Pukka Herbs - Monthly Report

November 2024
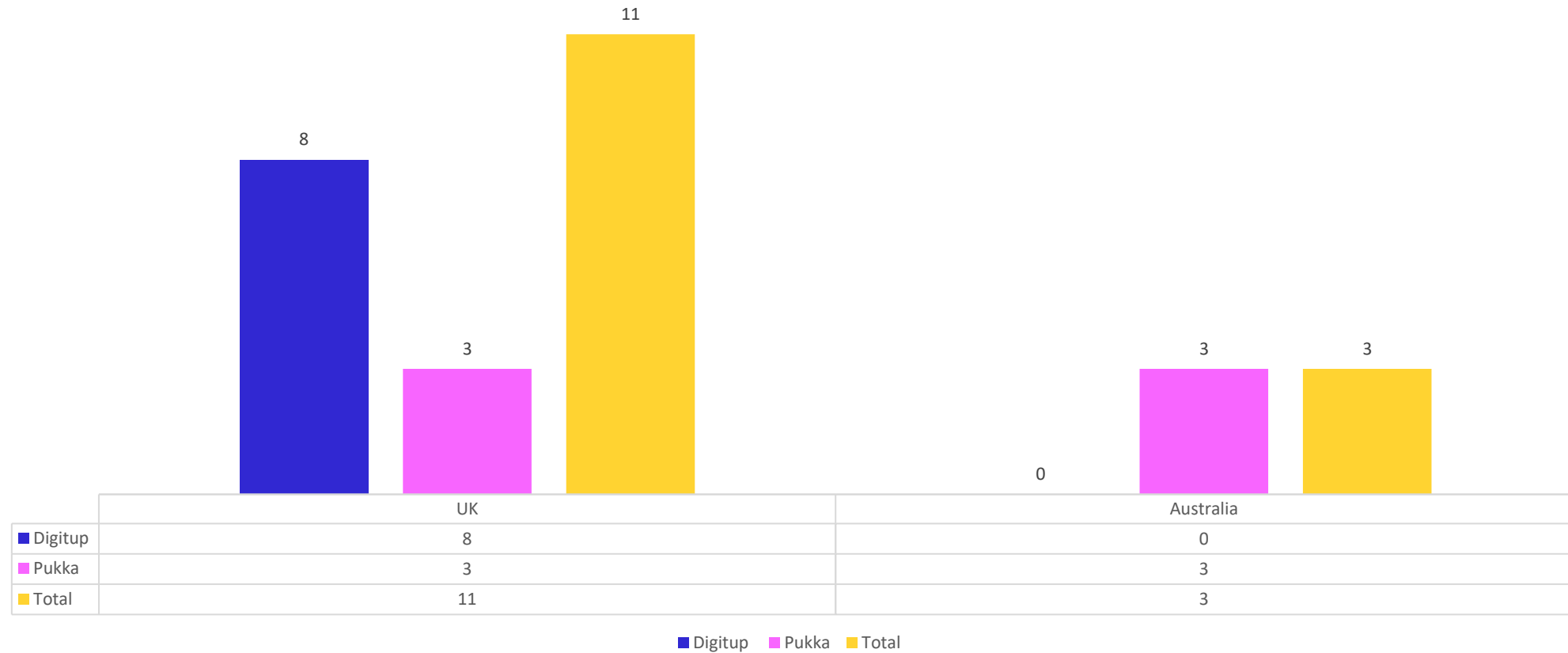
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Table of Content

