Pukka Herbs -Monthly Report
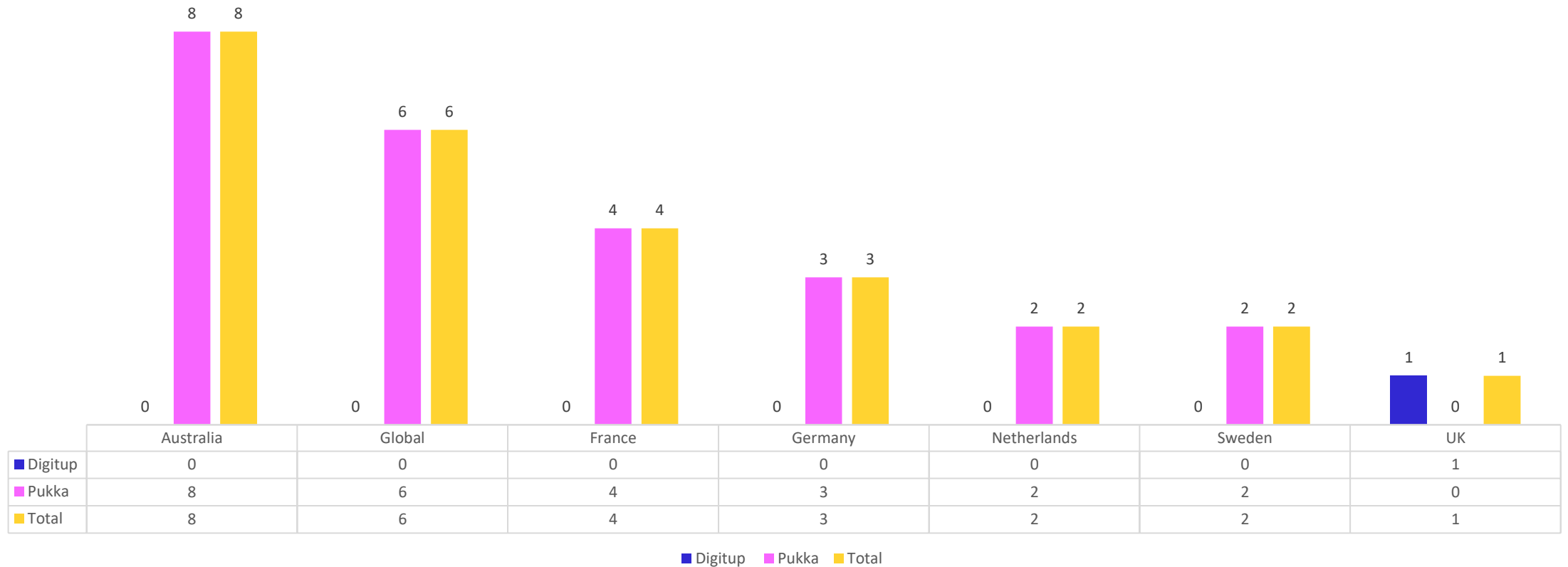
April 2024

digitup
Power to Evolve

Table of Content

Pukka Herbs Ticket Summary

BAU Tickets Resolution Status April – Pukka Herbs

	Australia	Global	France	Germany	Netherlands	Sweden	UK
Digitup	0	0	0	0	0	0	1
Pukka	8	6	4	3	2	2	0
Total	8	6	4	3	2	2	1

