EASY RATES SINGAPORE

https://easyrates.com.sg/

Basic Technical Optimisation Report
29/11/2020

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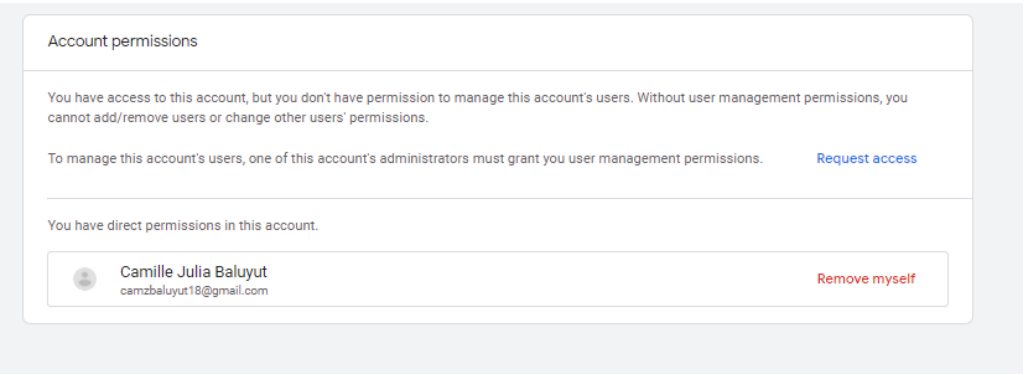
Google Tools

Google Analytics

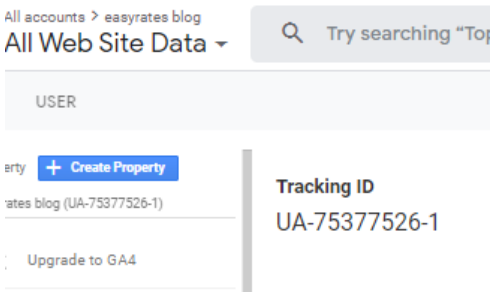
Google Analytics (GA) tracks and reports website traffic. Integrating GA to the dashboard will provide real-time, key website performance metrics like visitors, devices used in visiting the website (mobile or desktop), where users are geographically located, and from which traffic source they came from (paid ads or organic). The data will also be included in the monthly Executive Summary Report.

With Google Analytics installed and integrated to the dashboard, website performance metrics can now viewed in real time.

However, the access that was given was “Read Only” access and not the property’s tracking code that matches the one on the site.



Easy Rates Blog Tracking Code:



Kindly provide admin access to camzbaluyut18@gmail.com for the Google Analytics Property with the tracking code of UA-74582310-7.

Google Search Console

Providing full access to Google Search Console will allow checking the website whether it has broken links, penalties, malware warning, crawl errors, or if it requires action to resolve issues.

⚡	Needs installation and full access to the Google Search Console account is necessary so we can watch out for any messages sent directly by Google. Provide admin access for Google Analytics and I'll help you from there.

Google Ads

Providing admin access to Google Ads will allow us to manage all aspects of the account.

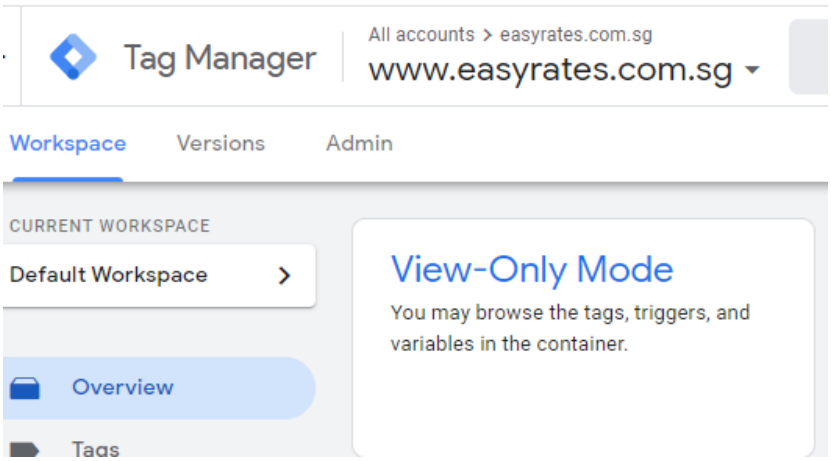
⚠	"Read Only" access is given for now. "Admin" access should be given later for the mediaplan upload and monthly maintenance to camzbaluyut18@gmail.com.

User ↑	Last signed-in	Access level
camzbaluyut18@gmail.com - You	Nov 27, 2020	Read only

Google Tag Manager

Google Tag Manager (GTM) manages your website's tags without editing the code. This reduces errors and allows you to to deploy tags on your site quickly.

⚠	Installed correctly. Will need admin access once the landing page recommendations have been implemented for conversion tracking camzbaluyut18@gmail.com.



