has image

0% (og:image)

Has site name

0% (og:site_name)



Speed

This website is fairly quick to load.

On average pages take 4.7 seconds to download (on a simulated 4Mb broadband connection).

On average individual pages are slow to respond (2.7 seconds per page).



Load time

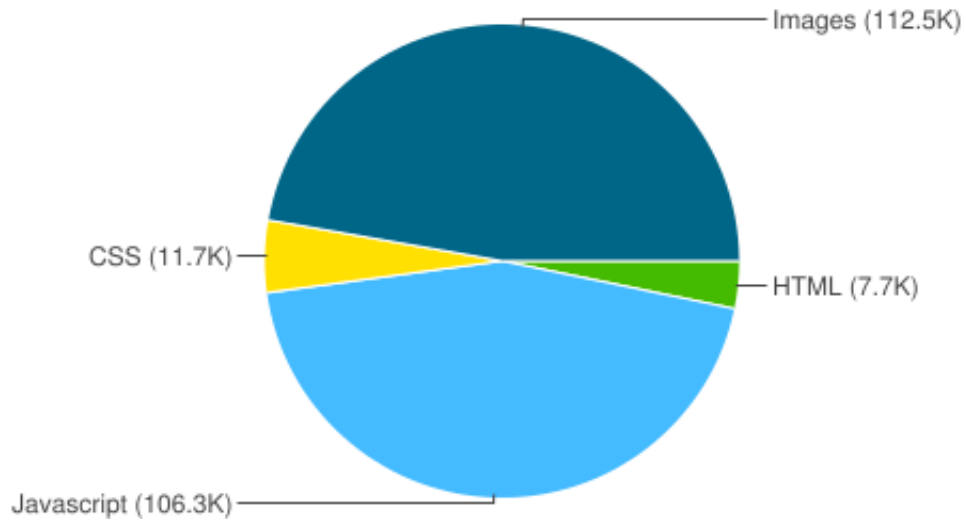
How long on average webpages take to load completely.



Response time

How long on average webpages take to respond (i.e. to start to load).

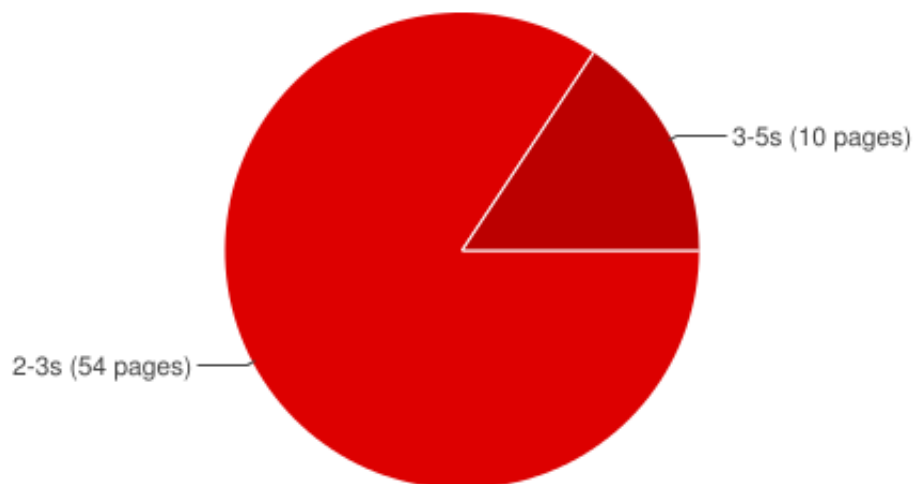
Average page sizes



The response time is usually a measure of the application powering the website (e.g. a Content Management System or webserver) and the power of any servers running that application.

Good application performance means webpages feel responsive to users, and the server is more likely to handle higher volumes of traffic. Poor performance will dissuade users and search engines from the site.

Response time summary



Page speeds are calculated for a simulated web browser and connection speed (4Mb broadband). Javascript files are loaded but not executed. Response time refers to the time between the page request being full sent, and the first byte of a response being received, and only applies to HTML documents. Response times can vary depending on how the website was performing at the time it was tested.

5.7 Broken links

3 links appear to point to pages which do not exist. One of these links point to a page inside this site.

