Project Title:
Crafting Compelling Web Presences

Task 1(Short Description for a product or service)

Service 1

UI/UX Design - https://www.guvi.in/zen-class/ui-ux-design-course/

Short Description

Are you looking for a UI/UX design course with certification? Well, you are at the right place Zen Classes are a series of career courses by GUVI - an IIT Madras Incubated Company. Subject matter experts created this design course to help you land your first UI or UX designer job. It is one of the NASSCOM-approved programs with Government-approved Certifications. Learn the

Meta Description

Learn UI/UX design with a design-centric approach to create the best user interface and user experience design by working on real-time projects and getting placement support.

Service 2

Full Stack Development Bootcamp -
https://www.guvi.in/zen-class/full-stack-development-course/

Short Description

Learn in-demand skills to build dynamic web applications from scratch. Master front-end design, back-end development, and databases. Get career-ready with a project portfolio and industry support. Enroll now!

Meta Description

Master front-end and back-end skills to build interactive web applications. Get job-ready with project-based learning and career guidance. Enroll today!

Service 3

Java Automation Testing Program -
https://www.guvi.in/zen-class/java-automation-testing-course/

Short Description

Master Java Automation Testing & Boost Efficiency! Our Java Automation Testing program equips you to write robust test scripts, streamline software testing, and improve development cycles. Enroll now and unlock faster deployments with fewer bugs.

Meta Description

Level Up Your Testing Skills with Java Automation. Learn to write powerful test scripts using Java & Selenium WebDriver.

Service 4

Data Structures and Algorithms Course with Python - https://www.guvi.in/zen-class/dsa-course-with-python/

Short Description

Learn how to organize and efficiently manipulate data using core structures like lists, stacks, and trees. You'll also gain expertise in powerful algorithms for searching, sorting, and problem-solving.

Meta Description

Boost your coding skills with our comprehensive Data Structures and Algorithms course in Python. Level up your Python programming and become a confident problem-solver!

Service 5

Master's in Business Analytics and Digital Marketing -
https://www.guvi.in/zen-class/business-analyst-course/

Short Description

Master the in-demand skills at the joining of business and technology with a Master's in Business Analytics & Digital Marketing. Gain expertise in data analysis, digital marketing channels, and campaign optimization to drive measurable results for businesses in today's data-driven landscape.

Meta Description

Our course will assist you in translating customer insights into strategic marketing campaigns using cutting-edge analytics tools and techniques.
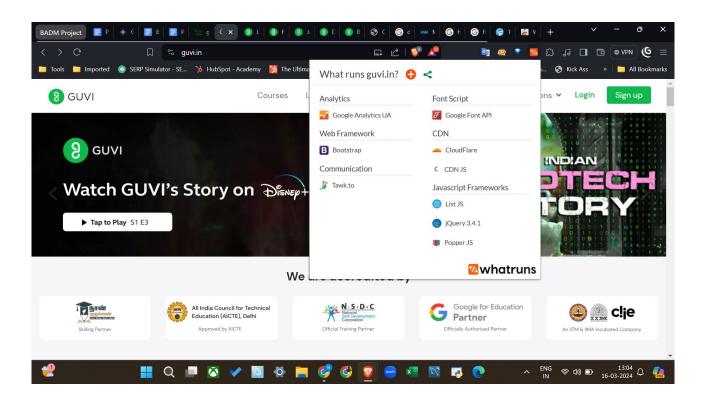
Task 2

The GUVI platform has Webflow as their CMS.

Link for Reference - https://shorturl.at/jJKMZ

The website also has also been built using a lot of technologies like JavaScript, etc.

Technologies used in the website
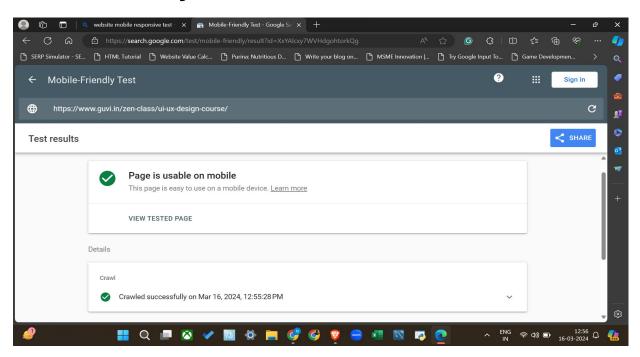
Task 3

Website's Responsive Design And Mobile Optimization.

