# **Project Title: Comprehensive Audit and Analysis for Effective Digital Presence**

| **Project Title** | **Comprehensive Audit and Analysis for Effective Digital Presence** |
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| **Skills take away From This Project** | **Digital Marketing Basics, WordPress CMS, Basic SEO, Website & SEO Audit** |
| **Domain** | **IT Products or Services** |

## **Problem Statement:**

* Many businesses struggle to create an impactful online presence due to a lack of understanding of digital marketing principles, poor website design, and ineffective landing pages.
* This leads to low engagement, missed opportunities, and reduced ROI from digital campaigns.
* This project addresses these challenges by equipping learners with the skills to audit, analyze, and design optimized websites and landing pages that drive conversions and enhance brand visibility.

**Impact on Businesses:**

* Loss of potential customers due to poor website navigation, design, or functionality.
* Reduced effectiveness of digital marketing campaigns, leading to low ROI.
* Missed opportunities to leverage modern tools and platforms for creating compelling online experiences.

## **Project Overview:**

* Consider that you are working at XYZ Company 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 or landing page design.
* To apply the concepts of web design and digital marketing fundamentals to audit and analyze existing websites, identify areas of improvement, and design a basic website or landing page using WordPress.

## **Project Tasks:**

1. **Company:** Select a company from the given list or choose by you and write a short description about it.
2. **Website Audit Report**:

Analyze an existing website based on design, user experience, and SEO metrics.

1. **Digital Marketing Strategy**

Recommend improvements to align with traditional vs. digital marketing goals.

1. **Website Development:**

Design or create a website or landing page for the selected company or 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 WordPress webflow, HubSpot, Canva, Wix, etc.

## **Project Deliverables:**

1. **Presentation Slides:**
   1. Submit a detailed report covering:
      1. Marketing fundamentals analysis.
      2. Website audit findings.
      3. Screenshots and URL of the created website/landing page.
2. **Landing or Website Page Design**:
   1. Present the created design or developed website or landing page in a live demonstration (Project Live Evaluation).

## **Outcome:**

By the end of this project, learners will:

1. Understand the importance of web design and digital marketing in business.
2. Gain hands-on experience in auditing and creating websites.
3. Learn practical applications of theoretical marketing concepts.

## **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.

## **Timeline:**

The project must be completed and submitted **within 7 days from the assigned date**.

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

* <https://www.mmsservice.in/>
* <https://kissflow.com/>
* <https://webflow.com/>
* <https://www.zoho.com/>
* <https://hashmato.com/>
* <https://www.accenture.com/in-en>
* <https://dxc.com/in/en>
* <https://www.intellectdesign.com/>
* <https://www.oracle.com/>
* <https://www.wipro.com/>
* <https://www.ibm.com/>
* <https://www.capgemini.com/>
* <https://hcl.com/>
* <https://www.tcs.com/>
* <https://www.infosys.com/>

## **Website Sample:**

* <https://www.guvi.in/>
* <https://electrax.webflow.io/>
* <https://flow-up-team.webflow.io/>

## **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/>

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

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

## **Tools**

* <https://chromewebstore.google.com/detail/seo-meta-in-1-click/bjogjfinolnhfhkbipphpdlldadpnmhc?pli=1> - SEO Tool for Chrome Browser
* <https://pagespeed.web.dev/> - Page Speed Test
* <https://responsivedesignchecker.com/> / <https://responsivetesttool.com/> - Responsive Checker
* <https://rankmath.com/tools/seo-analyzer/> - SEO Audit tool
* <https://aioseo.com/seo-analyzer/>

## **References**

| **Project Orientation Video** | [Digital-Presence.mp4](https://drive.google.com/file/d/1fzY_fqxY-qq_kTlfIiYT8pftYEwchtt3/view?usp=drive_link) |
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| **FAQs for the Project** | [FAQ's - Comprehensive Audit and Analysis for Effective Digital Presence](https://docs.google.com/document/d/1rzZhYW3n3IFR7krGWxgPs4XaElgmrBxERfFHxo1WO_0/edit?usp=sharing) |
| **Solution Approach for the Project** | [Solution Approach for Comprehensive Audit and Analysis for Effective Digital Presence](https://docs.google.com/document/d/1ITVRFX9ncaqEi9NcGXjqBO8brkYU-hOGMGqjKlKOxec/edit?usp=sharing) |

## **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 AM to 1 PM)**

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

## **PROJECT DOUBT CLARIFICATION SESSION ( PROJECT AND CLASS DOUBTS)**

**About Session:**

* The Project Doubt Clarification Session is a helpful resource for resolving questions and concerns about projects and class topics.
* It provides support in understanding project requirements, addressing code issues, and clarifying class concepts.
* The session aims to enhance comprehension and provide guidance to overcome challenges effectively.

**Note: Book the slot at least before 12:00 Pm on the day**

**Day Timing: Saturday (5:00PM to 7:00PM)**

**Booking Link:** [**https://docs.google.com/forms/d/e/1FAIpQLSdh7Fi8Y6gpr13YDtB\_t8DdfcKfJZIAGRlzUVW3KY9i2jwfcg/viewform**](https://docs.google.com/forms/d/e/1FAIpQLSdh7Fi8Y6gpr13YDtB_t8DdfcKfJZIAGRlzUVW3KY9i2jwfcg/viewform)

| **Project Created By** | **Verified By** | **Approved By** |
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| **Mohamed Ileeyas** | [**Shadiya P P**](mailto:shadiya@guvi.in) | [**Santhosh N**](mailto:santhoshn@guvi.in) |