Digitup Pukka Total

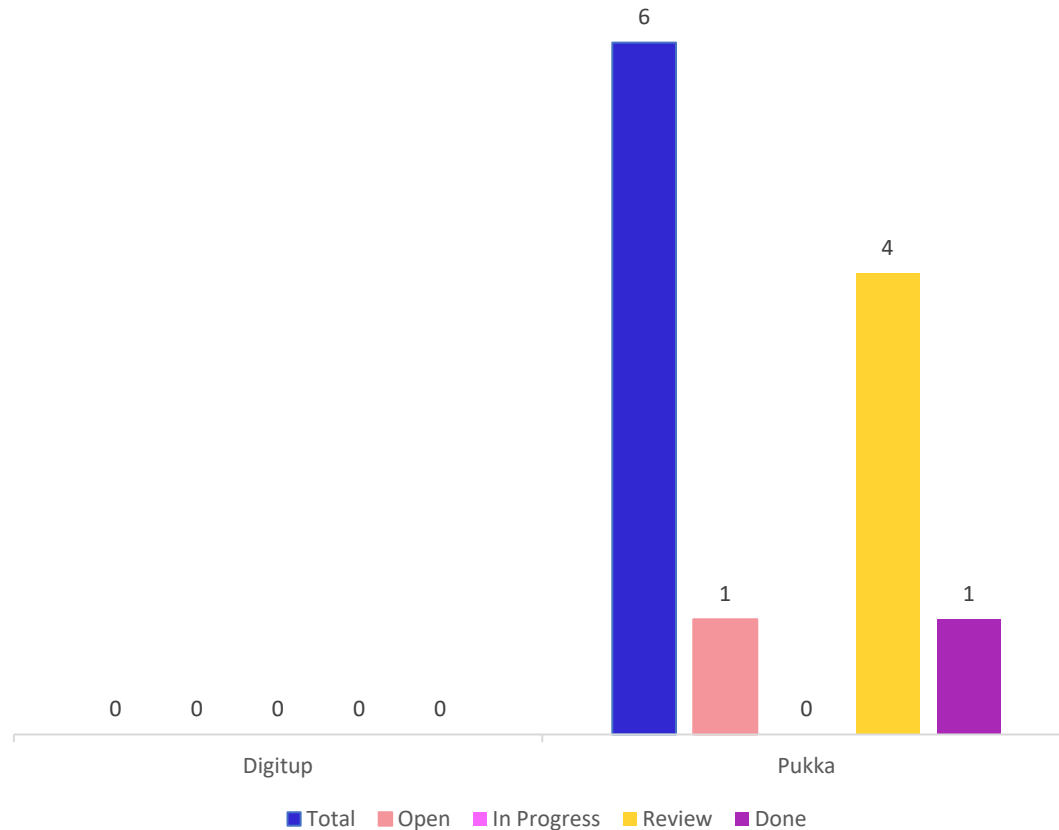| 26	25	01	100%
Task Received	Task Completed	Task In-Progress	SLA Met

BAU Ticket Summary – Pukka Herbs Global

Highlights on April month Tickets

- ● Successfully removed B Corp logo as instructed (Review)
- ● Updated Privacy charter link to ensure compliance (Review)
- ● Content and video on 1% page removed as directed (Estimated Time – 30 min.).
- ● Mission council section updated on the impact landing page (Review)
- ● Removed specified pages (Review)
- ● Work is open to resolve 404 error on one page (Open)

This ticket was in progress last month

- ● Delisting Websites (Estimated Time – 14 Hour).

