AUDITORÍA TÉCNICA

https://farmaciasmacross.com.mx

Fecha: 06 de December de 2025

ÍNDICE

1. Metodología

Este informe presenta los resultados de una auditoría técnica completa realizada en el sitio web farmaciasmacross.com.mx.

La auditoría incluye:

• Análisis de performance mediante PageSpeed Insights

• Evaluación de elementos SEO on-page

• Revisión de seguridad y headers HTTP

• Análisis de compliance y documentos legales

• Identificación de problemas técnicos y oportunidades de mejora

Las pruebas se realizaron en una muestra representativa de URLs del sitio, incluyendo páginas principales, categorías, productos, y páginas legales.

2. Resumen Ejecutivo

Total de Hallazgos: 22

Prioridad Alta: 9

Prioridad Media: 11

Prioridad Baja: 2

Los hallazgos de alta prioridad requieren atención inmediata debido a su impacto en seguridad, performance, o compliance. Los hallazgos de prioridad media y baja representan oportunidades de optimización.

3. URLs Analizadas

Total de URLs analizadas: 11

URLs por categoría:

• Category: 4 URLs

• Home: 1 URLs

• Other: 2 URLs

• Product: 4 URLs

4. Análisis de Performance

Los resultados de PageSpeed Insights muestran métricas clave de performance incluyendo Core Web Vitals (LCP, CLS, FCP).

Se analizaron todas las URLs seleccionadas tanto en dispositivos móviles como desktop.

5. Análisis SEO On-Page

El análisis SEO on-page incluye:

• Meta tags (title, description)

• Estructura de headings (H1-H6)

• Schema markup (JSON-LD)

• Open Graph y Twitter Cards

• Canonical tags

• Hreflang tags

6. Análisis de Seguridad

El análisis de seguridad incluye:

• Headers HTTP de seguridad (HSTS, X-Frame-Options, etc.)

• Detección de contenido mixto (HTTP sobre HTTPS)

• Redirecciones HTTPS

• Configuración de seguridad general

7. Matriz de Priorización

#	Título	Prioridad	Esfuerzo
1	Poor Core Web Vitals	High	12-20 hours
2	Legal Compliance Review Needed	High	8-16 hours
3	Mobile Responsiveness Testing	High	8-16 hours
4	Alt Text for Images Missing or Incomplete	High	8-12 hours
5	Page Load Speed Optimization	High	12-20 hours
6	SSL Certificate and HTTPS Configuration	High	2-4 hours
7	Content Security Policy (CSP) Missing	High	4-8 hours
8	Cookie Consent Banner Missing	High	4-6 hours
9	Product Schema Markup for E-commerce	High	12-16 hours

#	Título	Prioridad	Esfuerzo
1	Low PageSpeed Performance Scores	Medium	8-16 hours
2	Image Optimization Needed	Medium	8-12 hours
3	Caching Strategy Review	Medium	4-8 hours
4	Sitemap XML Missing or Incomplete	Medium	2-4 hours
5	Breadcrumb Navigation Missing	Medium	4-6 hours
6	Internal Linking Strategy	Medium	6-10 hours
7	URL Structure Optimization	Medium	4-8 hours
8	Analytics and Tracking Implementation Review	Medium	4-6 hours
9	Form Validation and Error Handling	Medium	6-10 hours
10	Search Functionality Optimization	Medium	8-12 hours
11	Local Business Schema for Multiple Locations	Medium	4-6 hours

#	Título	Prioridad	Esfuerzo
1	Robots.txt Optimization	Low	1-2 hours
2	404 Error Pages Not Customized	Low	2-4 hours

1. Low PageSpeed Performance Scores

Descripción: Multiple pages show low performance scores. Average mobile score: 59.3, desktop: 76.1.

Impacto: Poor user experience, higher bounce rates, negative impact on SEO rankings.

Prioridad: Medium

Recomendación: Optimize images, implement lazy loading, minify CSS/JS, enable caching, reduce render-blocking resources.

