

WEB PRESENCE PROJECT

CRAFTING & COMPELLING WEBSITE

ANALYSIS, AUDIT AND

RECOMMENDATIONS

MARIYA SHERLY I | MBE11



COMPANY SELECTION :

I have selected “ Wipro ” as my company for my web presence project.

ABOUT WIPRO :

- Wipro Limited is a leading global information technology, consulting, and business process services company.
- Wipro has focused heavily on digital transformation, cloud services and cybersecurity. Invested in strengthening the capabilities in AI and automation through acquisitions and collaborations.

SERVICES OFFERED :

Artificial Intelligence :

Wipro ai360 brings together all the AI capabilities, talent, and technology to help clients connect AI throughout their organizations. Because at Wipro we believe that combining human ingenuity with AI-powered technology is the key to unlocking the true value of AI

Engineering and R&D services :

Wipro's engineering and R&D services support product innovation through design, development, and technology research. They offer expertise in product engineering and industrial design, helping clients bring new products to market. Their focus is on advancing technology and driving innovation across various industries.

Cybersecurity :

Wipro CyberTransform is an integrated risk and security platform that delivers strategy-first cybersecurity advisory and implementation services. CyberShield is an industry-leading suite of managed services that defend business operations with on-demand cyber resilience management.

SERVICES OFFERED :

Digital Operations and Platforms :

Wipro's Digital Operations and Platforms (DOP) is a value orchestrator that brings together domain, technology, and operational expertise to drive the future of enterprise.

Consulting :

Wipro leverages advanced technologies and deep domain knowledge to help clients drive business transformation and build resilient, next-generation operating models. The practice provides strategy consulting for financial services, energy, utilities, healthcare and life sciences, sustainability, talent management and change, CIO advisory and consumer businesses. Here is some of the latest thinking from Wipro Consulting, Fullstride Cloud, Engineering Edge, Lab45, Designit and Capco.

WEBSITE :

Website platform identification : Wordpress

MOBILE COMPATABILITY :

Compatibility has been verified across various mobile devices, and the site is fully responsive and functional on mobile platforms

The image shows a screenshot of the Wipro website's accolades section. It features three dark purple callout boxes with white text and icons. The top box contains a thumbs-up icon and text about SDVerse. The middle box contains a target icon and text about Siemens recognition. The bottom box contains a gear icon and text about Zinnov Zones leadership. At the bottom of the page, there are three navigation links: 'Services >', 'Industries >', and 'Insights'.

wipro

Wipro, GM, and Magna's collaborative investment, SDVerse, offers a streamlined solution connected vehicle software.

Wipro has been recognized as Siemens Solution Partner Americas 2023.

Zinnov Zones has recognized Wipro as a leader for its Hyperscaler, Data and AI engineering services.

Services >

Industries >

Insights

WEBSITE :

Homepage : Mobile-friendly with some minor alignment issues.

Services Page : Responsive but needs better image and button optimization is required.

About Us Page : Well - optimized for mobile. Text alignment needs to be optimized for desktop.

Contact Page : The Contact page is fully responsive, offering an intuitive and user-friendly interface across all devices.

Blog Page: The page loads well, though some interactive elements require better placement for optimal usability. Additionally, the header section appears blank and could benefit from design improvements

WEBSITE MISTAKE IDENTIFICATION :

**to empower clients around the globe to build
a more resilient, secure and sustainable future.**

How can we help you?

The Content needs to be checked along with the alignment.

