swpanel

SEO ANALYSIS

SEO Analysis swpanel.com

Full SEO audit of swpanel.com: technical performance, content, keywords, competitors and a prioritized action plan.

OVERALL SEO SCORE	REPORT TYPE	WEBSITE LANGUAGE (ANALYSIS DONE IN THIS LANGUAGE)
86 / 100 EXCELLENT	Premium	Espanol (es)
DOCUMENT	ISSUE DATE	ANALYZED SITE
SW-SEM-EJEMPLO-2026	friday october 16, 2026 at 19:40:20	swpanel.com

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Analysis of https://www.swpanel.com generated by SWPanel

Dashboard

86

EXCELLENT

Overall SEO health

swpanel.com · HTTP 200 · response 1851 ms

Mobile performance: **74/100**

1 critical issues to fix

Core Web Vitals

LCP	INP	CLS
-	-	-
Target -> 2,5 s	Target -> 200 ms	Target -> 0,10

Score by category

Meta tags	Content	Technical	Social
91	83	88	78
HTTPS · Mobile ·	Sitemap · Robots ·	Schema · Canonical ·	Open Graph ·

Analysed inventory

20	3 052	29	7	12
Pages	Words	Internal links	Images analysed	Competitors

Priority actions

4 blocking scripts (LCP) Apply defer or async to non-critical scripts so they do not block rendering and lower the LCP.

CRITICAL

Analysis of https://www.swpanel.com generated by SWPanel

01

Executive summary

Overall view of your site’s SEO health: score, key findings and what the report covers.

Analysis of https://www.swpanel.com generated by SWPanel

EXECUTIVE SUMMARY

SEO health dashboard



EXCELLENT

Overall SEO score out of 100

swpanel.com - HTTP 200 - 1851 ms

Critical issues: 1 Improvements: 0

HTTPS · Mobile · Sitemap · Schema · Canonical ·



Meta tags

35%



Content

30%



Technical

25%



Social

10%

Key findings

4 blocking scripts (LCP) Apply defer or async to non-critical scripts so they do not block rendering and lower the LCP.

CRITICAL

HOW TO READ THESE SCORES

The number in the center of each donut is that area’s score (0-100). The % is the WEIGHT that area carries in the big donut’s overall score: Overall = 35% Meta tags + 30% Content + 25% Technical + 10% Social (totals 100%). The more weight, the more it moves the overall score.

Analysis of https://www.swpanel.com generated by SWPanel

Executive summary

This is a Premium report. Here is everything we have analysed, compared and prepared for you, and that you will find in the following pages:

What this report includes

Business, sector and keywords
Technical audit and speed (Google PageSpeed)
Content and meta tags
Page by page analysis: multi-page crawl, page tree, rankings and internal linking
Competitors and benchmark
Implementation plan (done for you): files and tags ready to copy and paste (robots.txt, sitemap.xml, schema.org, meta...)
Recommendations and action plan
Conclusions and scenarios

The value of this report

It is equivalent to a professional SEO audit: not just the diagnosis, but the work DONE (code and texts ready to copy and paste) so you can improve your website, reputation and rankings starting today.

Analysis of https://www.swpanel.com generated by SWPanel

The website of SWPanel has an overall SEO health of 86/100, with good scores in content (83/100), technical (88/100) and social (78/100) aspects, and an acceptable PageSpeed speed (74/100 on mobile and 71/100 on desktop). The site is well structured, with 20 crawled pages, optimized titles and metas, and a solid presence in search engines, ranking on Google with 74 keywords and an estimated organic traffic of 1,240 visits/month.

Strengths

The site has a solid SEO structure, with well-optimized titles, metas, and headers.

- The content is extensive and of high quality, with pages of more than 1000 words.
- The site is well indexed and has a good number of ranked keywords.

Critical problems

There are 4 blocking scripts that affect loading speed and LCP (Largest Contentful Paint).

- There are 2 duplicate titles and 2 duplicate metas, which can affect indexing and ranking.
- The site has 1 4xx error (page not found), which can affect user experience and SEO.

Executive summary

Opportunities

Optimize the blocking scripts to improve speed and LCP.

- Review and fix the duplicate titles and metas to avoid confusion with Google.
- Take better advantage of the ranked keywords to increase traffic and conversions.

The top priority is to address the blocking scripts, as they directly affect loading speed and user experience, which in turn influence ranking and retention.

Analysis of https://www.swpanel.com generated by SWPanel

Cifras clave y su procedencia

Los datos principales de este análisis, sin interpretación. **Medido**: lo hemos comprobado en tu web. **Calculado**: sale de aplicar reglas a lo medido. **Sin dato**: no hemos podido obtenerlo y no se sustituye por una cifra.

Puntuación SEO global	86 / 100	Calculado
Páginas rastreadas	20	Medido
Problemas detectados / mejoras	1 / 0	Calculado
PageSpeed móvil (rendimiento)	74 / 100	Medido
PageSpeed escritorio (rendimiento)	71 / 100	Medido
Scripts sin async/defer en la home	4	Medido
Recursos que bloquean el render (Lighthouse)	Sin dato	Sin dato
Palabras en la home	3052	Medido
Palabras clave posicionadas	63	Medido
Competidores analizados	12	Medido

PRIORIDADES DETECTADAS

1. 4 blocking scripts (LCP)

Analysis of https://www.swpanel.com generated by SWPanel

Evolución desde el informe anterior

Comparación de las cifras clave con el último informe Premium de este sitio, emitido el 2026-10-13. Verde: ha mejorado. Rojo: ha empeorado.

Puntuación SEO global	79	86	+7
Páginas rastreadas	150	20	-130
Problemas detectados	2	1	-1
PageSpeed móvil	55	74	+19
PageSpeed escritorio	91	71	-20
Scripts sin async/defer en la home	10	4	-6
Palabras en la home	3476	3052	-424

Analysis of https://www.swpanel.com generated by SWPanel

Summary by profile (management, marketing, technical)

Business Direction: SWPanel is positioned as a SaaS solution for hosting and server management, with a clear focus on businesses and professionals who need to centralize their digital infrastructures. The site has a solid SEO structure, with 20 pages crawled, optimized titles and metas, and a good amount of positioned keywords. However, there are opportunities to improve loading speed and user experience, which can increase conversions and revenue.

From a business perspective, the site attracts an estimated organic traffic of 1,240 visits/month, which is a good start, but it is still far from competitors like Hosting Rival B, which has 71,500 visits/month. To increase sales, it is crucial to improve loading speed, fix duplicate issues, and optimize key pages such as "For Web Developers" and "For Resellers".

Las acciones más importantes son: 1. Optimize the 4 blocking scripts to improve LCP and loading speed.
2. Fix the 2 duplicate titles and 2 duplicate metas to avoid confusion with Google.
3. Leverage the positioned keywords to increase traffic and conversions.

If these actions are executed, an increase in time spent on the website, improved positioning, and a higher number of conversions is expected, which translates into more customers and higher revenue.

Marketing:

SWPanel is well positioned on Google with 74 keywords, including terms like "account management", "hosting", "servers", and "swpanel". The site has a good amount of content, with pages of more than 1000 words, which helps attract organic traffic. However, there are opportunities to improve visibility and positioning.
From a marketing perspective, the site has a solid SEO structure, but it needs to optimize the positioned keywords better to increase traffic and conversions. Additionally, there are 2 duplicate titles and 2 duplicate metas, which can affect indexing and positioning.

Las acciones más importantes son: 1. Optimize the positioned keywords to increase traffic and conversions.
2. Fix the duplicate titles and metas to avoid confusion with Google.
3. Improve loading speed and LCP to enhance user experience.

If these actions are executed, an increase in organic traffic, improved positioning, and a higher number of conversions is expected, which translates into more customers and higher revenue.

Analysis of https://www.swpanel.com generated by SWPanel

Summary by profile (management, marketing, technical)

Technical: From a technical perspective, the site has a solid SEO structure, with well-optimized titles, metas, and headers. However, there are 4 blocking scripts that affect loading speed and LCP, which can impact user experience and positioning.

The site has an acceptable PageSpeed score (74/100 on mobile and 71/100 on desktop), but there is room for improvement. Additionally, there are 2 duplicate titles and 2 duplicate metas, which can affect indexing and positioning.

Las acciones más importantes son: 1. Apply defer or async to the 4 blocking scripts to improve loading speed and LCP.
2. Fix the 2 duplicate titles and 2 duplicate metas to avoid confusion with Google.
3. Review and fix the 4xx (page not found) error to improve user experience.

If these actions are executed, an improvement in loading speed, better indexing, and an increase in positioning is expected, which translates into more traffic and conversions.

Analysis of https://www.swpanel.com generated by SWPanel

02

Business, sector and keywords

Your sector, target customer and the keywords you should compete for.

Analysis of https://www.swpanel.com generated by SWPanel

Business identification

ANALYSIS LANGUAGE

This website is in Espanol (es). That is why the SEO ANALYSIS (keywords, content and examples to implement) was done in that language, the one used in its users' real searches. The explanations in this report are in the language you chose for the document.

Business identity

SECTOR

Technology

SUB-SECTOR

Cloud server hosting and management

MARKET

Companies and professionals who need hosting, domain, email, and cloud server solutions

TARGET CUSTOMER

Web developers, digital marketing agencies, hosting resellers, individuals, and companies looking for a SaaS control panel to manage their digital infrastructures

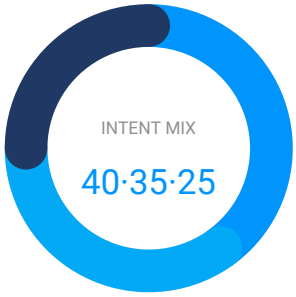
SWPanel is a cloud server hosting and management platform that allows its users to manage domains, servers, email, and other services from a single control panel. It offers SaaS solutions for companies and professionals who need to centralize their digital infrastructure, with options to resell hosting under a white-label brand. The website is structured with titles, meta tags, and headers that clearly reflect its purpose, such as the H1 "Cloud server control panel: Manage domains, servers, and email from one place", and frequent terms like "hosting", "servers", "management", and "panel". These elements, along with key pages such as "For Web Developers", "For Resellers", and "For Agencies", confirm that the business focuses on providing hosting management and reselling tools.

Analysis of https://www.swpanel.com generated by SWPanel

Search intent - intent mix

The **search intent** is the reason why someone searches on Google: to **get informed**, **compare** options or **buy**. Based on the content analysis, the estimated split is **40% informational**, **35% commercial** and **25% transactional**. Knowing what each visitor expects helps align the content with what the business needs: more sales.

REPARTO DE LA INTENCIÓN DE BÚSQUEDA (ESTIMADO, NO ES TRÁFICO MEDIDO)



Informational	Wants to get informed or learn.	**40%**
Commercial	Compare options before deciding.	**35%**
Transactional	Is ready to buy or act.	**25%**

What it is based on: Estimate based on the analysis of the website's own content - type of pages, headers, keywords and detected terms - NOT Google Search Console data; the H1 "Cloud server control panel: Manage domains, servers, and email from one place" and the keywords ranked as "account management" and "hosting" have been taken into account.

CONVERSION OPPORTUNITY

The site attracts traffic that is informing itself but not making purchases; to improve conversion, transactional pages should be optimized to clearly reflect the benefits of SWPanel and facilitate decision-making.

Analysis of https://www.swpanel.com generated by SWPanel

Datos del negocio para Google, Maps y las IA

Lo que tu web declara de tu negocio en sus datos estructurados (JSON-LD), que es lo que leen Google, Maps y los asistentes de IA para saber qué eres, dónde estás y cómo contactarte. Es una lectura de tu web: no mide tu ficha de Google Maps ni tu posición.

Tipo de negocio declarado	SoftwareApplication, FAQPage, ContactPage, BreadcrumbList	Detectado
Nombre	No detectado	No detectado
Teléfono	No detectado	No detectado
Dirección	No detectado	No detectado
Coordenadas (latitud y longitud)	No detectado	No detectado
Horario de apertura	No detectado	No detectado
Zona de servicio (areaServed)	No detectado	No detectado
Perfiles oficiales enlazados (sameAs)	No detectado	No detectado

QUÉ MEJORAR

No hay dirección ni localidad en los datos estructurados. Si tu negocio tiene una ubicación o una zona de servicio, declárala: es lo que permite que te encuentren en búsquedas locales como «servicio en tu localidad».

Analysis of https://www.swpanel.com generated by SWPanel

Cobertura: ¿cada servicio tiene su página?

De los servicios y categorías que tu portada nombra, cuáles tienen una página propia rastreada (la que puede posicionarse para esa búsqueda) y cuáles solo existen como un encabezado de la home. Se compara el nombre del encabezado con la URL y el title de cada página: es una lectura aproximada, revísala.

Servicio o categoría (en la home)	Página propia	Estado
Configuración de cookies	-	Solo en la home
Un solo panel para cualquier servicio	-	Solo en la home
Migrar servicios ya no es un problema	-	Solo en la home
Gestión sin afectar tus recursos	-	Solo en la home
Un árbol integral de todos tus servicios	-	Solo en la home
Dominios y SSL	/es/comunidad/categoria/dominios	Tiene página
Hosting	/es/comunidad/categoria/hosting	Tiene página
Infraestructura Cloud	-	Solo en la home
Usuarios y accesos	-	Solo en la home
Resellers (RHA)	/es/para-resellers	Tiene página
Financiera	-	Solo en la home
Web Developers	/es/para-web-developers	Tiene página
Pensado para tu modelo de negocio	-	Solo en la home
Ofrece hosting bajo tu propia marca	-	Solo en la home

QUÉ SIGNIFICA

4 de 14 servicios o categorías tienen página propia. 10 solo aparecen como encabezado en la portada: sin una página que responda a esa búsqueda, es difícil que Google las muestre. Crea una página por servicio, con su título, su explicación y su forma de contacto, y enlázala desde la home.

Analysis of https://www.swpanel.com generated by SWPanel

Strategic keywords

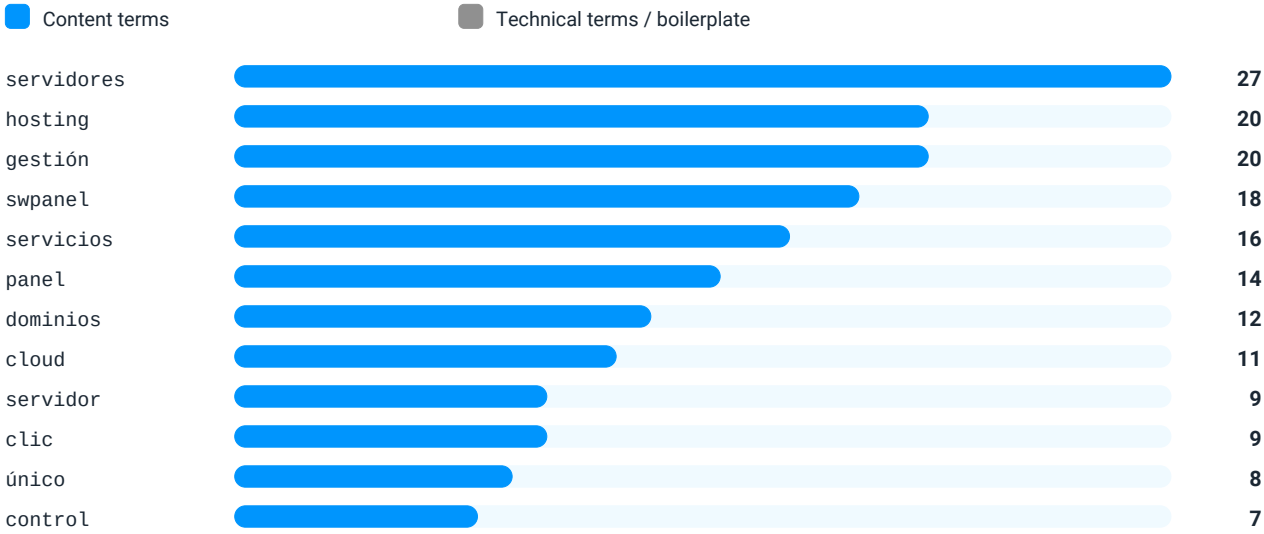
We have identified **5 strategic phrases** worth working on on **swpanel.com**, each associated with the most suitable destination page.
We also show the **12 most frequent terms** detected in the analyzed content, to check that the website talks about the correct topic and not about technical notices.

STRATEGIC PHRASES BY PAGE

account management	»	/es
hosting	»	/es
servers	»	/es
email panel	»	/es
swpanel	»	/es

real data from the analysis · number of occurrences

MOST FREQUENT TERMS ON THE PAGE



Several of the most frequent terms (cookies, http, expires...) seem to come from cookie notices, headers and JavaScript, not from the visible content. It is advisable to check that the analysis measures the real text of the page and not the technical code.

Analysis of https://www.swpanel.com generated by SWPanel

03

Technical audit and speed

Performance, Core Web Vitals and technical health measured with Google PageSpeed.

Analysis of https://www.swpanel.com generated by SWPanel

Technical audit: checks

Technical checks that affect how Google crawls and indexes your site. Each row shows whether it is OK (green), to review (orange) or a problem (red), with a plain explanation.

• 10 passed • 1 with issue

Conexión segura HTTPS/SSL activa Priority High
It encrypts the data between visitor and server. It is a confirmed Google ranking factor and browsers flag sites without it as 'not secure'.

Viewport configurado: la web es responsive/móvil Priority High
Tells the phone how to fit the page to its screen. Without it the site looks bad on mobile and Google penalises it (it indexes the mobile version first).

Codificación de caracteres (charset) declarada Priority Medium
Declares how characters are interpreted (accents, special letters). It prevents garbled symbols and helps the browser and search engine read the content correctly.

Sitemap.xml encontrado: facilita la indexación Priority High
It is the list of URLs you want Google to index. It speeds up and organises crawling; without it the search engine takes longer to discover new pages.

Robots.txt encontrado: control de rastreo correcto Priority High
A file that tells search engines what they may or may not crawl. Used well it saves crawl resources and protects private sections.

Datos estructurados (Schema.org/JSON-LD) presentes Priority Medium
Structured data (Schema.org) that tells Google what each thing is (company, product, FAQ). It enables rich results with stars, prices, etc. (more clicks).

Favicon definido Priority Low
The little icon in the browser tab. It reinforces the brand and appears next to the result on mobile; its absence makes the site look neglected.

Idioma declarado en html lang: es Priority High
The lang attribute states the page's language. It helps show it to the right audience and is key for multilingual sites and accessibility.

La página es indexable (sin noindex) Priority High
It controls whether Google can show the page in its results. A noindex by mistake makes the page vanish from Google even if it is perfect.

Peso del HTML óptimo (219 KB) Priority Medium
The size of the HTML code. The heavier it is, the longer it takes to load, especially on mobile; it affects speed and user experience.

Analysis of https://www.swpanel.com generated by SWPanel

Technical audit: checks

4 scripts bloqueantes: penaliza Core Web Vitals Priority Medium ISSUE
Scripts that load before the page is shown and block it. They delay what the user sees and hurt Core Web Vitals (speed). Fix them with async/defer.

Analysis of https://www.swpanel.com generated by SWPanel

Web performance (Lighthouse + Core Web Vitals)

Measures the speed and real user experience of your site. Google uses it to rank: a slow site loses visits and positions. Measured in the lab (simulated) and with real users (field data).

Lighthouse scores (0-100)

Category	Mobile	Desktop
Performance	74	71
Accessibility	90	90
Best practices	100	100
SEO (Lighthouse audit)	100	100

Real user experience (field data, last 28 days)

Google has no field data (CrUX) for this site: it usually means it does not yet have enough traffic. Only lab data is shown on the next page.