Note that some of these pages may not appear to be broken to the average web browser, but they are incorrectly reporting themselves as missing.

Broken links frustrate users and can sometimes indicate a technical problem.

Over time it is common for some external links to break, as websites outside of your control change or are no longer available. You may wish to detect and remove these links.

In total 180 links were tested.

Internal broken links

1 broken links

External broken links

2 broken links

List of broken links

Page	Links to	Context	Internal?	Type
iep.hospitalmoinhos.org.br /	iep.hospitalmoinhos.org.br /pesquisa		yes	Page not found - graceful (404)
iep.hospitalmoinhos.org.br /mba/detalhe/1	mgm-portoalegre.fgv.br/cursos-detalhes/mba-em-gerencia-saude	PrÃ©-inscriÃ§Ã£o	no	Page not found - graceful (404)
iep.hospitalmoinhos.org.br /biblioteca	200.214.130.94/rebrats/	Rede Brasileira de AvaliaÃ§Ã£o de Tecnologias em SaÃºde (REBRATS)	no	Page not found - graceful (404)

8.0 Mobile

This website appears to be optimised for mobile and tablet devices, via server-side detection.

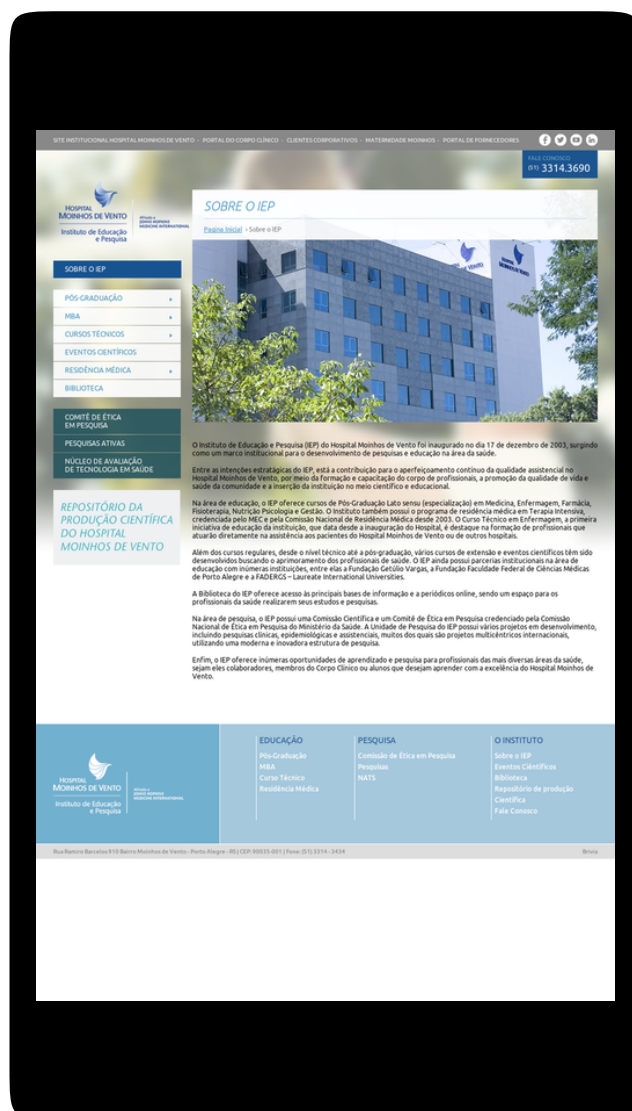
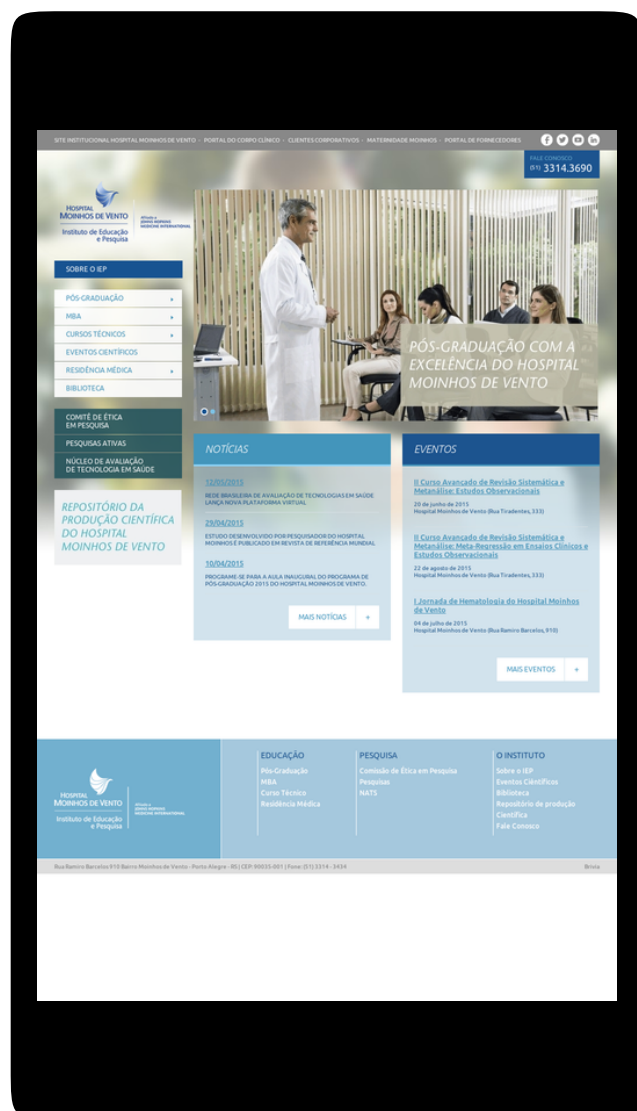
This approach works, but is generally considered sub-optimal.