Chart legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs Australia
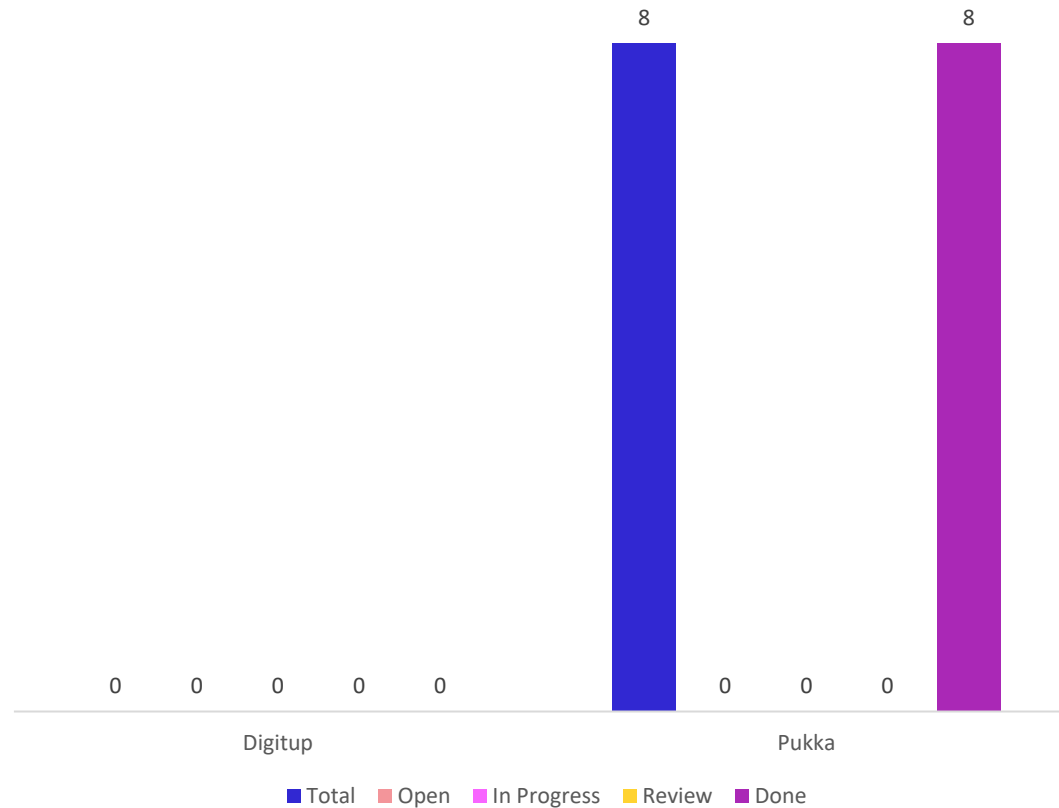
Highlights on April month Tickets

● Successfully removed Peace tea from the website (Estimated Time – 60 Min.).

● Removed Peace Banner effectively (Estimated Time – 30 Min.).

● Ensured Removal of B Corp logo as per requirement (Estimated Time – 120 Min.).

● Updated Privacy charter link for compliance (Estimated Time – 30 Min.).

● Completed removal of Turmeric Gold from the website (Estimated Time – 30 Min.).

● Eliminated specified selection boxes from the website (Estimated Time – 45 Min.).

● Removed image on the article as instructed (Estimated Time – 20 Min.).

● Updated hero herb filter list by removing Ashwagandha (Estimated Time – 120 Min.).

	8		8

0 0 0 0 0 Digitup   0 0 0 Pukka

■ Total ■ Open ■ In Progress ■ Review ■ Done

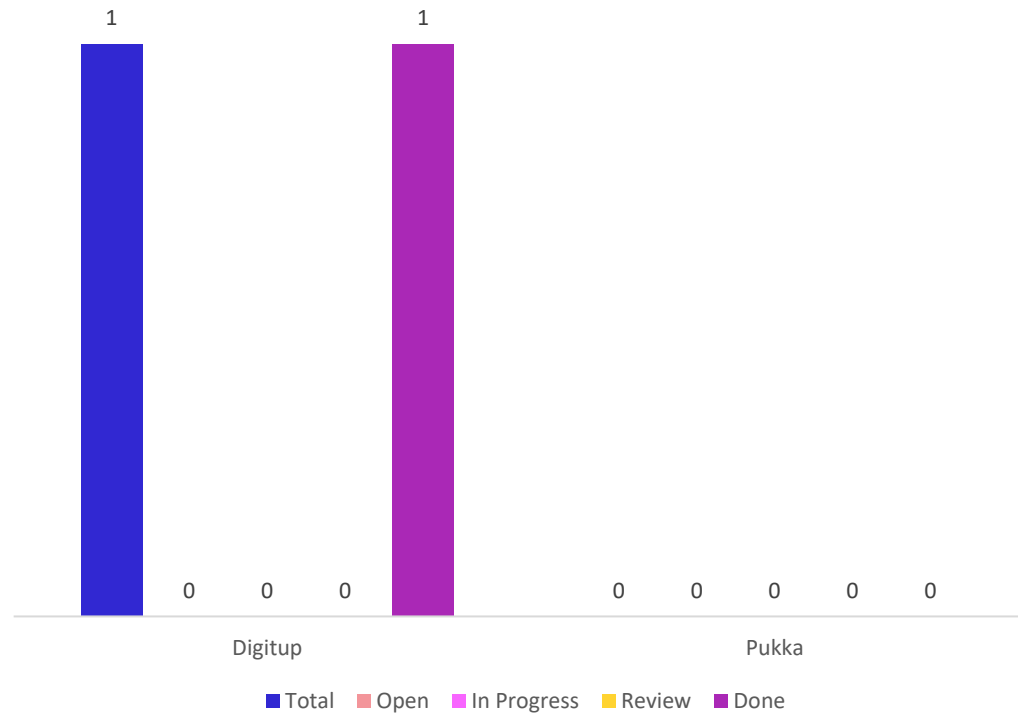● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs UK