- All the pages in are optimised for mobile and other devices.
- Some of them don't have a Progressive Web Apps installed which needs to be taken care of.
- Even Though the pages are mobile-optimised, most of those pages haven't passed the core web vitals of Google.
- Refer to the screenshots in the following pages.
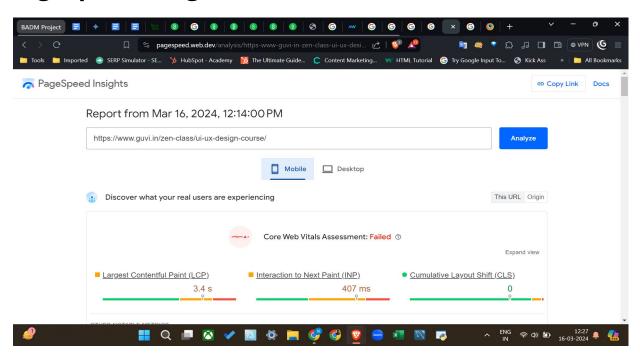
Page URL
https://www.guvi.in/zen-class/ui-ux-design-course/

Mobile Friendly Test
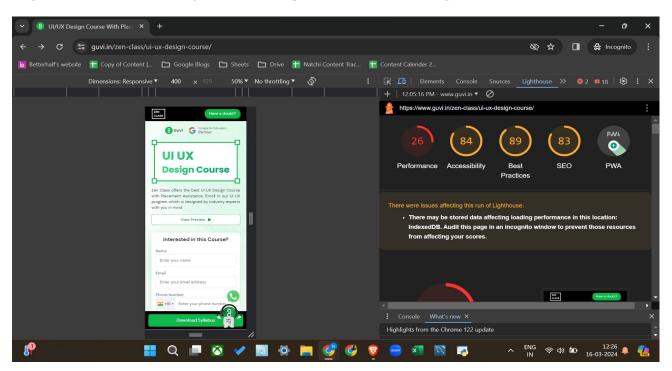
Page URL
https://www.guvi.in/zen-class/ui-ux-design-course/

PageSpeed Insights
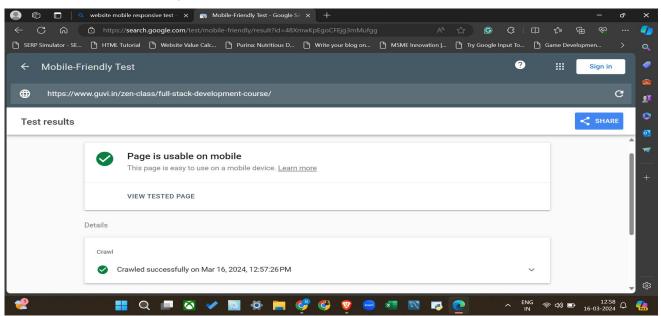
Page URL
https://www.guvi.in/zen-class/ui-ux-design-course/

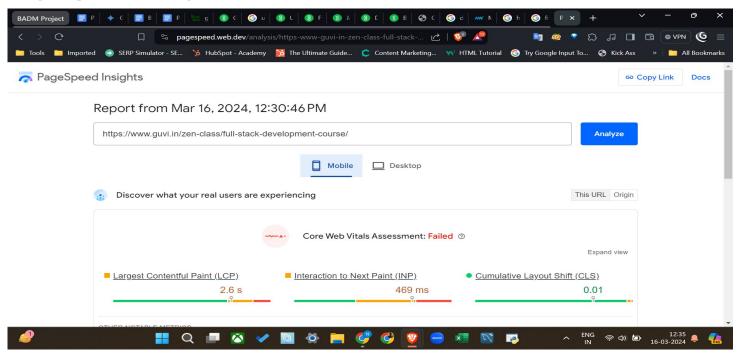**Lighthouse Insights(Responsive Design)**