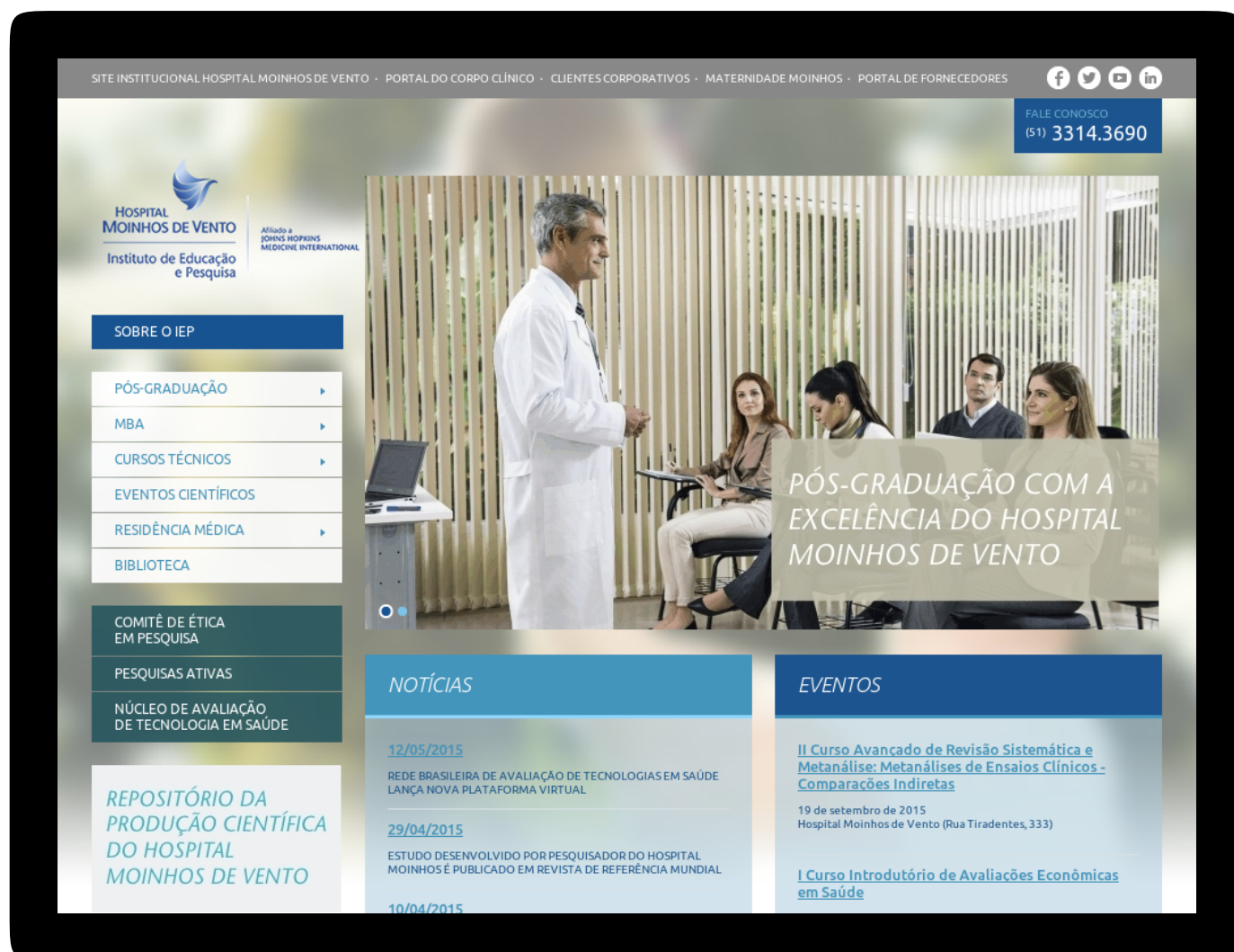
You can see a preview of this website on a mobile and tablet device below.