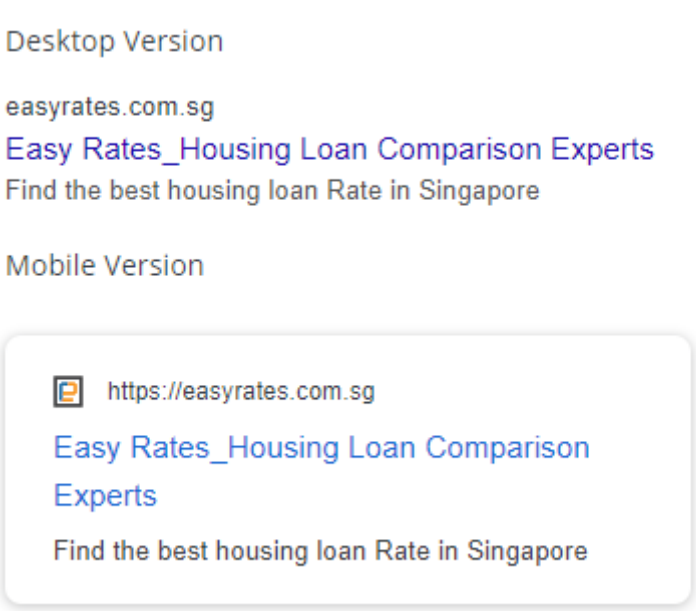
CMS Credentials (If Wordpress)

Providing us superadmin access will allow us to install the Google Analytics or Google Tag Manager.

⚠	The site isn't Wordpress, but access was given on the intake form.

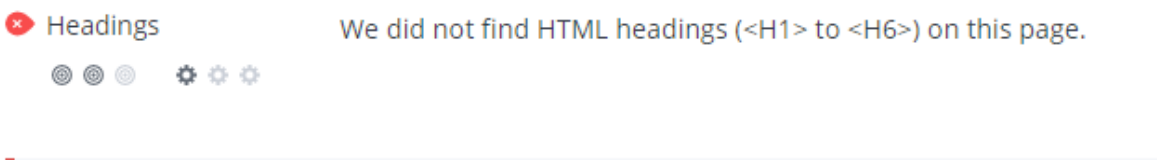
Meta Data

⚠	This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain. Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit. Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.



Headings

HTML header tags (or simply header tags) differentiate between headings, subheadings and the rest of the content on the page.



easyrates.com.sg currently has 0 HTML header tags. Each page should have one, and only one, <H1> tag. Use keywords in your headings with your most important keywords in the top level, and be sure to maintain the <H1> to <H6> hierarchy.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

Conversions & Audience Tracking

Conversions (requires GA and Google Ads access)

Conversions are actions that is counted when someone interacts with your ad and then takes an action that you've defined as valuable to your business.

Conversion tracking is present but there are additional goals that needs to be added once the landing page recommendations have been implemented.

Goal	Id	Type	Past 7 day conversions	Recording
Easy Rates Video Banners	Goal ID 1 / Goal Set 1	Event	0	ON
Easyrates Last Banner	Goal ID 2 / Goal Set 1	Event	0	OFF

To reiterate, please provide admin access to camzbaluyut18@gmail.com.

Possible Conversions:

List down the possible conversions upon checking their website.

Main Conversions	• Consultation Requests
Micro Conversions	• Email Clicks • Phone Clicks • Enquire Today Clicks • Social Media Link Clicks

Audience Tracking:

Audience Tracking allows us to expand your targeting or adjust your bids to better reach these high-performing audiences.

⚠	Remarketing audience has been enabled but additional audience lists need to be created. Like non-converters.

Possible Audiences:

- All Users
- Converters
- Similar to Converters
- Nonconverters

HTTP Status Code Check

301 Moved Permanently

Search engines consider URLs with and without www as two different websites. A 301 redirect on the non-indexed domain to the indexed domain indicates to both search engine bots and the browser that one version has permanently moved. This scheme safely passes the link juice (ranking power) to the redirected page.

Oh no! We found different domains of the website. Google will consider one of the domains as duplicate that can affect rankings and traffic. Please do a 301 redirect on these URLs:

http://www.easyrates.com.sg/
https://www.easyrates.com.sg/

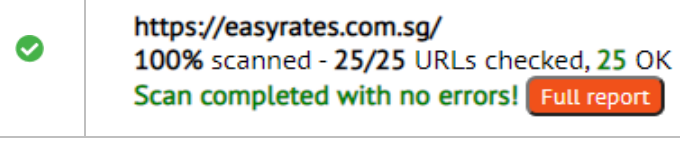
REDIRECT TO:
https://easyrates.com.sg/

Which is the domain being indexed by Google.

404 Not Found

A 404 error code means that a page on a website could not be found on the server. If there are too many broken links on the website, it may lead to poor user experience and an increase in the bounce rate (the rate of people who leave the site immediately).

Congratulations! We found no broken links on the website using our crawler.



Website Crawlability and Accessibility

Robots Exclusion Protocol (Robots.txt)

If there are files, directories, or pages that should not be indexed by crawlers, a Robots.txt file is critical to define where the robots should not go. It is important, however, to make sure that crawlers are not accidentally blocked from visiting the website.

To exclude directories from the site, the syntax should be:

User-agent: *
Disallow: /[Folder to be excluded]

