

EASY RATES SINGAPORE

<https://easyrates.com.sg/>

Basic Technical Optimisation Report
29/11/2020

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Google Tools

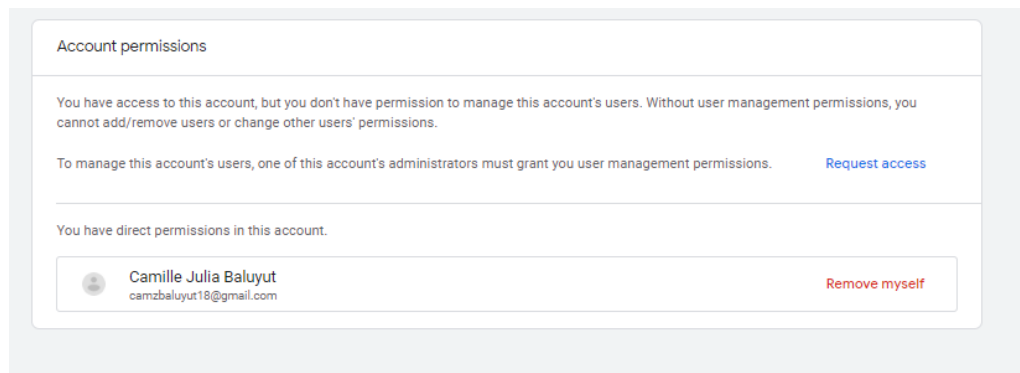
Google Analytics

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.

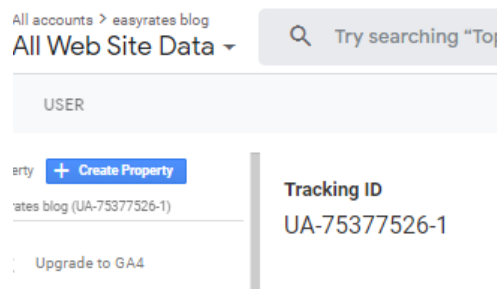
With Google Analytics installed and integrated to the dashboard, website performance metrics can now viewed in real time.



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.
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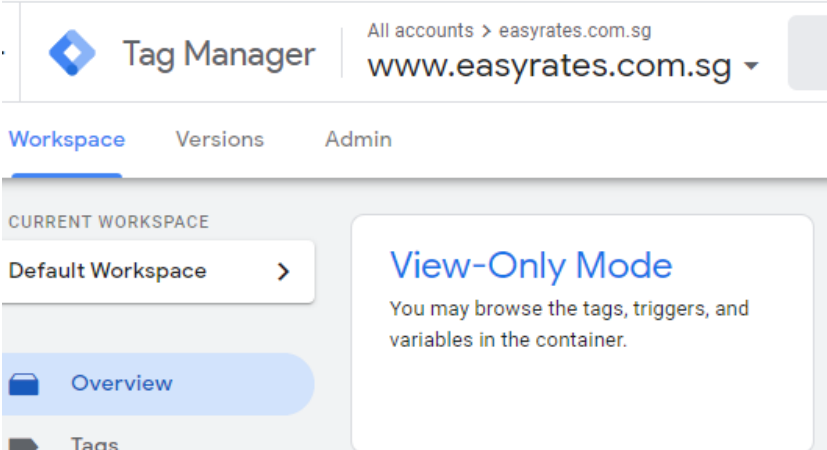
Google Ads

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

	<p>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.</p> <p>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.</p> <p>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.</p>
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Desktop Version

easyrates.com.sg

Easy Rates_Housing Loan Comparison Experts


Find the best housing loan Rate in Singapore

Mobile Version

 <https://easyrates.com.sg>
Easy Rates_Housing Loan Comparison Experts
Find the best housing loan Rate in Singapore

Headings

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



Headings We did not find HTML headings (<H1> to <H6>) on this 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.

<input type="checkbox"/>	Goal	Id	Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Easy Rates Video Banners	Goal ID 1 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Easyrates Last Banner	Goal ID 2 / Goal Set 1	Event	0	<input type="checkbox"/>

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


Possible Conversions:

List down the possible conversions upon checking their website.

Main Conversions	<ul style="list-style-type: none">● Consultation Requests
Micro Conversions	<ul style="list-style-type: none">● 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.
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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.

	<p>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:</p> <p>http://www.easyrates.com.sg/ https://www.easyrates.com.sg/</p> <p>REDIRECT TO: https://easyrates.com.sg/</p> <p>Which is the domain being indexed by Google.</p>
---	---

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).

	<p>Congratulations! We found no broken links on the website using our crawler.</p> <p>https://easyrates.com.sg/ 100% scanned - 25/25 URLs checked, 25 OK Scan completed with no errors! Full report</p>
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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>



Landing Pages

With GetResponse Landing Pages, lead generation has never been easier. Now you can build and optimize web pages that are 100% responsive — with no coding skills required.