Pukka Herbs Ticket Summary

November 2024

BAU Tickets Resolution Status November – Pukka Herbs

	UK	Australia
◼ Digitup	8	0
◼ Pukka	3	3
◼ Total	11	3

◼ Digitup ◼ Pukka ◼ Total

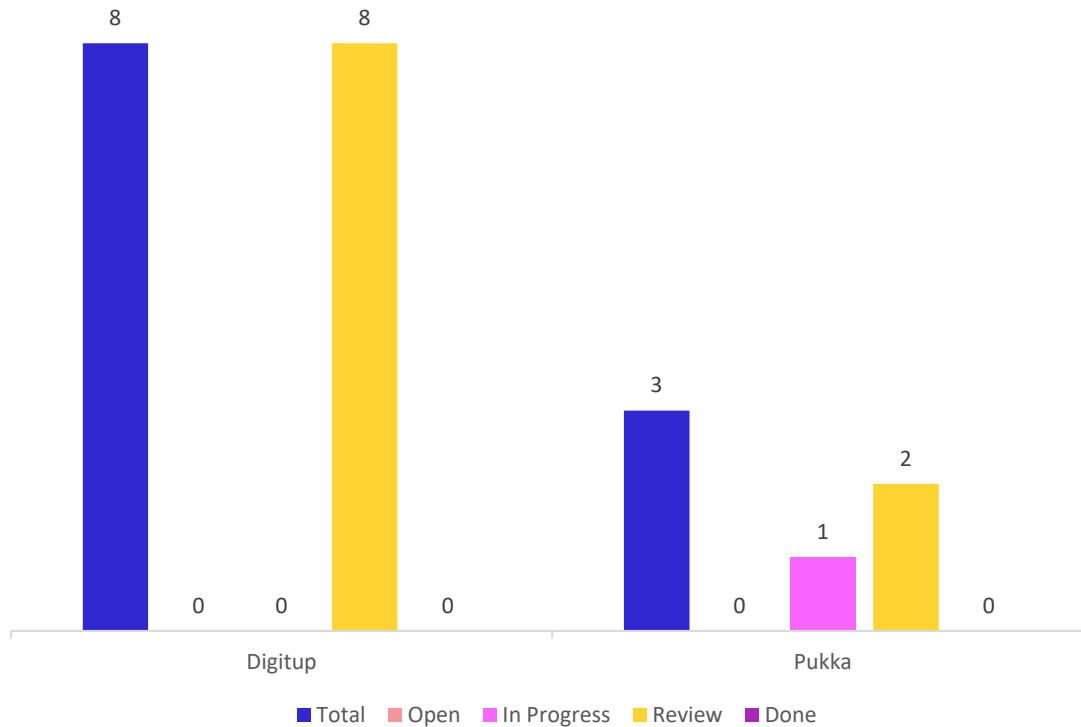| **14**	**13**	**1**	**100%**
Task Received	Task Completed	Task In-Progress	SLA Met

BAU Ticket Summary – Pukka Herbs UK

Highlights on November month Tickets

- We have fixed broken external links (SEmrush: 21 Nov 2024). (Estimated Time – 30 min.)
- We have resolved duplicate meta descriptions (SEmrush: 8 Nov 2024). (Estimated Time – 20 min.)
- We have added missing alt tags to images (SEmrush: 8 Nov 2024). (Estimated Time – 30 min.)
- We have addressed missing pages from the new website. (Estimated Time – 30 min.)
- We have fixed missing canonical issues (SEmrush: 8 Nov 2024). (Estimated Time – 45 min.)
- We have corrected multiple H1 tags (SEmrush: 8 Nov 2024). (Estimated Time – 20 min.)
- We have added missing H1 tags (SEmrush: 8 Nov 2024). (Estimated Time – 20 min.)
- We have resolved duplicate meta titles (SEmrush: 8 Nov 2024). (Estimated Time – 30 min.)
- We have removed the "Latest Packaging Policy" section from the page:
  https://www.pukkaherbs.com/uk/en/wellbeing-articles/pukkas-sustainable-packaging.
  (Estimated Time – 20 min.)
- We have archived de-listed product pages. (Estimated Time – 120 min.)
- The reactivation of product pages is currently in progress.

