



engagecentral

Engage Central

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IPP Financial Advisers Business Optimization Report



Business Address

78 Shenton Wy, #30-01, Singapore 079120



Google Business Profile

Google Business Profile is one of the most important optimization tools that can help your business IPP Financial Advisers to appear and rank higher on Google Search and Google Maps.

We pointed out all the issues we found for IPP Financial Advisers on your listing to see what's correct and what's missing.

The more optimized your Google Business Profile (GBP), the more new clients you will get. This is the easiest way to get more calls or more clients at your location.

Does IPP Financial Advisers have the minimum details listed?



Address

78 Shenton Wy, #30-01, Singapore 079120



Phone

6511 8888



Email

pdpa@ippfa.com



Webpage

ippfa.com

Important Google Ranking Factors

Here are the 6 most crucial local ranking factors for your Google Business Profile (GBP).

CATEGORY



finance, point_of_interest

The category helps your business show up for relevant searches in Google Business Profile and Google Maps, giving you a big boost if you primarily target local customers.

REVIEWS



66 Reviews.

Google Reviews give businesses a big credibility and reputation boost without having to spend any money, while drastically improving your local SEO Score.

RATINGS



Low Ratings 4.3 Ratings

The quality and quantity of reviews on Google is one of the most important ranking factors for local SEO.

BUSINESS STATUS



Operational

Opening hours will appear in your Google Business Profile (GBP) on the 1st page of Google. Put simply, it allows potential customers to check if your business is open or closed.

GBP PHOTOS



10 + GBP Photos

Having as many photos as possible on your Google Business Profile (GBP) will considerably increase your chances of ranking on Google Images more frequently.

GBP POSTS



5 GBP Posts

Sharing relevant content posts about your local business contributes to building your location authority and outrank your competitors on Google.



Local ADs
No

This card shows the business is having a local ADs or not.



Paid ADs
No

This card shows the business is having a paid ADs or not.



Lead Ranking
1

This card shows the business is having a lead ranking or not.

What Clients are Saying About You

Congratulations! More than 5+ Customers think your business is awesome and are likely to recommend you to others!

Good customer reviews can give your business more credibility and boost your local authority, whilst winning the trust of thousands of future potential customers. Having a clean and positive reviews score will instantly increase your Brand Trust, Online Exposure, Local SEO, Click-Through Rates, and ultimately your overall conversion.



★★★★★ (5)



amos chin

I am so grateful to have Mr. Alex Ang Xian Xi as my wealth management consultant at IPPFA. His exper...

★★★★★ (5)



R C

I would like to recommend Royce Cheng, my financial adviser from IPPFA as he truly stands out in the...

★★★★★ (5)



Karen Ong

Dear Royce, I wanted to take a moment to express my sincere gratitude for your outstanding work in...

★★★★★ (5)



Alex Su

Alex Ang Xian Xi has been an incredible wealth management consultant for me especially as a Singapor...

★★★★★ (5)



Selffar Numeric

Mr. Alex Ang Xian Xi has been instrumental in helping us grow our investments by over 10% even in th...

Is Your Business Claimed or Unclaimed?

If you don't claim your GBP listing, somebody else might (or might have already!)

Once a listing is claimed and verified, double-check that the contact information, physical address and photos accurately represent the business's brick-and-mortar location.



Claimed

Congratulations! Your business is claimed and verified on Google. It's time to optimize it for ranking higher in search engines.

IPP Financial Advisers

Business Top 5 Competitors:

Below are the top 5 competitors, and their rankings by reviews and location. Let's see how good their stats are!

Southern Finance Bhd



- ★ Ratings: 0
- ✉ Email: **No Email.**
- ☎ Telephone: **07-224 1988**
- 🌐 Website: **No Website.**
- 📍 Address: No. 62, Jalan Ibrahim, Johor, Bandar Johor Bahru, 80000 Johor Bah ...