Sitemap:
http://domain.com/sitemap.xml

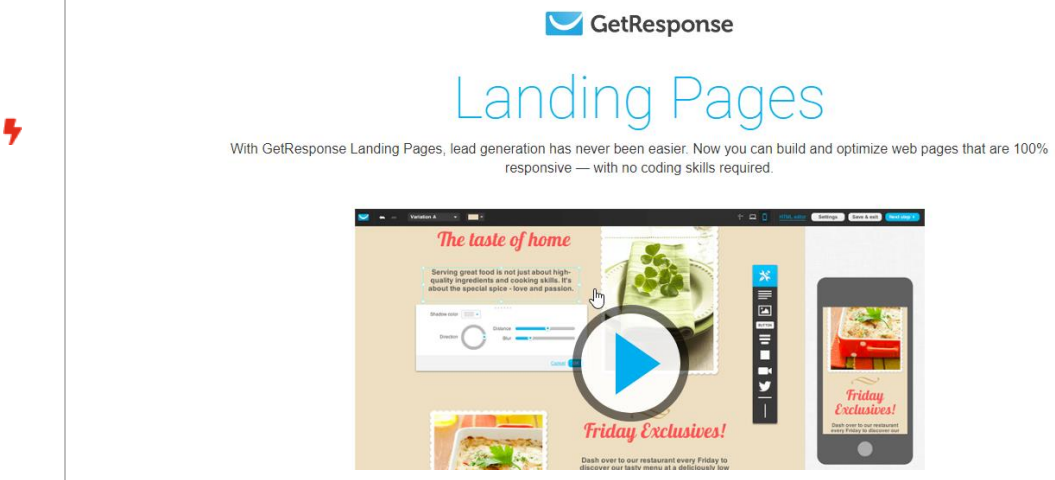
To allow all robots complete access, the syntax should be:

User-agent: *
Disallow:

Sitemap: http://domain.com/sitemap.xml

We found no Robots.txt installed, allowing crawlers full access to the website. If there are content/pages that should be blocked from crawlers, please create a Robots.txt. Test the Robots.txt with the Robots.txt Tester and/or submit the Robots.txt on Google Search Console.

For more information on how to create a Robots.txt file, please see:
https://support.google.com/webmasters/answer/6062596

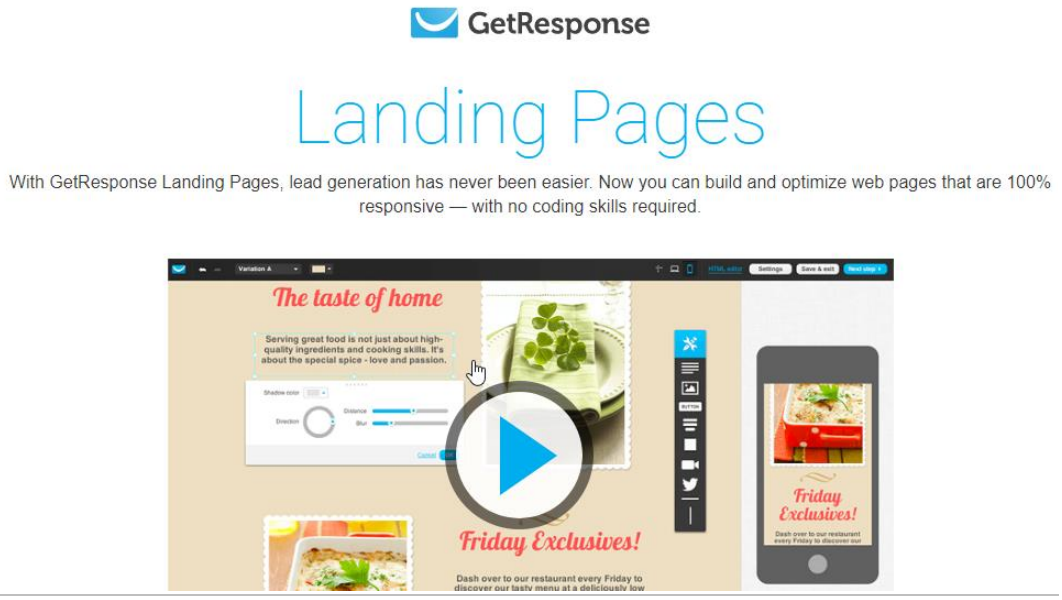


Sitemap

XML Sitemap

An XML sitemap is a text file containing all the pages on the website to make it easily crawled by search engines. Creating and submitting the sitemap to Google Search Console allows search engine bots to crawl the website efficiently.

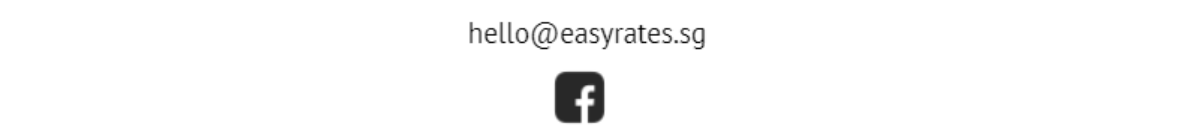
We found no XML sitemap installed. Create an XML sitemap page and submit to Google Search Console.



HTML Sitemap

Although not a must, an HTML sitemap helps users see the site structure easily and navigate it efficiently.

We found no HTML sitemap installed. Create an HTML sitemap and include this as well to the footer links.



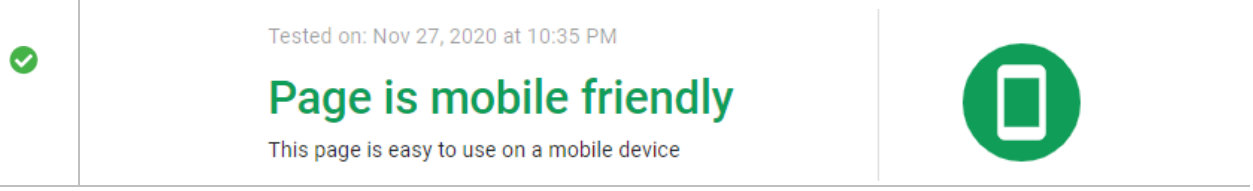
Mobile Friendliness & Site Speed

As the market is now dominated by mobile content consumption, it is important to provide users a fast loading user experience. The new mobile-friendly algorithm can significantly affect website rankings in mobile search results.