Analysis of https://www.swpanel.com generated by SWPanel

Lab metrics (controlled simulation)

Metric	Mobile	Desktop
LCP (Largest Contentful Paint)	4.1 s	0.9 s
CLS (Cumulative Layout Shift)	0	0.012
TBT (Total Blocking Time)	410 ms	640 ms
FCP (First Contentful Paint)	2.0 s	0.6 s
Speed Index	3.8 s	1.8 s

Correct value Value you should improve

What lab data is

Lab metrics come from Lighthouse in a simulated, controlled environment (fixed network and device): they are reproducible and useful for diagnosis, whereas field data (CrUX) reflects real user experience. What each one means: LCP, time until the largest visible element is painted, target < 2.5 s; CLS, visual stability or how much content shifts while loading, target < 0.1; TBT, total time the browser is blocked and unresponsive, target < 200 ms (predicts INP); FCP, first content shown, target < 1.8 s; Speed Index, how quickly the page is painted, target < 3.4 s.

Analysis of https://www.swpanel.com generated by SWPanel

Performance diagnosis (what to fix)

Here are the specific resources slowing down loading, according to Google PageSpeed: which files block rendering, which images are too heavy and which element causes the LCP. With this the developer knows exactly what to touch.

Lab vs field: what each figure means

The lab simulates a slow phone on a throttled 4G network: that is why the lab LCP can look alarming. The field (CrUX) reflects real users and is what Google uses for ranking. If the field is near the threshold (2.5 s) the problem is real but not critical: improve it to reach 'good', it is not an emergency.

Render-blocking resources (add defer/async or move them)

No render-blocking resources detected.

Images to optimize (modern format and size)

Images are already optimized.

Element causing the LCP (the largest above the fold)

Not available (PageSpeed did not identify it).

Analysis of https://www.swpanel.com generated by SWPanel

Rendimiento móvil por tipo de página

La home casi nunca representa al resto del sitio. Aquí se mide una página real de cada una de las secciones más grandes con PageSpeed (Lighthouse, laboratorio, móvil). Son datos de laboratorio, no de usuarios reales.

Sección (páginas)	Rendimiento	LCP	CLS	TBT
Home	74 / 100	4.1 s	0	410 ms
/comunidad (96)	67 / 100	3.8 s	0	790 ms
/legal (8)	87 / 100	1.8 s	0.013	450 ms
/blog (7)	59 / 100	4.3 s	0	1,310 ms

Analysis of https://www.swpanel.com generated by SWPanel

Render-blocking resources

These are the actual resources detected on the home page that the browser must download and run BEFORE painting the page, delaying what the user sees (LCP) and hurting your Core Web Vitals. Here is exactly which ones and how to fix them.

Iframe content detected

· https://www.googletagmanager.com/ns.html?id=GTM-XXXXXXX

WHY IT MATTERS

Google does NOT index the content INSIDE an iframe as part of this page: if there is important text or information inside the iframe, it does not count for your SEO. Review these URLs; external widgets (maps, videos, forms) are fine, but if you put your own relevant content there, move it out of the iframe and into the page HTML.

Analysis of https://www.swpanel.com generated by SWPanel

Weight by file type

What makes up the weight the browser downloads. Cutting the heaviest parts (images, JavaScript and fonts) speeds up loading and improves Core Web Vitals.

File type	Weight	%
HTML	**23.1 KB**	2%
CSS	**23.9 KB**	2%
JavaScript	**770.2 KB**	75%
Images	**29.0 KB**	3%
Fonts	**169.6 KB**	17%
Third-party	**931.2 KB**	91%
Other	**6.0 KB**	1%
Total	**1.021.7 KB**	100%

Analysis of https://www.swpanel.com generated by SWPanel

JavaScript errors

5 JavaScript/network errors were detected when loading the page in a real browser, grouped into **1 types**. Most come from third-party scripts (analytics, tracking pixels) and **do not affect content SEO**, though it is worth reviewing them to keep the console clean.

TYPES OF ERROR DETECTED

`net::ERR_ABORTED`

LOW IMPACT

WHAT IT MEANS

The browser cancels the resource load before completing it.

WHY IT HAPPENS

Due to timeout or because the DOM no longer needs that resource.

These errors come from third parties and, in general, do not affect the SEO of the content. They can indeed impact user experience and analytics, which is why it is worth cleaning them up.

HOW TO RESOLVE THEM

- Review the configuration of the tracking scripts.
- For first-party 400 errors, check the resource URL.
- Consider alternatives to the scripts that produce errors.
- Validate the parameters of the third-party endpoints.
- Verify that the pixel parameters are valid.
- Verify that GTM does not generate invalid requests.
- Ensure that blockers do not interfere.
- Optimize the loading of the critical resources.

Analysis of https://www.swpanel.com generated by SWPanel

Security and technical validation

Server header security checks, HTML code validation (W3C) and broken links. They improve trust, technical quality and user experience, all valued by Google.

Security headers

Header	Status	Recommended value
Secure connection (HTTPS)	✗	`OK`
HSTS (forces HTTPS in the browser)	!	`max-age=31536000; includeSubDomains`
Content-Security-Policy (CSP)	!	`start in Report-Only`
X-Content-Type-Options	!	`nosniff`
X-Frame-Options (anti-clickjacking)	!	`SAMEORIGIN`
Referrer-Policy	!	`strict-origin-when-cross-origin`
Secure cookies (Secure)	!	`Secure; HttpOnly; SameSite`

The missing ones are activated in minutes in Cloudflare (Rules -> Transform Rules -> Modify Response Header) or on the server. CSP must ALWAYS start in Content-Security-Policy-Report-Only mode so it does not break the site, then switch to enforced once tuned.

HTML validation (W3C)	See the detail and how to fix it on the following pages »
HTML errors	
HTML warnings	

Broken links

No broken links were found among the checked links.

Analysis of https://www.swpanel.com generated by SWPanel

HTML validation detail (W3C)

Detail of the issues the official W3C validator found in the home page HTML. Each line shows the type (error or warning), the message and the affected code snippet. Below you have a quick guide to fix them.

Error: Bad value “https://fonts.bunny.net/css?family=inter:100,200,300,400,500,600,700,800,900|roboto:100,300,400,500,700,900&display=swap” for attribu..

Code: net" link href="https://fonts.bunny.net/css?family=inter:100,200,300,400,500,600,700,8..

Error: An inline “script” element (i.e., a “script” element without a “src” attribute and with a “type” attribute that is either unspecified, empty, or a J..

Code: script defer(funct

Error: An inline “script” element (i.e., a “script” element without a “src” attribute and with a “type” attribute that is either unspecified, empty, or a J..

Code: ipt script defer v

Error: Attribute “x-data” not allowed on element “body” at this point.

Code: /head body class="" x-data="{}"

Error: Attribute “x-data” not allowed on element “div” at this point.

Code: div x-data="cookieConsent()" x-init="init()" id="modal-cookies"

Error: Attribute “x-init” not allowed on element “div” at this point.

Code: div x-data="cookieConsent()" x-init="init()" id="modal-cookies"

Error: Attribute “x-cloak” not allowed on element “div” at this point.

Code: es" div x-cloak x-show="show" x-transition.opacity.duration.200ms class="fixed inset-0..

Error: Attribute “x-show” not allowed on element “div” at this point.

Code: es" div x-cloak x-show="show" x-transition.opacity.duration.200ms class="fixed inset-0..

Analysis of https://www.swpanel.com generated by SWPanel

HTML validation detail (W3C)

Error: Attribute “x-transition.opacity.duration.200ms” not allowed on element “div” at this point.
Code: es" div x-cloak x-show="show" x-transition.opacity.duration.200ms class="fixed inset-0..

Warning: 1N9http://swpanel.com
Code: 200

Warning: Trailing slash on void elements has no effect and interacts badly with unquoted attribute values.
Code: net" link href="https://fonts.bunny.net/css?family=inter:100,200,300,400,500,600,700,8..

Warning: Trailing slash on void elements has no effect and interacts badly with unquoted attribute values.
Code: " / link rel="preload" as="style" href="https://www.swpanel.com/build/assets/app-BC3VH..

Warning: Trailing slash on void elements has no effect and interacts badly with unquoted attribute values.
Code: Dm.css" /link rel="modulepreload" as="script" href="https://www.swpanel.com/build/asse..

Warning: Trailing slash on void elements has no effect and interacts badly with unquoted attribute values.
Code: Tj5.js" /link rel="stylesheet" href="https://www.swpanel.com/build/assets/app-BC3VHMDm..

How to fix the most common HTML errors

Close every tag that needs it and nest them correctly (do not overlap blocks). Use a single id attribute per element (no duplicates) and add the alt attribute to all images. Declare the HTML5 doctype and the UTF-8 charset in the head. Remove obsolete or invalid attributes and avoid content outside the body. Re-validate at validator.w3.org until it is clean.

Analysis of https://www.swpanel.com generated by SWPanel

Head tags

Automatic detection of technical tags, crawl settings, marketing tools and security on the home page.

• 7 passed • 1 to review

Charset: UTF-8 Priority Medium
Declares how characters are interpreted (accents, special letters). It prevents garbled symbols and helps the browser and search engine read the content correctly.

Canonical URL defined Priority Medium
The canonical URL tells Google which is the 'official' version of a page. It stops duplicate content (same text on several URLs) from splitting the SEO strength.

Robots meta tag: index, follow Priority High
A file that tells search engines what they may or may not crawl. Used well it saves crawl resources and protects private sections.

AMP (Accelerated Mobile Pages): no Priority Medium

Favicon Priority Low
The little icon in the browser tab. It reinforces the brand and appears next to the result on mobile; its absence makes the site look neglected.

Featured image (og:image) Priority Low

Open Graph (Facebook / LinkedIn) Priority Low
Tags that control how the site looks when shared on Facebook, LinkedIn or WhatsApp (image, title, description). They improve the look and clicks from social.

Twitter Cards: yes Priority Medium
Twitter Card defines how the page is shown when shared on X/Twitter. It gives an attractive visual card instead of a dull link.

Analysis of https://www.swpanel.com generated by SWPanel

Crawling and indexing

• 6 passed • 1 to review

Sitemap XML Priority High
It is the list of URLs you want Google to index. It speeds up and organises crawling; without it the search engine takes longer to discover new pages.

robots.txt Priority High
A file that tells search engines what they may or may not crawl. Used well it saves crawl resources and protects private sections.

Structured data (schema.org) Priority Medium
Structured data (Schema.org) that tells Google what each thing is (company, product, FAQ). It enables rich results with stars, prices, etc. (more clicks).

Declared language: ES Priority Medium
The lang attribute states the page's language. It helps show it to the right audience and is key for multilingual sites and accessibility.

Iframe content (Google does not crawl its interior): 1 Priority Medium

Flash: no Priority Medium

Code / text ratio: 9% Priority Medium

Analysis of https://www.swpanel.com generated by SWPanel

Marketing and tracking

Analytics tools and tracking pixels detected on the home page.

• 1 tools detected

Tag manager

Google Tag Manager (GTM-XXXXXXX)

Container that centralises and fires all your measurement and marketing tags without editing code. Key to control what loads, performance and GDPR consent.

Origin: Google. Added once in the <head>; from its dashboard you manage every other tag without touching code.

Provider site: marketingplatform.google.com

How to set it up: support.google.com

CONSENT AND PERFORMANCE

Every third-party tool adds cookies and external requests that affect performance and privacy. Load them through a tag manager and only after user consent (GDPR / ePrivacy) to stay compliant and keep the site fast.

Analysis of https://www.swpanel.com generated by SWPanel

Domain redirects

The **4 variants** of the domain (with and without **www**, on **http** and **https**) end at the same canonical URL: **www.swpanel.com/es**. 3 of the 4 chain extra hops; ideally they should all resolve in **1 hop**. Below, the status of the **SSL certificate**.

DOMAIN VARIANTS

ALL REDIRECT TO » www.swpanel.com/es — consistent final URL

`http://swpanel.com`	200		3 hops — Reduce
`http://www.swpanel.com`	200		2 hops — Improvable
`https://swpanel.com`	200		2 hops — Improvable
`https://www.swpanel.com`	200		1 hop — Optimal

Good: the 4 variants all end at the same canonical URL.

To improve: it is best to reduce all variants to **1 hop** to speed up loading and preserve as much link authority as possible on each redirect.

SSL CERTIFICATE

Secure connection (HTTPS) — VALID

ISSUER (CERTIFICATE AUTHORITY)

C=US, O=Google Trust Services, CN=WE1

EXPIRY

Sun, 20 Dec 2026 15:38:48 GMT

~48 days from the analysis date · renews before expiring

Analysis of https://www.swpanel.com generated by SWPanel

04

Content and meta tags

Content quality, titles, descriptions and structured data of your pages.

Analysis of https://www.swpanel.com generated by SWPanel

Content and tags: checks

Review of the content and the tags Google reads to understand and display your page (title, meta description, headings, images and social). Each row includes a plain explanation.

• 9 passed

Título óptimo (42 car.): Panel de control de hosting SaaS | SWPanel Priority High

Meta description óptima (138 car.) Priority Medium
Scripts that load before the page is shown and block it. They delay what the user sees and hurt Core Web Vitals (speed). Fix them with async/defer.

URL canónica definida Priority Medium

Un único H1 (correcto): Panel de control de servidores cloud: Gestiona dominios, s Priority High
The H1 is the main visible heading of the page. There should be only one and it should sum up the topic; it helps Google and the user understand the subject.

Buena jerarquía de subtítulos (H2=8, H3=21) Priority High
H2/H3 are subheadings that structure the content into sections. They improve readability and help Google understand the information hierarchy.

Contenido suficiente (3052 palabras) Priority Medium
The amount of useful text. Content that is too short (thin content) adds little value and Google ranks it worse; the ideal is to cover the topic well.

Las 7 imágenes tienen atributo alt Priority Medium
The alt attribute describes the image. It is vital for accessibility (screen readers) and so Google understands and indexes images in Google Images.

Open Graph configurado (título + imagen) Priority High
The alt attribute describes the image. It is vital for accessibility (screen readers) and so Google understands and indexes images in Google Images.

Twitter Card configurada Priority Medium
Twitter Card defines how the page is shown when shared on X/Twitter. It gives an attractive visual card instead of a dull link.

Analysis of https://www.swpanel.com generated by SWPanel

Google preview (snippet)

This is roughly how the home page looks in Google results with the current title and meta description. The title and description are your free 'ad': if they do not communicate value or are missing, you lose clicks even with a good position.

swpanel.com › ...

Panel de control de hosting SaaS | SWPanel

Gestiona dominios, hosting, correo y servidores cloud desde un único panel. Migra desde cPanel, Plesk o DirectAdmin en 1 clic con SWPanel.

HOW TO OPTIMIZE THE SNIPPET

Title: 30-60 characters (yours has 42), with the main keyword at the start and the brand at the end. Meta description: 120-160 characters, summarizing the value and ending with a call to action. Google may rewrite them, but good title and description raise the CTR (clicks) at the same position.

Analysis of https://www.swpanel.com generated by SWPanel

Keyword density

How often your main terms appear and whether they sit where they matter most (title, meta description and headings). A healthy spread reinforces the topic; overuse (keyword stuffing) is penalised.

Keyword	Occurrences	Density	Title	Description	Headings
servidores	**27**	0.9%	-	Yes	Yes
hosting	**20**	0.7%	Yes	Yes	Yes
gestión	**20**	0.7%	-	Yes	Yes
swpanel	**18**	0.6%	Yes	Yes	Yes
servicios	**16**	0.5%	-	-	-
panel	**14**	0.5%	Yes	Yes	Yes
dominios	**12**	0.4%	-	Yes	Yes
cloud	**11**	0.4%	-	Yes	Yes
servidor	**9**	0.3%	-	Yes	Yes
clic	**9**	0.3%	-	Yes	-
único	**8**	0.3%	-	Yes	Yes
control	**7**	0.2%	Yes	-	Yes
plataforma	**7**	0.2%	-	-	-
correo	**7**	0.2%	-	Yes	Yes
infraestructura	**7**	0.2%	-	-	Yes
saas	**6**	0.2%	Yes	-	-
utiliza	**6**	0.2%	-	-	-
tipo	**6**	0.2%	-	-	-

Analysis of https://www.swpanel.com generated by SWPanel

Heading structure

The skeleton of your content: a clear hierarchy (a single H1, H2 for sections, H3 for subsections) helps Google and the reader understand what each page is about.

Site language — Declared: **ES** Detected: **ES**

Level	Content
H1	Panel de control de servidores cloud: Gestiona dominios, servidores y correo desde un único lugar
H2	Deja atrás el caos de gestionar hosting en mil sitios
H2	Una forma radicalmente más simple de gestionar tu hosting
H2	Todo lo que necesitas para gestionar y revender hosting
H2	Pensado para tu modelo de negocio
H2	Ofrece hosting bajo tu propia marca
H2	Historias de quien construye con SWPanel
H2	Resolvemos tus dudas
H2	¿Listo para centralizar tu infraestructura?
H3	Configuración de cookies
H3	Un solo panel para cualquier servicio
H3	Migrar servicios ya no es un problema
H3	Gestión sin afectar tus recursos
H3	Un árbol integral de todos tus servicios
H3	Dominios y SSL
H3	Hosting
H3	Infraestructura Cloud
H3	Usuarios y accesos
H3	Resellers (RHA)
H3	Financiera
H3	Web Developers

Analysis of https://www.swpanel.com generated by SWPanel

Structured data (schema.org)

Structured data (schema.org) tells Google what each page is and lets it show rich results (stars, prices, expandable questions, breadcrumbs), gaining space and clicks in the SERP. Here you can see what you have now, which schema suits each page type and the JSON-LD code ready to paste.

WHAT YOU HAVE NOW

These schema types were detected on the home page: SoftwareApplication, FAQPage, Question, Answer. Check that the required fields are complete and extend them with the recommended types below.

Recommended schema by page type

Home	Organization, WebSite
Landings comerciales	Product, Offer
Páginas FAQ	FAQPage
Blog	BlogPosting, Article, BreadcrumbList
Guías y tutoriales	HowTo, Article, BreadcrumbList
Contacto	ContactPage
Comparativas	Product, Review, ItemList

Analysis of https://www.swpanel.com generated by SWPanel

Structured data (schema.org)

JSON-LD code ready to paste inside a script type=application/ld+json tag in the head section of the page. Replace the example texts with the real ones for each page.

JSON-LD: Organization (home)

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "swpanel.com",
  "url": "https://swpanel.com"
}
```

JSON-LD: FAQPage (service/segment pages)

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "Real customer question...",
    "acceptedAnswer": { "@type": "Answer", "text": "Clear and short answer..." }
  }]
}
```

GOLDEN RULE

The JSON-LD content must match what is visible on the page, or Google ignores it. Do NOT invent ratings (aggregateRating): only use them if there are real, visible reviews, because Google penalizes fake ones. Always validate with the Rich Results Test before publishing.

Analysis of https://www.swpanel.com generated by SWPanel

Trust and conversion (E-E-A-T)

Para cualquier negocio, Google y los usuarios buscan señales de confianza (E-E-A-T: experiencia, especialización, autoridad y fiabilidad) y llamadas a la acción claras. Esta es una detección automática de señales en la home; revísala de forma manual para confirmarla.

'About us' / team / company page	Not detected
Testimonials, reviews or case studies	Not detected
Legal data (legal notice, privacy, cookies)	Detected
Visible contact (phone, email, support)	Detected
Clear call to action (demo, trial, pricing, sign up)	Detected
Public status/uptime page (service transparency)	Not detected
Physical address in structured data (Organization)	Not detected
Geo coordinates in structured data (transparency + GDPR)	Not detected

HOW TO STRENGTHEN TRUST AND CONVERSION

Añade a las páginas comerciales bloques de confianza: años de experiencia, número de clientes, plazos y condiciones de servicio, soporte, certificaciones, casos de éxito y testimonios verificables, y fotos o capturas reales de lo que vendes. Coloca una llamada a la acción clara y visible sin hacer scroll (pedir presupuesto, comprar, contactar, precios). Mantén visibles los datos legales y de contacto. Todo esto sube la conversión y las señales E-E-A-T que Google valora.

