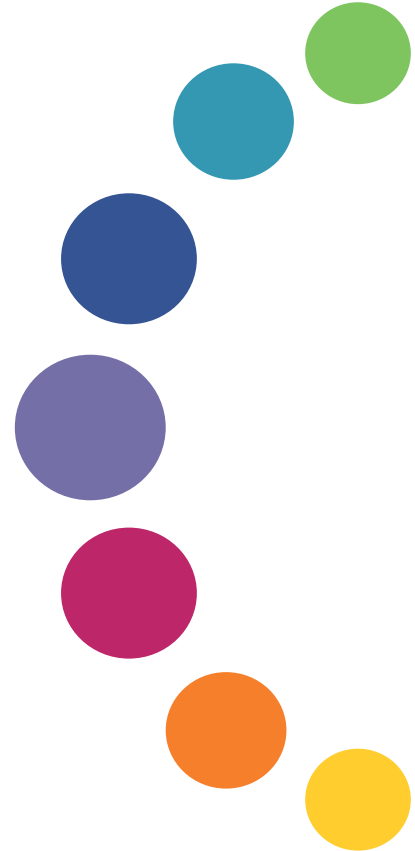# Comprehensive Audit and Analysis for Effective Digital Presence

BADM – Project 5

Introduction to Wipro

Wipro Limited is an Indian multinational **technology services and consulting company** based in Bengaluru, Karnataka.

Founded on **December 29, 1945**, in Amalner, Maharashtra, by MH Hasham Premji, Wipro initially operated as a vegetable-oil manufacturer (Western India Vegetable Products Limited)

Under Azim Premji's leadership from 1966 onwards, the company pivoted into IT and software services, evolving into a global tech player by the 1990s

Wipro offers services including **IT and business consulting, software development, digital transformation, cloud, AI, cybersecurity, robotics, data analytics, and business process outsourcing**

Website Design & Visual Appeal

Modern, professional aesthetics: The homepage features large hero visuals, clear branding with the Wipro logo, and vibrant colour accents. It communicates a polished and corporate look

Consistent brand identity: Across internal pages like consulting, engineering, and verticals, Wipro maintains a consistent visual language, typography, and layout

https://www.wipro.com
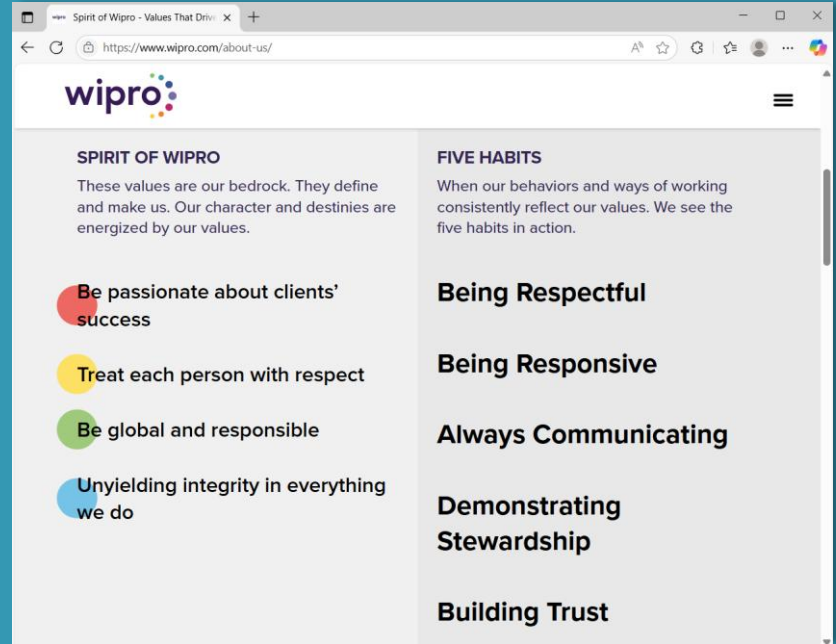
User Experience (UX)

Clear navigation structure: "Services," "Industries," "About Us," "Case Studies" and more are easily accessible through a top menu. Regional and language-specific navigation (e.g. India & Middle East) tailored content to user locality

Thought leadership & rich content: Case studies, strategic insights, and downloadable content (e.g. PDFs on transformation services) support engagement and content depth
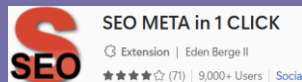
UX maturity through designed collaboration: Wipro works with its strategic design agency to deliver user-centric UX through wireframes, personas, prototyping, user testing, and iterative UX audits
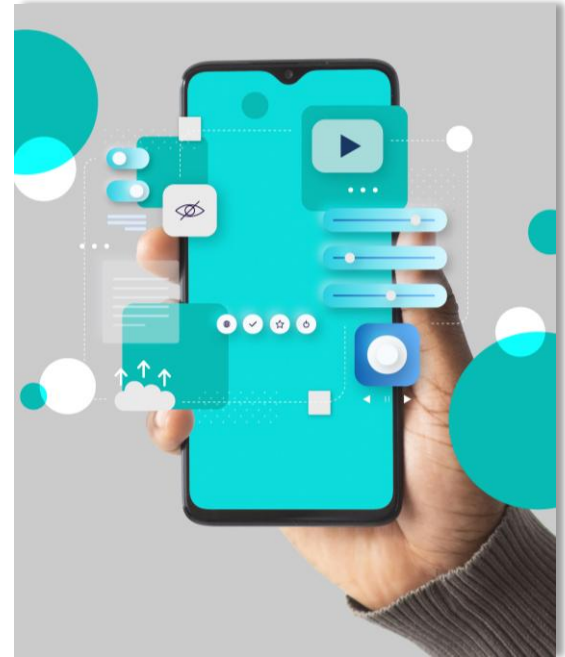
SEO & Performance Metrics