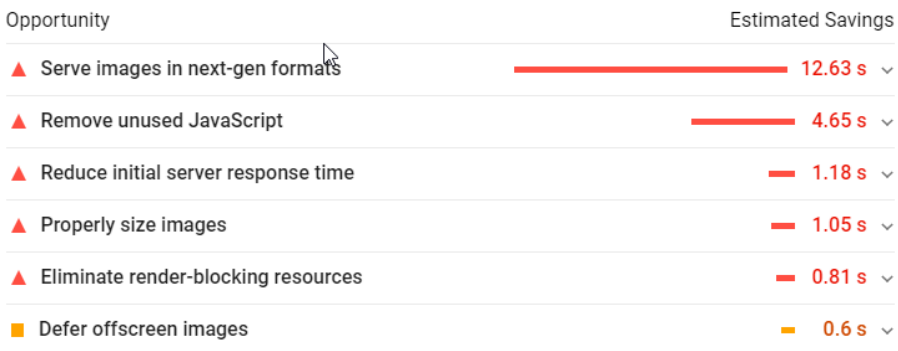
Mobile Friendliness Check

Optimising the mobile friendliness of a website requires further web development scoping and is subject to additional billable hours.

Awesome! The page is mobile-friendly. Mobile users can easily read the website's content and find the necessary information.



Mobile Site Speed

Loading Time	Possible Optimisation
2.2s Rating on 4G: Needs Improvement	

- ▲ Ensure text remains visible during webfont load
- ▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 600 ms
- ▲ Minimize main-thread work — 6.0 s
- ▲ Serve static assets with an efficient cache policy — 20 resources found
- ▲ Avoid enormous network payloads — Total size was 4,524 KiB
- ■ Reduce JavaScript execution time — 3.4 s
- ● Avoid chaining critical requests — 7 chains found
- ● Keep request counts low and transfer sizes small — 58 requests • 4,524 KiB
- ● Largest Contentful Paint element — 1 element found
- ● Avoid large layout shifts — 5 elements found
- ● Avoid long main-thread tasks — 20 long tasks found

Reputation Signals

Malware Check

If the website has been infected with malware, a hacker might have taken control of the site and changed the content to add spam or additional pages for phishing. To protect site visitors from malware, Google's search results now display a warning on the link to infected sites.

Great! Google's Safe Browsing Site Status checker has not recently seen malicious content on the website. Google Search Console did not detect malware infection as well.

Site is not Blacklisted
9 Blacklists checked

Social Media Buttons

Social Media can definitely give increased brand awareness, which translates to higher visibility and word of mouth advertising.

⚠	Facebook icon is in the footer, but it is not clickable. Plus, the highly recommended ones are present. Please also feature Instagram that we can add a link to from the site.

Facebook ⚠

JSON-LD Schema Mark-up

Site-wide Schema Integration

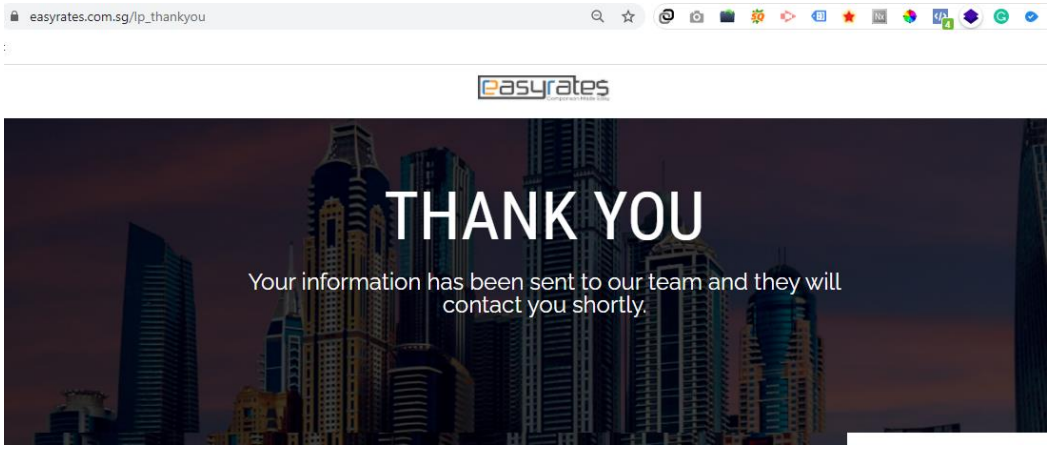
JavaScript Object Notation for Linked Data (JSON-LD) is the newest and simplest markup format: it allows embedding a block of JSON data inside a script tag anywhere in the HTML. JSON-LD is supported for all Knowledge Graph features and sitelink search boxes.

```
<script type="application/ld+json">
{
 "@context": "https://schema.org",
 "@type": "Organization",
 "name": "Easyrates",
  "description": "Easyrates helps clients find the best mortgage deals in Singapore for their property purchase or refinance. Our service for interest rate comparison and selection is free as the banks pay us a referral fee. We guarantee the same for lower rates than going directly. Once you become our client, we will help monitor your loan throughout the tenure.",
  "url": "https://easyrates.com.sg/",
  "telephone": "+6566318980",
  "logo": "INSERT LOGO URL THAT IS UPLOADED ON SITE",
  "image": "INSERT FEATURED PHOTO URL THAT IS UPLOADED ON SITE",
  "email": "hello@easyrates.sg",
  "areaServed": "Singapore",
  "address": {
  "@type": "PostalAddress",
  "addressLocality": "Singapore",
  "postalCode": "199589",
  "streetAddress": "Golden Mile Tower, 6001 Beach Road #22-01",
  "sameAs": ["https://www.facebook.com/easyrates",
  "https://www.instagram.com/easyrates/",]
 }
}
</script>
```

Landing Page Recommendations

Thank You Page

A thank you page is the page your visitors, leads, and customers see right after filling out and submitting a form on a landing page/web page. This is the last step of the conversion process.