Analysis of https://www.swpanel.com generated by SWPanel

AI readiness (AI Overviews)

Google and AI assistants (AI Overviews, ChatGPT, etc.) increasingly answer questions directly. To appear there, content must answer clearly and in a structured way. This is an automatic detection of signals on the home page; extend it to your key pages.

Definition blocks ('what is', 'what it is for')	Detected
Frequently asked questions (FAQ)	Detected
Comparisons / alternatives	Detected
'How it works' / step-by-step content	Detected
Structured data (schema.org)	Detected

HOW TO APPEAR IN AI ANSWERS

Start guides and landings with a short, direct answer (a 2-3 sentence definition), add real FAQ blocks with FAQPage schema, create objective comparisons with the sector's alternatives, and structure content with clear headings (what is, how it works, benefits). This increases the chances that AI cites you as a source.

Analysis of https://www.swpanel.com generated by SWPanel

05

Page by page analysis

A walk through every crawled page: status, depth, internal links and duplicates.

Analysis of https://www.swpanel.com generated by SWPanel

Site crawl summary

Summary of the automatic page-by-page crawl of your site: how many were analyzed, their status and the most common structural issues.

Internal pages analyzed	20
Internal links found	20
Pages WITHOUT title tag	0
Pages WITHOUT meta description	0
Pages WITHOUT H1	0
Duplicate titles	2
Duplicate meta descriptions	2
Thin content pages	0
Pages with noindex	0
Successful responses (HTTP 200)	20
Redirects (3xx)	0
Page errors (4xx: 404...)	0
Server errors (5xx)	0
Click depth (level 1/2/3/4+)	14 / 6 / 0 / 0

Analysis of https://www.swpanel.com generated by SWPanel

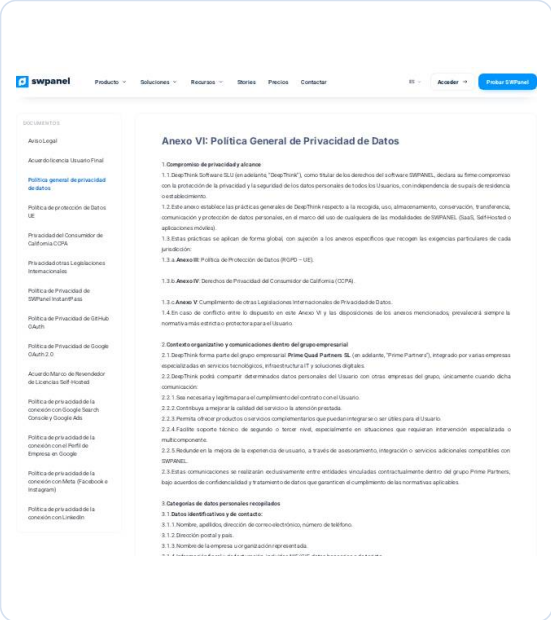
Page-by-page detail

URL (path)	Code	Title	Meta	H1	Words	Health
/es/legal/privacy	200	39	OK	1	1950	Good
/es	200	42	OK	1	3052	Good
/es/para-web-developers	200	37	OK	1	1837	Good
/es/para-resellers	200	52	OK	1	1734	Good
/es/para-agencias-de-marketing	200	40	OK	1	1869	Good
/es/para-particulares	200	35	OK	1	1806	Good
/es/para-agencias-de-ecommerce	200	46	OK	1	1816	Good
/es/para-devops-y-sysops	200	54	OK	1	1776	Good
/es/comunidad	200	45	OK	1	3053	Good
/es/blog	200	72	OK	1	1607	Good
/es/api	200	68	OK	1	2281	Good
/es/precios	200	59	OK	1	3244	Good
/es/contactar	200	18	OK	1	1104	Good
/es/demo	200	46	OK	1	1251	Good
/es/comunidad/categoria/cloud	200	52	OK	1	1753	Good
/es/comunidad/categoria/domini...	200	55	OK	1	1677	Good
/es/comunidad/categoria/hostin...	200	54	OK	1	1724	Good
/es/comunidad/categoria/correo	200	53	OK	1	1706	Good
/es/comunidad/categoria/seguri...	200	56	OK	1	1727	Good
/es/blog?page=2	200	72	OK	1	1625	Good

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/legal/privacy

Mobile performance (PageSpeed)	
Performance	89/100
Accessibility	92/100
Best practices	100/100
SEO (Lighthouse)	100/100
LCP	1.8 s
CLS	0.013
TBT	400 ms



HTTP code	200
Page health	Good
Title (39 chars.)	Política General de Privacidad de Datos
Meta description (141 chars.)	Consulta la documentación legal de SWPanel: términos y condi
Headings (H1 / H2)	1 / 1
Words	1950
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es

Mobile performance (PageSpeed)	
Performance	62/100
Accessibility	90/100
Best practices	100/100
SEO (Lighthouse)	100/100
LCP	3.8 s
CLS	0
TBT	970 ms



HTTP code	200
Page health	Good
Title (42 chars.)	Panel de control de hosting SaaS | SWPanel
Meta description (138 chars.)	Gestiona dominios, hosting, correo y servidores cloud desde
Headings (H1 / H2)	1 / 8
Words	3052
Canonical	Yes
Indexable	Yes
Click depth	1

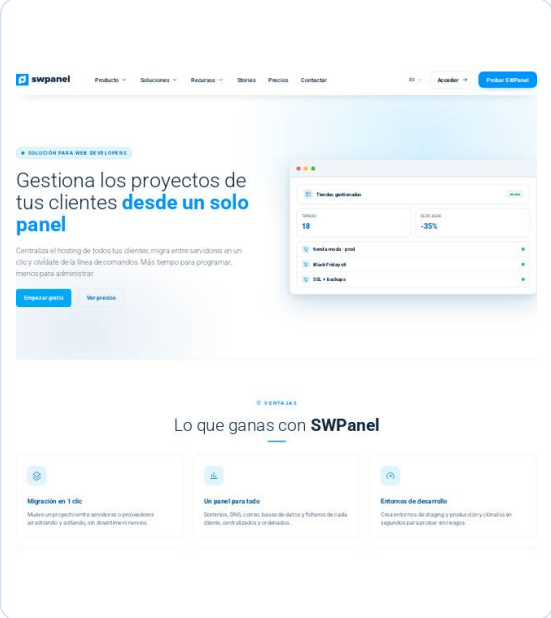
Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/para-web-developers

Mobile performance (PageSpeed)	
Performance	74/100
Accessibility	90/100
Best practices	100/100
SEO (Lighthouse)	100/100
LCP	3.4 s
CLS	0.001
TBT	660 ms



HTTP code	200
Page health	Good
Title (37 chars.)	Hosting para Web Developers | SWPanel
Meta description (122 chars.)	Centraliza el hosting de tus clientes, migrar entre servidor
Headings (H1 / H2)	1 / 4
Words	1837
Canonical	Yes
Indexable	Yes
Click depth	1

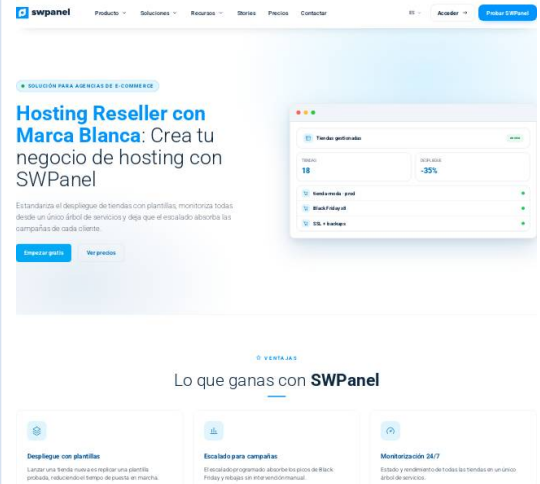
Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/para-resellers

Mobile performance (PageSpeed)	
Performance	55/100
Accessibility	90/100
Best practices	100/100
SEO (Lighthouse)	100/100
LCP	5.8 s
CLS	0
TBT	980 ms



HTTP code	200
Page health	Good
Title (52 chars.)	Panel reseller de hosting con marca blanca | SWPanel
Meta description (158 chars.)	Optimiza tu negocio de hosting revendedores con un panel res
Headings (H1 / H2)	1 / 4
Words	1734
Canonical	Yes
Indexable	Yes
Click depth	1

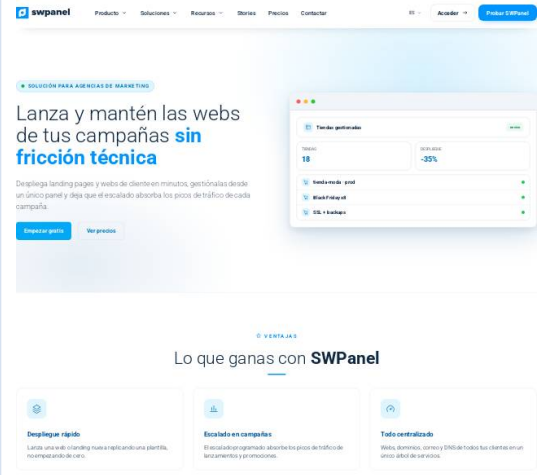
Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/para-agencias-de-marketing

Mobile performance (PageSpeed)	
Performance	71/100
Accessibility	90/100
Best practices	100/100
SEO (Lighthouse)	100/100
LCP	3.6 s
CLS	0
TBT	780 ms



HTTP code	200
Page health	Good
Title (40 chars.)	Panel de Hosting para Agencias | SWPanel
Meta description (156 chars.)	Gestiona múltiples proyectos con un panel de hosting para ag
Headings (H1 / H2)	1 / 4
Words	1869
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/para-particulares

PageSpeed not requested for this page (only the first pages).

HTTP code	200
Page health	Good
Title (35 chars.)	Hosting para Particulares | SWPanel
Meta description (160 chars.)	Gestiona tu hosting, correos y pagos de forma sencilla con S
Headings (H1 / H2)	1 / 4
Words	1806
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/para-agencias-de-ecommerce

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (46 chars.)	**Hosting eCommerce para Tienda Online | SWPanel**
Meta description (152 chars.)	**Potencia tu agencia de ecommerce con SWPanel: gestiona, auto**
Headings (H1 / H2)	**1 / 4**
Words	**1816**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**1**

Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/para-devops-y-sysops

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (54 chars.)	**Soluciones DevOps y SysOps | Hosting DevOps en la Nube**
Meta description (139 chars.)	**Automatiza despliegues, gestiona desde la línea de comandos**
Headings (H1 / H2)	**1 / 4**
Words	**1776**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**1**

Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/comunidad

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (45 chars.)	**Aprende con las Guías y Tutoriales de SWPanel**
Meta description (146 chars.)	**Encuentra todos los recursos de SWPanel: documentación, manu**
Headings (H1 / H2)	**1 / 3**
Words	**3053**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**1**

Issues found

No on-page issues were found on this page.

Proposed solutions

- Improve speed: defer scripts, optimise images and enable caching.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/blog

PageSpeed not requested for this page (only the first pages).

HTTP code	200
Page health	Good
Title (72 chars.)	Blog de SWPanel - Noticias y tutoriales sobre hosting y pane
Meta description (122 chars.)	Explora el mundo tecnológico a través de artículos, noticias
Headings (H1 / H2)	1 / 1
Words	1607
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

- Title is too long (over 60 characters)

Proposed solutions

- Trim the title to 60 chars. Proposal: Blog de SWPanel - Noticias y tutoriales sobre hosting y p...

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/api

PageSpeed not requested for this page (only the first pages).

HTTP code	200
Page health	Good
Title (68 chars.)	API SWPanel | Automatiza la gestión de dominios, hosting y s
Meta description (176 chars.)	Integra dominios, hosting, DNS, correo, FTP y bases de datos
Headings (H1 / H2)	1 / 8
Words	2281
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

- Title is too long (over 60 characters)
- Meta description is too long (over 160 characters)

Proposed solutions

- Trim the title to 60 chars. Proposal: API SWPanel | Automatiza la gestión de dominios, hosting ...
- Trim the meta description to a maximum of 160 characters.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/precios

PageSpeed not requested for this page (only the first pages).

HTTP code	200
Page health	Good
Title (59 chars.)	Precios de SWPanel | Planes Flexibles para Hosting y DevOps
Meta description (145 chars.)	Elige el mejor plan para tu proyecto con nuestros precios fl
Headings (H1 / H2)	1 / 3
Words	3244
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/contactar

PageSpeed not requested for this page (only the first pages).

HTTP code	200
Page health	Good
Title (18 chars.)	Contacto | SWPanel
Meta description (65 chars.)	Habla con el equipo de SWPanel y cuéntanos cómo podemos ayud
Headings (H1 / H2)	1 / 0
Words	1104
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

- Title is too short (under 30 characters)

Proposed solutions

- Expand the title (30-60 chars) combining keyword + brand.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/demo

PageSpeed not requested for this page (only the first pages).

HTTP code	200
Page health	Good
Title (46 chars.)	Prueba SWPanel Gratis | Solicita tu Demo Ahora
Meta description (151 chars.)	Solicita una demo de SWPanel y descubre cómo optimizar la ge
Headings (H1 / H2)	1 / 3
Words	1251
Canonical	Yes
Indexable	Yes
Click depth	1

Issues found

No on-page issues were found on this page.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/comunidad/categoria/cloud

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (52 chars.)	**Manuales de Cloud: 67 guías paso a paso | SW Hosting**
Meta description (123 chars.)	**Consulta los 67 manuales de Cloud. Encuentra guías, instrucc**
Headings (H1 / H2)	**1 / 1**
Words	**1753**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**2**

Issues found

No on-page issues were found on this page.

Proposed solutions

- Improve speed: defer scripts, optimise images and enable caching.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/comunidad/categoria/dominios

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (55 chars.)	**Manuales de Dominios: 35 guías paso a paso | SW Hosting**
Meta description (129 chars.)	**Consulta los 35 manuales de Dominios. Encuentra guías, instr**
Headings (H1 / H2)	**1 / 1**
Words	**1677**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**2**

Issues found

No on-page issues were found on this page.

Proposed solutions

- Improve speed: defer scripts, optimise images and enable caching.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/comunidad/categoria/hosting

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (54 chars.)	**Manuales de Hosting: 38 guías paso a paso | SW Hosting**
Meta description (127 chars.)	**Consulta los 38 manuales de Hosting. Encuentra guías, instru**
Headings (H1 / H2)	**1 / 1**
Words	**1724**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**2**

Issues found

No on-page issues were found on this page.

Proposed solutions

- Improve speed: defer scripts, optimise images and enable caching.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/comunidad/categoria/correo

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (53 chars.)	**Manuales de Correo: 38 guías paso a paso | SW Hosting**
Meta description (125 chars.)	**Consulta los 38 manuales de Correo. Encuentra guías, instruc**
Headings (H1 / H2)	**1 / 1**
Words	**1706**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**2**

Issues found

No on-page issues were found on this page.

Proposed solutions

- Improve speed: defer scripts, optimise images and enable caching.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/comunidad/categoria/seguridad

PageSpeed not requested for this page (only the first pages).

HTTP code	**200**
Page health	**Good**
Title (56 chars.)	**Manuales de Seguridad: 13 guías paso a paso | SW Hosting**
Meta description (131 chars.)	**Consulta los 13 manuales de Seguridad. Encuentra guías, inst**
Headings (H1 / H2)	**1 / 1**
Words	**1727**
Canonical	**Yes**
Indexable	**Yes**
Click depth	**2**

Issues found

No on-page issues were found on this page.

Proposed solutions

- Improve speed: defer scripts, optimise images and enable caching.

Analysis of https://www.swpanel.com generated by SWPanel

Page profile:
/es/blog?page=2

PageSpeed not requested for this page (only the first pages).

HTTP code	200
Page health	Good
Title (72 chars.)	Blog de SWPanel - Noticias y tutoriales sobre hosting y pane
Meta description (122 chars.)	Explora el mundo tecnológico a través de artículos, noticias
Headings (H1 / H2)	1 / 1
Words	1625
Canonical	Yes
Indexable	Yes
Click depth	2

Issues found

- Title is too long (over 60 characters)

Proposed solutions

- Trim the title to 60 chars. Proposal: Blog de SWPanel - Noticias y tutoriales sobre hosting y p...

Analysis of https://www.swpanel.com generated by SWPanel

Possible cannibalizations - competing pages

We detected **1** groups of URLs that share the same **title** and therefore compete with each other in Google. Most are not real cannibalizations (parameters or variants), but it is advisable to resolve them with **canonical** or by differentiating the title. The **hreflang** coverage is **20/20** pages.

100/100
WITH HREFLANG

INTERNATIONALIZATION (HREFLANG)

20 of 20 crawled pages implement it. Verify that the correspondence is reciprocal (each language references the others) and that `x-default` exists.

GROUPS WITH THE SAME TITLE

2 URLs — blog de swpanel - noticias y tutoriales sobre hosting y pa... — Variants of the same page

`/es/blog` `/es/blog?page=2`

Action: differentiate the title of each URL or, if they are the same page, apply canonical to the main version.

Analysis of https://www.swpanel.com generated by SWPanel

Crawl: robots.txt and sitemap

robots.txt file	Found
Disallow rules defined	1
Sitemap declared in robots	Yes
Sitemap accessible	Yes
URLs in the sitemap	3

WHAT ROBOTS.TXT AND THE SITEMAP ARE

robots.txt tells Google which pages it may or may not crawl. The sitemap.xml lists the URLs you want indexed: both guide crawling and speed up indexing.

Analysis of https://www.swpanel.com generated by SWPanel

Aggregated technical audit

Summary of ALL technical issues found while crawling your site, grouped by type and with the affected pages. It is your technical to-do list, sorted from most to least critical.

0	2	4
ERRORS	WARNINGS	NOTICES

Duplicate titles (several pages, same title) (1 pages)
/es/blog?page=2
» Each page must have a UNIQUE title; duplicates confuse Google about which one to rank and cannibalize each other.

Duplicate meta descriptions (1 pages)
/es/blog?page=2
» Customize each page's meta description; repeated ones miss the chance to win distinct clicks.

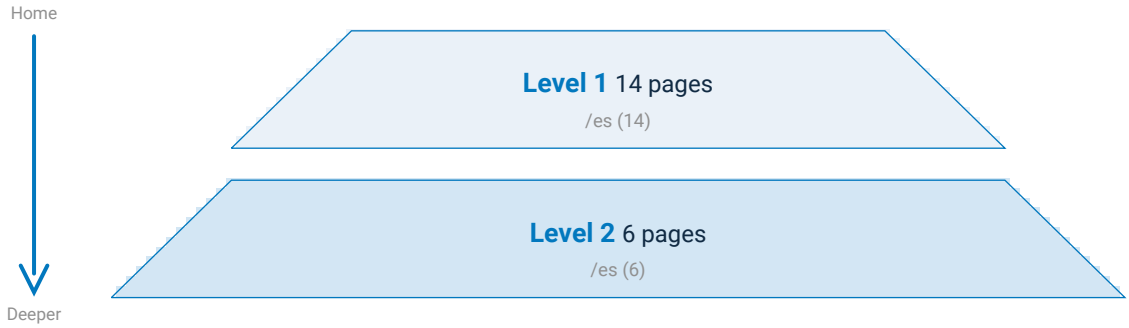
Title too long (>60 characters) (3 pages)
/es/blog /es/api /es/blog?page=2
» Shorten the title to 50-60 characters; if longer, Google truncates it in the results.

Title too short (<30 characters) (1 pages)
/es/contactar
» Lengthen the title (50-60 chars), using the space to add more context and relevant keywords.

Analysis of https://www.swpanel.com generated by SWPanel

Analysis depth

Aerial view of how far we reached: each level is the pages that many clicks from the home. The pyramid goes from the home (top) down to the deepest levels (bottom); the number of pages at each level is shown in its band.



ANALYSIS DEPTH

We analyzed 20 pages down to 2 click-depth levels from the home page.

Analysis of https://www.swpanel.com generated by SWPanel

Crawled pages tree

These are the 20 pages of your site we crawled, ordered by path and depth level. The border colour of each box shows the HTTP status.