Singapura Finance Ltd



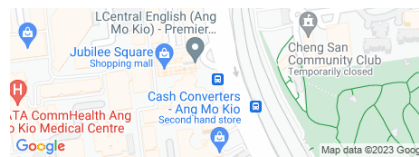
- ★ Ratings: 2
- ✉ Email: **No Email.**
- ☎ Telephone: **6467 1918**
- 🌐 Website: **singapurafinance.com.sg**
- 📍 Address: 130 Jurong East St 13, Singapore 600130

Singapura Finance



- ★ Ratings: 4.2
- ✉ Email: **No Email.**
- ☎ Telephone: **6880 0633**
- 🌐 Website: **singapurafinance.com.sg**
- 📍 Address: 150 Cecil St, Singapore 069543

Singapura Finance Ltd. Co



- ★ Ratings: 2.7
- ✉ Email: **No Email.**
- ☎ Telephone: **6458 4222**
- 🌐 Website: **singapurafinance.com.sg**
- 📍 Address: 711 Ang Mo Kio Ave 8, Singapore 560711

Finance Kaki



- ★ Ratings: 0
- ✉ Email: **No Email.**
- ☎ Telephone: **9880 6272**
- 🌐 Website: **No Website.**
- 📍 Address: 175A Geylang Rd, Singapore 389247

Your Website Responsive Analysis :

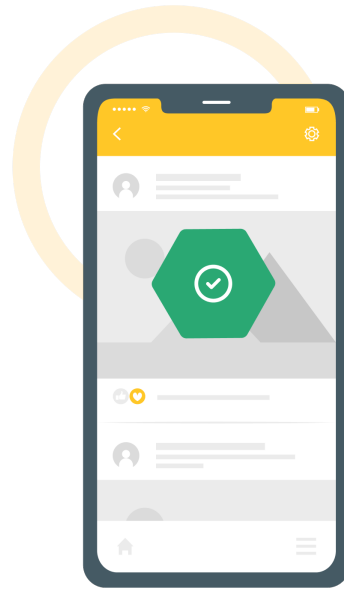
Scanned Website:

ippfa.com

Is your website optimized and responsive on mobile devices?

The Importance of having a Mobile-Friendly Website :

You can reach more customers, faster. Making your website mobile-friendly automatically opens up your customer base to anyone performing a mobile search. If that was not enough, you should be aware that Google is prioritising mobile-friendly websites in their search engine results page, making this a crucial ranking factor.



Social Media Analysis

Your Social Online Presence

Why having an ACTIVE Social Media Profile is so important?

Social media is important because it allows you to reach people locally, regionally, nationally, and even internationally. If you understand the characteristics of your target audience, you will be able to personalise your messages to resonate with that audience more appropriately..



Facebook

Account is Active!

@ IPP Financial Advisers



Instagram

Account is Active!

@ IPP Financial Advisers



Pinterest

No Account Found!

No Tags Found!



YouTube

Account is Active!

@ IPP Financial Advisers



Videos Found



Video Analysis

Having videos gives you a competitive edge over businesses that don't use videos to their advantage.

Facebook Pixel

Facebook Pixel Tracking Code

The Facebook pixel is a snippet of code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimise ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website



Facebook Pixel is MISSING!

Oops! Your Facebook Pixel is NOT Installed!
Consider adding your Facebook pixel on your website and reach out to your potential customers.



Ads Pixel is ACTIVE.

Congratulations! Your Ads Pixel is installed and ACTIVE. You're one step away from reaching even more customers on Google who are interested in your business.

Google Ads Pixel

Ads Pixel is ACTIVE.

Analytics Pixel

Analytics Pixel is MISSING

Google Analytics
Tracking Pixel



Not Installed

Oops! Your Analytics Pixel is NOT Installed!
Consider adding your Google Analytics pixel to your website to gather crucial user data.

Google Analytics is one of the most popular digital analytics software. It is Google's free web analytics service that allows you to analyse in-depth detail about the visitors on your website. It provides valuable insights that can help you to shape the success strategy of your business.



Google Search Console Identified.

Congratulations! Your Google Search Console is identified and ACTIVE. It shows you crucial data about all the most important SEO aspects of your website.