Highlights on April month Tickets

● Successfully removed old products from the website (Estimated Time – 120 Min.)

Chart:
- Digitup: Total = 1, Open = 0, In Progress = 0, Review = 0, Done = 1
- Pukka: Total = 0, Open = 0, In Progress = 0, Review = 0, Done = 0

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

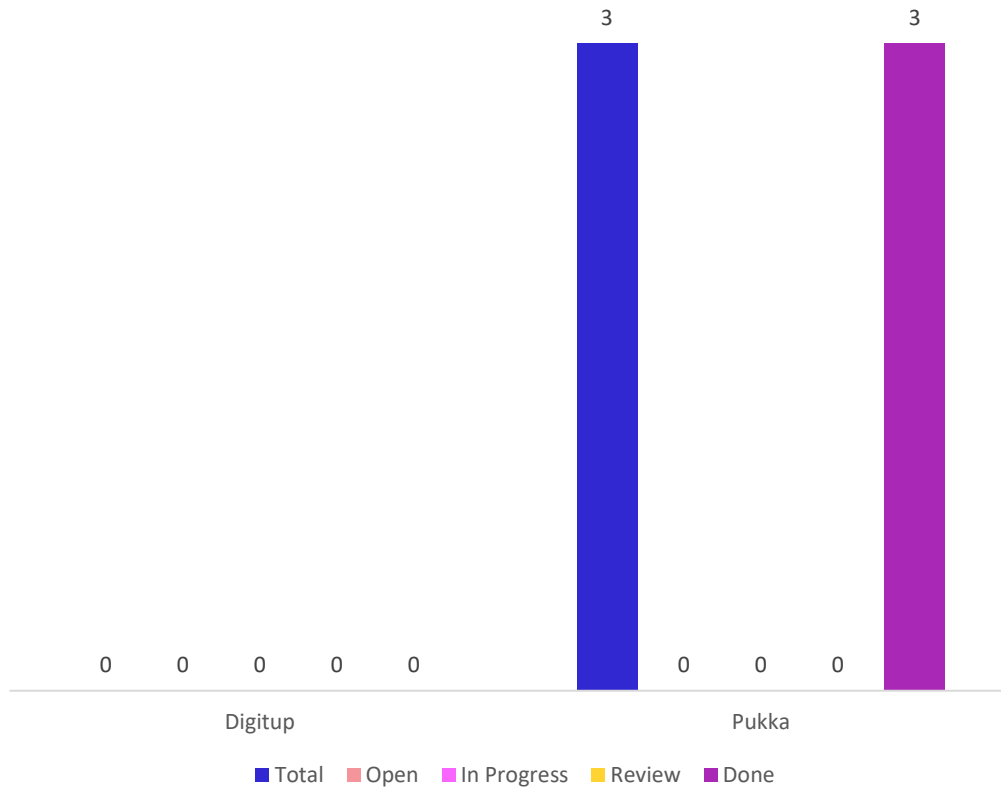● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs Germany

Highlights on April month Tickets

- Successfully removed B Corp logo as instructed (Estimated Time – 120 Min.).
- Mission council section updated on the impact landing page (Estimated Time – 60 Min.).
- Content fitment, SEO, and hreflangs adjusted for 'German Only News - Lottery Melina' (Estimated Time – 120 Min.).