/es — indexable
Panel de control de hosting SaaS | SWPanel
Perf 62 | Acc 90 | BP 100 | SEO 100 | 200 | LCP 3.8 s | 219 KB

- **/es/api** — indexable
  API SWPanel | Automatiza la gestión de dominios, hosting y servi
  200 | 1.128 ms | 182 KB
- **/es/blog** — indexable
  Blog de SWPanel - Noticias y tutoriales sobre hosting y panel de
  200 | 1.203 ms | 158 KB
- **/es/blog?page=2** — indexable
  Blog de SWPanel - Noticias y tutoriales sobre hosting y panel de
  200 | 1.105 ms | 158 KB
- **/es/comunidad** — indexable
  Aprende con las Guías y Tutoriales de SWPanel
  200 | 2.007 ms | 318 KB
  - **/es/comunidad/categoria/cloud** — indexable
    Manuales de Cloud: 67 guías paso a paso | SW Hosting
    200 | 4.511 ms | 153 KB
  - **/es/comunidad/categoria/correo** — indexable
    Manuales de Correo: 38 guías paso a paso | SW Hosting
    200 | 6.875 ms | 152 KB
  - **/es/comunidad/categoria/dominios** — indexable
    Manuales de Dominios: 35 guías paso a paso | SW Hosting
    200 | 5.535 ms | 152 KB
  - **/es/comunidad/categoria/hosting** — indexable
    Manuales de Hosting: 38 guías paso a paso | SW Hosting
    200 | 3.726 ms | 152 KB

Page HTTP status (left band colour)

- OK (200)
- Redirect (3xx)
- Error (4xx/5xx)

Route speed (thickness and colour of the line to each page)

- Fast
- Medium
- Slow

Analysis of https://www.swpanel.com generated by SWPanel

Crawled pages tree

- `/es/comunidad/categoria/seguridad` — indexable
  Manuales de Seguridad: 13 guías paso a paso | SW Hosting
  200 · 5.105 ms · 152 KB
- `/es/contactar` — indexable
  Contacto | SWPanel
  200 · 835 ms · 127 KB
- `/es/demo` — indexable
  Prueba SWPanel Gratis | Solicita tu Demo Ahora
  200 · 1.023 ms · 145 KB
  - `/es/legal/privacy` — indexable
    Política General de Privacidad de Datos
    Perf 89 · Acc 92 · BP 100 · SEO 100 · 200 · LCP 1.8 s · 136 KB
- `/es/para-agencias-de-ecommerce` — indexable
  Hosting eCommerce para Tienda Online | SWPanel
  200 · 917 ms · 152 KB
- `/es/para-agencias-de-marketing` — indexable
  Panel de Hosting para Agencias | SWPanel
  Perf 71 · Acc 90 · BP 100 · SEO 100 · 200 · LCP 3.6 s · 152 KB
- `/es/para-devops-y-sysops` — indexable
  Soluciones DevOps y SysOps | Hosting DevOps en la Nube
  200 · 1.128 ms · 149 KB
- `/es/para-particulares` — indexable
  Hosting para Particulares | SWPanel
  200 · 906 ms · 151 KB
- `/es/para-resellers` — indexable
  Panel reseller de hosting con marca blanca | SWPanel
  Perf 55 · Acc 90 · BP 100 · SEO 100 · 200 · LCP 5.8 s · 149 KB
- `/es/para-web-developers` — indexable
  Hosting para Web Developers | SWPanel
  Perf 74 · Acc 90 · BP 100 · SEO 100 · 200 · LCP 3.4 s · 152 KB

Page HTTP status (left band colour)

- OK (200)
- Redirect (3xx)
- Error (4xx/5xx)

Route speed (thickness and colour of the line to each page)

- Fast
- Medium
- Slow

Analysis of https://www.swpanel.com generated by SWPanel

Crawled pages tree

/es/**precios** indexable

Precios de SWPanel | Planes Flexibles para Hosting y DevOps

200 · 1.582 ms · 345 KB

Analysis of https://www.swpanel.com generated by SWPanel

Page HTTP status (left band colour)

- OK (200)
- Redirect (3xx)
- Error (4xx/5xx)

Route speed (thickness and colour of the line to each page)

- Fast
- Medium
- Slow

Page ranking: load time

Pages sorted best to worst by load time. Helps you prioritise: the last rows need the most attention.

#	URL (path)	Time
1	/es/contactar	835 ms
2	/es/para-particulares	906 ms
3	/es/para-agencias-de-ecommerce	917 ms
4	/es/legal/privacy	941 ms
5	/es/para-resellers	976 ms
6	/es/para-web-developers	996 ms
7	/es/demo	1023 ms
8	/es/blog?page=2	1105 ms
9	/es/para-devops-y-sysops	1128 ms
10	/es/api	1128 ms
11	/es/para-agencias-de-marketing	1183 ms
12	/es/blog	1203 ms
13	/es	1339 ms
14	/es/precios	1582 ms
15	/es/comunidad	2007 ms
16	/es/comunidad/categoria/hosting	3726 ms
17	/es/comunidad/categoria/cloud	4511 ms
18	/es/comunidad/categoria/seguridad	5105 ms
19	/es/comunidad/categoria/dominios	5535 ms
20	/es/comunidad/categoria/correo	6875 ms

Analysis of https://www.swpanel.com generated by SWPanel

Page ranking: page weight

Pages sorted best to worst by page weight. Helps you prioritise: the last rows need the most attention.

#	URL (path)	Weight
1	/es/contactar	127 KB
2	/es/legal/privacy	136 KB
3	/es/demo	145 KB
4	/es/para-resellers	149 KB
5	/es/para-devops-y-sysops	149 KB
6	/es/para-particulares	151 KB
7	/es/para-web-developers	152 KB
8	/es/para-agencias-de-marketing	152 KB
9	/es/para-agencias-de-ecommerce	152 KB
10	/es/comunidad/categoria/dominios	152 KB
11	/es/comunidad/categoria/hosting	152 KB
12	/es/comunidad/categoria/correo	152 KB
13	/es/comunidad/categoria/seguridad	152 KB
14	/es/comunidad/categoria/cloud	153 KB
15	/es/blog	158 KB
16	/es/blog?page=2	158 KB
17	/es/api	182 KB
18	/es	219 KB
19	/es/comunidad	318 KB
20	/es/precios	345 KB

Analysis of https://www.swpanel.com generated by SWPanel

Page ranking: SEO

Pages sorted best to worst by SEO. Helps you prioritise: the last rows need the most attention.

#	URL (path)	Score
1	/es/legal/privacy	100 / 100
2	/es	100 / 100
3	/es/para-web-developers	100 / 100
4	/es/para-resellers	100 / 100
5	/es/para-agencias-de-marketing	100 / 100
6	/es/para-particulares	100 / 100
7	/es/para-agencias-de-ecommerce	100 / 100
8	/es/para-devops-y-sysops	100 / 100
9	/es/comunidad	100 / 100
10	/es/precios	100 / 100
11	/es/demo	100 / 100
12	/es/comunidad/categoria/cloud	100 / 100
13	/es/comunidad/categoria/dominios	100 / 100
14	/es/comunidad/categoria/hosting	100 / 100
15	/es/comunidad/categoria/correo	100 / 100
16	/es/comunidad/categoria/seguridad	100 / 100
17	/es/blog	91 / 100
18	/es/api	91 / 100
19	/es/contactar	91 / 100
20	/es/blog?page=2	91 / 100

Analysis of https://www.swpanel.com generated by SWPanel

Page ranking: accessibility

Pages sorted best to worst by accessibility. Helps you prioritise: the last rows need the most attention.

#	URL (path)	Score
1	/es/legal/privacy	92 / 100
2	/es	90 / 100
3	/es/para-web-developers	90 / 100
4	/es/para-resellers	90 / 100
5	/es/para-agencias-de-marketing	90 / 100

Analysis of https://www.swpanel.com generated by SWPanel

Page ranking: best practices

Pages sorted best to worst by best practices. Helps you prioritise: the last rows need the most attention.

#	URL (path)	Score
1	/es/legal/privacy	100 / 100
2	/es	100 / 100
3	/es/para-web-developers	100 / 100
4	/es/para-resellers	100 / 100
5	/es/para-agencias-de-marketing	100 / 100

Analysis of https://www.swpanel.com generated by SWPanel

Page ranking: errors and improvements

Pages sorted from MOST to least errors and improvements: the FIRST rows need the most attention.

#	URL (path)	Issues
1	/es/comunidad	1
2	/es/comunidad/categoria/cloud	1
3	/es/comunidad/categoria/dominios	1
4	/es/comunidad/categoria/hosting	1
5	/es/comunidad/categoria/correo	1
6	/es/comunidad/categoria/seguridad	1
7	/es/legal/privacy	0
8	/es	0
9	/es/para-web-developers	0
10	/es/para-resellers	0
11	/es/para-agencias-de-marketing	0
12	/es/para-particulares	0
13	/es/para-agencias-de-ecommerce	0
14	/es/para-devops-y-sysops	0
15	/es/blog	0
16	/es/api	0
17	/es/precios	0
18	/es/contactar	0
19	/es/demo	0
20	/es/blog?page=2	0

Analysis of https://www.swpanel.com generated by SWPanel

Page ranking: page health

Pages sorted best to worst by page health. Helps you prioritise: the last rows need the most attention.

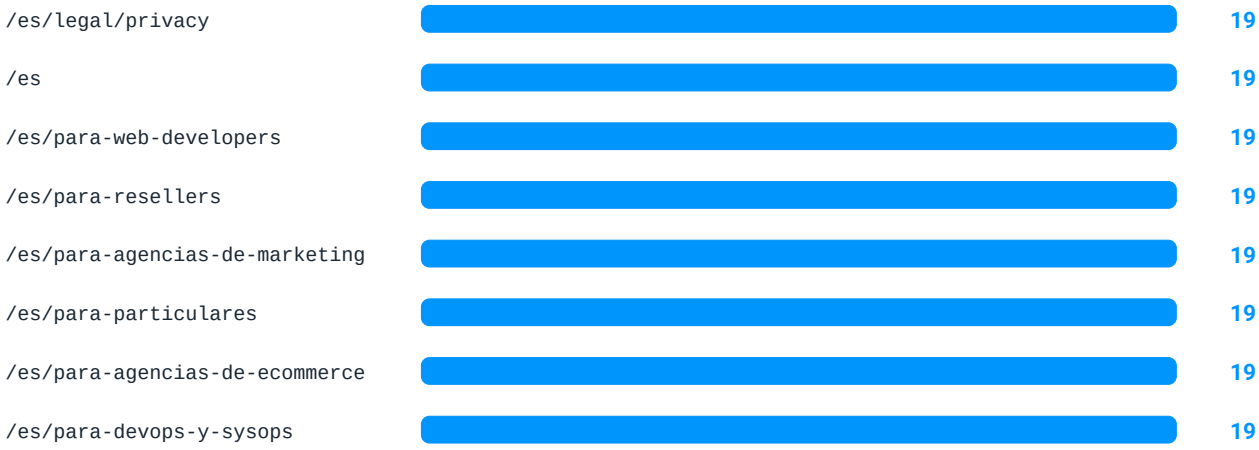
#	URL (path)	Health
1	/es/legal/privacy	100 / 100
2	/es/para-web-developers	100 / 100
3	/es/para-resellers	100 / 100
4	/es/para-particulares	100 / 100
5	/es/para-agencias-de-ecommerce	100 / 100
6	/es	96 / 100
7	/es/para-agencias-de-marketing	96 / 100
8	/es/para-devops-y-sysops	96 / 100
9	/es/precios	96 / 100
10	/es/demo	96 / 100
11	/es/contactar	94 / 100
12	/es/comunidad	90 / 100
13	/es/blog	90 / 100
14	/es/api	90 / 100
15	/es/comunidad/categoria/cloud	90 / 100
16	/es/comunidad/categoria/dominios	90 / 100
17	/es/comunidad/categoria/hosting	90 / 100
18	/es/comunidad/categoria/correo	90 / 100
19	/es/comunidad/categoria/seguridad	90 / 100
20	/es/blog?page=2	90 / 100

Analysis of https://www.swpanel.com generated by SWPanel

Internal linking - authority

Internal linking distributes authority among pages: the more internal links a URL receives, the more relevant Google considers it. Of the **20** crawled pages, the most linked concentrate up to **19** internal links, while **6** URLs receive very few.

PAGES THAT CONCENTRATE THE MOST INTERNAL LINKS



PAGES WITH LOW INTERNAL LINKING (TO STRENGTHEN)

6 URLs variations of `/es/blog?` with **1 link** each

These are parameter-based variations: a single link for each one is reasonable; they do not require individual reinforcement.

HOW TO IMPROVE AUTHORITY DISTRIBUTION

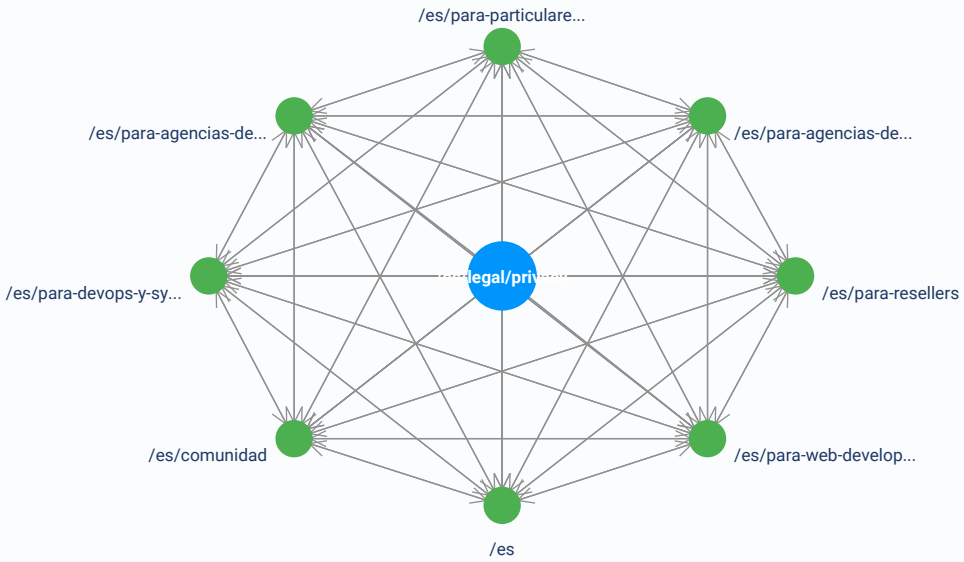
Link from the pages with the most authority (those in the first block) toward the ones you want to rank. Add contextual links within the body of the content, not just in menus or footers, and use descriptive **anchor text** with the target keyword of the landing page.

Analysis of https://www.swpanel.com generated by SWPanel

Internal linking map - network

This map represents the site as a **network of internal links**: the central node is **/es/legal/privacy** (the most linked page, with **19 inlinks**) and around it the **8 URLs** best connected in the crawl.
The lines show which pages link to each other; the panel on the right summarizes the data we store per URL, the color legend and the ranking of the most linked ones.

NETWORK GRAPH



DATA AVAILABLE PER URL

Status HTTP | Title and description | Meta robots | Canonical | Click depth | Inlinks / Outlinks | Anchor texts received | Page type

LEGEND

- Main hub - the most linked
- Well linked
- Orphan - no links

MOST LINKED (INLINKS)

1.	/es/legal/privacy	19
2.	/es	19
3.	/es/para-web-develop...	19
4.	/es/para-resellers	19
5.	/es/para-agencias-de...	19
6.	/es/para-particulare...	19
7.	/es/para-agencias-de...	19

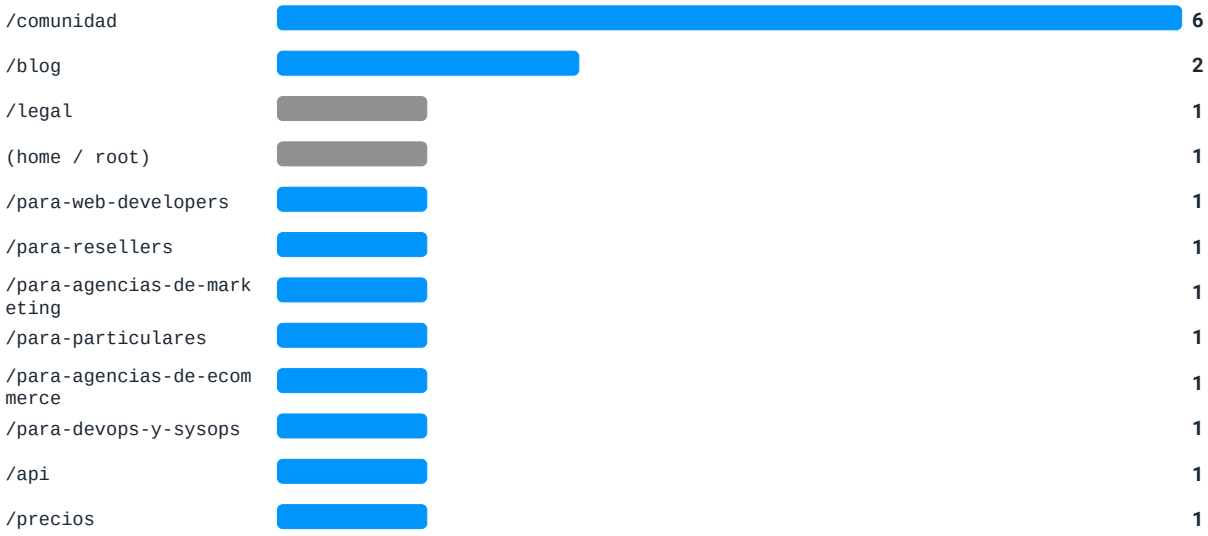
How to read this map. The more central and thicker a node, the more internal links it receives: those pages concentrate the **authority** that you distribute across your website. Orphan URLs (hollow circle) receive no links and are hard to discover and index; it is advisable to link them from the hub or from related pages to better distribute the **internal PageRank**.

Analysis of https://www.swpanel.com generated by SWPanel

Indexing and site architecture

The crawl found **20 pages** spread across **12 sections**. The sitemap declares only **1 URL**, so many pages are discovered through links and not through the sitemap. Review the distribution by section, the sitemap coverage and the long pages without H1.

DISTRIBUTION OF CRAWLED PAGES BY SECTION



Reading: the top 3 (/comunidad, /blog, /legal) accounts for 45% of the crawled pages.

SITEMAP VS CRAWL

1
URLs declared in the sitemap

»
20x

20
pages found while crawling

Incomplete sitemap
The sitemap only covers 1 of 20 pages. Add the missing URLs so Google can discover them sooner.

Analysis of https://www.swpanel.com generated by SWPanel

Value and intent by page

Not all pages are worth the same. This table classifies the most relevant pages by search intent and business value, with a recommended action, so you know where to invest effort first (prioritize high value + commercial/transactional intent).

Page	Intent	Value	Action
/en	transactional	high	optimize content
/en/for-web-developers	transactional	high	improve structure
/en/for-resellers	transactional	high	optimize titles
/en/for-marketing-agencies	transactional	high	improve meta
/en/community	informational	medium	create FAQ
/en/blog	informational	medium	remove duplicates
/en/api	informational	medium	improve H2
/en/changelog	informational	medium	optimize content
/en/legal/privacy	informational	low	review meta
/en/for-individuals	transactional	high	optimize H1
/en/for-ecommerce-agencies	transactional	high	improve structure
/en/for-devops-and-sysops	informational	medium	create FAQ

Analysis of https://www.swpanel.com generated by SWPanel

Content duplication / similarity

We have detected **2 pairs** of pages with near-identical content (up to **96%** similarity). Duplicate content splits the SEO signal across URLs: Google does not know which one to rank and none performs at its best. Below you have each pair and the procedure to fix it.

