

# Pukka Herbs - Monthly Report

September 2024

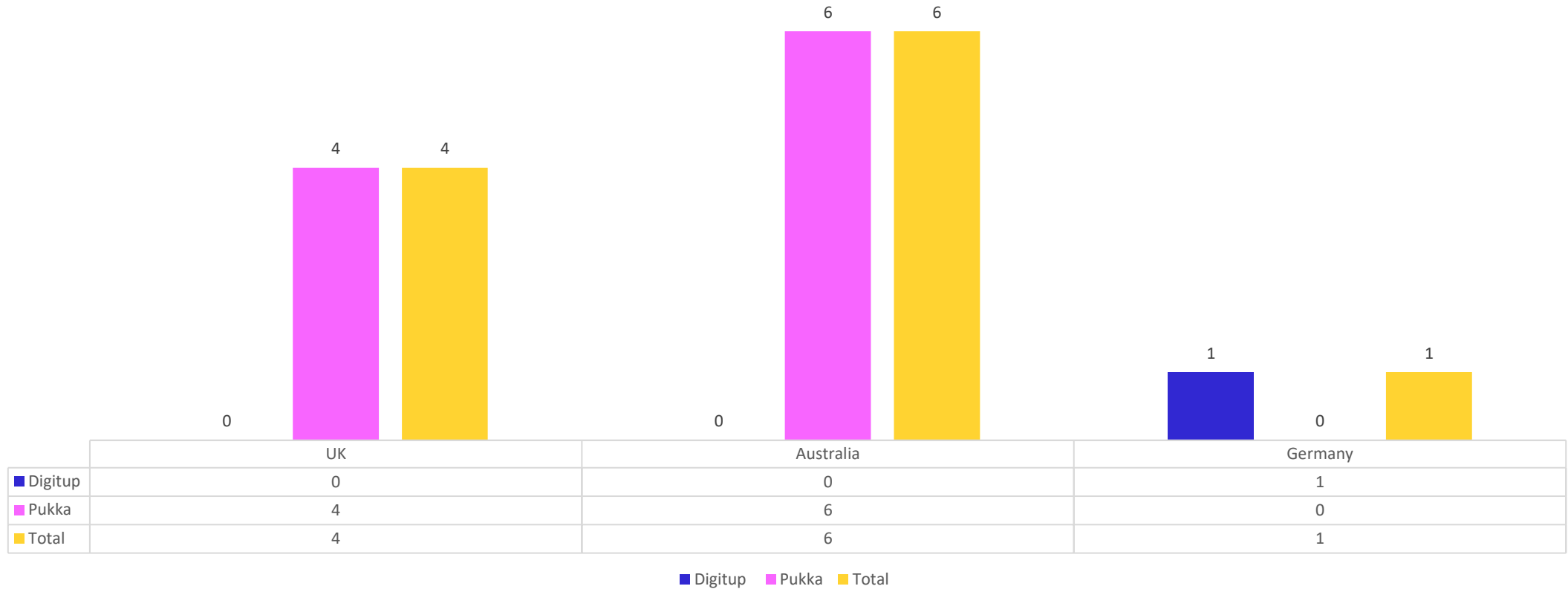
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# **Pukka Herbs Ticket Summary**

September 2024

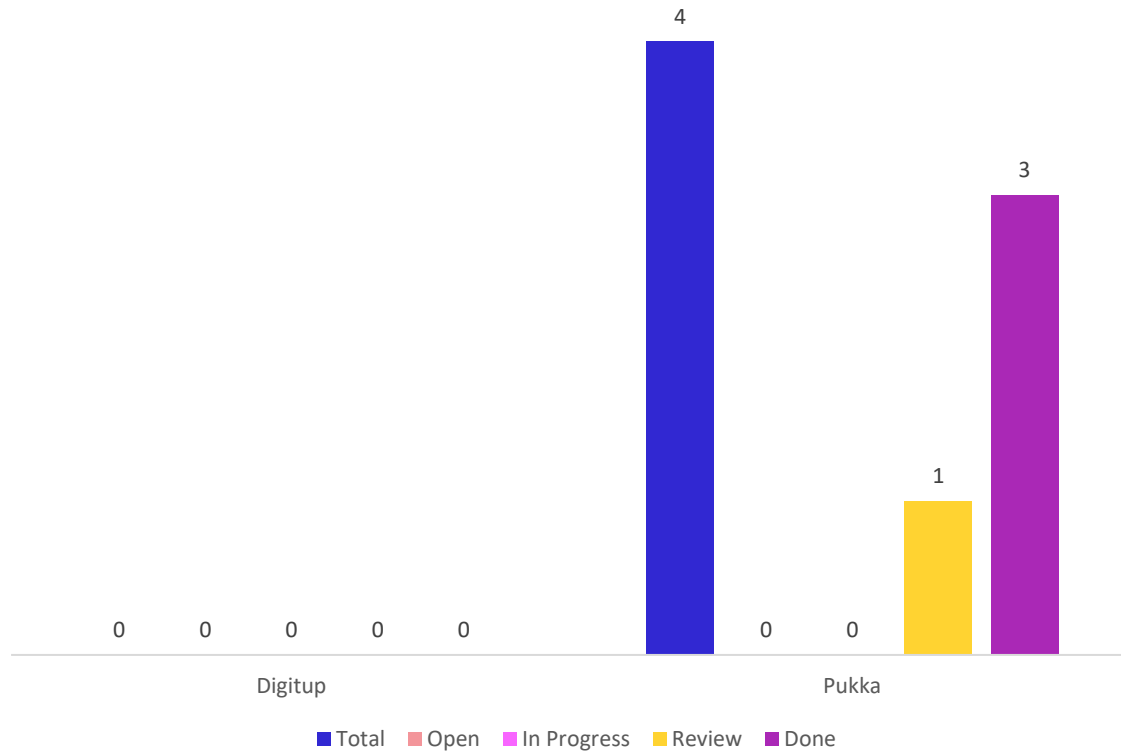
# BAU Tickets Resolution Status September - Pukka Herbs