Chart data:

Digitup: Total 0, Open 0, In Progress 0, Review 0, Done 0

Pukka: Total 3, Open 0, In Progress 0, Review 0, Done 3

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

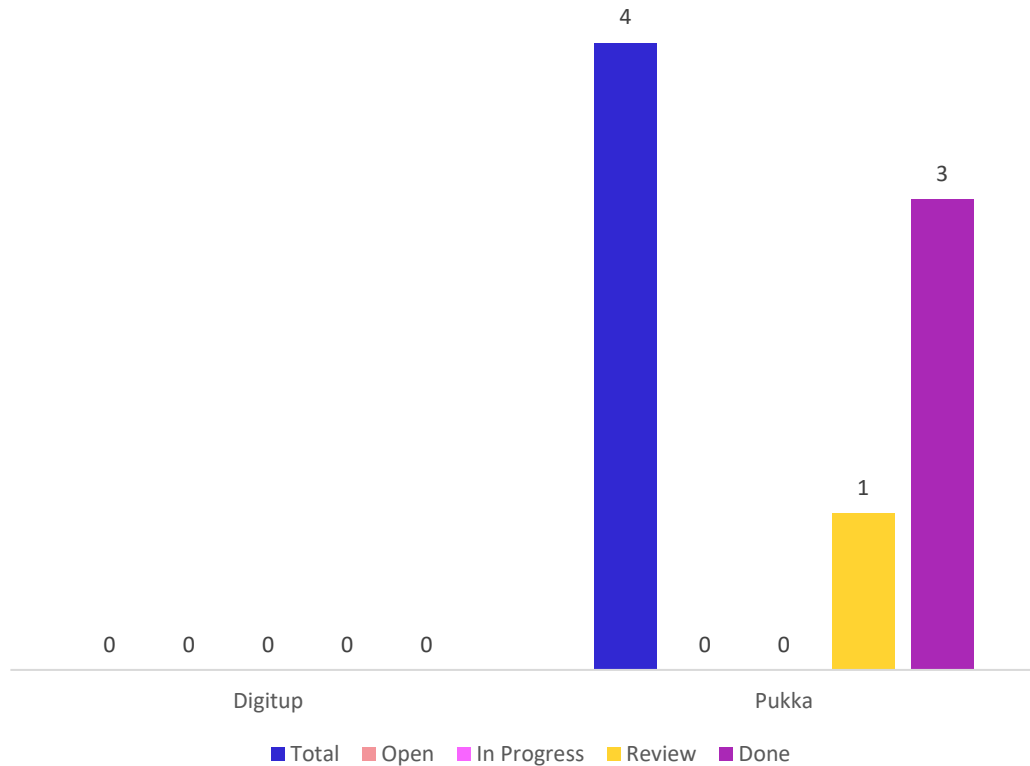● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs France

Highlights on April month Tickets

● Updated Privacy charter link for compliance (Estimated Time – 15 Min.)

● Successfully removed B Corp logo as instructed (Estimated Time – 120 Min.)

● Updated mission council section on the impact landing page (Review)

● Homepage banner updated according to requirements (Estimated Time – 30 Min.)

Legend: Total | Open | In Progress | Review | Done

● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs Sweden

Highlights on April month Tickets

● Updated Privacy charter link for compliance (Estimated Time – 15 Min.)
● Successfully removed B Corp logo as instructed   (Estimated Time – 120 Min.)