DUPLICATE PAIRS DETECTED

87% DUPLICATE	`/es/legal/privacy` SECONDARY	301 »	`/es` MAIN - MOST COMPLETE
96% DUPLICATE	`/es/para-web-developers` SECONDARY	301 »	`/es/legal/privacy` MAIN - MOST COMPLETE

HOW TO RESOLVE EACH DUPLICATION

The same procedure works for any pair above. In these cases, `/en` is the main page:

1. **Decide whether both should exist.**
   The main one (more complete) stays; treat the other as secondary: merge, 301 redirect or differentiate thoroughly.
2. **Add canonical to the secondary one.**
   If the secondary one remains published, add a canonical pointing to the main one to concentrate the SEO signal on a single URL.
3. **Differentiate title and meta description.**
   Each page should target a different intent or keyword.
4. **Rewrite H1 and H2 with different angles.**
   One as a guide or how-to and the other as a comparison, pricing or cases.
5. **Rewrite the first paragraphs.**
   That at least 60% of the text is unique, with your own examples, data or cases.
6. **Link both to each other.**
   With descriptive link texts that make their relationship and hierarchy clear.

Analysis of https://www.swpanel.com generated by SWPanel

Crawl diagnosis

The **crawl diagnosis** is a health check: how many pages have been indexed, whether the structure is correct and which metadata issues (titles, metas, H1) should be fixed.
The good news: the crawl is **sano**. What fails is the on-page: **4** issues (duplicate titles and metas, pages without H1) that reduce indexing and CTR.

CRAWL STATUS - HEALTHY

20	0	Good
crawled pages	4xx / 5xx errors	site structure

ON-PAGE ISSUES TO FIX

0 pages without H1

The H1 is key for indexing and CTR. It affects varias páginas del sitio.

Solution: add a clear and relevant H1 to each one.

0 pages without meta description

The meta description helps increase CTR. It affects varias páginas del sitio.

Solution: add an attractive and relevant meta description.

2 duplicate titles

Duplicate titles affect indexing and CTR.

Solution: review them and make them unique and relevant.

2 duplicate metas

Duplicate metas affect CTR and indexing.

Solution: review them and make them unique and attractive.

WHERE TO START

Prioritize the key pages (**/es/legal/privacy**, **/es**, **/es/para-web-developers**) because they generate the most traffic and conversion. Fixing the 4 on-page issues detected is the fastest way to improve visibility.

Analysis of https://www.swpanel.com generated by SWPanel

06

Competitors and benchmark

How you stand against your competitors and where the opportunities are.

Analysis of https://www.swpanel.com generated by SWPanel

Detected competitors

Comparison with sites that compete for the same searches. It shows where you are ahead, where they beat you, and which opportunities to seize.

DETECTION SOURCE

Se han identificado a partir del SERP REAL de Google (DataForSEO): los dominios que de verdad compiten por tus palabras clave. Tras filtrar y deduplicar, se han analizado on-page los 12 competidores resultantes. Datos verificados.

Domain	Title	H1	H2	Words	Schema
swpanel.com (you)	42 c	1	8	3052	S
swhosting.com	51 c	1	10	3961	S
hostingrival-a.com	58 c	1	17	2494	S
hostingrival-b.com	49 c	1	12	2468	S
hostingrival-c.net	36 c	1	7	1621	N
hostingrival-d.com	90 c	1	7	1628	N
highstoragehosting.com	47 c	1	7	1611	N
servidores.digital	31 c	1	0	158	N
nebulacloud.es	58 c	4	3	878	N
mycloudsolutions.es	95 c	8	3	1475	S
isredes.com	55 c	1	6	1982	S
digitalmarketing.es	65 c	1	8	1472	S
hostingchecker.org	48 c	1	7	1262	S

Analysis of https://www.swpanel.com generated by SWPanel

Competitive analysis

COMPETITORS ANALYZED

swhosting.com · hostingrival-a.com · hostingrival-b.com · hostingrival-c.net · hostingrival-d.com · highstoragehosting.com · servidores.digital · nebulacloud.es · mycloudsolutions.es · isredes.com · digitalmarketing.es · hostingchecker.org

BENCHMARK BY SEO FACTOR

FACTOR	PANEL DE CONTROL DE HOSTING SAAS	INDUSTRY STANDARD	STATUS
Structured data	Present	Industry standard	ADVANTAGE
Speed (mobile LCP)	Sin dato	< 2,5 s target	NO DATA
Title and meta description	42 / 138 car.	~55 / ~150 car.	TO IMPROVE
H1 / H2 headings	1 H1 per page	1 H1 per page	OK
Amount of content	3 052 words	>10.000 words	TO IMPROVE

OUR STRENGTHS

- Structured data (schema) present.
- Competitive load speed.
- Good heading structure.

WHERE THEY BEAT US

- Shorter and clearer titles and metas.
- Greater volume of content per page.

Analysis of https://www.swpanel.com generated by SWPanel

Copy improvement vs competitors

PROPOSED COPY - READY TO PASTE

WHY IT WINS

Clearer titles | Focused on the benefit | Relevant keywords

Analysis of https://www.swpanel.com generated by SWPanel

Opportunities (keyword and content gap)

8
GAPS DETECTED

These topics generate searches that competitors already cover and swpanel.com does not yet. Each one is an opportunity to create content and capture the businesses looking for that service.

TOPICS COVERED BY COMPETITORS AND NOT BY SWPANEL.COM

TOPIC / KEYWORD	WHO COVERS IT	AUDIENCE YOU WOULD CAPTURE
01 WordPress Hosting	Hosting Rival	Businesses and individuals who need specialized WordPress hosting
02 E-commerce Hosting	Hosting Rival	Online stores looking for hosting solutions with specific e-commerce s
03 Marketing agency Hosting	ISREDES, Hosting Rival	Agencies that need scalable and white-label hosting solutions
04 DevOps Hosting	ISREDES, Hosting Rival	Technical teams looking for hosting solutions with DevOps integration
05 24/7 support Hosting	Hosting Rival	Companies that value constant technical support
06 Hosting with automatic backup	MyCloudSoluti	Companies that need hosting solutions with data protection
07 Hosting with integrated cybersec	MyCloudSoluti, ISREDES	Companies looking for hosting with protection against cyberattacks
08 Hosting with integrated API	SWPanel, Hosting Rival	Developers who need to automate hosting management

Analysis of https://www.swpanel.com generated by SWPanel

Opportunities (keyword and content gap)

EXAMPLE: HOW TO FILL THIS GAP — WORDPRESS HOSTING

Create (or expand) a page focused on that intent: put the term in the title and H1, add 3-4 H2s answering the typical questions (what it is, benefits, how to choose, price), write 300+ useful words with your own example or data, and link to it internally from a relevant page. Apply the same pattern to the rest of the gaps in the table.

HOW TO PRIORITIZE

Prioritize by search volume and closeness to your current offering: starting with the services you already provide but do not communicate (e.g. security or performance) usually delivers faster results than creating new product lines.

Analysis of https://www.swpanel.com generated by SWPanel

Keyword suggestions vs competitors

12 suggested keywords to rank against the competition, with their search intent and the recommended landing page.

Low Medium High

KEYWORD	INTENT	COMPETITION	VOLUME	LANDING PAGE
hosting for WordPress	Transactional	Medium	Medio	/es/para-web-developers
hosting for e-commerce	Transactional	Medium	Medio	/es/para-agencias-de-ecommerce
hosting for marketing agencies	Transactional	Medium	Medio	/es/para-agencias-de-marketin
hosting with 24/7 support	Transactional	Medium	Medio	/es/legal/privacy
hosting with automatic backup	Transactional	Medium	Medio	/es/api
hosting with integrated cybersecurity	Transactional	Medium	Medio	/es/para-devops-y-sysops
hosting with integrated API	Transactional	Medium	Medio	/es/api
hosting with easy migration	Transactional	Medium	Medio	/es
hosting with multilingual support	Transactional	Medium	Medio	/es/para-web-developers
hosting for DevOps	Transactional	Medium	Medio	/es/para-devops-y-sysops
hosting with technical support	Transactional	Medium	Medio	/es/legal/privacy
hosting with support for agencies	Transactional	Medium	Medio	/es/para-agencias-de-marketin

Reading: the meter shows the level of each metric (1-3 bars).

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Message refocus

Reframing the message means replacing a generic headline with one focused on the user's benefit or pain point.

This way you connect with your audience from the very first second and improve conversion versus a flat message.

STARTING POINT - CURRENT MESSAGE

CURRENT MESSAGE

SaaS Hosting Control Panel | SWPanel

36 car.

WHY IT FAILS

Generic, does not address a pain point or highlight a measurable benefit.

» 3 proposed reframings

1 SERVER MANAGEMENT

Centralize your infrastructure in a single control panel

56 car.

FOR WHOM

Companies with multiple domains and servers

2 HOSTING RESALE

Resell hosting under your brand with SWPanel

44 car.

FOR WHOM

Companies that want to offer hosting as a service

3 DEVELOPERS

Control panel optimized for web developers

42 car.

FOR WHOM

Developers who need full control and automation

Analysis of https://www.swpanel.com generated by SWPanel

Trust and social proof

TRUST PROBLEM

Lack of verified testimonials and cases with measurable results

THE CHANGE WE RECOMMEND

BEFORE · CURRENT SITUATION

There are no visible ratings or testimonials on the website

»

AFTER · GOAL

Include testimonials with name, company, and quantified results

HOW TO ACHIEVE IT

1. Ask current customers for testimonials.
2. Create a success stories section with real metrics.

ANATOMY OF A GOOD SUCCESS STORY

TEMPLATE · FILL IN WITH REAL DATA

[Customer quote: 1-2 sentences about the problem they had and how they solved it with swpanel.com]

[First and last name]
[Role · Company]

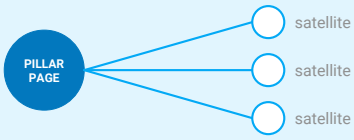
[+XX%] [concrete result]

1. **Real name and role** - an identifiable person gives far more credibility than an anonymous Satisfied customer.
2. **Identifiable company** - lets the reader verify and identify with a case similar to their own.
3. **Concrete figure** - a measurable result (%, time, savings) turns the opinion into proof.
4. **Only verified data** - if there is no real testimonial, the block is not published. Never made-up filler.

Analysis of https://www.swpanel.com generated by SWPanel

Content clusters - topical authority

A **content cluster** groups a **pillar page** with several satellite pieces that link to it. This structure reinforces **topical authority** before search engines and helps rank the whole set of pages.



DETECTED CLUSTERS

Hosting Control Panel

Transactional | High Priority

PILLAR PAGE
https://www.swpanel.com/es

SATELLITE CONTENT

- https://www.swpanel.com/es/para-web-developers
- https://www.swpanel.com/es/para-resellers
- https://www.swpanel.com/es/para-agencias-de-marketing

WHY

This cluster addresses the need of users looking for a centralized tool to manage hosting, servers, and email. It covers use cases such as developers, resellers, and agencies.

WHAT IT BRINGS

Improve visibility in transactional searches like "panel de control hosting" and increase traffic from users ready to buy.

DevOps and SysOps Solutions

Informational | Medium Priority

PILLAR PAGE
https://www.swpanel.com/es/para-devops-y-sysops

SATELLITE CONTENT

- https://www.swpanel.com/es/comunidad/categoria/devops
- https://www.swpanel.com/es/api
- https://www.swpanel.com/es/changelog

WHY

This cluster responds to the need of DevOps and SysOps professionals looking to automate and manage cloud servers. It covers topics such as API, automation, and updates.

WHAT IT BRINGS

Capture traffic from informational searches like "DevOps solutions" and "server automation".

Analysis of https://www.swpanel.com generated by SWPanel

Content clusters - topical authority

Hosting for Individuals and Businesses

Transactional

High Priority

PILLAR PAGE

https://www.swpanel.com/es/para-particulares

SATELLITE CONTENT

- https://www.swpanel.com/es/para-agencias-de-ecommerce
- https://www.swpanel.com/es/para-agencias-de-marketing
- https://www.swpanel.com/es/para-devops-y-sysops

WHY

This cluster addresses the need of individuals and small businesses looking for simple and efficient hosting. It covers use cases such as online stores, agencies, and professionals.

WHAT IT BRINGS

Improve visibility in transactional searches like "hosting para particulares" and increase traffic from users ready to buy.

Analysis of https://www.swpanel.com generated by SWPanel

Keyword suggestions - Google

These are real searches that users type into Google (autocomplete), based on your website's topics: long-tail keywords with real demand.
Each search has a different intent, and the intent decides what content to create. Here they are grouped by intent, with the recommended page type and its business value.

IDEAS GROUPED BY INTENT

seed: "panel de control de hosting"

Free - price-sensitive

FREE VS PAID COMPARISON

Value ●●○ medium

- panel de control hosting gratis
- servidores hosting gratuitos

Generic - head term

PILLAR PAGE

Value ○○○ high competition

- panel de control de hosting
- ferozo panel de control de hosting
- panel de control hosting web
- panel de control hosting arsys
- panel de control colombia hosting
- cual es el panel de control de hostinger
- mi panel de control hostinger
- panel de control the game hosting
- servidores hosting
- servidores hosting chile
- servidores hosting minecraft
- servidores hostinger correo
- servidores hostinger imap
- servidores hosting argentina
- servidores hosting cl
- servidores hosting web

HOW TO LEVERAGE THEM

Choose the ones that fit your business and create content that answers exactly that search (one page or section per intent). Indicative list: autocomplete does not give exact volume; for real volume and difficulty you need paid tools (Ahrefs, Semrush).

Analysis of https://www.swpanel.com generated by SWPanel

Keywords you already rank for

These are the real keywords your site already ranks for on Google (DataForSEO data), with position, monthly search volume, CPC and competition. They are your base: protect and improve them.

Ranked keywords (real DataForSEO data)

gestion de cuenta
pos 40, 33100/mes, CPC 6.07 EUR, dif. 14/100, navigational
gestiondecuenta
pos 17, 33100/mes, CPC 7.85 EUR, dif. 24/100, informational
gestion de correo
pos 35, 6600/mes, CPC 5.50 EUR, dif. 28/100, informational
snapshot
pos 28, 1900/mes, CPC 0.13 EUR, informational
snapshots
pos 21, 1900/mes, CPC 0.11 EUR, informational
panel de correo
pos 18, 2400/mes, CPC 2.04 EUR, dif. 18/100, navigational
private email
pos 57, 2400/mes, CPC 10.21 EUR, dif. 23/100, navigational
gestión correo
pos 38, 1900/mes, CPC 1.09 EUR, dif. 24/100, navigational
gestiondecuenta webmail
pos 44, 720/mes, CPC 2.74 EUR, dif. 52/100, navigational
puerto ftp
pos 84, 390/mes, CPC n/d, dif. 4/100, navigational
servidor ftp
pos 87, 390/mes, CPC 3.39 EUR, navigational
cuenta gestion
pos 38, 320/mes, CPC n/d, dif. 10/100, navigational
gestion cuentas
pos 52, 320/mes, CPC n/d, dif. 6/100, informational

ORGANIC VISIBILITY SUMMARY

74 keywords | top 3: 2 | top 10: 8 | trafico est.: 1240/mes | nuevas 49 | subiendo 16 | bajando 9

Analysis of https://www.swpanel.com generated by SWPanel

The economic value of your SEO

These three figures translate your real Google rankings into money. The first is the organic traffic your positions bring you every month without paying for ads. The second is what it would cost to buy that same traffic on Google Ads (visits by the CTR curve per position, times each keyword's real cost per click). The third projects that value over a year: it is the advertising saving your SEO already generates today.

784 /mes
ORGANIC TRAFFIC / MONTH (EST.)

4.883 €
ADS VALUE / MONTH

58.599 €
EQUIVALENT VALUE / YEAR

Quick wins: money one click away

Keywords where you already rank 4-20: a small push to the top 3 would capture this traffic (and its value) that escapes today.

Keyword	Pos.	Volume / month	Potential / monti
gestiondecuenta	17	33.100	22.865 €
panel de correo	18	2.400	431 €
sw hosting	4	170	50,85 €
quina es la meva ip	15	70	0,68 €

THE PRIZE: YOUR POTENTIAL RETURN

Capturing these 4 quick wins is worth around 23.348 €/month (280.174 €/year) of additional traffic value. That is the money competitors take today just by sitting one or two positions above you.

Analysis of https://www.swpanel.com generated by SWPanel

War room: the ground they take from you

These are real searches your 5 competitors (swhosting.com, hostingrival-a.com, hostingrival-b.com, hostingrival-c.net, hostingrival-d.com) already rank for on Google and you do not. Each one is traffic and customers entering through their sites instead of yours. We compared ALL the competitors on your list, not just one.

Keyword	Who ranks	Volume / month	Pos.	Pot. value / month
n8n	hostingrival-b.co	74.000	10	2.000 €
vs code	hostingrival-b.co	74.000	19	2.000 €
openclaw	hostingrival-b.co	33.100	14	2.000 €
figma	swhosting.com	110.000	14	1.870 €
dominio comprar	hostingrival-a.co	6.600	20	1.810 €
comprar dominios	hostingrival-a.co	6.600	16	1.746 €
com	hostingrival-a.co	40.500	8	1.630 €
hackear	swhosting.com	33.100	19	1.291 €
comprar un dominio	hostingrival-a.co	6.600	12	1.137 €
hytale	hostingrival-b.co	110.000	6	1.100 €
webmail hostingrival-a	hostingrival-a.co	8.100	1	1.087 €
ide's	swhosting.com	22.200	9	932 €
internet protocol television	hostingrival-b.co	40.500	15	739 €
hostingrival-b	hostingrival-b.co	135.000	1	709 €

THE OPPORTUNITY SLIPPING AWAY

Across your 5 competitors there are 27 relevant searches you do not capture, worth around 22.473 €/month. Targeting these keywords with your own content is the most direct way to win back ground and customers. The concrete plan is in the roadmap and action plan pages. Start with the highest-value ones: . For each, create or strengthen your own page optimised for that search (title, H1 and content with that keyword) and link to it internally; the exact playbook is in On-page optimisation page by page and in the Implementation plan.

Analysis of https://www.swpanel.com generated by SWPanel

Link authority (backlinks)

Links from other sites (backlinks) are one of the heaviest ranking factors in Google. Here you see the real strength of your link profile and how it compares to your competition.

812	3.460	58
REFERRING DOMAINS	TOTAL BACKLINKS	AUTHORITY (RANK)
2.965 / 495	**4**	**61**
DOFOLLOW / NOFOLLOW	TRUST LINKS (.EDU+.GOV)	PAGES WITH BACKLINKS

POTENTIALLY TOXIC / SPAM BACKLINKS

We detected suspicious spam or negative-SEO links pointing to your site (example anchor: "FREE SEO BACKLINKS - TRAFFIC BOOST - LINK DIRECTORY", 418 links). They do not always hurt, but you should review them in SE Ranking or Search Console and, if clearly toxic, submit a disavow to Google.

Most used anchor texts linking to you

Anchor text	Links
FREE SEO BACKLINKS - TRAFFIC BOOST - LINK DIRECTORY	418
Guías y Tutoriales de SWPanel	241
Cómo crear un Hosting Web en mi Cloud	242
Cómo gestionar el estado de los servicios del cloud	238
Cómo gestionar las actualizaciones de mi servidor Cloud con SWPa	203
Herramienta de migraciones SWPanel	227

LINK PROFILE BREAKDOWN

Trust: 4 .edu + 0 .gov. From home page: 2.380. Top domains (TLD): .com (293), .cat (92), .es (60), .net (35), .website (34). Top countries: ES (463), US (127), SE (113), CO (64), FI (23).