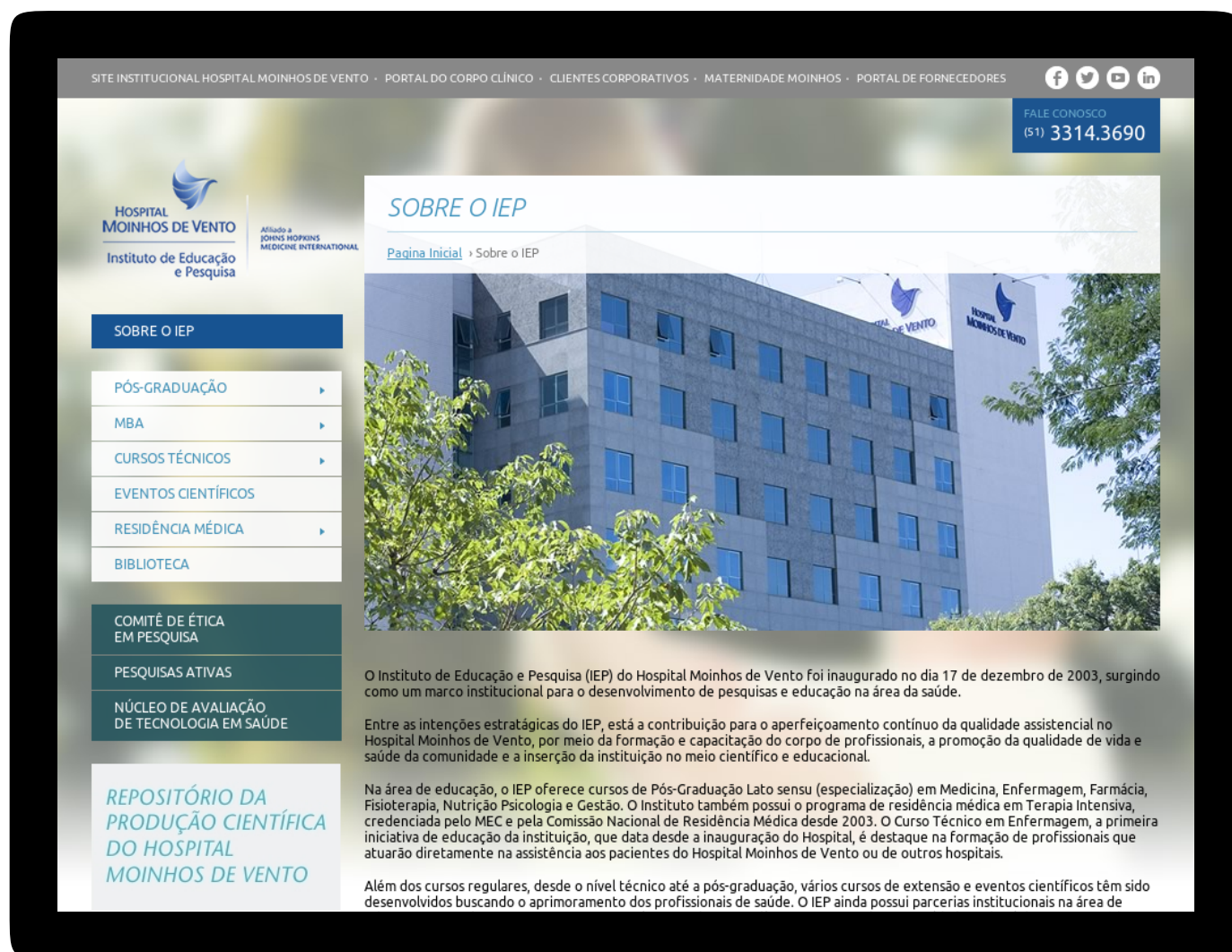
2 screenshots have been chosen automatically for important looking pages. You can choose up to 6 different pages manually if you wish.



