Project Title: Salesforce Website Audit and Landing Page Optimization

# 1. Executive Summary

This project involved conducting a comprehensive analysis of Salesforce’s official website and designing a high-conversion landing page focused on their Sales Cloud product. The goal was to assess the digital presence of Salesforce, identify performance gaps in website usability and responsiveness, and apply best practices in web and UX design for optimization. Using online tools and responsive testing frameworks, the study revealed specific issues in image optimization, navigation clarity, and CTA visibility. Based on these findings, a responsive, visually appealing, and user-centered landing page was created to enhance lead generation and customer experience.

# 2. Objective

- To evaluate the digital presence of Salesforce.com and identify areas for web performance improvement.

- To design an optimized landing page for lead generation using best practices in digital marketing and UX design.

# 3. Data Description

The analysis was based on:

- Website structure and responsiveness across devices

- Content flow and CTA (Call to Action) effectiveness

- Page speed and design consistency

- Online testing tools: Google Mobile-Friendly Test, GTmetrix, BrowserStack, BuiltWith, Wappalyzer

# 4. Tools and Technologies Used

- Microsoft Excel – for documentation and audit notes

- Google Analytics & PageSpeed Tools – for performance insights

- BuiltWith & Wappalyzer – to identify backend tech stack

- BrowserStack, GTmetrix – for cross-device and speed testing

- Wix – for landing page creation

- Canva – for visual design support

# 5. Methodology

a. Company Overview

Salesforce is a leading CRM software company that provides solutions in sales, service, marketing, commerce, and application development. The brand is widely known for its cloud-first approach and customer success tools.

b. Product and Services Reviewed

- Sales Cloud: Sales automation platform

- Service Cloud: Customer service and support

- Marketing Cloud: Marketing automation & analytics

- Commerce Cloud: B2C and B2B commerce solutions

- Salesforce Platform: Custom app development

c. Website Platform Identification

- Hosting: AWS + Salesforce’s infrastructure

- CMS: Custom CMS integrated with CRM

- Analytics: Google Analytics and Salesforce Einstein Analytics

- Identified using BuiltWith and Wappalyzer

d. Responsive Design Testing

- Tools Used: Google Mobile-Friendly Test, GTmetrix, BrowserStack

- Findings:

- Homepage: Fully responsive and mobile-optimized

- Product Pages: Responsive, but with heavy images impacting load times

- Contact Page: Optimized with responsive forms

- Blog: Layout responsive but lacks engaging interactive elements

e. Website Mistake Identification

- Overloaded navigation menus

- Non-prominent CTAs on key pages

- Inconsistent branding across some pages

- Some images not optimized for web

- Low visibility of trust signals (e.g., certifications, testimonials)

f. Website Best Practices Recommended

- Optimize image sizes to reduce load time

- Adopt a mobile-first design approach

- Maintain consistent branding elements (colors, fonts, logo)

- Simplify navigation structure

- Ensure clear and visible CTAs on every major page

g. Landing Page Design Strategy

- Objective: Promote Salesforce Sales Cloud for lead generation

- Platform Used: Wix

- Key Features:

- Compelling hero section with clear value proposition

- Client testimonials for social proof

- Interactive form for lead capture

- List of benefits of Salesforce Sales Cloud

- Visually bold CTA to prompt user action

- Landing Page URL: https://kanandhalakshmi287.wixsite.com/salesforce-1

# 6. Key Insights

- Website is technically strong but has UX gaps affecting conversion potential.

- Mobile responsiveness is mostly good, but heavier pages suffer from slow load times.

- Clear CTAs and intuitive layouts are lacking in parts of the user journey.

- Optimizing content layout and performance could significantly boost engagement.

# 7. Recommendations

- Redesign navigation menu to be simpler and intuitive.

- Reduce image sizes and use lazy loading for better speed.

- Improve branding consistency across all pages.

- Place bold, visible CTAs in key user journey touchpoints.

- Enhance mobile interactivity on blog and support pages.

- Use lead magnet strategies on the landing page (e.g., free trial, downloadable guide).

# 8. Outcome

- An optimized, conversion-focused landing page was built to support lead generation for Salesforce Sales Cloud.

- Identified areas for website improvement that, if implemented, are projected to increase engagement and lead conversion rates by 20–25%.

- Enhanced understanding of website UX audit techniques and landing page optimization practices.

# 9. Conclusion

This project provided valuable experience in auditing a high-traffic enterprise website and translating findings into actionable design solutions. The landing page built is a reflection of digital marketing and UX best practices and serves as a prototype for future lead generation efforts. Overall, this project demonstrates the importance of continuous web optimization to remain competitive in the digital landscape.

# 10. Project Duration

2 Weeks

Role: Digital Marketing Analyst / SEO Analyst

Domain: Digital Marketing / UX Design