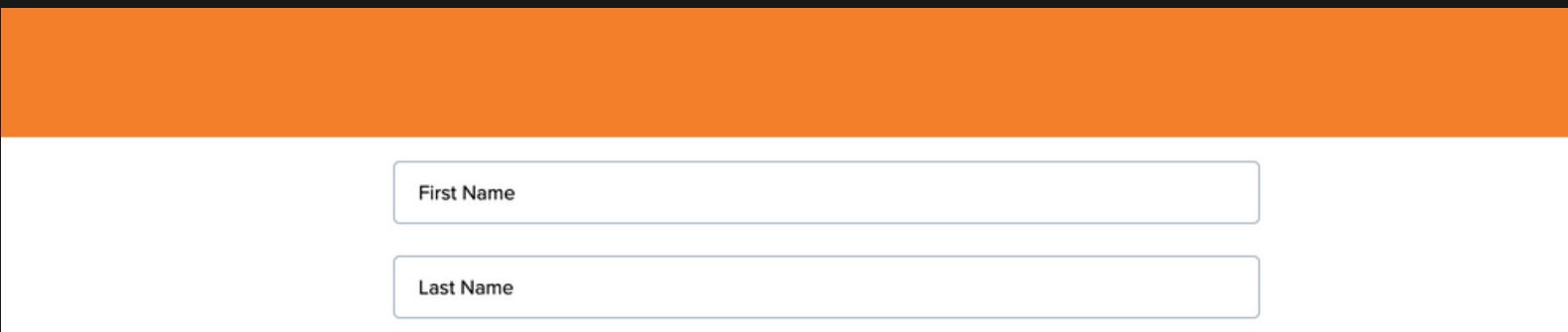


Image optimization needs to be maintained uniformly across sections of the webpage.

A screenshot of a website featuring two columns of news cards. Each card has a "Read More" button at the top right.

Category	Headline	Description	Call-to-action
Data, Analytics And AI	Using data-driven intelligence to innovate BT Group's contract governance reporting process	For an organization the size of BT Group, one of the world's leading telecommunications and network providers, managing its contracts with multinational clients is an enormous task involving multiple workflow.	Read More
Communications	Enhancing customer experience and accelerating digital transformation	Telkomsel's Vice President of Business Development, Wipro, describes how Wipro is helping develop a sustainable and inclu...	Read More

Margin and section spacing needs to be maintained to enhance readability and design flow.

WEBSITE MISTAKE IDENTIFICATION :



Cybersecurity
Wipro's cybersecurity platform
of change while reducing costs
advanced automation and learning
technologies.

[+ Learn More](#)

Call-to-action needs to be highlighted and should be readily available.

Community Service by Wipro Leadership.

Recently, Wipro's Executive Team spent a day in Bangalore visiting some of the communities and schools the Azim Premji Foundation supports



Text and picture needs to be aligned properly for optimized readability

The website can be optimized better for mobile performance.

OPTIMAL PRACTICES :

- **Design for All Devices** : Website need to be made **compatible for different browsing devices** of the users. Making sure your site looks great and works smoothly, no matter the screen size.
- **Speed Matters** : Optimize images, use caching, and minimize code to reduce loading time. Aim for under 3 seconds to prevent high bounce rates.
- **Proper Text & Picture Alignment** : Align text and images for a clean, professional look and optimized readability.

LANDING PAGE DESIGN

The screenshot shows a landing page for a company, likely Wipro, based on the logo and branding. The page has a header with a navigation bar and a main content area with sections for consulting, digital operations, and artificial intelligence. A live chat window is visible on the right side.

localhost/project1/

localhost/project1 Customize 4 New Edit Page Edit with Elementor WPForms 1 Howdy, mariyasherlyjoseph

wipro

Home About Contact

Elevate Your Company with Tailored Expertise

Custom Solutions Offered

Unlock your potential with our personalized approaches. We focus on your needs to deliver outstanding results. Discover the difference our strategies can make for your growth.

 Consulting

Wipro drives business transformation with advanced tech and strategic expertise across industries.

 Digital Operations

Wipro's DOP blends domain, tech, and operations expertise to shape enterprise futures.

 Artificial Intelligence

Artificial Intelligence: Transforming data into smarter, faster decisions for a better tomorrow.

Explore Our Services

Contact Us

Hey, good day! How may I help you?