Chart — Digitup: Total 8, Open 0, In Progress 0, Review 8, Done 0

Chart — Pukka: Total 3, Open 0, In Progress 1, Review 2, Done 0

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

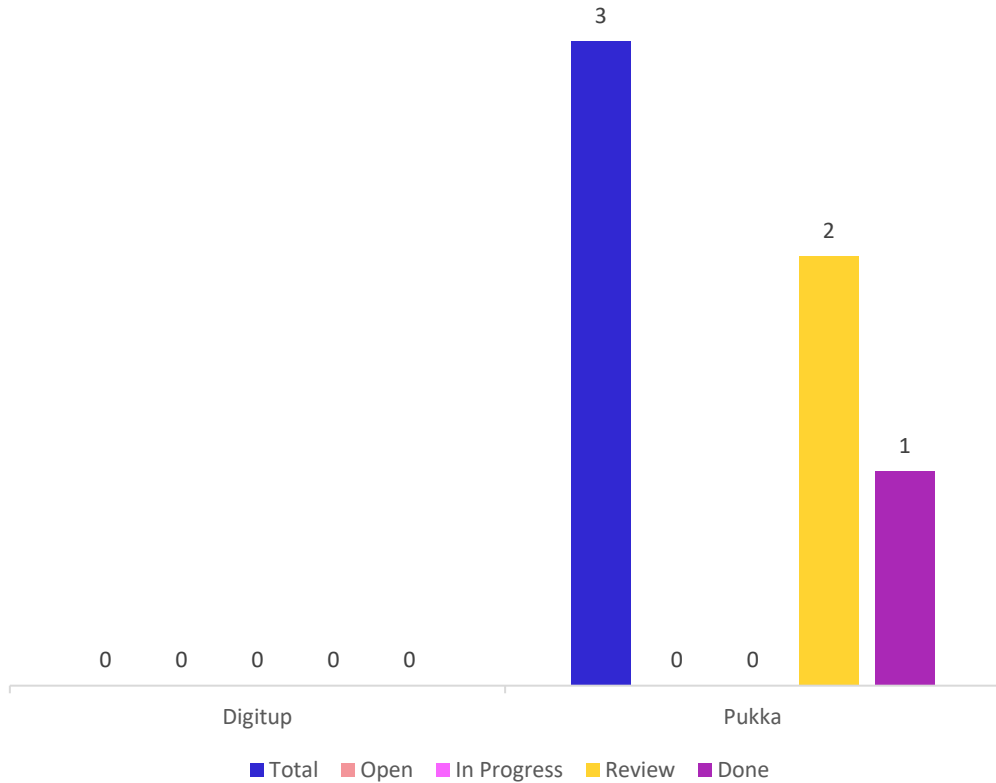● External tasks were raised by Lipton POCs   ● Internal tasks were raised by Digitup as improvement assessment

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

BAU Ticket Summary – Pukka Herbs AU

Highlights on November month Tickets

- ● We have updated the Advent Calendar image. (Estimated Time – 45 min.)
- ● We have updated the SKU for the Tea Advent Calendar. (Estimated Time – 30 min.)
- ● We have added a new slide to the main banner. (Estimated Time – 20 min.)

Chart data:

Digitup: 0, 0, 0, 0, 0

Pukka: Total 3, 0, 0, Review 2, Done 1

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 November Highlights

- We have fixed broken external links, resolved duplicate meta descriptions, and added missing alt tags to images on the UK website.
- We have addressed missing pages and fixed canonical issues on the UK website.
- We have corrected multiple H1 tags, added missing H1 tags, and resolved duplicate meta titles on the UK website.
- We have removed the "Latest Packaging Policy" section from the UK website page: https://www.pukkaherbs.com/uk/en/wellbeing-articles/pukkas-sustainable-packaging.
- We have archived de-listed product pages on the UK website.
- The reactivation of product pages on the UK website is currently in progress.
- We have updated the Advent Calendar image on the AU website.
- We have updated the SKU for the Tea Advent Calendar on the AU website.
- We have added a new slide to the main banner on the AU 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 – October	Overview – November	Delta	Content	Accessibility	Marketing	UX
Australia	97	96	-1	96	99	98	90
Germany	88	96	+7	95	99	98	91
France	91	90	-1	78	97	95	89
Netherlands	91	90	-1	77	96	95	88
Sweden	94	94	0	90	95	96	94
UK	90	70	-20	55	67	68	79

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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.

The scores are either improved or remain intact due to :
- Pukka DE: A broken external URL was found, which was globally linked across all pages. This issue contributed to a drop in the overall score, but it has since been resolved, resulting in an improvement in the score.
- Pukka UK: Following the website revamp, many of the checks required attention, fixes of which are in progress which led to a drop in the overall score.

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 have implemented an approach to address INP issues. We are happy to share that due to our constant efforts & regular monitoring we are able to achieve a passing score of core web vitals on Pukka.

Please refer to the updated scores below for Pukka as on 10th December 2024.

Brand	URL	Core Web Vital Status (Origin – Mobile)	LCP	INP	CLS	FCP	FID	TTFB
Pukka	https://www.pukkaherbs.com/	Passed	1.5s	144 ms	0.02	1.2 s	13 ms	0.5 s

Pukka herbs UK website revamp - Status on Warranty Period Tickets – November 2024

Project – Pukka UK Revamp

Successful Go-Live: The Pukka Revamp website 2024 project & Advent Calendar Campaign 2024 went live on 21st November 2024.