Webmaster Tools

Google Search Console Identified.

Google Search Console
Extension Installation

Google Search Console is a really valuable instrument for SEO. It gives you at a glance data about all the important SEO aspects of a site, such as keywords, links, crawl errors, etc. Spending a few minutes using it can result in higher rankings.

Google Markup Schema

Installed

Google Markup SEO
Business Schema



Installed

Congratulations! Your Google Markup Schema is identified and installed. It allows you on an advanced level of SEO to help search engine crawlers provide rich information

Schema markup is an advanced level SEO technique. It helps search engine crawlers to provide rich information to the users even before they visit your website by helping to improve the CTR (Click Through Rate) and conversion rate.



Contact

Congratulations! Your Contact Call To Action Button has been found on your website homepage. You're one step closer to turning your visitors into paying customers.

Contact Call To Action

Call To Action is VALID.

Contact Call To Action Button is a must have

Having a Phone Number or Email Address present on the first page of your website is one of the most efficient ways to transform simple visitors into long term paying customers.

Yelp Business Listing

Advertising & Reviews

Learn about the different metrics in your business



Yelp Listing Found.

Congratulations! Your business has been found listed on Yelp - This means you've claimed your business on Yelp, the place where people actually search and find local businesses

The easiest way to claim your business page is to search for it at biz.yelp.com (this is our Yelp for Business website) or by using the Yelp for Business app. If you start there, we'll walk you through all the steps to claim your page and set up your business account.



Account Found

Congratulations! Your Google Tag Manager is identified and installed. With GTM, you're able to add, edit, and disable tags without having to touch the source code

Google Tag Manager

Advertising & ROI Tracking

Track and measure your advertising ROI

Google Tag Manager is a free tool that allows you to manage and deploy marketing tags (snippets of code or tracking pixels) on your website (or mobile app) without having to modify a single line of code.

Open Graph SEO Protocol

Open Graph Installed
Worth implementing the
Open Graph protocol



6 Attributes

Congratulations! We've detected the Open Graph SEO Protocol installed on your business website. Your website has 6 identified and active.

Open Graph protocol is a protocol (i.e. a set of rules) that is used to integrate any web page into the social graph. This protocol tells Facebook which title, URL, image, and description of your blog post/page should be used when your content is shared on Facebook.



Your Website is SSL Secured!

Congratulations! Your Website is secured with a VALID SSL Certificate. This will drastically increase customer trust and gives your business better ranking results in Google.

SSL Certificate

Security & Privacy
Encrypt the data that's transmitted.

Credibility and trust for your customers: A significant benefit of SSL certificates is the fact that they help you gain visitors' trust. Your website will be displayed with a security padlock in the address bar of the browser.

Wordpress Website

Website built with Wordpress.



YES

Great! This is a Wordpress website. It means it can be easily customised and optimized.

SERP Snippet **SEO & Content Optimization**

Google SERP used by SEO Professionals.

Personal Financial Advisory - Singapore | IPP Financial Advisers

<http://www.ippfa.com>IPPFA offers a range of personal financial advisory services including financial planning, investment advice, insurance advice, and more.

Google will show both your website's title as well as the meta-description within the search results. Together, they make up the first points of contact that anyone searching will have with your content. This is the reason why you should put some effort into encouraging searchers to click on your result by optimising not only the title but also the meta-description.

Report Overview

57.33% Optimized
Good

Heres how well IPP Financial Advisers is optimized. You can increase your chances to rank higher in Google Search and Google Maps just by fixing the unoptimized factors in this report.



Good

With a little more TLC, you could have the perfectly optimized webpage with all the essential social media and SEO tools provided.



57.33%

To achieve digital marketing success by leveraging a location-based strategy, most seasoned SEO professionals start at the same place: creating and optimising a Google Business Profile (GBP).

Download Report

Just scan the QR and get access of full report!



ENGAGE CENTRAL Navigating Possibilities, Amplifying Results An AI Automation Agency focused on helping SMEs integrate AI technology into their system and process.



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