Chart data:

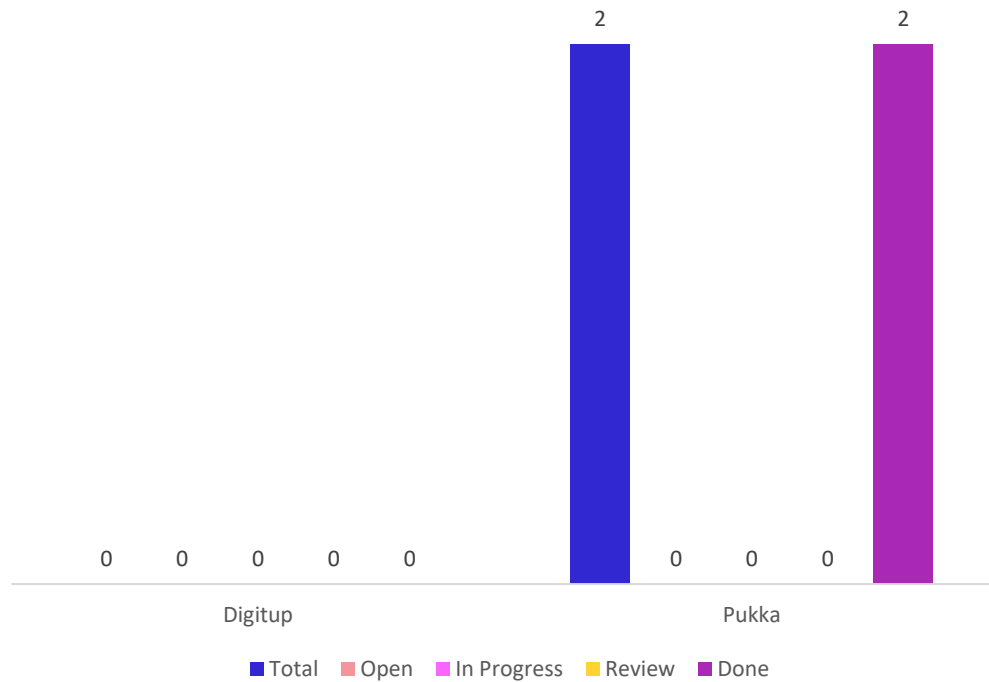|	Total	Open	In Progress	Review	Done
Digitup	0	0	0	0	0
Pukka	2	0	0	0	2

● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs Netherlands

Highlights on April month Tickets

● Updated Privacy charter link for compliance   (Review)
● Successfully removed B Corp logo as instructed   (Review)

Chart axis labels: Digitup — 0, 0, 0, 0, 0; Pukka — 2, 0, 0, 2, 0

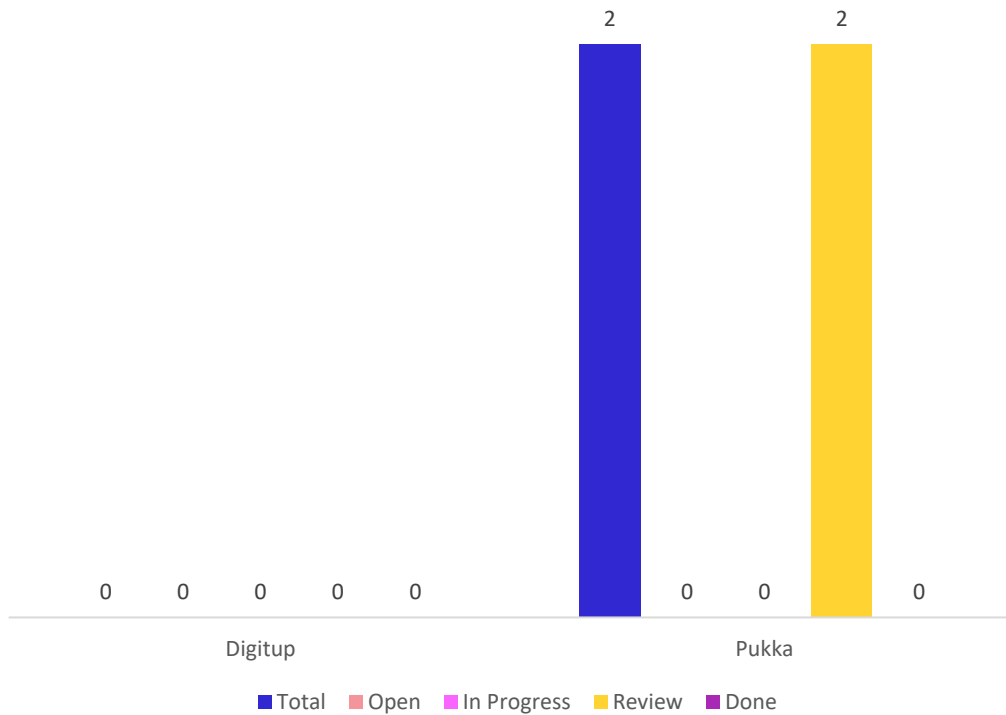Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done

● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

Pukka BAU April Highlights

- Successfully removed Peace tea, Peace Banner, Turmeric Gold, and specified selection boxes from the AU website.
- Removed B Corp logo as instructed across all locales.
- Updated Privacy charter link to ensure compliance in all locales.
- Content and video on 1% page removed as directed globally.
- Mission council section updated on the impact landing page for all locales.
- Work is open to resolve 404 error on one page for UK locale.
- Adjusted content fitment, SEO, and hreflangs for 'German Only News - Lottery Melina' in the DE locale.
- Updated homepage banner according to requirements in the FR locale.
- Eliminated specified pages globally.
- Updated hero herb filter list by removing Ashwagandha for the AU locale.
- Successfully removed old products from the UK website.

Pukka Herbs Website Performance

DQM Scores - Silktide

DQM scores highlighted below, please note these might be different when you're checking specific links as Silktide updates these scores regularly

Market	Overview - March	Overview - April	Delta	Content	Accessibility	Marketing	UX
Australia	94	95	+1	97	99	92	92
Germany	93	94	+1	96	99	91	94
France	89	89	0	78	95	89	94
Netherlands	89	90	+1	77	96	88	96
Sweden	92	92	0	91	95	90	94
UK	92	92	0	87	99	90	95

DQM Analysis - Silktide

Our goal is to reach and maintain a Silktide score of 80. We have noted significant fluctuations in certain markets. Based on our analysis, we have compiled the following pertinent insights for your reference.

- **Pukka AU** = Overall score Improved due to user experience module score increased.
- **Pukka DE** = Overall score Improved due to user experience module score increased.
- **Pukka NL** = Overall score Improved due to user experience module score increased.

Note: Please be informed that despite the fluctuations, we have diligently maintained a consistent threshold of 80 across all the aforementioned websites. Our continuous focus remains on the enhancement and sustainable maintenance of these websites.

Core Web Vitals Assessment

Core Web Vitals Assessment

Addressing Pukka Core Web Vitals Metrics Issues.

In accordance with the recent announcement by Google Chrome regarding the replacement of **First Input Delay (FID)** with **Interaction to Next Paint (INP) by March 2024**, we are implementing the following approach to address INP issues:

- Generating comprehensive reports for the Core Web Vitals (CWV) Mobile metrics utilizing the Page Speed Insights API alongside the Screaming Frog tool.

- Filtering page data to identify instances with INP issues (Scores exceeding 200 milliseconds)

The importance of this initiative lies in enhancing user experience, particularly in terms of responsiveness. Chrome emphasizes the significance of responsiveness, defined as a web page's ability to promptly respond to the user interactions.

Regular Monitoring: A proactive approach is being adopted by monitoring the identified pages on a daily basis. This consistent monitoring allows for the prompt identification of any emerging the Core Web Vitals metrics issues or performance degradation, enabling the development team to swiftly address and rectify the situation.

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Thank You

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