

The background is a dark navy blue. It features several stylized starburst shapes: a small yellow one in the top left, a medium blue one in the top center, and a large light blue one on the right side. In the bottom right corner, there is a complex geometric pattern of dark grey triangles radiating from a central point, resembling a stylized sunburst or a flower.

Web Presence Project

CRAFTING & COMPELLING WEBSITE
ANALYSIS, AUDIT AND RECOMMENDATIONS

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Batch code : MBT12

Company Selection

I selected the company “Zoho” for this Web Presence Project.

- Comprehensive Suite: Zoho offers a wide range of cloud-based applications for businesses, including CRM, project management, accounting, and email, all designed to streamline operations.
- Customization and Integration: Zoho products are highly customizable and can integrate seamlessly with each other and third-party applications, allowing businesses to tailor solutions to their specific needs.
- Affordability and Accessibility: Zoho is known for its cost-effective pricing model, making it accessible for startups and small businesses, while also providing robust features comparable to larger enterprise solutions.



Product and Service Descriptions

- Zoho CRM: Zoho CRM is a powerful customer relationship management tool that helps businesses manage their sales pipeline, track customer interactions, and automate marketing campaigns, all in a user-friendly interface.
- Zoho Books: Zoho Books is an intuitive accounting software designed for small businesses, enabling users to manage their finances, automate invoicing, and generate insightful financial reports effortlessly.
- Zoho Projects: Zoho Projects is a robust project management solution that allows teams to plan, track, and collaborate on projects in real-time, featuring tools for task management, time tracking, and reporting to enhance productivity.

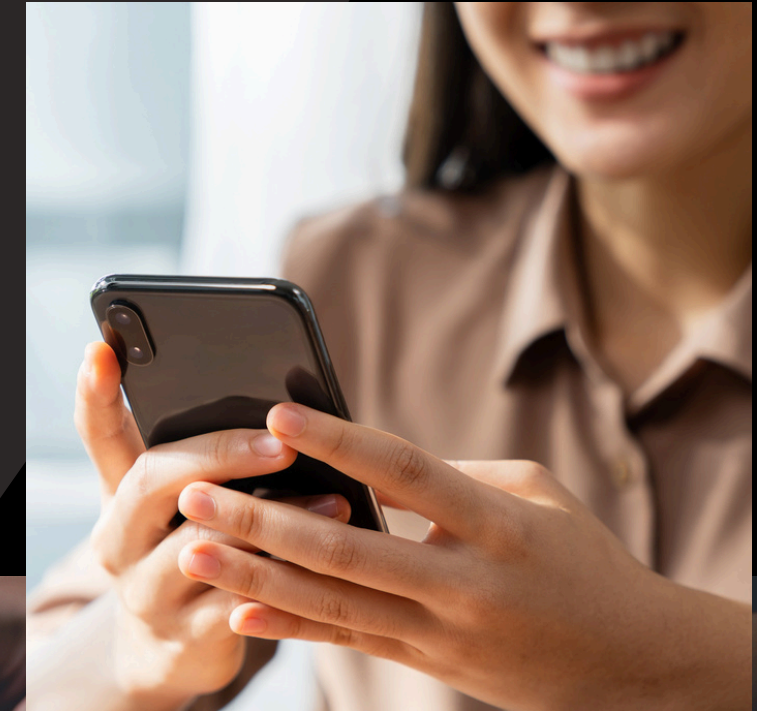


Website Platform Identification:

The Zoho website and its various applications are primarily developed using a combination of technologies, including:

1. Java: Many backend services are built using Java, providing a robust and scalable framework for their applications.
2. JavaScript: For frontend development, JavaScript frameworks and libraries are employed to create interactive user interfaces.
3. HTML/CSS: Standard web technologies like HTML and CSS are used for structuring and styling the web pages.
4. Zoho's Own Technologies: Zoho has developed its own proprietary technologies and tools that enhance functionality and performance across its platform.

This combination allows Zoho to deliver a seamless user experience while ensuring security and scalability.



Responsive Design Testing

1. Importance of Mobile Responsiveness: With the increasing number of users accessing websites via mobile devices, ensuring a responsive design is crucial for delivering a quality user experience.
2. Impact on SEO Rankings: Google incorporates mobile-friendliness into its ranking criteria, meaning that websites optimized for mobile use are more likely to rank higher in search results.
3. User Experience Matters: A website that provides a seamless experience across all devices—desktop, tablet, and mobile—can significantly enhance user satisfaction and engagement.
4. Testing Tools Availability: Various mobile site test tools are readily available online, allowing webmasters to assess their website's responsiveness and identify areas for improvement.
5. Continuous Improvement: If a website scores poorly in mobile responsiveness, it's important to take action; enhancing mobile design can lead to better user experiences and improved search engine visibility.

Website Mistakes Identification

- Mobile Responsiveness: Ensure the site is fully responsive on all devices. Check for elements that don't scale well or are difficult to navigate on smaller screens.
- Loading Speed: Analyze if the website loads quickly. Slow loading times can lead to higher bounce rates.
- Navigation Issues: Look for any confusing navigation paths or broken links that could frustrate users.
- SEO Optimization: Check if key pages are optimized for search engines, including proper use of meta tags, alt text for images, and a clear URL structure.

Website Best Practices List

- User-Friendly Design: Employ a clean, modern design with appropriate use of whitespace, consistent fonts, and color schemes that enhance readability.
- Strong Calls to Action: Use clear and compelling calls to action (CTAs) that guide users towards desired actions, such as signing up for a trial or contacting support.
- Accessibility Compliance: Ensure the website meets accessibility standards, allowing all users, including those with disabilities, to navigate effectively.
- Security Measures: Implement robust security features, such as HTTPS, to protect user data and build trust.

Landing Page Design

https://zoho-47504409.hubspotpagebuilder.com/en-in/mbt12-project-2-crafting-compelling-web-presences?hs_preview=QOdIHokj-179408867750



The background is a solid black field. On the left side, there are three overlapping squares: a light blue one at the top, a dark grey one in the middle, and a reddish-orange one at the bottom. Each square contains a large black circle. On the right side, there is a large, light blue, curved shape resembling a stylized 'C' or a comet tail. In the bottom right corner, there are several starburst shapes: a large light blue one, a smaller yellow one, and two smaller grey ones. The text 'THANK YOU' is centered horizontally in the middle of the image.

THANK YOU