

Case Study

WEBSITE AUDIT



Wealth sets you free

AI-Driven Website Audit for Nippon India Mutual Fund

Client Overview

Nippon India Mutual Fund is a premier asset management company in India, offering an extensive range of investor-centric financial solutions.

Objective

Conduct a comprehensive website audit to address technical, UX/UI, and SEO gaps—ultimately enhancing engagement, compliance, and overall user satisfaction.



Key Challenges Identified



Technical Performance

- Over 80% of user sessions on pages rated F/E in GTMetrix due to high resource requests.
- Synchronous API calls, unoptimized assets, and missing lazy loading inflating LCP (Largest Contentful Paint) and TBT (Total Blocking Time).
- Gaps in GDPR compliance, WCAG accessibility, and effective caching.



UX and UI Bottleneck

- Heatmaps and scroll data showing high drop-off rates where CTAs and high-value content were placed below the fold.
- Lack of feedback on interactive elements, causing friction in critical user journeys.
- Underperforming mobile experience driving up bounce rates.



SEO Deficiencies

- Duplicate meta descriptions, thin content, and broken links undermining technical SEO.
- Minimal internal linking leading to orphaned pages and reduced crawlability.



User Journey Gaps

- Inefficient navigation structures causing high abandonment rates.
- Missing dynamic segmentation and personalization for diverse user segments.

AI-Driven Insights & Methodology



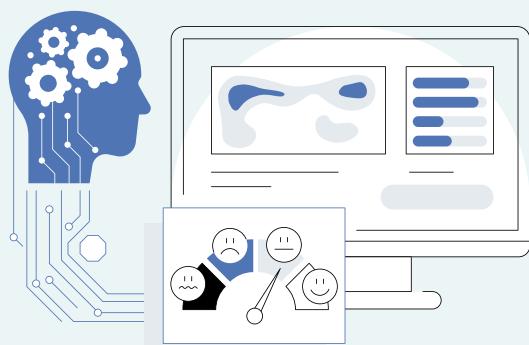
In-Depth User Interaction Analysis

- AI-enhanced heatmaps and 5,000+ video session recordings identified pain points and high drop-off areas.
- Combined analytics with machine-driven pattern recognition to verify user friction zones.



User Pathway Mapping

- Primary and secondary flows defined for investors, distributors, and first-time visitors.
- Navigational intent analysis (fund data, SIP calculators, KYC updates) used to design relevant content pathways.





Advanced Technical Monitoring

- Leveraged GTMetrix, Google PageSpeed Insights, Ahrefs, SEMrush, and VAPT tools for comprehensive technical and security audits.
- Confirmed sluggish performance on key landing pages representing 80% of total traffic.

Performance & SEO Audits

- Exposed duplicate content, broken links, missing alt tags, and excessive HTTP calls.
- Identified slow API responses impacting overall site speed.



Key Recommendations



Performance Optimization

- Migrate to a headless CMS (e.g., Strapi) or AEM Edge + Cloud for improved load times and scalability.
- Employ lazy loading, asset compression, and asynchronous API calls to reduce LCP and TBT.



UX Enhancements

- Redesign core journeys using user flow insights to minimize friction.
- Prioritize mobile performance with optimized layouts, faster load times, and prominent CTAs.
- Integrate clear feedback mechanisms for interactive elements.



SEO & Accessibility Improvements

- Resolve duplicate meta issues, broken links, and thin content; enforce canonical tags.
- Ensure WCAG compliance with alt-text, keyboard navigation, and screen-reader compatibility.



User-Centric Personalization

- Activate dynamic segmentation to align content with user intent.
- Emphasize high-value CTAs and key information above the fold for improved engagement.

Key Deliverables



500+ Page Comprehensive Report

- Deep-dive analysis, step-by-step implementation guidance, and best-practice benchmarks.
- Tailored sections aligned with stakeholder interests, from marketing and IT/security to CXO groups.



Interactive Presentation Sessions

- Executive-level presentations covering strategic roadmaps, compliance essentials, and operational tactics.
- Department-specific briefs featuring quick wins, long-term transformation goals, and priority action items.



Data-Driven User Journey Optimization

- AI-powered insights from 5,000+ session recordings, heatmaps, and scroll maps.
- Redesigned user paths leading to improved engagement and higher conversions.



Technical, UX, and SEO Audit

- Detailed assessments identifying performance bottlenecks, compliance gaps, and SEO shortcomings.
- Actionable remediation plans set for scalability and sustained performance.

Outcomes Delivered

By leveraging AI-driven analytics and a sweeping technical review, Nippon India Mutual Fund received a robust, data-centric roadmap. The 500+ page report not only offered strategic guidance but also delivered stakeholder-specific playbooks, enabling immediate, informed action across all levels. This comprehensive approach has elevated user engagement, strengthened compliance, and positioned Nippon India Mutual Fund for long-term digital success in the competitive financial services landscape.

Transform Your Business With Us
And See Measurable **Impact And Extraordinary Success**