Optimized content strategy: Wipro offers in-house search marketing and SEO services, including on-page, off-page, technical, and campaign analytics for clients

Improved organic presence: Case studies on tools like Adobe Experience Manager Edge Delivery Services report SEO growth like "3× more organic traffic" through faster content updates and simplified infrastructure

SEO META in 1 CLICK
Extension | Eden Berge II
★★★★☆ (71) | 9,000+ Users | Social

SUMMARY | Headers | Images | Links | Social | Tools

Title ?
63 characters
Digital Transformation Services for Global IT Solutions - Wipro

Description ?
156 characters
Digital transformation services enhance business agility. Leverage Wipro's IT consulting, FullStride Cloud, Engineering Edge, and AI capabilities for growth

Keywords ?
4 values
it services and solutions, business solutions, it consulting services, it consulting firms

URL ?
https://www.wipro.com/

Canonical ?
https://www.wipro.com/

Robots Tag ?
Robots meta tag is not defined.

Author ?
Author is missing.

Publisher ?
Publisher is missing.

Lang ?
en

H1	H2	H3	H4	H5	H6 ?	Images ?	Links ?
0	8	7	13	0	0	41	204

Robots.txt | Sitemap.xml

Audit Findings

71

71/100
SEO Score

21/27
Passed Tests

2/27
Warnings

4/27
Failed Tests

RankMath

Common Keywords

Here are the most common keywords we found on the page:

wipro · services · consumer · read · back · innovation · network · report · banking · business

SEO Description

The meta description is 156 characters long, which is good. Digital transformation services enhance business agility. Leverage Wipro's IT consulting, FullStride Cloud, Engineering Edge, and AI capabilities for growth
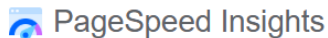
Links Ratio

The page has a correct number of internal and external links.

```
internal: 91

external: 9
```
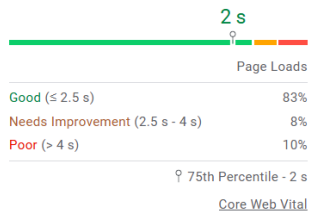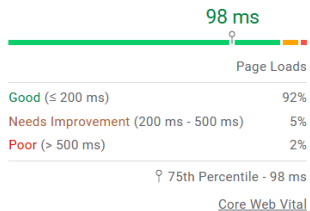
Website Performance

PageSpeed Insights

Mobile   **Desktop**

Core Web Vitals Assessment: **Failed** ⓘ

Collapse view

● **Largest Contentful Paint (LCP)**

2 s

Page Loads

Good (≤ 2.5 s)	83%
Needs Improvement (2.5 s - 4 s)	8%
Poor (> 4 s)	10%

⚲ 75th Percentile - 2 s

Core Web Vital

● **Interaction to Next Paint (INP)**

98 ms

Page Loads

Good (≤ 200 ms)	92%
Needs Improvement (200 ms - 500 ms)	5%
Poor (> 500 ms)	2%

⚲ 75th Percentile - 98 ms

Core Web Vital

▲ **Cumulative Layout Shift (CLS)**

0.32

Page Loads

Good (≤ 0.1)	16%
Needs Improvement (0.1 - 0.25)	40%
Poor (> 0.25)	44%

⚲ 75th Percentile - 0.32

Core Web Vital
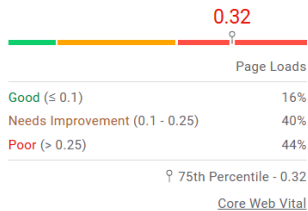
OTHER NOTABLE METRICS

● **First Contentful Paint (FCP)**

1.5 s

Page Loads

Good (≤ 1.8 s)	81%
Needs Improvement (1.8 s - 3 s)	11%
Poor (> 3 s)	8%

⚲ 75th Percentile - 1.5 s

● **Time to First Byte (TTFB)** ⚐

0.7 s

Page Loads

Good (≤ 0.8 s)	77%
Needs Improvement (0.8 s - 1.8 s)	16%
Poor (> 1.8 s)	7%

⚲ 75th Percentile - 0.7 s
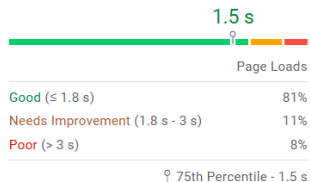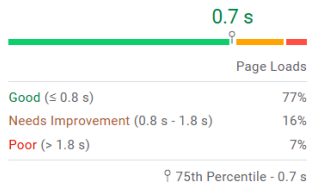
CLS = **0.32 (red) → Poor**
44% of page loads experience severe layout shifts.

Only **16%** are stable (good).
This means Wipro's page likely has **unstable elements** like late-loading ads, images without defined sizes, or dynamic fonts that push content around after initial render.

Digital Marketing Strategy

Traditional:

Brand Awareness
a) Showcase legacy, trust, CSR initiatives

Thought Leadership
b) Position as industry expert

Lead Generation
c) Build relationships through events & networks

Customer Experience
d) Personal touch & brand reliability

Digital marketing:

a) Improve SEO, social sharing & discoverability

b) Drive organic traffic & engagement

c) Capture & nurture digital leads

d) Seamless online UX with personalization

Website Development:

Landing Page Link: https://joshuaprojects.my.canva.site/

Thank you!