Graduation Project: Digital Strategy & Website Audit for Hashmato

1. Company Overview

Company Name: Hashmato
Website: https://hashmato.com/
Industry: Automation & Technology Solutions
Description: Hashmato is a technology-driven company specializing in automation solutions for various industries. They offer innovative hardware and software solutions, aiming to enhance industrial efficiency and streamline operations.

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2. Website Audit Report

2.1 Design & User Experience (UX/UI)

Strengths:

- Clean layout with a professional look.
- Sections are well-structured.

Weaknesses & Recommendations:

- **Navigation Issues:** The website lacks intuitive navigation. ☐ *Improve menu structure and add a search feature.*
- **Outdated Visuals:** The design is basic and lacks modern aesthetics. ☐ *Use better typography, colors, and high-quality images.*
- **No Mobile Optimization:** The site is not fully responsive. ☐ *Optimize for mobile devices (Tested using Responsive Design Checker).*

2.2 SEO Audit (Using SEO Meta in 1 Click, Rank Math, AIOSEO)

Strengths:

- Indexed on Google.

Weaknesses & Fixes:

- **Low Keyword Optimization:** Not ranking for relevant terms. ☐ *Implement proper keyword research (Use SEMrush, Ahrefs).*
- **Missing Meta Descriptions & Titles:** Essential for SEO. ☐ *Add compelling meta tags and structured data.*
- **No Alt Text for Images:** ☐ *Optimize images with alt tags to improve accessibility.*
- **Broken Links Detected:** ☐ *Use Google Search Console to fix them.*
- **XML Sitemap Missing:** ☐ *Generate and submit an XML sitemap.*

2.3 Performance Analysis (Using PageSpeed Insights & Rank Math Analyzer)

- **Slow Page Load Speed:** ☐ *Reduce server response time and optimize caching.*
- **High Number of HTTP Requests:** ☐ *Minimize scripts and CSS files.*
- **Uncompressed Images:** ☐ *Compress images using tools like TinyPNG.*
- **Largest Contentful Paint (LCP):** 4.5s ☐ *Optimize largest elements on the page.*

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3. Digital Marketing Strategy

3.1 Traditional vs. Digital Marketing

- **Traditional Marketing:** Involves print ads, trade shows, and offline promotions.
- **Digital Marketing:** Focuses on SEO, content marketing, and social media ads.
- **Recommendation:** Hashmato should shift more towards digital marketing to target a larger audience cost-effectively.

3.2 Digital Marketing Improvements

Content Strategy:

- Start a blog with relevant topics (e.g., "Latest Trends in Industrial Automation").
- Publish case studies and whitepapers to establish authority.

Social Media Marketing:

- Actively post on **LinkedIn, Twitter, and YouTube** for B2B engagement.
- Run paid ads on Google and LinkedIn for better reach.

✅ **Lead Generation Strategy:**

- Use lead magnets like free consultation, webinars, and downloadable resources.
- Improve call-to-action (CTA) buttons and landing pages.

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4. Website Development Plan

4.3 Landing Page Development

- **Platform:** Canvas..
- **Goal:** Generate leads by offering a **free automation consultation**.
- **Key Elements:**
    - **Compelling Headline**
    - **Engaging Video/Images**
    - **CTA Button ("Book a Free Demo")**

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5. Project Deliverables

5.1 Presentation Slides (To be created)

Includes:

- Marketing Fundamentals Analysis
- Website Audit Findings
- SEO & UX/UI Recommendations
- Digital Marketing Strategy
- Screenshots of the redesigned website

5.2 Live Website Demonstration

- A demo website will be created in **Webflow/WordPress** to showcase improvements.
- The final version will be presented during the **Project Live Evaluation**.

Conclusion

By implementing the recommended changes, Hashmato can significantly improve its online presence, lead generation, and customer engagement. This project showcases how strategic website design, SEO, and digital marketing can enhance business performance.

Next Steps: Develop the landing page prototype and presentation slides!