Consider using responsive design in future.







Popularity

This website is ranked 604,013th in the world for popularity (source: Alexa). In the last 3 months, this website has become significantly more popular.

This is quite low and suggests the website is infrequently visited.

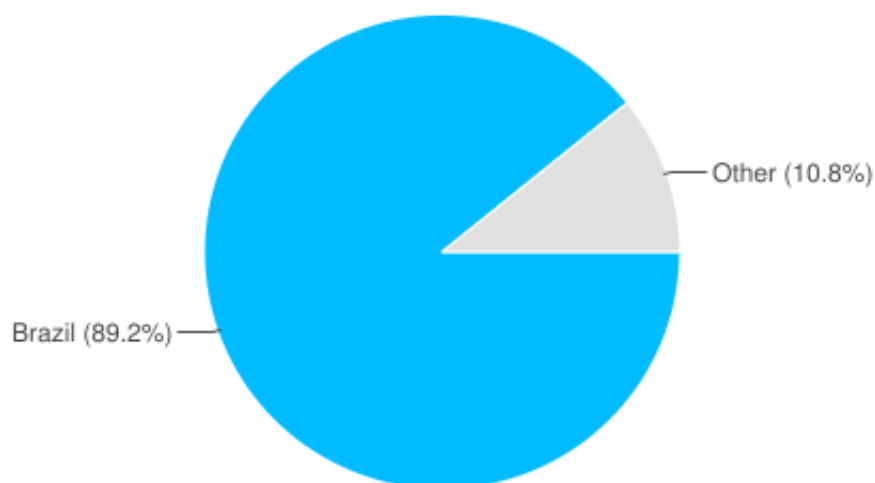
Popularity rank

604,013th

3 month change

Up 170.0%

Traffic by country



Country breakdown

#	Country	Rank	Traffic
1	Brazil	26,108th	89.2%
2	Other		10.8%

Relative popularity

Popularity rank of this website.

#	Site	Rank	3 month change
1	iep.hospitalmoinhos.org.br	604,013th	Up 170%

Source: Alexa, at 19th June 2015. All figures are best estimates for the whole domain shown.

8.8 Freshness

This site appears to have been updated fairly recently (1.3 months ago). On average, this site appears to be updated every 1.2 weeks.

Dated content creates a negative impression of a website and gives visitors less reason to visit often.

This analysis is an estimate, based on dates mentioned within the website - the same dates that real visitors will see, such as article dates and blog comments. Only the appearance of up-to-date content is considered, not images or page designs.



Consider updating the site with new, relevant content. This site appears to have been last updated 1.3 months ago.