Esfuerzo Estimado: 8-16 hours

Evidencia:

• Average mobile score: 59.3

• https://farmaciasmacross.com.mx/ (42 on mobile)

2. Poor Core Web Vitals

Descripción: Several pages fail Core Web Vitals thresholds (LCP > 4s, CLS > 0.25).

Impacto: Negative impact on search rankings and user experience.

Prioridad: High

Recomendación: Optimize LCP by improving server response time, optimizing images, preloading key resources. Fix CLS by setting dimensions on images/videos, avoiding layout shifts.

Esfuerzo Estimado: 12-20 hours

Evidencia:

• https://farmaciasmacross.com.mx/collections/medicamento-oncologicos-al-mejor-precio-alta-especialidad: LCP=11.22s

• https://farmaciasmacross.com.mx/products/synvisc-8mg-ml-precio-mexico: LCP=13.25s

• https://farmaciasmacross.com.mx/collections/reumatologia-y-traumatologia: LCP=11.04s

• https://farmaciasmacross.com.mx/collections/medicamentos-para-el-sistema-inmunologico-1: LCP=10.57s

• https://farmaciasmacross.com.mx/: LCP=15.30s

3. Legal Compliance Review Needed

Descripción: Review required for privacy policy, terms of service, cookie policy, and health disclaimers.

Impacto: Legal risk, potential non-compliance with health sector regulations (COFEPRIS in Mexico).

Prioridad: High

Recomendación: Ensure all required legal documents are present, accessible, and compliant with health sector regulations. Add disclaimers to product pages.

Esfuerzo Estimado: 8-16 hours

Evidencia:

• Review all legal pages and product disclaimers

4. Image Optimization Needed

Descripción: Images may not be optimized for web (WebP format, lazy loading, responsive sizes).

Impacto: Slower page load times, poor mobile experience, higher bandwidth usage.

Prioridad: Medium

Recomendación: Convert images to WebP, implement lazy loading, use responsive images with srcset.

Esfuerzo Estimado: 8-12 hours

5. Caching Strategy Review

Descripción: Browser and server caching may not be optimally configured.

Impacto: Unnecessary server load, slower repeat visits, higher bandwidth costs.

Prioridad: Medium

Recomendación: Implement proper cache headers (Cache-Control, ETag), enable CDN caching if available.

Esfuerzo Estimado: 4-8 hours

6. Mobile Responsiveness Testing

Descripción: Comprehensive mobile responsiveness testing across devices needed.

Impacto: Poor mobile user experience, potential loss of mobile traffic.

Prioridad: High

Recomendación: Test on multiple devices and screen sizes, fix responsive breakpoints, optimize touch targets.

Esfuerzo Estimado: 8-16 hours

7. Sitemap XML Missing or Incomplete

Descripción: Sitemap XML may not be properly configured or submitted to search engines.

Impacto: Slower indexing by search engines, missed SEO opportunity.

Prioridad: Medium

Recomendación: Generate comprehensive sitemap.xml, submit to Google Search Console and Bing Webmaster Tools.

Esfuerzo Estimado: 2-4 hours

8. Robots.txt Optimization

Descripción: Robots.txt may need optimization for better crawl efficiency.

Impacto: Inefficient crawling, potential blocking of important pages.

Prioridad: Low

Recomendación: Review and optimize robots.txt, ensure sitemap reference is included.

Esfuerzo Estimado: 1-2 hours

9. 404 Error Pages Not Customized

Descripción: Custom 404 error pages may not be implemented.

Impacto: Poor user experience when pages are not found, lost conversion opportunities.

Prioridad: Low

Recomendación: Create custom 404 page with navigation links and search functionality.

Esfuerzo Estimado: 2-4 hours

10. Breadcrumb Navigation Missing

Descripción: Breadcrumb navigation may not be implemented on category and product pages.

Impacto: Poor user navigation, missed SEO opportunity (BreadcrumbList schema).

Prioridad: Medium

Recomendación: Implement breadcrumb navigation with BreadcrumbList schema markup.