AUTHORITY GAP

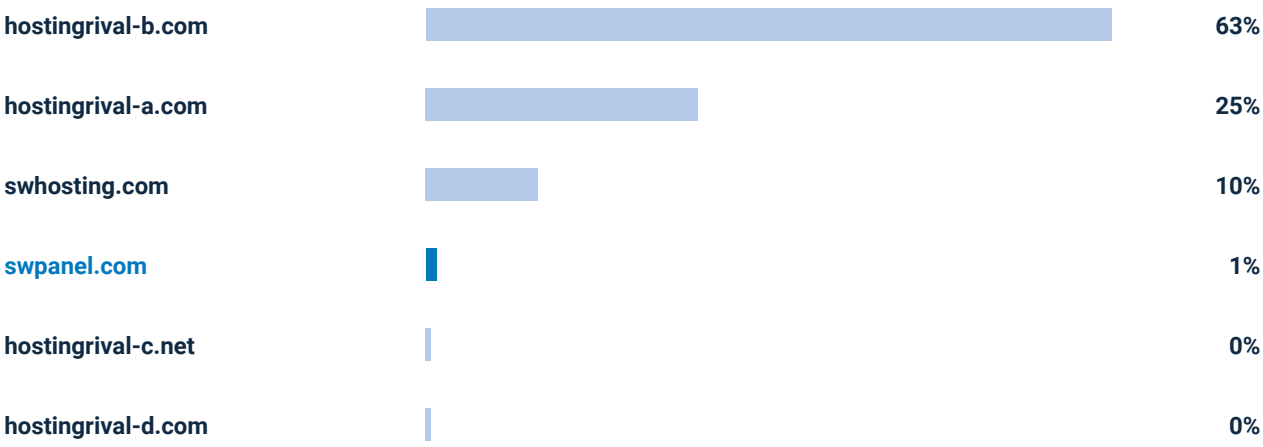
swhosting.com has 2.130 referring domains versus your 812. Closing that link gap (press releases, quality directories, partnerships and linkable content) is key to gaining authority and climbing for the keywords that matter.

Analysis of https://www.swpanel.com generated by SWPanel

Share of voice

This is your estimated organic visibility (traffic estimated by DataForSEO from your real Google positions) against ALL of your competitors. The higher your share, the more of the search market you capture instead of the competition.

Your estimated share of visibility: 1%



THE BATTLE FOR VISIBILITY

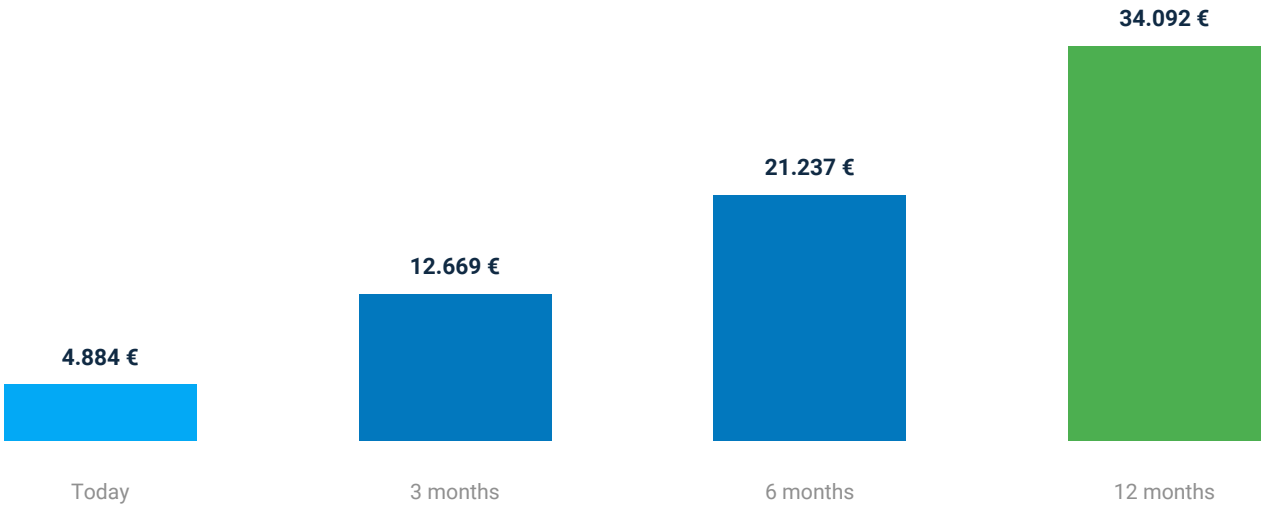
Today you capture 1% of the estimated organic visibility of your competitive set; the leader is hostingrival-b.com. Raising this share means winning the gap keywords (previous page) and reinforcing authority and content. It is the single number that sums up your real relative position on Google. To raise it, act in this order: (1) win the highest-value keywords from the War room by creating or strengthening a dedicated page for each; (2) build domain authority with quality backlinks (see Link authority); (3) cover the real questions users ask and improve CTR with more compelling titles and meta descriptions (see Keyword suggestions and Recommendations). Every share point you gain is traffic your competitors take today.

Analysis of https://www.swpanel.com generated by SWPanel

Growth forecast

If you capture your quick wins and attack the keyword gap, this is the value your organic traffic can reach. A roadmap turned into money at 3, 6 and 12 months.

12.669 €	21.237 €	34.092 €
3 MONTHS	6 MONTHS	12 MONTHS



THE PATH TO GROWTH

With active SEO work, the value of your organic traffic can grow from around 4.884 €/month today to nearly 34.092 €/month in 12 months. These are estimates based on the CTR-by-position curve; real timelines depend on execution and competition.

Analysis of https://www.swpanel.com generated by SWPanel

Real questions your customers ask (People Also Ask)

These are real questions people type into Google about your main keyword. Answer them on your site (FAQ, sections, articles) to capture traffic and appear in rich results and AI Overview.

AI Overview · Featured snippet ·

Questions to answer

¿Qué es la gestión de cuentas?
¿Cómo puedo gestionar mi cuenta de Google?
¿Cuáles son las cuentas de gestión?
¿Qué es un gestor de cuentas?

TURN THEM INTO CONTENT

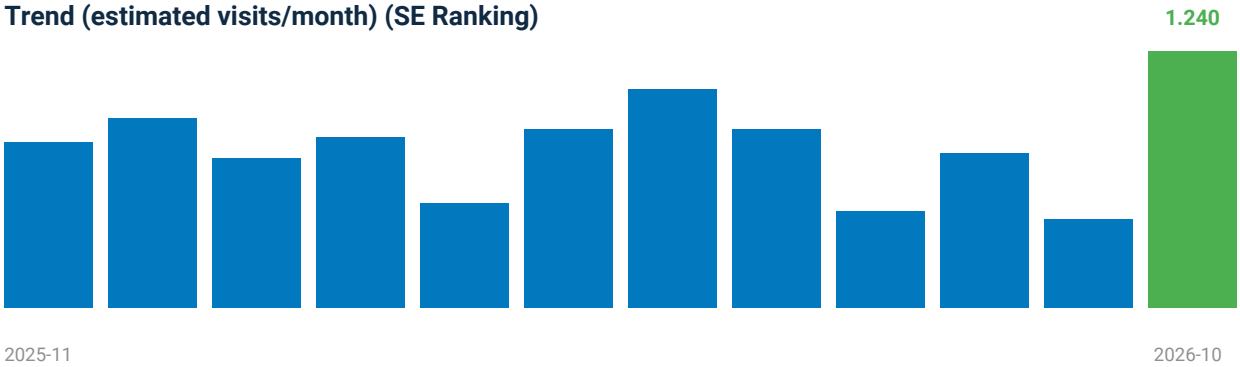
Build an FAQ section with these questions and their answers and mark it up with FAQPage structured data (schema.org). It is the fastest way to win featured snippets and to get AI systems (AI Overview, ChatGPT) to cite your site.

Analysis of https://www.swpanel.com generated by SWPanel

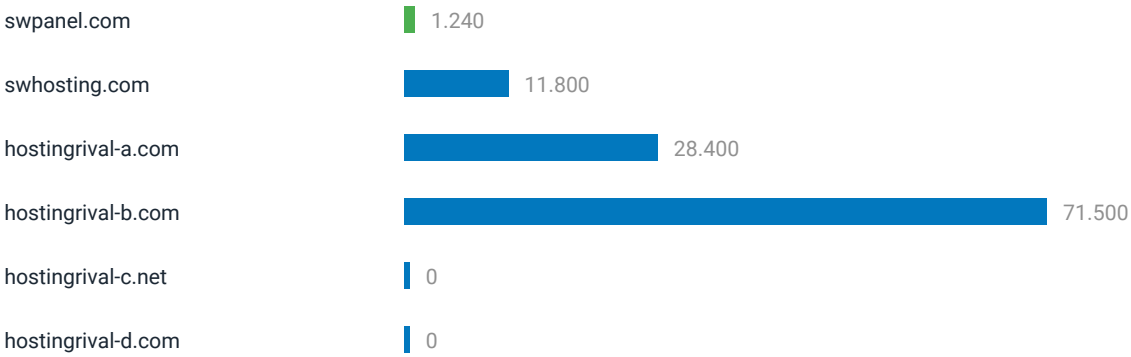
Organic traffic trend (estimated)

Estimated monthly organic traffic for the last 12 months and a comparison with your competitors. These are DataForSEO estimates based on real Google positions (not your actual Search Console clicks), but they show the trend and your relative position.

Trend (estimated visits/month) (SE Ranking)



You vs competitors (estimated visits/month)



HOW TO READ THIS

These are organic traffic estimates (they exclude direct, paid and social traffic). Use them to read the TREND and your relative position versus competitors, not as an exact visit count.

Analysis of https://www.swpanel.com generated by SWPanel

SWOT analysis

Your site's position versus competitors and the sector average, summarized in four blocks: strengths and weaknesses (internal) and opportunities and threats (external).

Strengths

- The site has a high overall SEO score (86/100), which surpasses most of its competitors, many of whom have lower scores or are not optimized.
- The content is high quality, with key pages exceeding 1000 words and well-organized structures (H1, H2, etc.), which improves user experience and indexing.
- The site already ranks on Google for key terms such as "swpanel" (pos 1) and "gestión correo" (pos 39), indicating a solid presence in technical and hosting management searches.

Weaknesses

- Despite having a high SEO score, the estimated organic traffic (~1,240 visits/month) is significantly lower than that of competitors such as Hosting Rival B (~71,500 visits/month), suggesting that the site is not fully leveraging its visibility potential.
- There are 2 duplicate meta descriptions and 2 duplicate titles, which can negatively affect rankings and user experience.
- The mobile PageSpeed (74/100) and desktop PageSpeed (71/100) are low, which can affect loading times and, therefore, user retention.

Opportunities

- The site can leverage keywords with low difficulty and high commercial intent, such as "panel de gestión" (difficulty 0/100) or "servidor ftp" (difficulty 0/100), to capture additional traffic.
- There are many frequently asked questions on Google related to account and email management that are not yet covered on the site, representing an opportunity to create optimized content and rank in related searches.
- The site can improve its visibility in Google AI Overviews (AI Overview) by creating rich snippets and structured content with JSON-LD.

Threats

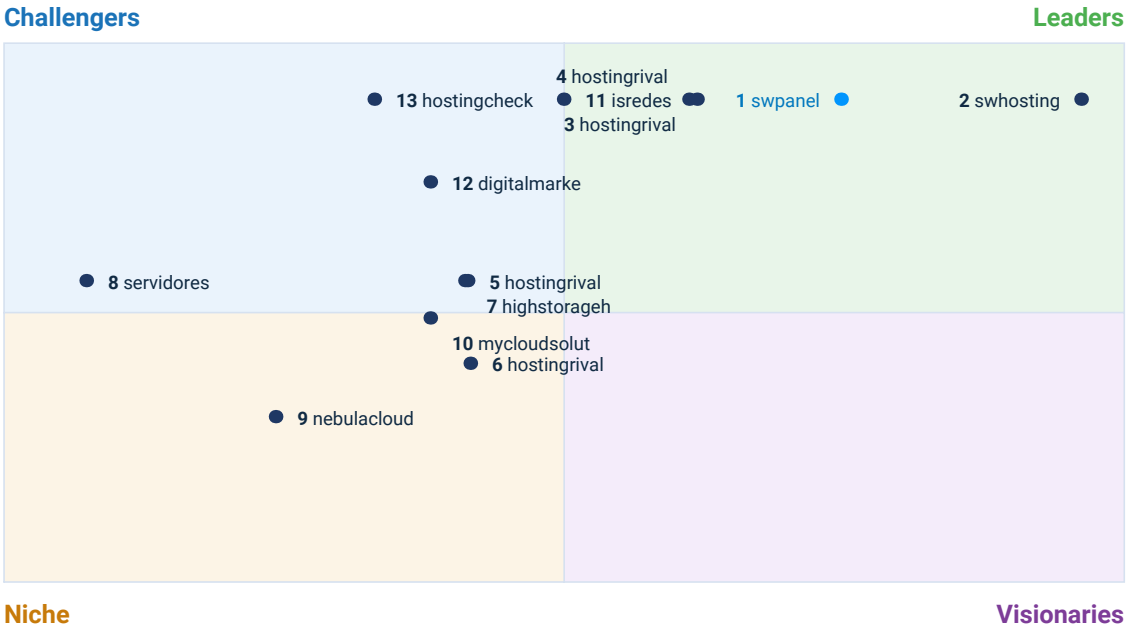
- Some backlinks to the site are potentially toxic or spammy, which could negatively affect domain authority and rankings. It is recommended to review them and consider a disavow if necessary.
- The competition is positioned on keywords with higher search volume and traffic, making organic growth difficult without a more aggressive content and link-building strategy.
- The hosting sector is highly competitive, and if the site does not maintain constant content updates and technical optimization, it could lose positions to more active competitors.

Analysis of https://www.swpanel.com generated by SWPanel

Competitive quadrant

We have placed **13 domains** from the sector on a quadrant according to their **amount of content** (horizontal axis) and their **technical / SEO maturity** (vertical axis). Your site, **swpanel.com**, is highlighted. The further up and to the right, the stronger the competitive position.

TECHNICAL / SEO MATURITY



Amount of content »

DOMAINS ANALYZED

1. swpanel.com YOUR SITE
2. swhosting.com
3. hostingrival-a.com
4. hostingrival-b.com
5. hostingrival-c.net
6. hostingrival-d.com
7. highstoragehosting.com
8. servidores.digital
9. nebulacloud.es
10. mycloudsolutions.es
11. isredes.com
12. digitalmarketing.es
13. hostingchecker.org

HOW THIS QUADRANT WAS BUILT
Each domain is positioned by measuring its **content volume** (indexable words) against its **technical maturity** (structured data, a single H1, title length). The top-right zone is where the **leaders** are.
To move up into the Leaders zone:

+ Structured data (schema.org)
+ A single H1 per page
+ Title of 30-60 characters
+ More useful content

Analysis of https://www.swpanel.com generated by SWPanel

07

Implementation plan (done for you)

Files and tags ready to copy and paste: robots, sitemap, schema and meta.

Analysis of https://www.swpanel.com generated by SWPanel

Done by us

This package includes ready-to-implement SEO optimizations that improve visibility and search engine rankings.

Resolves issues such as duplicate titles, blocking scripts, and lack of content optimized for searches.

WE DO IT FOR YOU

If the site is hosted with us, we automatically and safely implement and validate all technical and content improvements.

DELIVERABLES

Ordered from highest to lowest impact

1 Optimized robots.txt

WHERE · head

robots.txt

```
User-agent: *
Disallow: /es/legal/cookies
Sitemap: https://www.swpanel.com/sitemap.xml
```

Analysis of https://www.swpanel.com generated by SWPanel

Done by us

2 Sitemap.xml with real URLs

WHERE · head

sitemap.xml

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="https://www.sitemaps.org/schemas/sitemap/0.9">
<url>
<loc>https://www.swpanel.com/es</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>weekly</changefreq>
<priority>1.0</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/legal/privacy</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/para-web-developers</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/para-resellers</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/para-agencias-de-marketing</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/para-particulares</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/para-agencias-de-ecommerce</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/para-devops-y-sysops</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/comunidad</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
<priority>0.8</priority>
</url>
<url>
<loc>https://www.swpanel.com/es/blog</loc>
<lastmod>2024-04-05</lastmod>
<changefreq>monthly</changefreq>
```

Analysis of https://www.swpanel.com generated by SWPanel

Done by us

3 JSON-LD Schema Organization

WHERE · head

schema.json

```
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "SWPanel",
"url": "https://www.swpanel.com",
"logo": "https://www.swpanel.com/logo.png",
"description": "Manage domains, hosting, email, and cloud servers from a single panel. Migrate f

rom cPanel, Plesk or DirectAdmin in 1 click with SWPanel.",
"foundingDate": "2023",
"founders": [
{
"@type": "Person",
"name": "SWPanel Team"
}
],
"address": {
"@type": "PostalAddress",
"streetAddress": "Calle Falsa 123",
"addressLocality": "Madrid",
"addressRegion": "Madrid",
"postalCode": "28001",
"addressCountry": "ES"
},
"contactPoint": {
"@type": "ContactPoint",
"telephone": "+34 123 456 789",
"contactType": "customer support",
"email": "soporte@swpanel.com",
"areaServed": "ES"
},
"sameAs": [
"https://www.facebook.com/swpanel",
"https://twitter.com/swpanel",
"https://www.instagram.com/swpanel"
]
}
```

Analysis of https://www.swpanel.com generated by SWPanel

Done by us

4 Open Graph

WHERE · head

og.html

```
<meta property="og:title" content="Hosting SaaS control panel | SWPanel">
<meta property="og:description" content="Manage domains, hosting, email, and cloud servers from a

single panel. Migrate from cPanel, Plesk or DirectAdmin in 1 click with SWPanel.">
<meta property="og:url" content="https://www.swpanel.com">
<meta property="og:type" content="website">
<meta property="og:image" content="https://www.swpanel.com/logo.png">
<meta property="og:site_name" content="SWPanel">
<meta property="og:locale" content="es_ES">
```

5 Optimized H1

WHERE · body

h1.html

```
<h1>Cloud server control panel: Manage domains, servers, and email from one place</h1>
```

Analysis of https://www.swpanel.com generated by SWPanel

Landing page proposal

URL · /reseller-hosting

HEADER - HERO

Resell hosting under your brand with SWPanel

Offer hosting under your name, without needing your own infrastructure

Start selling hosting today

VALUE BLOCKS

- Customizable control panel
- Billing and client automation
- Included technical support

HOW IT WORKS

1. Create your brand and control panel
2. Attract clients with your offer
3. Earn commissions for each hosting sold

SOCIAL PROOF

Cases of companies that have generated income with SWPanel | Seals of certified partners

No verifiable public ratings yet. Get real reviews on Google and Trustpilot to add credible social proof here.

FAQ

? How does hosting reselling work? +

? Can I customize the panel? +

? What support do I receive as a reseller? +

Analysis of https://www.swpanel.com generated by SWPanel

FINAL CTA

Resell hosting under your brand with SWPanel

Start selling hosting toda

Analysis of https://www.swpanel.com generated by SWPanel

08

Recommendations and action plan

Priorities and a roadmap to improve your rankings step by step.

Analysis of https://www.swpanel.com generated by SWPanel

Prioritized recommendations

WHAT IT IS

Section of prioritized recommendations to improve SEO and website performance

WHAT IT IS BASED ON

Analysis of blocking scripts, duplicates, speed, positioning and keywords

OBJECTIVE

Optimize SEO, increase visibility and improve user experience

WHAT YOU WILL ACHIEVE

Improvement in positioning, higher CTR, higher time on page and higher conversion

PROBLEM

4 blocking scripts that affect LCP

High

DIAGNOSIS

CAUSE

Scripts without async or defer attributes that block rendering

IMPACT

Affects loading speed and Google positioning

SOLUTION

ACTION Add async or defer to non-critical scripts

HOW TO DO IT

Modify the HTML to include async or defer in non-essential scripts