Sitemap

XML Sitemap

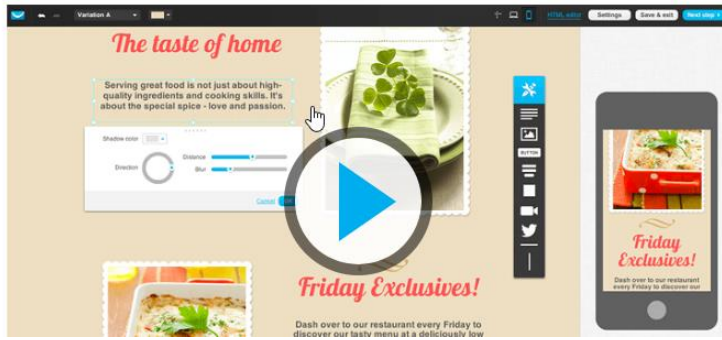
An XML sitemap is a text file containing all the pages on the website to make it easily crawled by search engines. Creating and submitting the sitemap to Google Search Console allows search engine bots to crawl the website efficiently.

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



Landing Pages

With GetResponse Landing Pages, lead generation has never been easier. Now you can build and optimize web pages that are 100% responsive — with no coding skills required.



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.



hello@easyrates.sg





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.

	<p>Awesome! The page is mobile-friendly. Mobile users can easily read the website's content and find the necessary information.</p> <p>Tested on: Nov 27, 2020 at 10:35 PM</p> <h3 style="color: green;">Page is mobile friendly</h3> <p>This page is easy to use on a mobile device</p>	
---	--	--

Mobile Site Speed



Loading Time	Possible Optimisation														
<h1>2.2s</h1> <p>Rating on 4G: Needs Improvement</p>	<table border="1"><thead><tr><th style="text-align: left;">Opportunity</th><th style="text-align: right;">Estimated Savings</th></tr></thead><tbody><tr><td>▲ Serve images in next-gen formats</td><td style="text-align: right;">12.63 s ▾</td></tr><tr><td>▲ Remove unused JavaScript</td><td style="text-align: right;">4.65 s ▾</td></tr><tr><td>▲ Reduce initial server response time</td><td style="text-align: right;">1.18 s ▾</td></tr><tr><td>▲ Properly size images</td><td style="text-align: right;">1.05 s ▾</td></tr><tr><td>▲ Eliminate render-blocking resources</td><td style="text-align: right;">0.81 s ▾</td></tr><tr><td>■ Defer offscreen images</td><td style="text-align: right;">0.6 s ▾</td></tr></tbody></table>	Opportunity	Estimated Savings	▲ Serve images in next-gen formats	12.63 s ▾	▲ Remove unused JavaScript	4.65 s ▾	▲ Reduce initial server response time	1.18 s ▾	▲ Properly size images	1.05 s ▾	▲ Eliminate render-blocking resources	0.81 s ▾	■ Defer offscreen images	0.6 s ▾
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▲ Properly size images	1.05 s ▾														
▲ Eliminate render-blocking resources	0.81 s ▾														
■ Defer offscreen images	0.6 s ▾														

▲	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.

	<p>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.</p>
	<p>Site is not Blacklisted 9 Blacklists checked</p>

Social Media Buttons

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

	<p>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.</p>
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JSON-LD Schema Mark-up