Page URL
https://www.guvi.in/zen-class/full-stack-development-course/

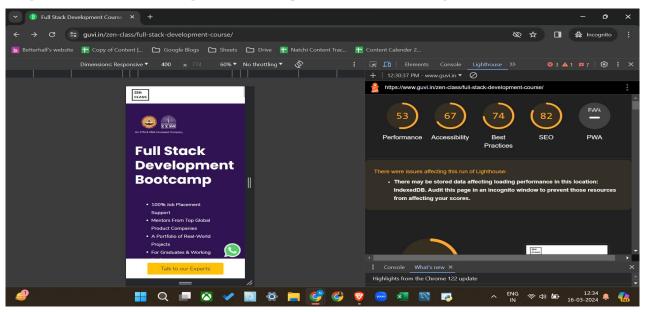## Mobile Friendly Test

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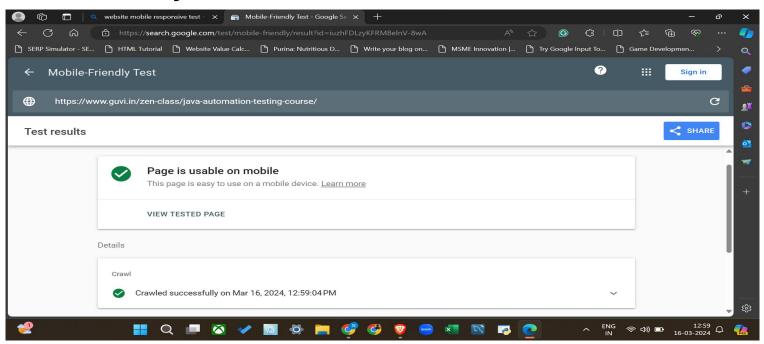https://www.guvi.in/zen-class/full-stack-development-course/

PageSpeed Insights

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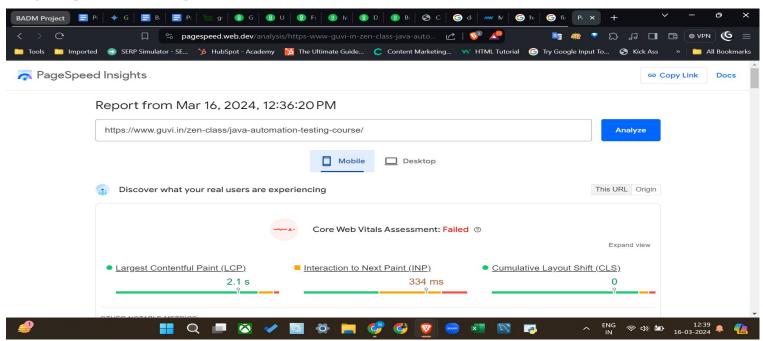
Lighthouse Insights(Responsive Design)

Page URL
https://www.guvi.in/zen-class/java-automation-testing-course/
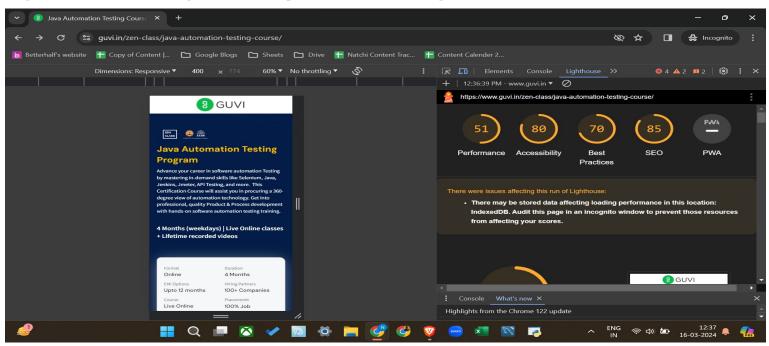
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Page URL
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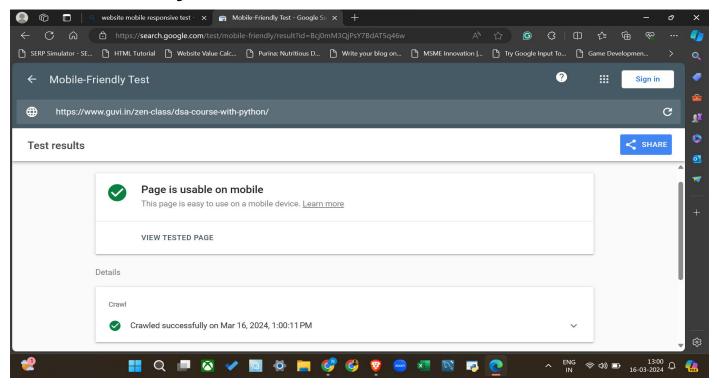## PageSpeed Insights

Page URL
https://www.guvi.in/zen-class/java-automation-testing-course/

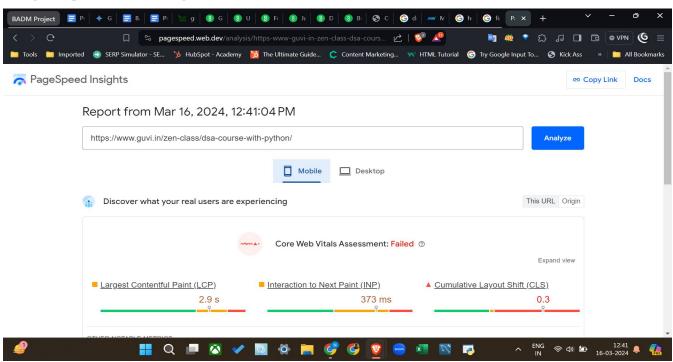## Lighthouse Insights(Responsive Design)