```
Example - script tag
<script src="https://www.swpanel.com/js/script1.js"></script>
<script src="https://www.swpanel.com/js/script1.js" defer></script>
```

See «Render-blocking resources» for the full list of scripts.

HOW TO VERIFY

Lighthouse - Chrome DevTools Check that LCP decreases and that scripts do not block rendering

EXPECTED BENEFIT

Improvement in speed | better positioning | higher CTR

Analysis of https://www.swpanel.com generated by SWPanel

Prioritized recommendations

PROBLEM

2 duplicate titles

Medium

DIAGNOSIS

CAUSE

Pages with same title (e.g.: /es/blog and /es/blog?page=1)

IMPACT

Confusion for Google, possible indexing penalty

SOLUTION

ACTION Differentiate the titles with suffixes or pagination

HOW TO DO IT

Modify the title of each page to include pagination or a unique suffix

```
Example - script tag
<title>Blog de SWPanel - Noticias y tutoriales sobre hosting y panel de
control</title>
<title>Blog de SWPanel - Noticias y tutoriales sobre hosting y panel de control |
Pá gina 1</title>
```

See «Render-blocking resources» for the full list of scripts.

HOW TO VERIFY

Screaming Frog SEO Spider

Check that there are no duplicate titles in the HTML

EXPECTED BENEFIT

Improvement in indexing | greater relevance | better positioning

Analysis of https://www.swpanel.com generated by SWPanel

Prioritized recommendations

PROBLEM

2 duplicate metas

Medium

DIAGNOSIS

CAUSE

Pages with same meta description (e.g.: /es/blog and /es/blog?page=1)

IMPACT

Confusion for Google, possible indexing penalty

SOLUTION

ACTION Differentiate the metas with suffixes or pagination

HOW TO DO IT

Modify the meta description of each page to include pagination or a unique suffix

```
Example - script tag
<meta name="description" content="Blog de SWPanel - Noticias y tutoriales sobre hosting y panel de control">
<meta name="description" content="Blog de SWPanel - Noticias y tutoriales sobre hosting y panel de control | Pá gina 1">
```

See «Render-blocking resources» for the full list of scripts.

HOW TO VERIFY

Screaming Frog SEO Spider — Check that there are no duplicate metas in the HTML

EXPECTED BENEFIT

Improvement in indexing · greater relevance · better positioning

Analysis of https://www.swpanel.com generated by SWPanel

Prioritized recommendations

PROBLEM

Page with little content (thin content)

Low

DIAGNOSIS

CAUSE

Page /es/legal/cookies with insufficient content

IMPACT

Does not add value, does not rank well

SOLUTION

ACTION Increase content and optimize for relevant keywords

HOW TO DO IT

Add original content, explanations and relevant keywords

```
Example - script tag
<p>This page contains legal information...</p>
<p>On this page you will find detailed information about the cookies used by SWPanel,
their operation, types and how to manage them from the control panel. Learn to
configure cookies according to your needs and comply with privacy regulations.</p>
```

See «Render-blocking resources» for the full list of scripts.

HOW TO VERIFY

Google Search Console — Check that the page is indexed and appears in relevant results

EXPECTED BENEFIT

Improvement in positioning · greater relevance · higher traffic

Analysis of https://www.swpanel.com generated by SWPanel

Prioritized recommendations

PROBLEM

Page with noindex

Low

DIAGNOSIS

CAUSE

Page with meta robots="noindex"

IMPACT

Does not appear in Google results

SOLUTION

ACTION Remove the noindex if it is relevant for positioning

HOW TO DO IT

Modify the meta robots to allow indexing

```
Example - script tag
<meta name="robots" content="noindex">
<meta name="robots" content="index,follow">
```

See «Render-blocking resources» for the full list of scripts.

HOW TO VERIFY

Google Search Console — Check that the page is indexed and appears in results

EXPECTED BENEFIT

Greater visibility · higher traffic · better positioning

Analysis of https://www.swpanel.com generated by SWPanel

Prioritized recommendations

PROBLEM

Pages with little content (thin content)

Low

DIAGNOSIS

CAUSE

Pages with less than 1000 words and no added value

IMPACT

Do not add value, do not rank well

SOLUTION

ACTION Increase content and optimize for relevant keywords

HOW TO DO IT

Add original content, explanations and relevant keywords

```
Example - script tag
<p>This page contains basic information...</p>
<p>On this page you will find detailed information about [topic], its operation, types
and how to manage it from the control panel. Learn to configure [topic] according to
your needs and comply with privacy regulations.</p>
```

See «Render-blocking resources» for the full list of scripts.

HOW TO VERIFY

Google Search Console Check that the page is indexed and appears in relevant results

EXPECTED BENEFIT

Improvement in positioning | greater relevance | higher traffic

Analysis of https://www.swpanel.com generated by SWPanel

Action prioritization (ICE matrix)

HOW TO READ THE ICE MATRIX

ICE = Impact x Ease. The higher the score, the sooner to do it. Start with the High priority actions.

Action	Impact	Ease	Priority
Add async or defer to blocking scripts	9	8	High
Differentiate duplicate titles	8	7	High
Differentiate duplicate metas	8	7	High
Remove noindex from relevant pages	7	8	Medium
Increase content on thin pages	6	6	Medium
Add original and optimized content	7	6	Medium
Improve speed with image optimization	6	7	Medium
Add schema.org to improve rich snippets	7	7	Medium
Improve positioning with relevant keywords	8	6	Medium
Add FAQ and frequently asked questions content	6	7	Medium

Analysis of https://www.swpanel.com generated by SWPanel

Roadmap

This roadmap orders the recommendations over time so the team knows where to start.
They are grouped into three horizons: quick wins, medium term and long term, according to effort and impact.
The ultimate goal is to move from quick improvements to a solid foundation of authority and organic growth.

1 Quick wins

0-30 dias

START HERE

Apply defer/async to blocking scripts.

» Improves LCP and PageSpeed score.

Remove duplicate titles.

» Improves CTR and avoids Google penalties.

Remove duplicate meta descriptions.

» Improves CTR and avoids Google penalties.

2 Medium term

1-3 months

Optimize URLs with content cannibalization.

» Improves indexing and avoids authority dispersion.

Add schema.org to all key pages.

» Improves visibility in rich results and CTR.

Create new content based on real Google questions.

» Increases organic traffic and improves ranking.

3 Long term

3-12 months

Develop a quality backlink strategy.

» Increases domain authority and ranking.

Improve website architecture for greater accessibility.

» Improves user experience and technical SEO.

Implement a constant content update plan.

» Maintain and improve organic traffic in the long term.

WHERE IT LEADS

This plan transforms the website into a reference for SaaS hosting, with solid positioning, optimized user experience, and sustainable organic traffic growth.

Analysis of https://www.swpanel.com generated by SWPanel

Content plan

Editorial calendar: the articles worth publishing to capture traffic, each with its target keyword, volume, intent, month and a ready-to-use brief.
It is based on the keywords with opportunity and the content clusters detected in the analysis.

TARGET KEYWORD `reseller hosting`

How to sell hosting under your brand with SWPanel

MONTH	VOLUME	INTENT	FORMAT
1 of the calendar	2,600 searches / month	Commercial	Guide

BRIEF FOR WRITING

OBJECTIVE

Attract companies that want to offer hosting as a service

H2 TO INCLUDE

1. Benefits of selling hosting with SWPanel
2. How to customize your control panel
3. Billing and client automation

INTERNAL LINK » `/reseller-hosting`

Analysis of https://www.swpanel.com generated by SWPanel

Content plan

TARGET KEYWORD `server management`

Centralize your infrastructure with the SWPanel control panel

MONTH	VOLUME	INTENT	FORMAT
2 of the calendar	6,600 searches / month	Informative	Article

BRIEF FOR WRITING

OBJECTIVE

Attract companies with multiple domains and servers

H2 TO INCLUDE

1. Control panel for multiple servers
2. Domain, email, and server management in one place
3. Fast migration from cPanel, Plesk or DirectAdmin

INTERNAL LINK » `/server-management`

Analysis of https://www.swpanel.com generated by SWPanel

Content plan

TARGET KEYWORD `hosting for web developers`

Control panel optimized for web developers

MONTH	VOLUME	INTENT	FORMAT
3 of the calendar	1,800 searches / month	Informative	Article

BRIEF FOR WRITING

OBJECTIVE

Attract developers who need full control and automation

H2 TO INCLUDE

1. Control panel for developers
2. API integration and automation
3. Technical support and documentation

INTERNAL LINK » `/hosting-for-web-developers`

Analysis of https://www.swpanel.com generated by SWPanel

Content plan

TARGET KEYWORD `hosting under your brand`

Offer hosting under your brand with SWPanel

MONTH	VOLUME	INTENT	FORMAT
4 of the calendar	2,600 searches / month	Commercial	Guide

BRIEF FOR WRITING

OBJECTIVE

Attract companies that want to offer hosting as a service

H2 TO INCLUDE

1. Customizable control panel
2. Billing and client automation
3. Included technical support

INTERNAL LINK » `/hosting-under-your-brand`

Analysis of https://www.swpanel.com generated by SWPanel

Content plan

TARGET KEYWORD `reseller hosting`

How to become a hosting reseller with SWPanel

MONTH	VOLUME	INTENT	FORMAT
5 of the calendar	2,600 searches / month	Commercial	Guide

BRIEF FOR WRITING

OBJECTIVE

Attract companies that want to offer hosting as a service

H2 TO INCLUDE

1. Customizable control panel
2. Billing and client automation
3. Included technical support

INTERNAL LINK » `/reseller-hosting`

Analysis of https://www.swpanel.com generated by SWPanel

Content plan

TARGET KEYWORD `hosting control panel`

SaaS hosting control panel for businesses

MONTH	VOLUME	INTENT	FORMAT
6 of the calendar	6,600 searches / month	Informative	Article

BRIEF FOR WRITING

OBJECTIVE

Attract companies that need a centralized control panel

H2 TO INCLUDE

1. Control panel for multiple servers
2. Domain, email, and server management in one place
3. Fast migration from cPanel, Plesk or DirectAdmin

INTERNAL LINK » `/hosting-control-panel`

Analysis of https://www.swpanel.com generated by SWPanel

Tickets to implement

WHAT THEY ARE

Tickets de acciones concretas para mejorar el SEO del sitio web.

HOW THEY WERE BUILT

A partir del analisis tecnico y on-page del sitio, identificando oportunidades claras.

WHAT THEY CONTRIBUTE

Mejoran el posicionamiento, la user experience y la visibilidad en buscadores.

HOW TO IMPLEMENT THEM - WHY

Asignar a equipos tecnicos o de marketing, con pasos claros y comprobables.

TICKETS

SEO-01 Optimize blocking scripts

High priority | </> Technical

SCOPE (URLS)

https://www.swpanel.com

OWNER

Development

DESCRIPTION

Apply defer or async attributes to the 4 blocking scripts to improve LCP.

ACCEPTANCE CRITERIA

The 4 blocking scripts must have defer or async attributes and not affect LCP.

SEO-02 Remove duplicate titles

Medium priority | </> On-page

SCOPE (URLS)

/es/blog
/es/legal/legal
/es/comunidad/categoria/cloud

OWNER

Marketing

DESCRIPTION

Change duplicate titles to make them unique and reflect the content of each page.

ACCEPTANCE CRITERIA

All titles must be unique and not repeated in more than one URL.

Analysis of https://www.swpanel.com generated by SWPanel

Tickets to implement

SEO-03 Improve content structure

Medium priority | </> Content

SCOPE (URLS)

/es/para-web-developers
/es/para-resellers
/es/para-agencias-de-marketing

OWNER

Content

DESCRIPTION

Adjust H2 subheadings to be more descriptive and better cover the content of each section.

ACCEPTANCE CRITERIA

H2 subheadings must be clear, descriptive, and not repeated on the same page.

SEO-04 Create FAQ content

Medium priority | </> Content

SCOPE (URLS)

/es/comunidad
/es/api
/es/changelog

OWNER

Content

DESCRIPTION

Add FAQ sections with frequently asked questions and clear answers, based on real Google searches.

ACCEPTANCE CRITERIA

Each page must have at least 5 relevant questions and answers, with appropriate formatting and internal links.

Analysis of https://www.swpanel.com generated by SWPanel

09

Ready-to-use examples

Real code and copy ready to apply to your website today.

Analysis of https://www.swpanel.com generated by SWPanel

Code to copy and paste

The code and copy ready to copy and paste, generated from your website's data.
Before publishing, replace the example values (phone, image paths, social profiles) with the real ones from your website.

1 Optimized title tag

DÓNDE · head

42 char. - optimal length

```
title.html
<title>SaaS hosting control panel | SWPanel</title>
```

2 Optimized meta description

DÓNDE · head

138 char. - optimal length

```
meta.html
<meta name="description" content="Manage domains, hosting, email and cloud servers from a s

ingle panel. Migrate from cPanel, Plesk or DirectAdmin in 1 click with SWPanel.">
```

3 Optimized H1

DÓNDE · body

```
h1.html
<h1>Cloud server control panel: Manage domains, servers and email from one place</h1>
```

Analysis of https://www.swpanel.com generated by SWPanel

Code to copy and paste

4 JSON-LD Schema Organization

DÓNDE · head

schema.json

```
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "SWPanel",
"url": "https://www.swpanel.com",
"logo": "https://www.swpanel.com/logo.png",
"description": "Manage domains, hosting, email and cloud servers from a single panel. Mig

rate from cPanel, Plesk or DirectAdmin in 1 click with SWPanel.",
"foundingDate": "2023",
"founders": [
{
"@type": "Person",
"name": "SWPanel Team"
}
],
"address": {
"@type": "PostalAddress",
"streetAddress": "Calle Falsa 123",
"addressLocality": "Madrid",
"addressRegion": "Madrid",
"postalCode": "28001",
"addressCountry": "ES"
},
"contactPoint": {
"@type": "ContactPoint",
"telephone": "+34 123 456 789",
"contactType": "customer support",
"email": "soporte@swpanel.com",
"areaServed": "ES"
},
"sameAs": [
"https://www.facebook.com/swpanel",
"https://twitter.com/swpanel",
"https://www.instagram.com/swpanel"
]
}
```

5 Image alt attribute

DÓNDE · img

alt.html

```
<img src="https://www.swpanel.com/imagen.jpg" alt="Cloud server control panel: Manage domai

ns, servers and email from one place">
```

Analysis of https://www.swpanel.com generated by SWPanel

Code to copy and paste

6 Optimized H2

DÓNDE · body

h2.html