Site-wide Schema Integration


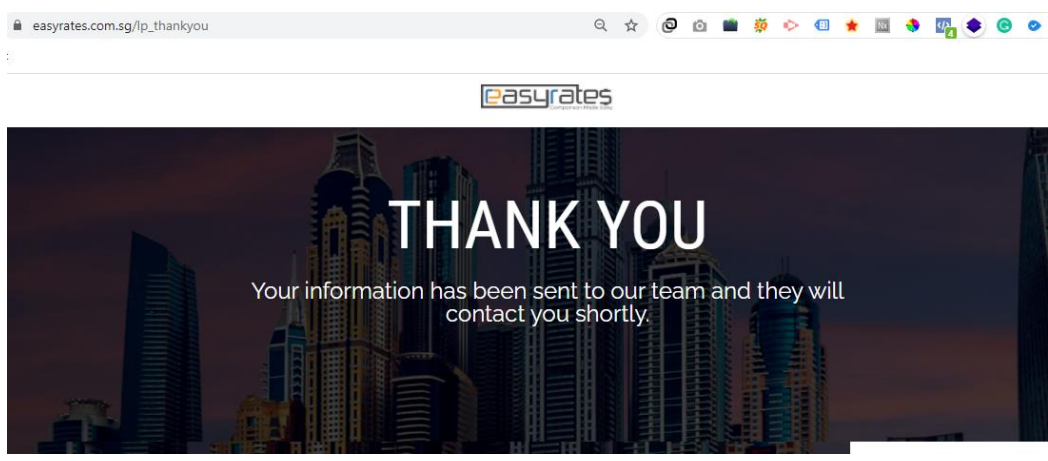
JavaScript Object Notation for Linked Data (JSON-LD) is the newest and simplest markup format: it allows embedding a block of JSON data inside a script tag anywhere in the HTML. JSON-LD is supported for all Knowledge Graph features and sitelink search boxes.

```
<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.

	<p>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.</p>
	 <p>However, the navigation bar or logo isn't clickable. Customers must have a way to exit the page after submitting a form.</p>



Featured Product/Service

	<p>Can be improved. Please see Structures page.</p>
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Images

	<p>Can be improved. Provide lifestyle shots of Singapore, homes, or people.</p> <p>Example:</p> 
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Phone Number / Email Address

	<p>Both are featured on the site, but only the phone number is clickable and prominently displayed.</p>  <p>Call or WhatsApp us +65 6631 8980</p> <p>hello@easyrates.sg</p> <p>Place email address above the fold and make it clickable.</p>
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Contact Us / Inquiry Form

	<p>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.</p> <p>Place a CAPTCHA for all forms to avoid spam messages.</p>
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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.



How it Works?

- Fill up the form for free expert consultation
- Our expert advisors will get in touch within 24 hours to assist you in shortlisting and comparing the best packages
- We will link you up with our expert bankers for smooth and easy processing!
- Accept the offer from the bank and start saving!
- We will help monitor your mortgage and get in touch when you are due for refinancing!



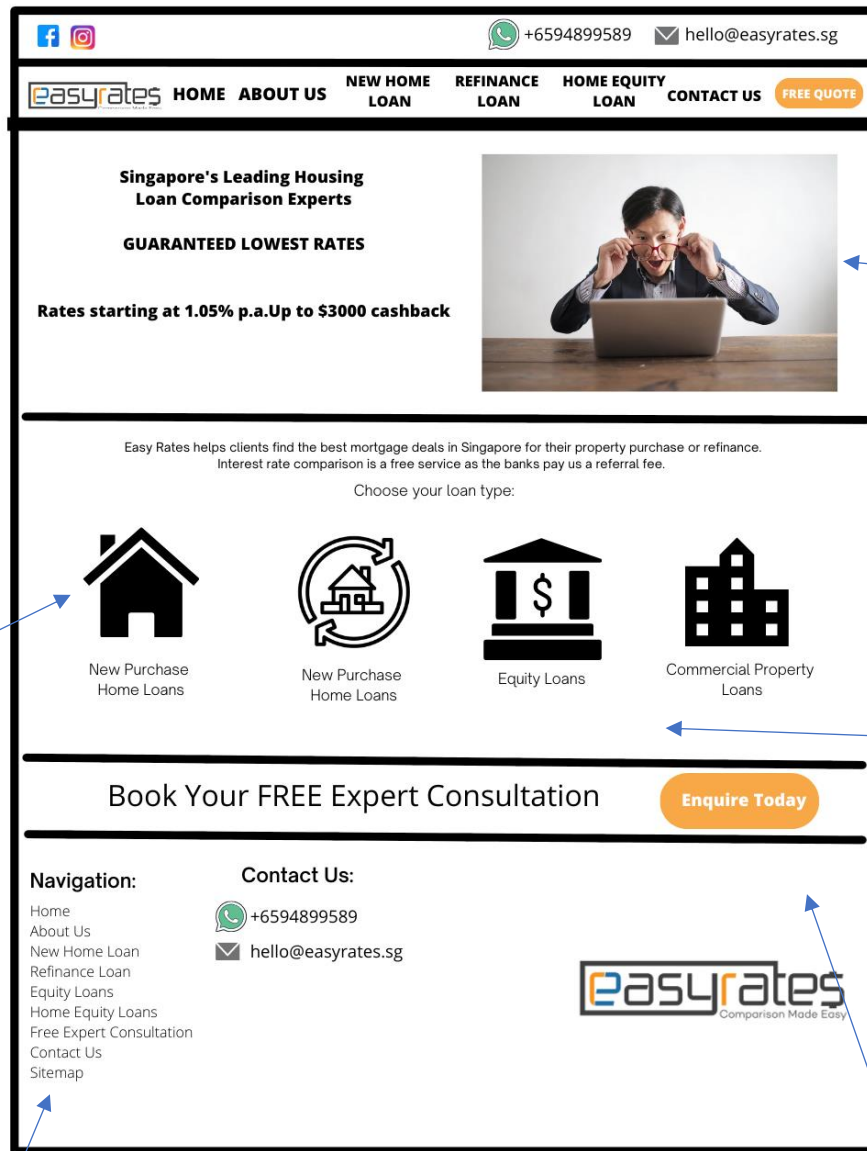
How can we help you
3 Ways We Make Your Life Easier

- No cost to you at all**
Choosing the right housing loan package can save you thousands of dollars every year, if not more. With EasyRates, you can enjoy hassle-free, best home loan rates, as well as professional advice for no cost.
- A peace of mind**
Choosing the right housing loan package is a crucial process as it eliminates unnecessary cost and stress. With EasyRates, you can have a peace of mind as we are constantly updated with the best housing loan packages in the market and you will be assured of the best deals.
- Personal consultation**
As every borrower is different, never rely on complicated and generic online tools and calculators. Our Advisors will be able to help you shortlist the best packages based on your own requirements.

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.

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

Add a lifestyle shot or a photo of Singapore.

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.

   +6594899589  hello@easyrates.sg

easyrates HOME ABOUT US NEW HOME LOAN REFINANCE LOAN HOME EQUITY LOAN CONTACT US **FREE QUOTE**



About Easyrates




Place a body of text here about the service, how it started, and why get this service from your business. More information leads to a higher Clickthrough rate.

Book Your FREE Expert Consultation **Enquire Today**

Navigation:
Home
About Us
New Home Loan