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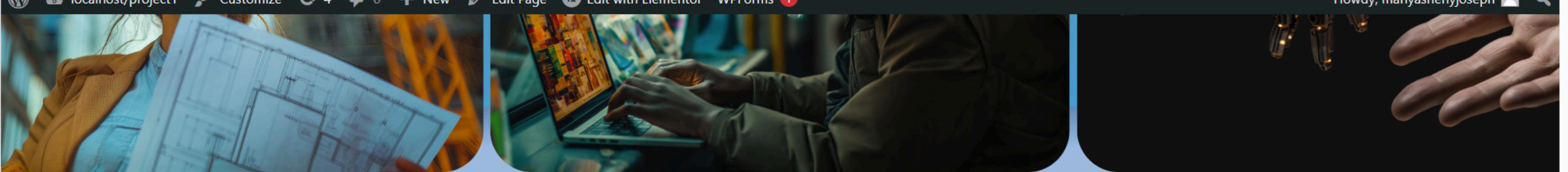
Customize 4 0 + New Edit Page Edit with Elementor WPForms 1

Industries We Serve

The page displays a header with navigation links for 'Customize', 'Edit Page', 'Edit with Elementor', and 'WPForms'. A user profile 'Howdy, mariyasherlyjoseph' is shown on the right. The main content features a large blue banner with the heading 'Industries We Serve'. Below the banner is a collage of three images: a robotic hand reaching for a human hand (representing technology or automation), a world map (representing global reach or international services), and a person in a control room monitoring multiple screens (representing surveillance or data management). A speech bubble icon is located in the bottom right corner of the collage area.

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Our Customers



NTT DATA



a



Myntra



ALTIZON



NYKAALOGO
Your Beauty. Our Passion.



Adobe



CISCO



Microsoft

Get in touch!

Name *



10:45 13-09-2024 ENG IN

Search

Windows Start

File Explorer

OneDrive

OneNote

PowerPoint

Word

Excel

Outlook

Teams

Edge

File Explorer

OneDrive

OneNote

PowerPoint

Word

Excel

Outlook

Teams

Edge

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Get in touch!

Name *

First Last

Work Email *

Work Mobile Number *

Job Title *

Company *

 A teal circular icon containing a white speech bubble with a plus sign, located in the bottom right corner of the page.

Search            ENG IN 10:45 13-09-2024

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Customize 4 Edit Page Edit with Elementor WPForms 1 Howdy, mariyasherlyjoseph

Company *

Country *

Services *

Artificial Intelligence

Message *

Send

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Search

10:45 13-09-2024 ENG IN

localhost/project1/about/

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wipro

Home About Contact

About Wipro

Watch later Share

About Wipro

https://www.youtube.com/watch?v=Xueiml91Huo

Search

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localhost/project1/about/

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Wipro's Global Business Consultancy

Wipro is a leading global consultancy firm, offering innovative solutions across industries worldwide. With a strong presence in over 60 countries, Wipro helps businesses navigate complex challenges, enhance operational efficiency, and drive growth through cutting-edge technology and data-driven strategies. Its consultancy services span sectors like healthcare, finance, manufacturing, and retail, providing customized solutions that focus on digital transformation, business process optimization, and sustainable practices, empowering companies to stay competitive in an ever-evolving market.

Know More



Wipro ai360

Wipro's AI business focuses on leveraging artificial intelligence to drive digital transformation across industries. Through its AI solutions, Wipro helps organizations automate processes, enhance decision-making, and create innovative business models. The company offers a wide range of AI services, including machine learning, natural language processing, predictive analytics, and cognitive computing. Wipro's AI-powered platforms aim to optimize operations, improve customer experiences, and unlock new growth opportunities, making it a key player in the global AI landscape. Their AI



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[localhost/project1/about/](#)

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innovative business models. The company offers a wide range of AI services, including machine learning, natural language processing, predictive analytics, and cognitive computing. Wipro's AI-powered platforms aim to optimize operations, improve customer experiences, and unlock new growth opportunities, making it a key player in the global AI landscape. Their AI initiatives span various sectors, including healthcare, finance, retail, and manufacturing.

[Know More](#)

Wipro and Cybersecurity

Wipro's Cybersecurity business offers comprehensive solutions that protect organizations from evolving digital threats. With a focus on proactive risk management, Wipro delivers services across threat intelligence, identity and access management, cloud security, data privacy, and compliance. Leveraging cutting-edge technology, global expertise, and AI-driven security platforms, Wipro helps businesses safeguard their operations, secure sensitive data, and ensure regulatory compliance. Their cybersecurity solutions are tailored to meet the unique needs of industries such as banking, healthcare, retail, and manufacturing, ensuring resilient and scalable security frameworks.