⚠	Present and integrated with the landing page / website. This can be used as your main conversion goal or as necessary based on your client's objective.  However, the navigation bar or logo isn't clickable. Customers must have a way to exit the page after submitting a form.

Featured Product/Service

⚡	Can be improved. Please see Structures page.

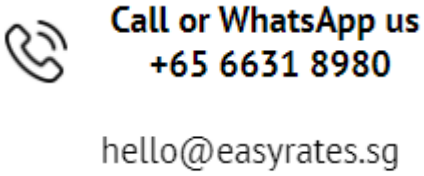
Images

Can be improved. Provide lifestyle shots of Singapore, homes, or people.

Example:

Phone Number / Email Address

Both are featured on the site, but only the phone number is clicklable and prominently displayed.



Place email address above the fold and make it clickable.

Contact Us / Inquiry Form

The contact form is in place and is placed above the fold. But we can improve this further by categorising each kind of loan to lead to another landing page. Please see refer to the Structures page.

Place a CAPTCHA for all forms to avoid spam messages.

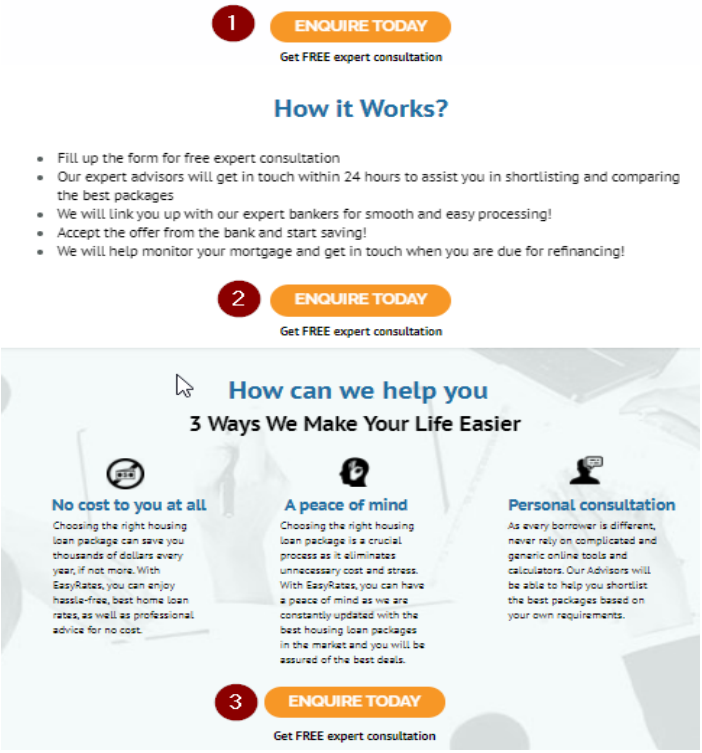
Trust Signals

Trust signals can be found on the website. But this can be improved.

This can be displayed as a slideshow to make it more aesthetically-pleasing.

CTA (Call To Action)

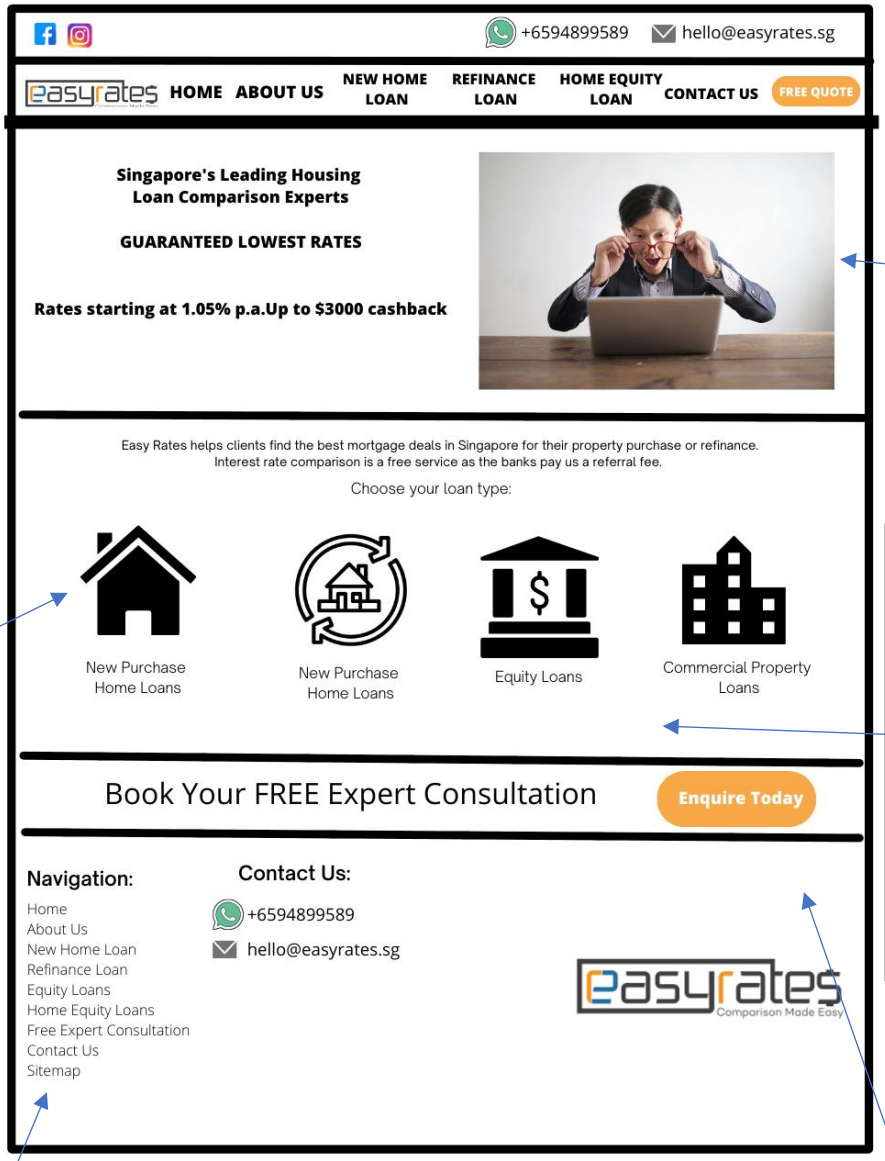
The CTAs are in place, but there are three of them with the same messaging.