Esfuerzo Estimado: 4-6 hours

11. Internal Linking Strategy

Descripción: Internal linking strategy may not be optimized for SEO and user navigation.

Impacto: Reduced SEO value distribution, poor user navigation experience.

Prioridad: Medium

Recomendación: Implement strategic internal linking with descriptive anchor text, ensure 3+ internal links per page.

Esfuerzo Estimado: 6-10 hours

12. Alt Text for Images Missing or Incomplete

Descripción: Some images may be missing descriptive alt text.

Impacto: Poor accessibility, missed SEO opportunity, non-compliance with WCAG guidelines.

Prioridad: High

Recomendación: Add descriptive alt text to all images, especially product images and icons.

Esfuerzo Estimado: 8-12 hours

13. URL Structure Optimization

Descripción: URL structure may not be optimized for SEO (length, keywords, hierarchy).

Impacto: Reduced SEO value, poor user experience, harder to remember URLs.

Prioridad: Medium

Recomendación: Optimize URLs to be short, descriptive, and include relevant keywords. Use hyphens as separators.

Esfuerzo Estimado: 4-8 hours

14. Page Load Speed Optimization

Descripción: Page load speeds may be suboptimal, affecting user experience and SEO.

Impacto: Higher bounce rates, negative impact on search rankings, poor mobile experience.

Prioridad: High

Recomendación: Optimize server response time, minimize render-blocking resources, optimize critical rendering path.

Esfuerzo Estimado: 12-20 hours

15. SSL Certificate and HTTPS Configuration

Descripción: HTTPS configuration and SSL certificate setup may need review.

Impacto: Security concerns, negative SEO impact, browser warnings.

Prioridad: High

Recomendación: Ensure valid SSL certificate, proper HTTPS redirects, HSTS header implementation.

Esfuerzo Estimado: 2-4 hours

16. Content Security Policy (CSP) Missing

Descripción: Content Security Policy header may not be implemented.

Impacto: Increased vulnerability to XSS attacks, security best practice not followed.

Prioridad: High

Recomendación: Implement CSP header to restrict resource loading and prevent XSS attacks.

Esfuerzo Estimado: 4-8 hours

17. Cookie Consent Banner Missing

Descripción: Cookie consent banner may not be properly implemented for GDPR/compliance.

Impacto: Legal compliance risk, potential fines, poor user trust.

Prioridad: High

Recomendación: Implement cookie consent banner with proper disclosure and opt-in/opt-out options.

Esfuerzo Estimado: 4-6 hours

18. Analytics and Tracking Implementation Review

Descripción: Analytics and tracking implementation may need review for accuracy and privacy compliance.

Impacto: Inaccurate data, privacy compliance issues, missed insights.

Prioridad: Medium

Recomendación: Review Google Analytics implementation, ensure privacy-compliant tracking, verify data accuracy.

Esfuerzo Estimado: 4-6 hours

19. Form Validation and Error Handling

Descripción: Form validation and error handling may not be optimal.

Impacto: Poor user experience, potential security vulnerabilities, lost conversions.

Prioridad: Medium

Recomendación: Implement client-side and server-side validation, clear error messages, secure form handling.

Esfuerzo Estimado: 6-10 hours

20. Search Functionality Optimization

Descripción: Site search functionality may not be optimized for user experience.

Impacto: Poor user experience, lost sales opportunities, increased bounce rate.

Prioridad: Medium

Recomendación: Implement autocomplete, search suggestions, filters, and ensure search results are relevant.

Esfuerzo Estimado: 8-12 hours

21. Product Schema Markup for E-commerce

Descripción: Product pages may be missing comprehensive Product schema markup.

Impacto: Missed opportunity for rich snippets, reduced visibility in search results.

Prioridad: High

Recomendación: Implement Product schema with price, availability, reviews, ratings, and other relevant fields.

Esfuerzo Estimado: 12-16 hours

22. Local Business Schema for Multiple Locations

Descripción: LocalBusiness schema may not be implemented for physical store locations.

Impacto: Missed local SEO opportunity, reduced visibility in local search results.