[Know More](#)



Search



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Engineering and R&D



Wipro's Engineering and R&D services focus on helping businesses innovate and accelerate product development through advanced technology solutions. With a strong emphasis on digital engineering, Wipro collaborates with global organizations to design, develop, and deploy cutting-edge products across various industries. Their expertise spans areas like product lifecycle management, embedded systems, software engineering, and emerging technologies such as AI, IoT, and 5G. Wipro's commitment to innovation and technical excellence enables clients to reduce time-to-market, optimize processes, and drive sustainable growth.

[Know More](#)

Digital Operations and Platforms



Wipro's Digital Operations and Platforms (DOP) division offers transformative services that streamline business operations by leveraging advanced technologies like AI, automation, and cloud-based platforms. With a focus on enhancing customer experiences, Wipro DOP integrates digital solutions to optimize end-to-end processes across various industries. The division drives operational efficiency, boosts productivity, and accelerates time-to-market, all while reducing costs. By combining deep industry expertise with innovative digital strategies, Wipro helps



Search



localhost/project1/about/

localhost/project1 Customize 4 0 + New Edit Page Edit with Elementor WPForms 1 Howdy, mariasherlyjoseph



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[Know More](#)

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[Know More](#)



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wipro

Home About Contact

Let's Build the Future Together – Get in Touch Today!

Contact Us

Name *

First

Last

Work Email *

Work Mobile Number *

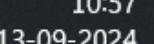
Feedback



Search



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13-09-2024



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localhost/project1 Customize 4 New Edit Page Edit with Elementor WPForms 1 Howdy, mariyasherlyjoseph

Job Title *

Company *

Country *

Services *

Artificial Intelligence

Message *

Feedback icon

Windows taskbar icons: Search, File Explorer, Task View, Edge, OneDrive, File History, Taskbar settings.

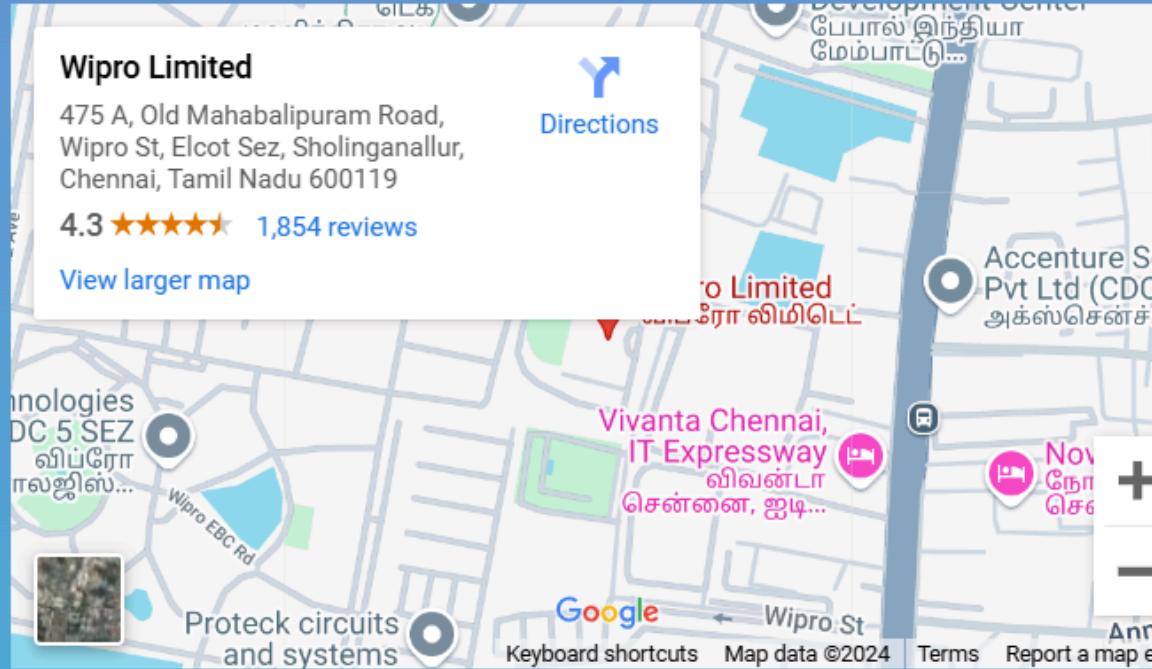
System tray icons: Network, Battery, Volume, Language (ENG IN), Date (13-09-2024), Time (10:59).