Let's make sure the CTA is not repetitive.

Structure Examples

Home Page



Make the above the fold and navigation bar universal. This is to let Google know the important pages. The contact details and icons being clickable will entice customers to contact your business.

Add a lifestyle shot or a photo of Singapore.

The icons must be clickable that leads to the service type's dedicated landing page.

You may place these sections after the loan types:

- Best Home Rates of 2020

-How it works

-How we can help you

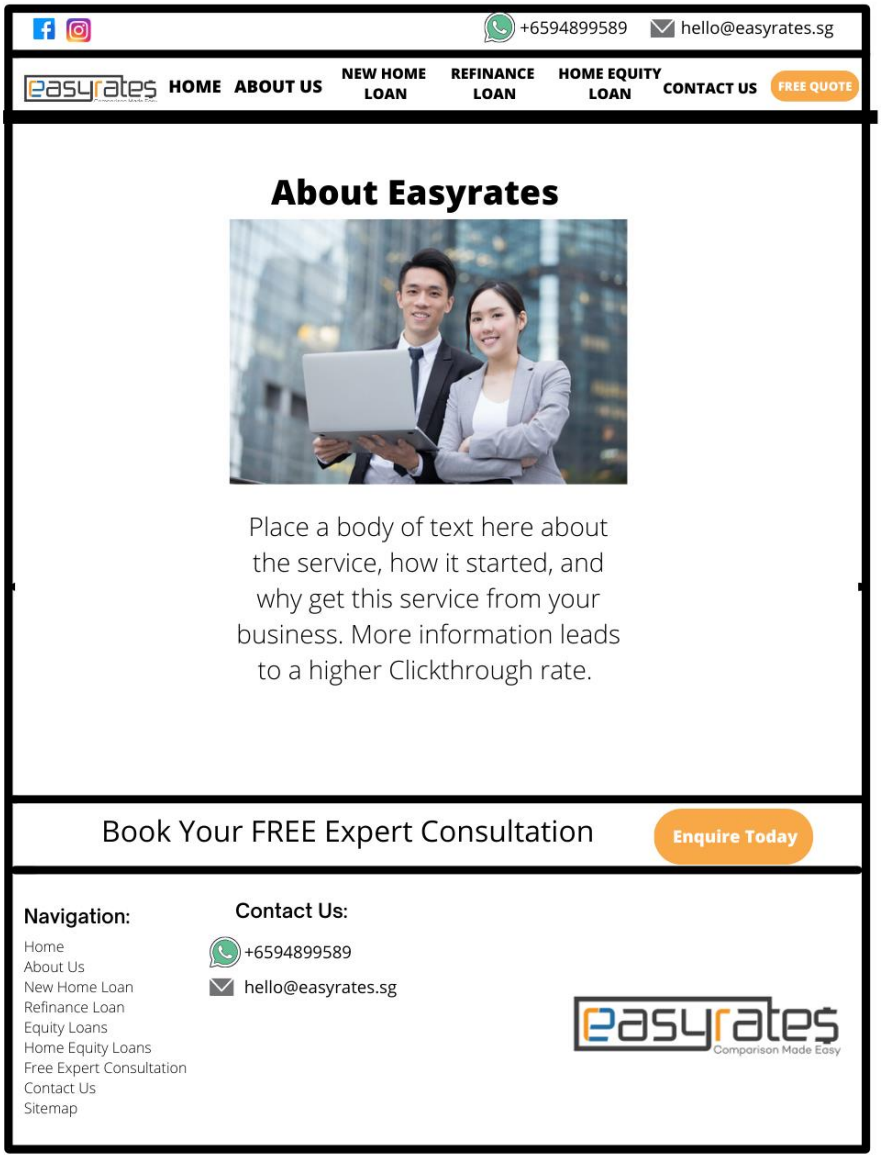
- Trust Signals (Bank Partners and Testimonials)

Include HTML Sitemap

This banner and footer must be universal in each page.