Current Website Status:

- All pages are fully functional with required features.
- Advent pages (2023 & 2024) are running smoothly.
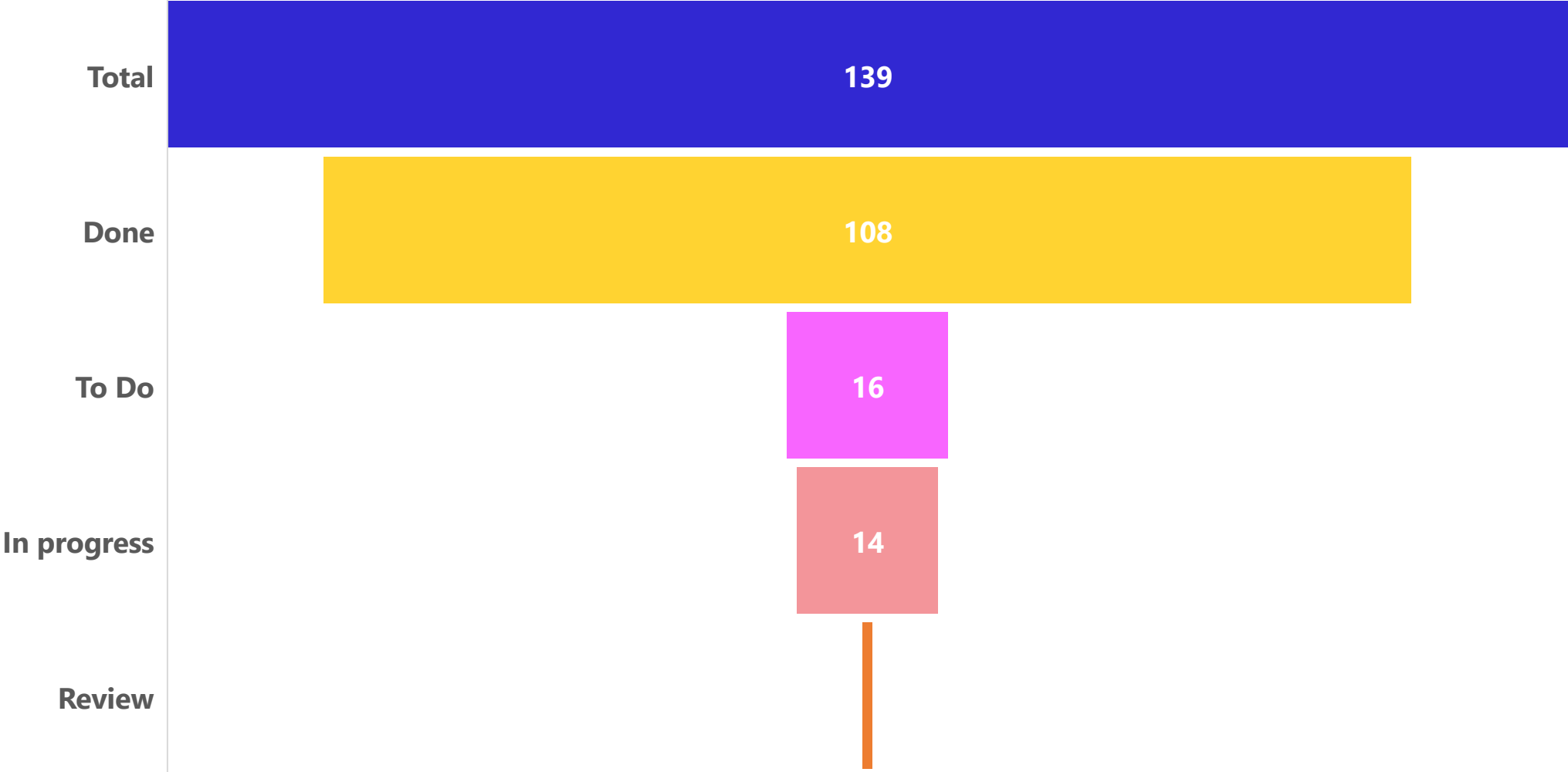- Advent Campaign 2023 pages are live with proper redirections to the current website.

Warranty Period:

- A 1-month warranty period started from the go-live date.
- Commitment to address and resolve all raised tickets during this period.

Ongoing Efforts:

- Target to complete all raised tickets during the warranty period.
- Focus on improving Core Web Vitals for enhanced website performance..

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Thank You

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