localhost/project1/contact/

Customize 4 New Edit Page Edit with Elementor WPForms 1 Howdy, mariyasherlyjoseph

Send

Wipro Limited
475 A, Old Mahabalipuram Road, Wipro St, Elcot Sez, Sholinganallur, Chennai, Tamil Nadu 600119
4.3 ★★★★★ 1,854 reviews
[View larger map](#)



Directions

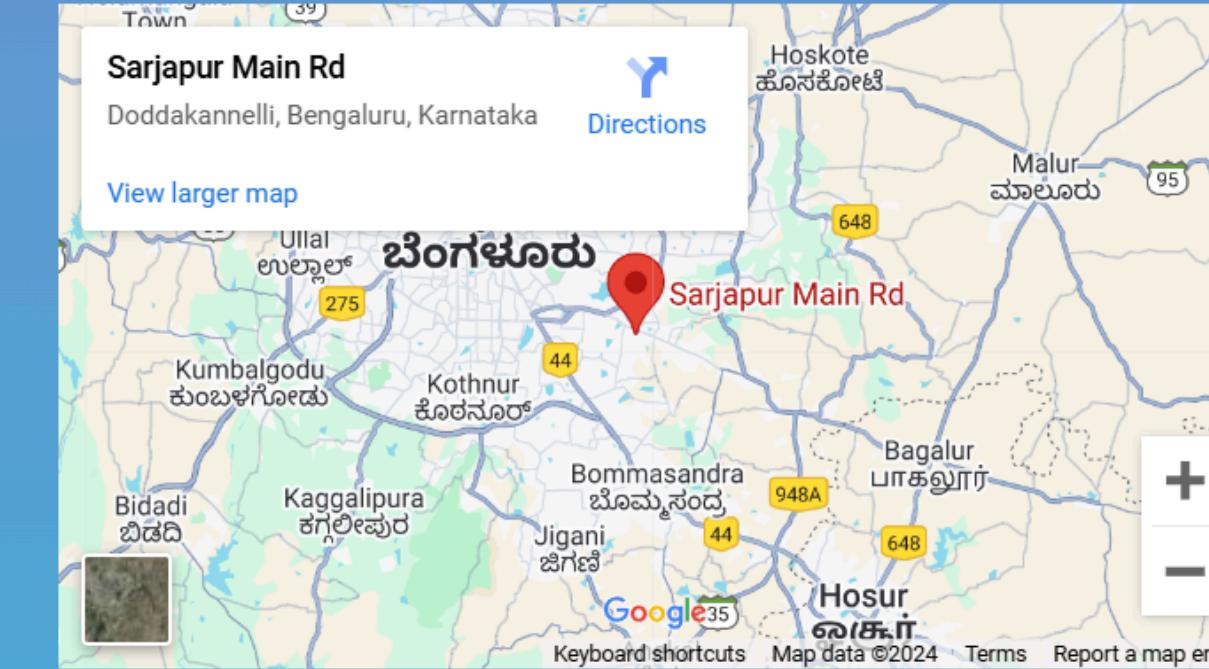
Keyboard shortcuts Map data ©2024 Terms Report a map error

OMR Shollinganalur

475 A, Old Mahabalipuram Road, Wipro St, Elcot Sez, Sholinganallur, Chennai, Tamil Nadu 600119

[Get Direction >](#)

Sarjapur Main Rd
Doddakannelli, Bengaluru, Karnataka
[View larger map](#)



Directions

Keyboard shortcuts Map data ©2024 Terms Report a map error

Bengaluru

Doddakannelli, Sarjapur Road, Bengaluru – 560 035, India

[Get Direction >](#)