About Us

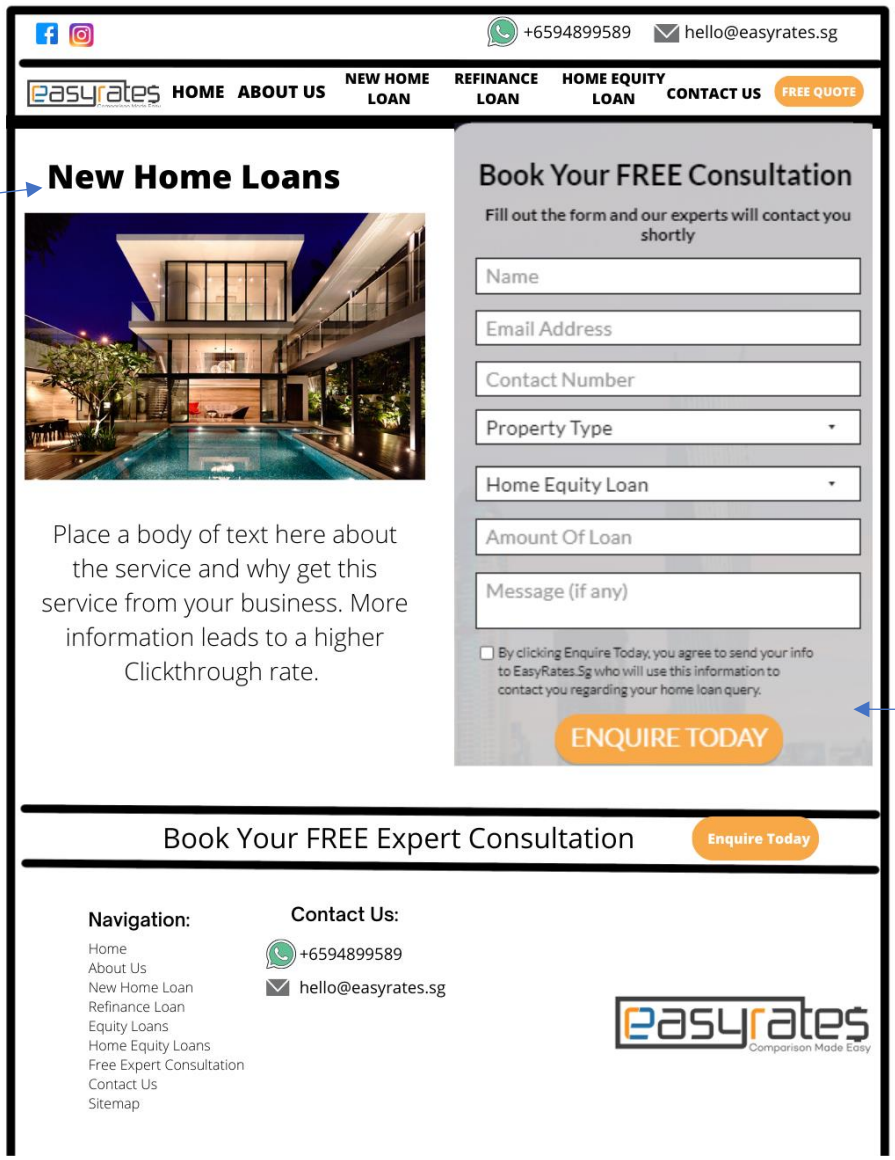
About Us page can be used to funnel visitors to other parts of your website or online presence, whether it's a blog post or social profile.



Dedicated Landing Pages

If the website has been infected with malware, a hacker might have taken control of the site and changed the content to add spam or additional pages for phishing. To protect site visitors from malware, Google's search results now display a warning on the link to infected sites.

⚠	Use this for the dedicated landing pages of the loan types, this will help SEO and PPC performances: New Home Loan Refinance Loan Equity Loans Home Equity Loans Additionally, all loan types must have a form that leads to a Thank You page.



H1 Tag

When a customer clicks on a landing page, the type of loan must already be pre-selected.

Change submit button to "Get Free Quote" to avoid redundancy from the banner below.

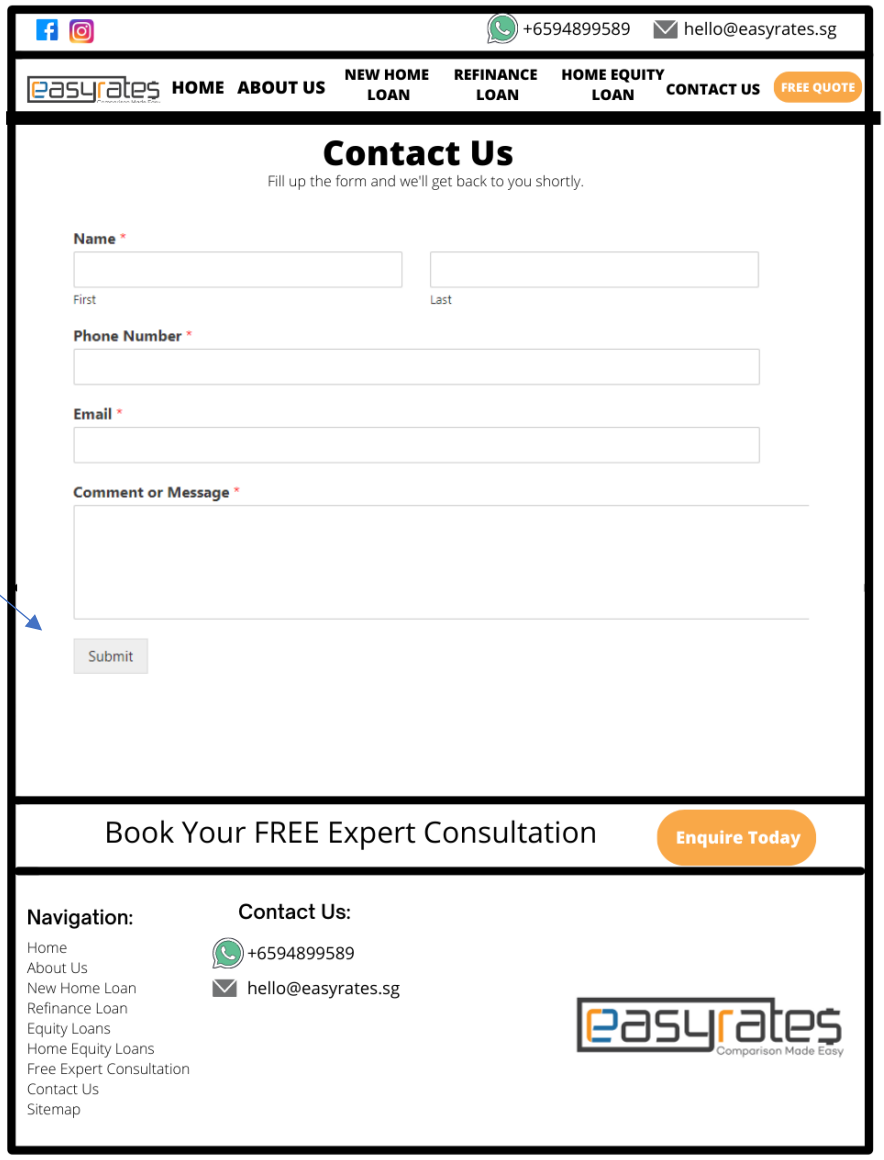
Add a CAPTCHA for each form.