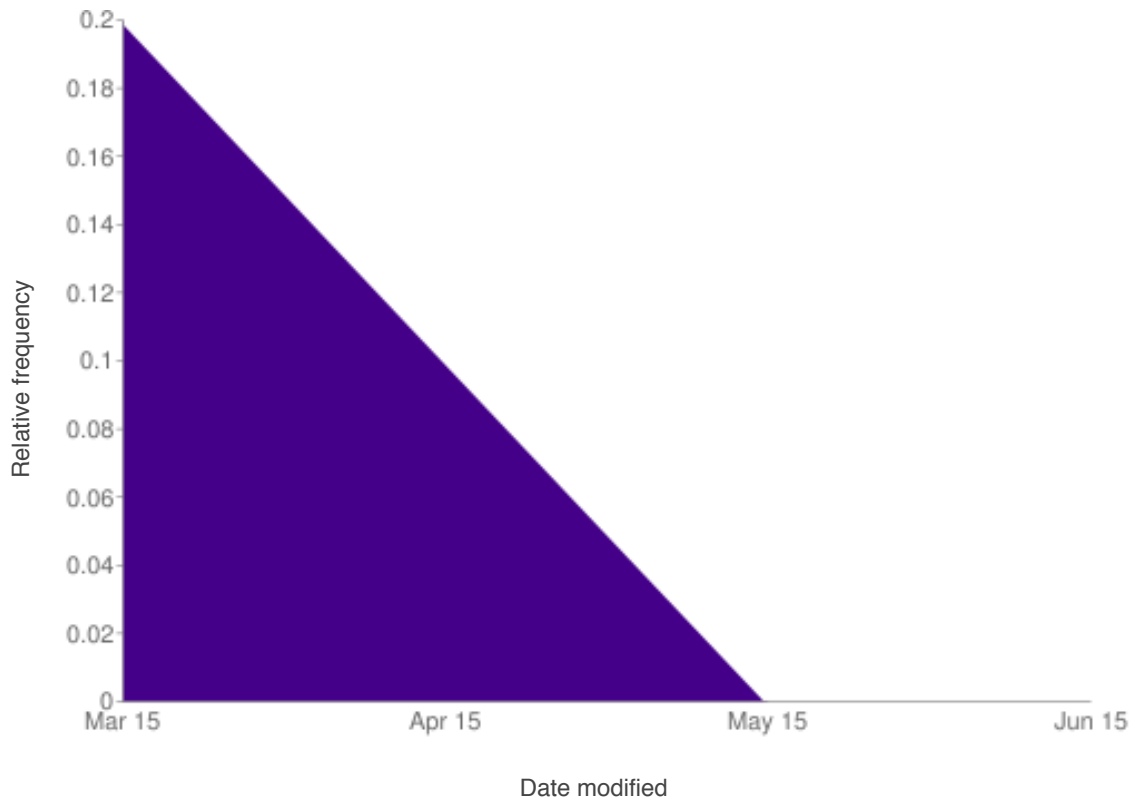
Most recent update

1.3 months ago

Update frequency

Every 1.2 weeks

Perceived age



Missing files

One missing file was found.

This suggests a technical problem. It may not be noticeable to users, but you should check to be sure. Missing files can also slow down your site unnecessarily.

Missing files

1

Pages with missing files

1

List of missing files

File	Used by page
img-sobre-iep.jpg	iep.hospitalmoinhos.org.br/sobre/

Missing files are detected using a simulated browser.



Analytics

Every page in this website is using Google Analytics.

This is excellent and should allow for a complete analysis of visitor behaviour.

Pages using analytics

100%

Pages with no analytics

0%



Domain age

This website has an established domain name (hospitalmoinhos.org.br), which will help with ranking in search engines.

Search engines like Google consider the age of a domain name a key factor in how trustworthy a website is.

Registered date

21/11/01

Updated date

04/11/14

Domain age

13.6 years

Expiry date

21/11/15



Headings

All pages were found to use correctly defined headings.

This is a crucial step towards optimising this website for search engines, and ensuring accessibility for users with disabilities.

Pages with headings

100%

Bad headings

0%

Additional information



Content management

This site doesn't appear to use a Content Management System, and it probably should.

A Content Management System allows non-technical users to control the content of a website. For larger and more frequently updated websites, a CMS can save costs and make changes easier.

This test cannot detect concealed or obscure Content Management Systems.



Consider using a Content Management System for this website. Usually, this will require a complete rebuild of the website.

Content Management System

None found

Pages using a CMS

0%



Facebook

This website appears to be on Facebook, but the Facebook page that it links to is either not visible to the public or has been deleted. I am unable to determine which.

I can see a link to a Facebook page, but I can't see the page that it points to. If you wish to run this test on this page, you will need to make this page public.

Facebook pages

Any Facebook pages used by this website.

#	Name	Likes	Talking about	Comments
1st	No Facebook found For iep.hospitalmoinhos.org.br	-	-	No Facebook page found.



OBRIGADO!