Refinance Loan
Equity Loans
Home Equity Loans
Free Expert Consultation
Contact Us
Sitemap

Contact Us:
 +6594899589
 hello@easyrates.sg



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.

The screenshot shows a landing page for 'New Home Loans' on the EasyRates website. The page features a navigation bar with links for HOME, ABOUT US, NEW HOME LOAN, REFINANCE LOAN, HOME EQUITY LOAN, CONTACT US, and a FREE QUOTE button. The main content area is divided into two columns. The left column has an H1 tag 'New Home Loans' above a large image of a modern house with a swimming pool. Below the image is a placeholder text: 'Place a body of text here about the service and why get this service from your business. More information leads to a higher Clickthrough rate.' The right column contains a 'Book Your FREE Consultation' form with fields for Name, Email Address, Contact Number, Property Type (dropdown), Home Equity Loan (dropdown), Amount Of Loan, and Message (if any). Below the form is a checkbox for terms and conditions and an 'ENQUIRE TODAY' button. A secondary banner at the bottom of the main content area says 'Book Your FREE Expert Consultation' with an 'Enquire Today' button. The footer includes a navigation menu, contact information (+6594899589, hello@easyrates.sg), and the EasyRates logo with the tagline 'Comparison Made Easy'.

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.

   +6594899589  hello@easyrates.sg

easyrates HOME ABOUT US NEW HOME LOAN REFINANCE LOAN HOME EQUITY LOAN CONTACT US **FREE QUOTE**

Contact Us

Fill up the form and we'll get back to you shortly.

Name *

First Last



Phone Number *


Email *

Comment or Message *

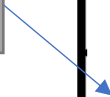
Book Your FREE Expert Consultation **Enquire Today**

Navigation:
Home
About Us
New Home Loan
Refinance Loan
Equity Loans
Home Equity Loans
Free Expert Consultation
Contact Us
Sitemap

Contact Us:
 +6594899589
 hello@easyrates.sg


Comparison Made Easy

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

The screenshot shows the EasyRates website interface. At the top, there are social media icons (Facebook, Instagram), a WhatsApp icon with the number +6594899589, and an email icon with the address hello@easyrates.sg. The navigation menu includes: HOME, ABOUT US, NEW HOME LOAN, REFINANCE LOAN, HOME EQUITY LOAN, CONTACT US, and a FREE QUOTE button. The main heading is "Book Your Free Expert Consultation". Below this is a form with the instruction "Fill out the form and our experts will contact you shortly". The form fields are: Name, Email Address, Contact Number, Property Type (dropdown), Home Equity Loan (dropdown), Amount Of Loan, and Message (if any). Below the form is a checkbox with the text: "By clicking Enquire Today, you agree to send your info to EasyRates.Sg who will use this information to contact you regarding your home loan query." and an ENQUIRE TODAY button. At the bottom of the form area, there is a banner that says "Book Your FREE Expert Consultation" with an Enquire Today button. The footer contains a Navigation menu (Home, About Us, New Home Loan, Refinance Loan, Equity Loans, Home Equity Loans, Free Expert Consultation, Contact Us, Sitemap), Contact Us information (+6594899589, hello@easyrates.sg), and the EasyRates logo with the tagline "Comparison Made Easy".