Contact Us

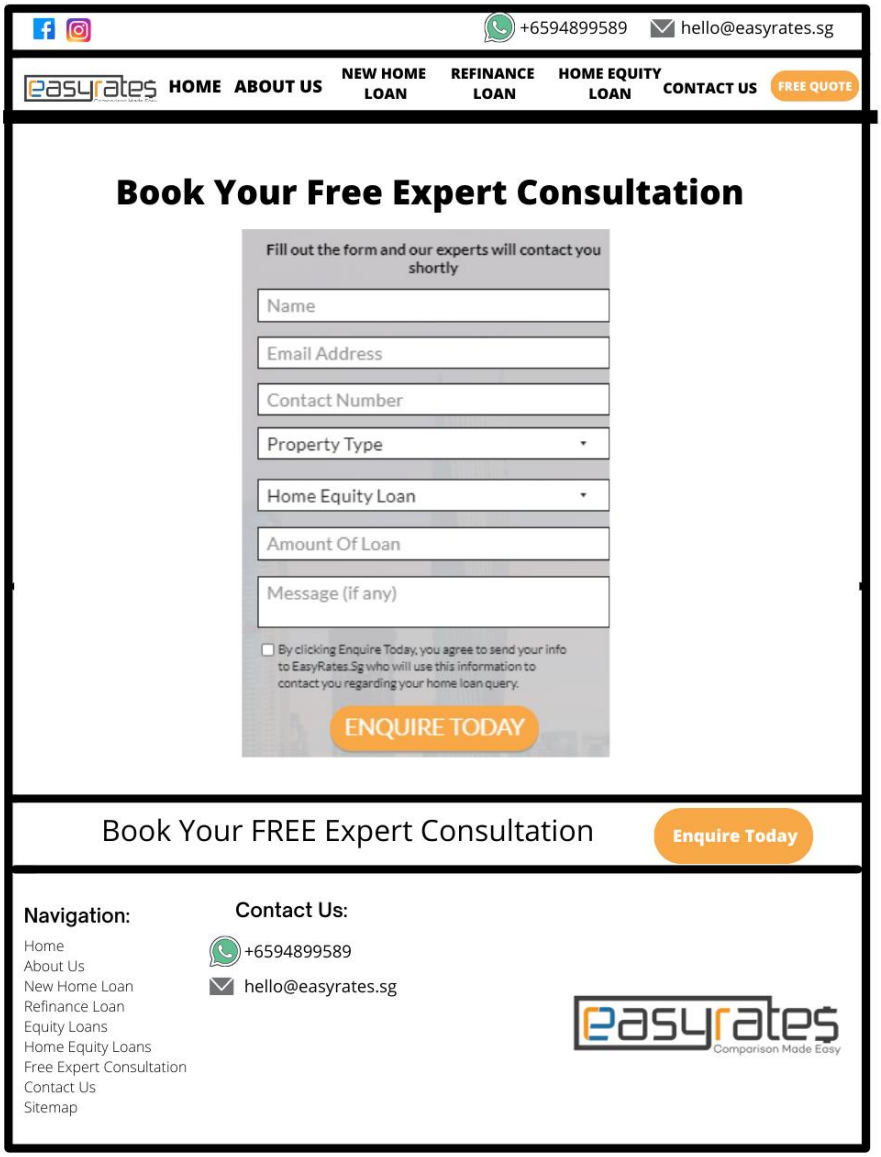
Let your customers reach out to your business. This is more for generic enquiries.

	Make sure this has a separate Thank You page from the quote requests.

Insert CAPTCHA.



Free Expert Consultation

Let people come to this same form but a different landing page. This is for those who clicked “Enquire Today” or “Free Quote” buttons and they haven’t selected a loan type.

	After submitting the form, this should lead to the same Quote Request Thank You page: https://easyrates.com.sg/lp_thankyou