



WEB PRESENCE PROJECT

**CRAFTING & COMPELLING WEBSITE ANALYSIS,
AUDIT AND RECOMMENDATIONS**

S.MONIKA/MBE11

TASK-1

Company Selection

- ▶ I have Selected the company "COGNIZANT"
(<https://www.cognizant.com/in/en>) for this SEO project.

About COGNIZANT

- ▶ **Cognizant Technology Solutions** is a global leader in digital transformation, providing a wide range of services in areas such as **AI, cloud, data, and engineering**.
- ▶ They help companies modernize technology, reimaging processes, and transform experiences to stay ahead in our fast-changing world.

TASK-2

Product and Service Description

1. Digital Transformation-

Description: Helps organizations adopt cutting-edge technologies such as AI, machine learning, and cloud computing to modernize their operations. Cognizant assists clients in reshaping their business models, customer experiences, and processes to stay competitive in the digital era.

2. Application Services-

Description: Focuses on the design, development, and maintenance of software applications. Cognizant offers custom application development, system integration, application testing, and support. They also assist in migrating legacy systems to modern platforms.



3. Cloud Solutions-

Description: Provides cloud strategy consulting, migration services, and managed cloud operations. This includes support for public, private, and hybrid cloud environments, helping organizations scale efficiently and securely.

4. Artificial Intelligence and Analytics-

Description: Offers AI-driven solutions, big data analytics, and advanced data science capabilities. Cognizant helps businesses derive actionable insights from their data, improving decision-making, efficiency, and innovation.

5. Consulting Services-

Description: Business consulting to help organizations navigate complex challenges, optimize operations, and improve customer engagement. This includes strategy formulation, operational transformation, and digital business models

6. Enterprise Resource Planning (ERP)-

Description: Helps implement, optimize, and manage ERP solutions like SAP, Oracle, and Microsoft Dynamics, enabling organizations to integrate their core processes such as finance, HR, and supply chain for greater efficiency and visibility.

7. Cybersecurity-

Description: Provides comprehensive security services, including risk assessments, threat detection, and incident response. Cognizant helps organizations secure their IT infrastructure, protect sensitive data, and comply with regulations.

8. Internet of Things (IoT) Solutions-

Description: Develops IoT strategies and solutions that connect devices, sensors, and systems to generate real-time insights and automation. This can be used for smart manufacturing, supply chain optimization, and customer experience enhancement.

9. Healthcare and Life Sciences Solutions-

Description: Specialized services tailored for the healthcare and life sciences industry. This includes digital health solutions, regulatory compliance, and managing health data to improve patient outcomes and streamline operations.

10. Banking and Financial Services-

Description: Offers tailored solutions for banking, financial services, and insurance companies. Cognizant helps these organizations modernize their core systems, improve customer engagement, and meet regulatory requirements.

11. Business Process Outsourcing (BPO)-

Description: Provides outsourcing services for various business processes such as customer service, finance, HR, and IT support. This helps organizations reduce operational costs while maintaining high-quality service delivery.

TASK-3

Website Platform Identification

- ▶ **Platform:** The website was developed on Adobe Experience Manager, identified using wappalyzer.

TASK-4

Responsive Design Testing

- ▶ **Page loading time:** This page is optimized properly , the time taken to load the page is 1.46 sec.
- ▶ **Homepage:** mobile-friendly.
- ▶ **Service page:** Responsive but needs better image optimization.
- ▶ **Contact page:** Well-optimized for mobile.
- ▶ **Blog page:** Loads well, but some interactive elements need better placement.

TASK-5

Website Mistake Identification

Suggestions to Cognizant website:

- 1.Improve on page SEO based on the findings.
- 2.Introduce a content marketing strategy with targeted keyword optimization.
3. Use Images with alt texts and descriptive file name.
- 4.Develop and implement an off-page SEO strategy for link building and brand awareness.

TASK-6

Website Best Practice List

- i)Optimize images.
- ii)Minimize HTTP requests.
- iii)Set custom browser caching.
- iv)Leverage content delivery network.
- v)Choose reliable web hosting providers.

TASK-7

Landing Page Design

- ▶ Landing Page Link:

[online service \(hubspotpagebuilder.com\)](https://coginzant-47337096.hubspotpagebuilder.com/en-us/online-service)

- ▶ <https://coginzant-47337096.hubspotpagebuilder.com/en-us/online-service>

Conclusion

- This project has successfully demonstrated the essential aspects of digital marketing and website design, focusing on creating a compelling and user-friendly online presence for Cognizant.
- By understanding the fundamentals of digital marketing, identifying key design principles, and applying best practices.
- The actionable insights and design recommendations provided will contribute to the continuous improvement and optimization of Cognizant's digital presence.