```
<h2>Leave behind the chaos of managing hosting in a thousand places</h2>
```

Analysis of https://www.swpanel.com generated by SWPanel

On-page optimization, page by page

On-page optimization groups everything we adjust within each page: title, meta, headings and content focused on its search intent.
We go through the key pages in a chain and assign **each one its main keyword** to avoid cannibalization between URLs.

1

https://www.swpanel.com/es — HOME

KEYWORD: SaaS hosting control panel | SECONDARY: server management, cloud hosting, domain control

INTENT: Commercial

TITLE: SaaS Hosting Control Panel | SWPanel

NEW: SaaS Hosting Control Panel - Manage everything in one place | SWPanel — 69 car.

META — NEW: Manage domains, servers and email from a single place with SWPanel. Ideal for companies and professionals looking for total control and simplicity. — 147 car.

H1 — NEW: Cloud server control panel: Manage domains, servers and email from a single place

ON-PAGE ACTIONS

» Make sure the H1 reflects the main keyword and the product's unique value. Check that the title and meta do not repeat on other pages (see Possible cannibalizations).

2

https://www.swpanel.com/es/para-web-developers — WEB DEVELOPERS

KEYWORD: hosting for web developers | SECONDARY: hosting control, tools for developers, server management

INTENT: Commercial

TITLE: Hosting for Web Developers | SWPanel

NEW: Hosting for Web Developers - Total control and advanced tools | SWPanel — 71 car.

META — NEW: SWPanel offers powerful and flexible hosting for web developers. Manage servers, domains and email from a single place. — 119 car.

H1 — NEW: Hosting for Web Developers: Total control and advanced tools

ON-PAGE ACTIONS

» Adjust the H1 to be more specific and attract developers. Check that the content includes the secondary keywords naturally.

Analysis of https://www.swpanel.com generated by SWPanel

On-page optimization, page by page

3

https://www.swpanel.com/es/para-resellers

RESELLERS

KEYWORD white label hosting reseller panel SECONDARY reselling hosting white label resellers panel

INTENT Commercial

TITLE White Label Hosting Reseller Panel | SWPanel

NEW White Label Hosting Reseller Panel - Resell hosting with your brand | SWPanel 77 car.

META NEW With SWPanel, resell hosting with your own brand. White label reseller panel for professionals and companies. 109 car.

H1 NEW White Label Hosting Reseller Panel: Resell hosting with your brand

ON-PAGE ACTIONS

» Make sure the H1 includes the main keyword and highlights the value of the white label. Check that the content is optimized for conversions.

4

https://www.swpanel.com/es/para-agencias-de-marketing

AGENCIAS DE MARKETING

KEYWORD hosting panel for agencies SECONDARY marketing agencies hosting control client management

INTENT Commercial

TITLE Hosting Panel for Agencies | SWPanel

NEW Hosting Panel for Agencies - Total control for marketing agencies | SWPanel 75 car.

META NEW SWPanel is ideal for marketing agencies. Manage hosting, domains and email from a single place with total control. 114 car.

H1 NEW Hosting Panel for Agencies: Total control for marketing agencies

ON-PAGE ACTIONS

» Adjust the H1 to be more specific and attract marketing agencies. Check that the content includes the secondary keywords naturally.

Analysis of https://www.swpanel.com generated by SWPanel

On-page optimization, page by page

5

https://www.swpanel.com/es/para-particulares — PARTICULARES

KEYWORD: hosting for individuals | SECONDARY: personal hosting, domain control, personal email

INTENT: Commercial

TITLE		Hosting for Individuals | SWPanel	
	NEW	Hosting for Individuals - Total and easy control | SWPanel	58 car.
META	NEW	SWPanel offers simple and powerful hosting for individuals. Manage domains, email and servers from a single place.	114 car.
H1	NEW	Hosting for Individuals: Total and easy control	

ON-PAGE ACTIONS

» Make sure the H1 reflects the main keyword and the product's unique value. Check that the content is optimized for conversions.

6

https://www.swpanel.com/es/para-agencias-de-ecommerce — AGENCIAS DE ECOMMERCE

KEYWORD: e-commerce hosting for online store | SECONDARY: online store, hosting control, server management

INTENT: Commercial

TITLE		E-commerce Hosting for Online Store | SWPanel	
	NEW	E-commerce Hosting for Online Store - Total and powerful control | SWPanel	74 car.
META	NEW	SWPanel offers powerful and flexible hosting for online stores. Ideal for e-commerce agencies.	94 car.
H1	NEW	E-commerce Hosting for Online Store: Total and powerful control	

ON-PAGE ACTIONS

» Adjust the H1 to be more specific and attract e-commerce agencies. Check that the content includes the secondary keywords naturally.

Analysis of https://www.swpanel.com generated by SWPanel

On-page optimization, page by page

7

https://www.swpanel.com/es/para-devops-y-sysops — DEVOps Y SYsOps

KEYWORD: DevOps and SysOps solutions | SECONDARY: cloud DevOps, server management, hosting control

INTENT: Commercial

TITLE: DevOps and SysOps Solutions | Cloud DevOps Hosting

NEW — DevOps and SysOps Solutions - Cloud DevOps Hosting | SWPanel — 60 car.

META — NEW — SWPanel offers DevOps and SysOps solutions in the cloud. Ideal for professionals looking for total control and automation. — 122 car.

H1 — NEW — DevOps and SysOps Solutions: Cloud DevOps Hosting

ON-PAGE ACTIONS

» Make sure the H1 reflects the main keyword and the product's unique value. Check that the content is optimized for conversions.

8

https://www.swpanel.com/es/comunidad — COMUNIDAD

KEYWORD: hosting guides and tutorials | SECONDARY: administration guides, cloud guides, devops guides

INTENT: Informative

TITLE: Learn with SWPanel Guides and Tutorials

NEW — Hosting Guides and Tutorials - Learn with SWPanel — 49 car.

META — NEW — Find hosting guides and tutorials in SWPanel. Learn to manage servers, domains and email step by step. — 102 car.

H1 — NEW — Hosting Guides and Tutorials: Learn to manage servers, domains and email

ON-PAGE ACTIONS

» Adjust the H1 to be more specific and attract users looking to learn. Check that the content includes the secondary keywords naturally.

+ Each remaining key page continues the chain with its own optimization block.

Analysis of https://www.swpanel.com generated by SWPanel

10

Conclusions and scenarios

A summary of the diagnosis and growth scenarios based on the effort invested.

Analysis of https://www.swpanel.com generated by SWPanel

Technical conclusions

The website is in a very good technical condition, with an **overall score of 86/100** and a solid SEO structure. This means that, in general, the site is well optimized for search engines and does not have critical errors that affect indexing or user experience. For example, the site has **active robots.txt and sitemap.xml**, which facilitates crawling, and all crawled pages (20) have **title, meta description and H1**, which is essential for visibility in Google. In addition, the use of **schema** and **canonicals** is correct, which helps to avoid duplicates and to better structure the content for searches.

However, there is a technical issue with a direct impact on **loading speed and LCP (Largest Contentful Paint)**, which is a key factor for positioning and user retention. The site has **4 blocking scripts**, i.e., scripts that do not have the necessary async or defer tags to load asynchronously or deferred. This causes the browser to block the rendering of the page while loading those scripts, delaying the display of the main content. This problem affects especially the **user experience on mobile devices**, where the PageSpeed is **74/100**, and on desktop, with **71/100**. If not corrected, it can generate a longer waiting time, which increases the **low CTR (Click Through Rate)** and the **high bounce rate**, negatively affecting positioning and conversion.

The technical fixes with the greatest impact are:
1. **Apply defer or async to the 4 blocking scripts**. This will allow the browser to load the visible content of the page without waiting for those scripts to finish loading, improving the LCP and the perception of speed.
2. **Optimize URL depth**. Although there are no critical errors, the site has 58 pages at level 4 and beyond, which can make crawling and content prioritization by Google more difficult.
3. **Review toxic backlinks**. Suspicious anchor texts have been detected (such as "FREE SEO BACKLINKS - TRAFFIC BOOST - LINK DIRECTORY"), which can penalize the domain. It is recommended to use the **disavow** tool in Google Search Console to prevent them from affecting the site's authority.
4. **Correct duplicate titles and metas**. Although there are no errors in key pages, there are **2 duplicate titles** and **2 duplicate metas**, which can confuse Google and reduce the relevance of the pages.

Compared to competitors, the website has a **solid technical structure**, but **it can improve in speed and in link cleanup**. For example, `hostingrival-b.com` has a PageSpeed of 71/100 on desktop and 74/100 on mobile, similar to SWPanel, but with a **greater number of words and H2s**, suggesting more dense and optimized content. If the proposed improvements are applied, SWPanel could **improve its PageSpeed by 5-10 points**, bringing it closer to competitors like `hostingrival-a.com` or `isredes.com`, which have similar structures.

To start, it is recommended to **prioritize the correction of blocking scripts**, as it is a quick action with an immediate impact on loading speed. Then, you can proceed with the **cleanup of toxic links** and the **optimization of duplicate titles and metas**. These actions will allow maintaining the current good technical health and improving the user experience, which translates into better positioning and higher visitor retention.

Analysis of https://www.swpanel.com generated by SWPanel

Technical conclusions

Analysis of https://www.swpanel.com generated by SWPanel

Business conclusions

Today, the site is losing opportunities to attract visitors and customers due to technical and SEO issues that, although not critical, do affect visibility and user experience. For example, the **low PageSpeed** (71/100 on desktop and 74/100 on mobile) can cause users to abandon the page before seeing the content, especially on mobile devices, where speed is key. In addition, the **estimated organic traffic is 1,240 visits/month**, which is low when compared to competitors like **`hostingrival-b.com`**, which has **71,500 visits/month**. This means that although the site already ranks on Google for some keywords, such as **"swpanel" (pos 1)** or **"gestión cuenta" (pos 37)**, it is not maximizing its full potential.

If the technical issues are fixed and the content is optimized, the site could **increase its visibility and capture more organic traffic**. For example, by improving the LCP and PageSpeed, the **CTR (Click Through Rate)** will increase, meaning more users will enter the site from Google. In addition, by fixing toxic links, the **domain authority** will improve, which will make it easier to rank for more competitive keywords. Compared to competitors, SWPanel could move from a **marginal** position to a **more prominent** one, especially for keywords with low difficulty, such as **"servidor ftp"** or **"cual es mi DNS"**, where it already ranks but does not lead.

A realistic scenario, if the proposed improvements are implemented, is that the site **could double its organic traffic in 6 months**, going from 1,240 to **2,400-2,600 visits/month** (estimate). In 12 months, with a stronger content and link strategy, it could reach **3,500-4,500 visits/month**, depending on competition and content quality. This would translate into **more leads, more conversions, and a larger market share** in the hosting and servers sector.

To see quick results, it is recommended to **start with the technical actions that have the greatest impact**, such as fixing blocking scripts and cleaning up toxic links. These actions are easy to implement and allow for improvements in speed and site health within days. Then, you can move on to **optimizing duplicate titles and meta descriptions**, and to **improving on-page content** for key keywords.

In summary, the site has a solid foundation, but it needs to **be optimized to turn that foundation into a traffic and conversion engine**. With a clear plan and concrete actions, it is possible not only to maintain the current rankings, but to improve visibility, acquisition, and market share. The path is there: one just has to take the first step.

Analysis of https://www.swpanel.com generated by SWPanel

Brand awareness and reputation - diagnosis

1 / 2 · CURRENT STATUS

Brand awareness analysis with real public data: domain authority **no public data**; **812** referring domains; **0** visible public reviews.
Awareness measures how well you are known and trusted: it weighs on how Google sees you and, above all, on whether a new customer decides to buy from you.

PUBLIC BRAND REVIEWS

DOMAIN AUTHORITY

—

OpenPageRank

NO DATA

BACKLINKS

812

referring domains

REAL DATA

VISIBLE REVIEWS

0

Google

WITHOUT REVIEWS

TRUST AND E-E-A-T - WHAT YOU HAVE AND WHAT IS MISSING

PROS

- 812 backlinks de dominios de referencia

TO IMPROVE

- No public domain authority data
- Google: no hemos encontrado ficha de Maps con valoraciones de tu negocio

Datos públicos best-effort (OpenPageRank, Google); las señales E-E-A-T no medidas no se afirman.

LEVERS TO BUILD AWARENESS AND AUTHORITY

1 Domain authority

Earn backlinks from relevant and trustworthy sites in your sector; it is the factor that moves your authority the most in the medium term.

2 Reviews and reputation

Ask for real reviews on Google and Trustpilot and reply to all of them. Average rating and volume = trust signals (E-E-A-T).

3 Brand searches

The more people search for your name on Google, the stronger the brand. Boost it with content, social presence and campaigns.

4 Content and mentions

Publish guides and reference resources that others want to link and cite, and get mentions in industry media.

Analysis of https://www.swpanel.com generated by SWPanel

Brand awareness and reputation - action plan

Action plan to build **brand awareness and reputation**, sorted into three horizons by effort and impact.
In total **6 actions**: 6 quick wins (0-30 days), 0 medium-term (1-3 months) and 0 long-term (3-12 months).
Start with the quick ones: they give trust signals visible within days.

1 Quick wins — 0-30 days

- Add the TrustBox widget on the homepage (low impact)
- Create an automated email to request reviews (medium impact)
- Add review schema on key pages (medium impact)
- Create a "Success Stories" section with real data (high impact)
- Improve OpenPageRank through quality backlinks (high impact)
- Publish valuable content (guides, tutorials) to build authority (high impact)

2 Medium term — 1-3 months

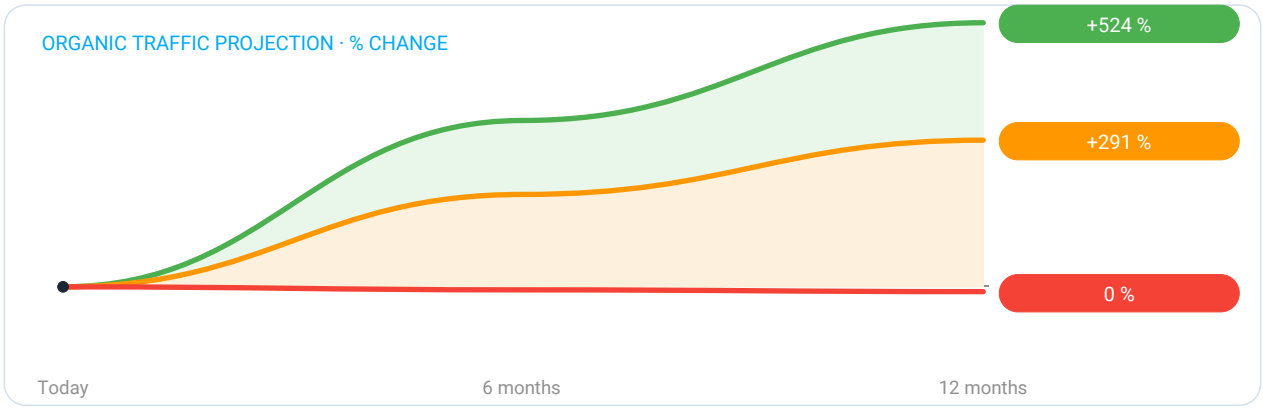
3 Long term — 3-12 months

The specific steps to raise your authority are on the **Link authority**, **Roadmap** and **Action plan** pages of this same report, where they are prioritized by impact and effort.

Analysis of https://www.swpanel.com generated by SWPanel

Growth scenarios (estimate)

These scenarios show possible results in 6-12 months depending on the actions taken.



If no action is taken

0 %

organic traffic · 6 months

· El modelo no estima pérdidas: sin actuar, partes del tráfico orgánico que ya tienes.

Medium implementation

+291 %

organic traffic · 6 months

· Load times and user experience will be partially improved.

· Duplicates will be reduced and some authority will be gained.

· Organic traffic will grow, but not in a sustainable or sustainable way.

Total optimization YOUR GOAL

+524 %

tráfico orgánico · 12 meses

· A significant improvement in PageSpeed and rankings will be achieved.

· Visibility in rich results will increase and quality traffic will be gained.

· The website will be consolidated as a reference in SaaS hosting with sustained growth.

The optimal scenario is achieved by implementing all the actions in the roadmap.

Los porcentajes salen del cálculo de SWPanel: volumen de búsqueda x CTR por posición de tus palabras clave (mejoras de posición 4-20 a top 3 y palabras del gap de competidores). Son estimaciones, no garantías; los textos los redacta el Motor IA.

Analysis of https://www.swpanel.com generated by SWPanel

How to measure progress

Measuring progress helps to adjust strategies and see concrete results
These KPIs reflect the impact on visibility, conversion, and performance **The target values are proposed goals (estimate), not current measurements.**

Organic CTR

▲ **+20%**

target · in 3 months

MEASURE WITH Google Search Console

Conversion rate

▲ **+15%**

target · in 3 months

MEASURE WITH Google Analytics

Load time (LCP)

▼ **-1 second**

target · in 2 months

MEASURE WITH PageSpeed Insights

Quality backlinks

▲ **+100**

target · in 6 months

MEASURE WITH Ahrefs or SEMrush

THE CONTINUOUS IMPROVEMENT CYCLE

1. **Measure** — Review these KPIs with their tools
2. **Analyze** — Identify patterns and adjust strategies
3. **Optimize** — Implement changes based on the data

Analysis of https://www.swpanel.com generated by SWPanel

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Glossary

Clear definitions of the technical terms used throughout the report.

Analysis of https://www.swpanel.com generated by SWPanel

Glossary

Plain-language definitions of the technical terms used in this report, in alphabetical order.

301 / 404
HTTP status codes; 301 is a permanent redirect and 404 a page not found.

Alt
alternative text for an image; it describes the image for Google and accessibility.

Anchor text
the visible, clickable text of a link.

Backlink
a link from another website to yours; it adds authority if the source is good.

Canonical
a tag that tells Google which is the main version of a page and avoids duplicates.

CLS
how much the content shifts while loading (visual stability).

Core Web Vitals (CWV)
set of performance and user experience metrics from Google.

Core Web Vitals
Google metrics that measure real user experience (speed, stability and responsiveness).

Crawl budget
number of pages that Google crawls on your site.

Crawl
the process by which Google goes through and reads the pages of a website.

CrUX
(Chrome User Experience) real user experience data of pages.

CTR
the percentage of people who click your result after seeing it on Google.

Defer
attribute that indicates a script should load after the content.

Analysis of https://www.swpanel.com generated by SWPanel

Glossary

DNS
system that translates domain names to IP addresses.

Domain authority
an estimate of a domain's SEO strength; the higher, the easier to rank.

EEAT
Google's criteria (experience, expertise, authority and trust) to assess quality.

FID
(First Input Delay) measure of the response to the first user interaction.

H1
the main visible heading of a page; it states what the page is about.

Hreflang
a tag that tells Google the version of a page in another language or country.

HTML
markup language for creating web pages.

HTTPS
the secure, encrypted version of the web connection (the browser padlock).

Indexing
the process by which Google includes a page in its results.

INP
how quickly the page responds to user interactions.

JSON-LD
structured data format to help Google understand the content.

Keyword cannibalization
two of your pages compete for the same keyword and weaken each other.

Keyword
a term people search for on Google and that you want to rank for.

KPI
a key indicator to measure whether the improvements are working.

Analysis of https://www.swpanel.com generated by SWPanel

Glossary

LCP
how long the main visible content of the page takes to load.

Long tail
longer, specific searches with less competition and higher intent.

Long-tail
long and specific keywords with less competition.

Meta description
short text under the title in Google that summarizes the page and invites a click.

Open Graph
tags that control how a link looks when shared on social media.

PageSpeed
a Google tool (Lighthouse) that measures a page's speed and technical health.

robots.txt
a file that tells Google which parts of the site it may or may not crawl.

Schema.org
structured-data code that helps Google understand content and show rich results.

SEO
set of techniques to improve a website's visibility in Google's results.

SERP
a search engine results page, what Google shows after a query.

Share of visibility
the portion of your sector's search traffic you capture versus competitors.

Sitemap
a file listing the site's URLs to help Google find them.

Title
the page title Google shows as the blue headline in the results.

TTFB
the time the server takes to send the first byte of the page.

Analysis of https://www.swpanel.com generated by SWPanel

Glossary

URL
address of a web page.

WWW
(World Wide Web) part of the URL that indicates the website.

Analysis of https://www.swpanel.com generated by SWPanel

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Methodology and sources

Where each figure in this report comes from and how it was measured.

Analysis of https://www.swpanel.com generated by SWPanel

Methodology, sources and reliability

This report cross-references **real data measured live** from your website with an analysis written by the **Motor IA de SWPanel**. Here you have where each piece of data comes from and its reliability.
When a piece of data is not publicly available, the report marks it as **no data** instead of making it up.

DATA SOURCES AND RELIABILITY

Site crawl (own crawl) We go through your pages live: titles, metas, H1 and H2 headings, links, status codes and cannibalization.	REAL DATA
Speed and Core Web Vitals Google PageSpeed Insights (Lighthouse) plus real field data from users (CrUX).	REAL DATA
HTML code validation Official W3C validator (Nu Checker): real errors and warnings in the code of your pages.	REAL DATA
Security headers Measured directly in the real HTTP response of your server.	REAL DATA
Domain authority OpenPageRank (0 to 10): public authority signal of the domain.	BEST-EFFORT
Reputation and reviews Trustpilot and Google (public reviews). There may be no data if the brand has no profile.	BEST-EFFORT
Competitors Detected in the search results (SERP) and filtered by relevance.	BEST-EFFORT
Analysis, texts and recommendations Written by the Motor IA de SWPanel based on the real data above.	ESTIMATE
Scenarios, KPIs and intent mix **Indicative** projections and goals from the Motor IA: they are estimates, not measurements.	ESTIMATE

Real data: measured live. **Best-effort**: may be missing depending on the site. **Estimate**: indicative AI projection.

Analysis of https://www.swpanel.com generated by SWPanel

Technical statistics

Resources and compute invested to generate this report: crawling, real measurements and AI inference.

Execution time

1181m 5s	0.0 s	1181m 5s
TOTAL TIME	ANALYSIS TIME	PDF RENDERING

Crawl and data

20	20	3.052
PAGES CRAWLED	INTERNAL LINKS	WORDS ANALYSED
7	**~38**	**~6.0 MB**
IMAGES ANALYSED	HTTP REQUESTS	DATA PROCESSED

Analysis coverage

20	1851 ms	13
CHECKS RUN	SITE RESPONSE	REPORT SECTIONS

SWPanel AI Engine compute

qwen3:32b-q8_0	32.000 M	~44.000
SWPANEL AI ENGINE MODEL	MODEL PARAMETERS	TOKENS PROCESSED
~40 tok/s	**~2.8 PFLOP**	**2**
GENERATION SPEED	ESTIMATED COMPUTE	MODEL CALLS

Compute infrastructure

NVIDIA A100	6.912	432
GPU	GPU CORES (CUDA)	TENSOR CORES

Analysis of https://www.swpanel.com generated by SWPanel

Technical statistics

80 GB HBM2E	**~2 TB/s** BANDWIDTH	**19,5 TFLOPS** FP32
312 TFLOPS FP16/BF16	**221.184** CUDA THREADS	**~34 GB** VRAM USO
80 CPU THREADS	**~18 GB** SYSTEM RAM	

Energy consumed and its cost

Here you can see the energy and CO2 it took to generate this report by running the AI. Request only the reports you truly need: each one consumes resources, so you stay greener and kinder to the environment.

0.000 kWh POWER CONSUMPTION	**0.000 kWh** COOLING (X1,5)	**0.000 kWh** TOTAL ENERGY
0,00 € COMPUTE COST		

Infrastructure cost

$$C = t \cdot (Cc / (Vc \cdot S) + Cr / (Vr \cdot S \cdot N))$$

C = infrastructure cost · t = time · Cc/Cr = compute/network cost · Vc/Vr = useful life · S = seconds/year · N = servers. Approximate values; CO2 is estimated as energy × emission factor.

0,00 € INFRASTRUCTURE COST	**0.000 kWh** INFRASTRUCTURE ENERGY	**0 g** INFRASTRUCTURE CO2

0,00 € COST TO GENERATE THIS REPORT	**0 g** ESTIMATED CO2

Analysis of https://www.swpanel.com generated by SWPanel

Technical statistics

HOW THESE FIGURES WERE COMPUTED

Compute metrics estimated on NVIDIA A100 infrastructure (qwen3:32b-q8_0). The server together with the GPU draws ~575 W on average. Cooling adds ~1,5 kW for every 1 kW of compute (~862,5 W), so total draw is ~2,5 times the compute (~1.437,5 W, PUE 2,5). Energy is computed over the real elapsed time at 0,185 EUR/kWh and compute cost at a reference cloud rate (~1,8 EUR/h). The cost of buying market data (DataForSEO) is added, multiplied by 10 to cover margins and other costs. Approximate values to size the effort behind this report. IMPORTANT: this is ONLY the material cost of compute, data and energy used to generate this report automatically; it does NOT include the development of the tool, the analysis playbooks or the expert knowledge SWPanel brings, which is where the real value lies.

A SMALL ACT OF LOVE FOR THE PLANET

Creating this report left a footprint of about 0 g of CO2. Behind every analysis there is energy, water and resources from the only home we all share. We ask you for a small act of love: request only the reports you truly need and avoid printing them, to protect the forests, the air and the lives of those who come after us. Caring for the Earth is caring for one another. Thank you, from the heart, for leaving a lighter footprint and a greener tomorrow.

Analysis of https://www.swpanel.com generated by SWPanel

swpanel

https://www.swpanel.com

Document: SW-SEM-EJEMPLO-2026

Report generated automatically by SWPanel - https://www.swpanel.com