 Search













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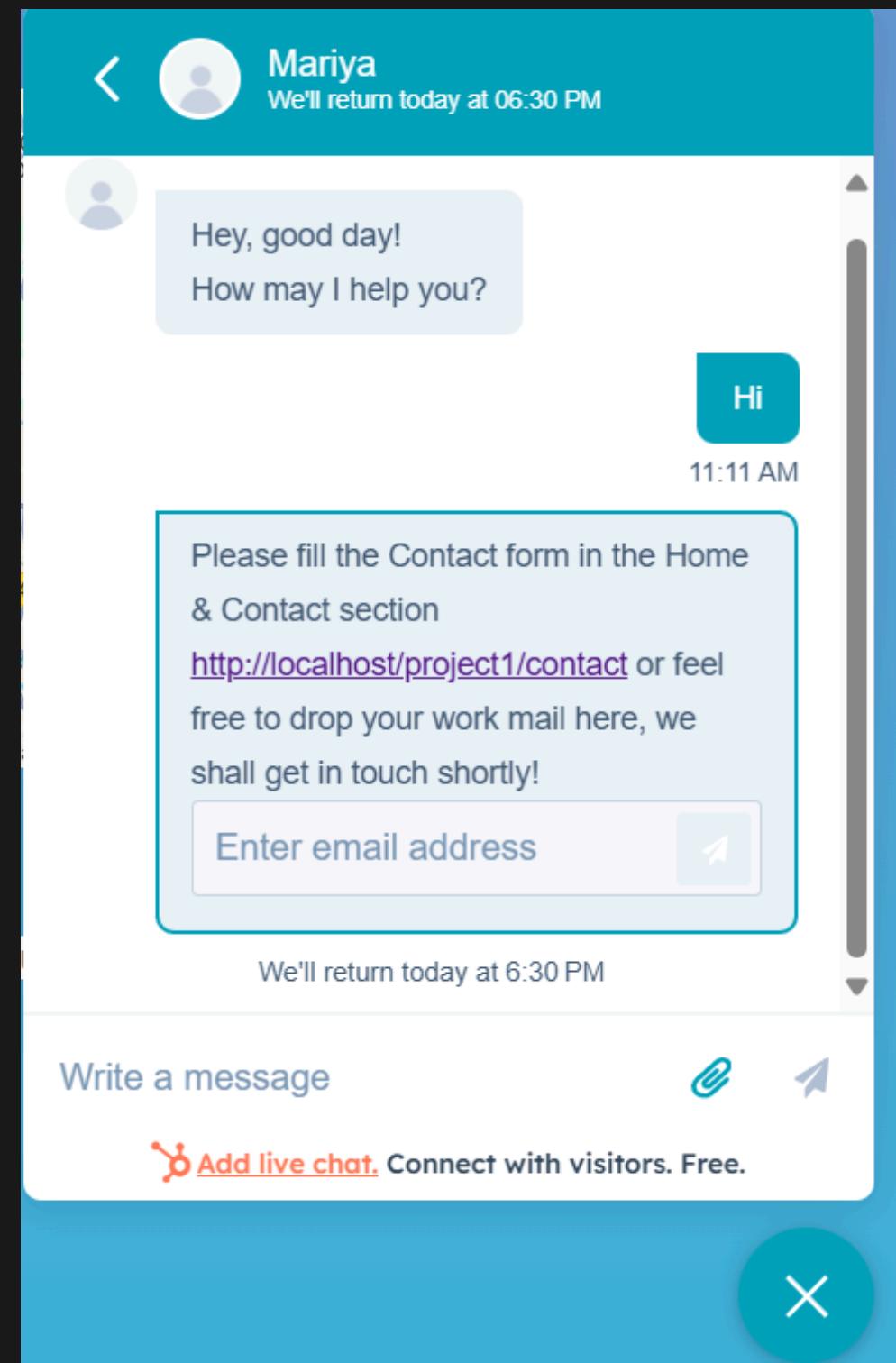
ENG IN

WiFi

10:59

13-09-2024

Chatbot



Plugins used for building the landing page :

1. Elementor
2. Hubspot
3. Astra
4. WPForm

Conclusion

1. The landing page is uniquely designed to reflect Wipro's brand identity and industry leadership.
2. Fast load times and mobile optimization ensure top-notch functionality and reduced bounce rates.
3. Strategic CTAs and user-friendly forms drive engagement and conversions, boosting potential client interest
4. Intuitive navigation and responsive design ensure a seamless experience across all devices.

THANK YOU!