Page URL
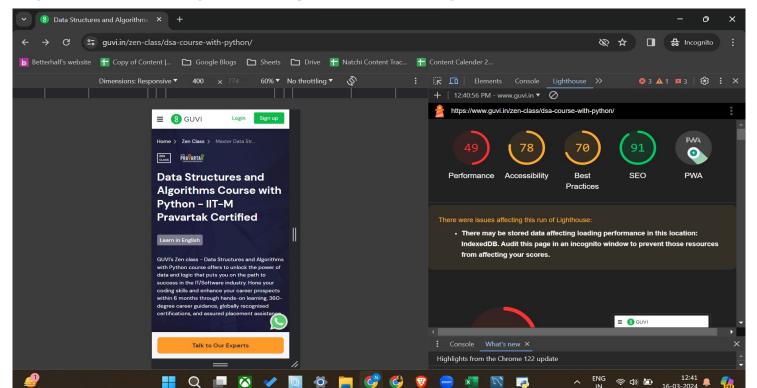https://www.guvi.in/zen-class/dsa-course-with-python/

Mobile Friendly Test

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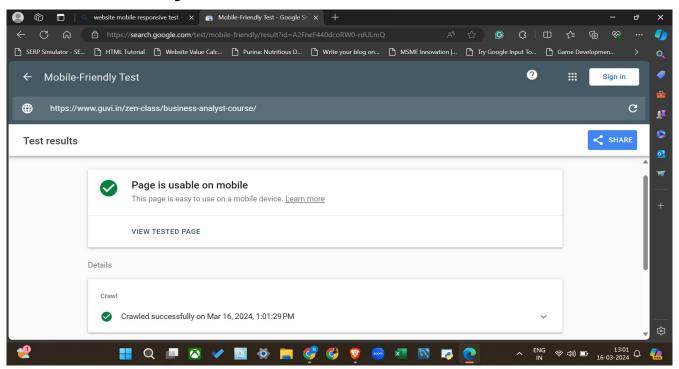https://www.guvi.in/zen-class/dsa-course-with-python/

PageSpeed Insights

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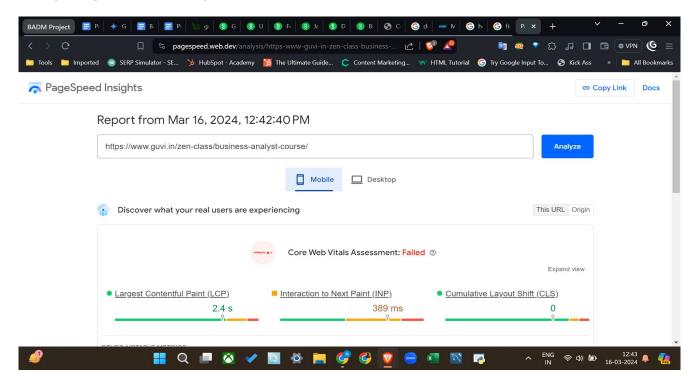
Lighthouse Insights(Responsive Design)

Page URL
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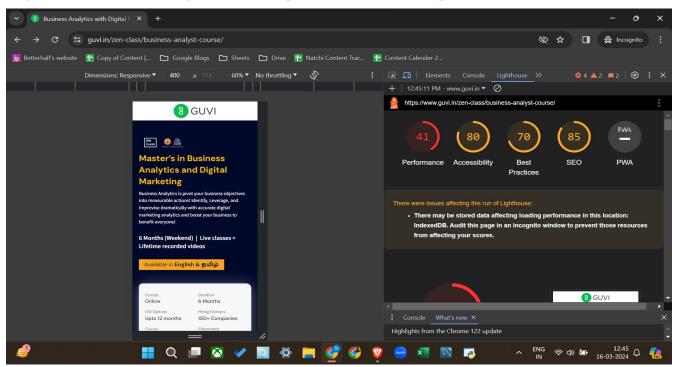
Mobile Friendly Test

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PageSpeed Insights

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Lighthouse Insights(Responsive Design)

Common Website Design Mistakes to Avoid

- A lot of blank spaces need to be avoided
- Too many CTAs which might confuse prospects
- Not effectively communicating your business purpose
- Improper alignment
- Need to use more trust elements like testimonials, etc.

List of Best Practices to Create a Visually Appealing and User-Friendly Website Design

- Use high-quality images and videos.
- Use proper white/blank space
- Consistent design throughout the page and website
- Create a visual hierarchy by using interactive elements to guide the user
- The site has to be user-friendly in terms of easy navigation, mobile-optimised and fast-loading pages, and clear CTAs.

Task 6

Landing page for the UI/UX course

https://guvi-uiuxdesign.my.canva.site/course

Thank You