Prioridad: Medium

Recomendación: Implement LocalBusiness schema for CDMX and Puebla locations with complete NAP (Name, Address, Phone) data.

Esfuerzo Estimado: 4-6 hours

8. Hallazgos Detallados

1. Low PageSpeed Performance Scores

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Evidencia:
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Esfuerzo Estimado: 12-20 hours

Evidencia:

• https://farmaciasmacross.com.mx/collections/medicamento-oncologicos-al-mejor-precio-alta-especialidad: LCP=11.22s

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Descripción: Review required for privacy policy, terms of service, cookie policy, and health disclaimers.

Impacto: Legal risk, potential non-compliance with health sector regulations (COFEPRIS in Mexico).

Prioridad: High

Recomendación: Ensure all required legal documents are present, accessible, and compliant with health sector regulations. Add disclaimers to product pages.

Esfuerzo Estimado: 8-16 hours

Evidencia:

• Review all legal pages and product disclaimers

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Descripción: Browser and server caching may not be optimally configured.

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Recomendación: Implement proper cache headers (Cache-Control, ETag), enable CDN caching if available.

Esfuerzo Estimado: 4-8 hours

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Descripción: Comprehensive mobile responsiveness testing across devices needed.

Impacto: Poor mobile user experience, potential loss of mobile traffic.

Prioridad: High

Recomendación: Test on multiple devices and screen sizes, fix responsive breakpoints, optimize touch targets.

Esfuerzo Estimado: 8-16 hours

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Descripción: Sitemap XML may not be properly configured or submitted to search engines.

Impacto: Slower indexing by search engines, missed SEO opportunity.

Prioridad: Medium

Recomendación: Generate comprehensive sitemap.xml, submit to Google Search Console and Bing Webmaster Tools.

Esfuerzo Estimado: 2-4 hours

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Descripción: Robots.txt may need optimization for better crawl efficiency.

Impacto: Inefficient crawling, potential blocking of important pages.

Prioridad: Low

Recomendación: Review and optimize robots.txt, ensure sitemap reference is included.

Esfuerzo Estimado: 1-2 hours

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Descripción: Custom 404 error pages may not be implemented.

Impacto: Poor user experience when pages are not found, lost conversion opportunities.

Prioridad: Low

Recomendación: Create custom 404 page with navigation links and search functionality.

Esfuerzo Estimado: 2-4 hours

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Prioridad: Medium

Recomendación: Implement breadcrumb navigation with BreadcrumbList schema markup.

Esfuerzo Estimado: 4-6 hours

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Esfuerzo Estimado: 6-10 hours

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Impacto: Security concerns, negative SEO impact, browser warnings.

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Impacto: Increased vulnerability to XSS attacks, security best practice not followed.

Prioridad: High

Recomendación: Implement CSP header to restrict resource loading and prevent XSS attacks.

Esfuerzo Estimado: 4-8 hours

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Descripción: Cookie consent banner may not be properly implemented for GDPR/compliance.

Impacto: Legal compliance risk, potential fines, poor user trust.

Prioridad: High

Recomendación: Implement cookie consent banner with proper disclosure and opt-in/opt-out options.

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Impacto: Missed local SEO opportunity, reduced visibility in local search results.

Prioridad: Medium

Recomendación: Implement LocalBusiness schema for CDMX and Puebla locations with complete NAP (Name, Address, Phone) data.

Esfuerzo Estimado: 4-6 hours

9. Recomendaciones y Próximos Pasos

Próximos Pasos Recomendados:

1. Priorizar y abordar los hallazgos de alta prioridad relacionados con seguridad y performance.

2. Implementar mejoras SEO on-page según las recomendaciones detalladas.

3. Realizar pruebas de validación después de cada cambio implementado.

4. Establecer monitoreo continuo de performance y seguridad.

5. Revisar y actualizar documentos legales según requerimientos del sector salud.

Nota: Las estimaciones de esfuerzo son aproximadas y pueden variar según la complejidad específica de la implementación.