# **Project Title: Crafting & Compelling Website Analysis, Audit and Recommendations**

## **Project Overview:**

* Consider that you are working at Guvi or another reputed company in the role of a Digital Marketing Analyst or SEO Analyst.
* In this project, you will delve into the fundamentals of digital marketing, focusing on website and landing page design.
* The tasks include understanding how to design and build a compelling web presence by grasping the inner workings of websites, key ingredients, and essential design principles.
* Through hands-on activities and real-time exercises, you will create landing pages from scratch, applying digital marketing strategies and best practices in website design.

## **Project Objectives:**

* Understand Digital Marketing Fundamentals: Learn the key principles of digital marketing, focusing on website and landing page design.
* Design and Build Web Presence: Grasp the inner workings of websites, including critical elements and design principles.
* Hands-On Creation: Create landing pages from scratch using best practices in digital marketing and website design

## **Project Tasks:**

1. **Company:** Select a company from the given list or choose by you and write a short description about it.
2. **Product and Service Descriptions:** Understand the selected company products or services and create short descriptions for minimum 3 and maximum 5 products or services.
3. **Website Platform Identification:** Determine the platform on which the website is developed using online tools.
4. **Responsive Design Testing:** Test the website's responsive design and mobile optimization on at least 5 pages using online tools and share the report.
5. **Website Mistakes Identification:** Identify website design mistakes to avoid, such as cluttered layouts and slow loading times, and provide at least 5 suggestions for the selected company.
6. **Best Practices List:** Provide a list of best practices for creating visually appealing and user-friendly website designs.
7. **Landing Page Design:** Design or create a landing page for the selected company's product or service with the goal of generating leads or increasing brand awareness, using mockup tools like Figma or landing page design tools such as HubSpot, Canva, Wix, etc.

## **Project Deliverables**

1. **Presentation Slides**: Summarize project tasks, findings, and recommendations.
2. **Landing Page Design**: Share the design of the landing page created.

## **Conclusion:**

* This project aims to leverage digital marketing principles and hands-on practice to provide valuable insights and recommendations for creating compelling websites and landing pages.
* By effectively understanding and applying website design best practices, the role of a Digital Marketing Analyst or SEO Analyst can significantly enhance a company's web presence and marketing effectiveness.

## **Here is a list of other companies' websites you can consider for the project task:**

* <https://www.hcl-software.com/>
* <https://www.intellectdesign.com/>
* <https://www.oracle.com/>
* <https://www.wipro.com/>
* <https://www.ibm.com/>
* <https://www.apple.com/>
* <https://www.hcltech.com/>
* <https://hcl.com/>
* <https://www.tcs.com/>
* <https://www.infosys.com/>

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## **Landing Page Sample:**

* <https://www.guvi.in/mlp/hyrenet-homepage>
* <https://www.guvi.in/zen-class/>
* <https://www.guvi.in/zen-class/business-analyst-course/>
* <https://www.guvi.in/mlp/artificial-intelligence-and-machine-learning-course>
* <https://www.guvi.in/zen-class/full-stack-development-course/>
* <https://mapledentistrymi.com/smile-with-confidence/>
* <https://offers.hubspot.com/how-to-optimize-landing-pages-for-conversion>
* <https://lp.therowhouse.com/try-row-house>
* <https://www.doordash.com/>

## **Reference Guide for Landing Page(LP):**

<https://blog.hubspot.com/marketing/fantastic-landing-page-examples>

## **Project Orientation Video:**

## [Web-Presence-Project-orientation.mp4](https://drive.google.com/file/d/1XVpdVoNgSHkRULqW5vm2rOuGWUCJgm8a/view?usp=drive_link)

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## **FAQs for the Project:**[FAQ's - Crafting & Compelling Website Analysis, Audit and Recommendations](https://docs.google.com/document/d/1GRwVsQb7-QjmRoUu7cl8yFlqPFelTDr3IPhSb8ht7TE/edit?usp=drive_link)

## **Solution Approach for the Project:** [Solution Approach](https://docs.google.com/document/d/1zshd_1bN7RC8B68WrCEBZMZnSQn7liucrt20LSJlWlY/edit?usp=drive_link)

## **Project Reference:** [**Web Presence Project - Reference**](https://docs.google.com/presentation/d/1pp1jI0yJXlrH7f5lQ0_Jo9zn1O_yhy5-0hXA5ExsjwI/edit?usp=sharing)

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## **PROJECT LIVE EVALUATION(PLE) SESSION (CAPSTONE AND FINAL PROJECT) FORM:**

**About Session:**

The Project Live Evaluation(PLE) Session for Capstone and Final Projects allows participants to showcase their projects and receive real-time feedback for improvement.

It assesses project quality and provides an opportunity for discussion and evaluation.

**Note: This form will Open on Saturday and Sunday Only on Every Week**

**PLE Timing: Monday-Saturday (11:30 PM to 12:30 PM)**

## **Booking link :** [**https://forms.gle/1m2Gsro41fLtZurRA**](https://forms.gle/1m2Gsro41fLtZurRA)