<b>11</b>	<b>11</b>	<b>0</b>	<b>100%</b>
Task Received	Task Completed	Task In-Progress	SLA Met



# BAU Ticket Summary - Pukka Herbs UK



## Highlights on September month Tickets

- Updated the Pukka Advent Calendar product page. (Estimated Time – 20 min.)
- Removed the Pukka Relax Selection Box from the website. (Estimated Time – 30 min.)
- Updated the content for the Pukka Advent Calendar. (Estimated Time – 20 min.)
- Removed the Clean Matcha Green product listing. (Estimated Time – 30 min.)

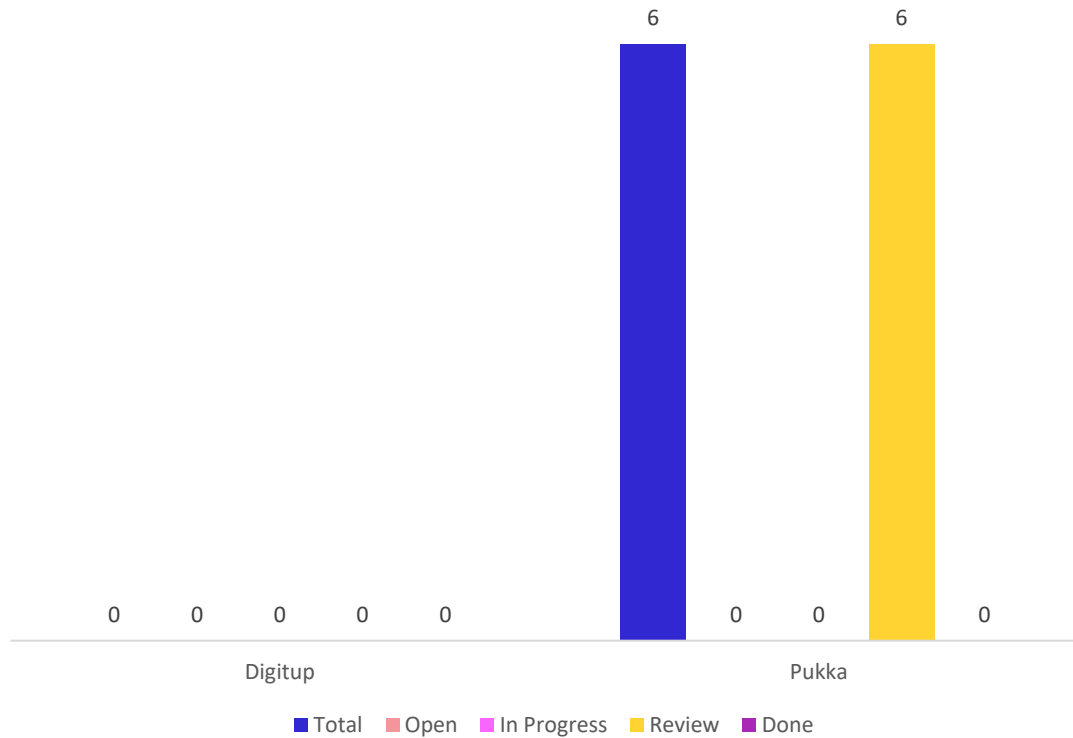
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment



\*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 September month Tickets

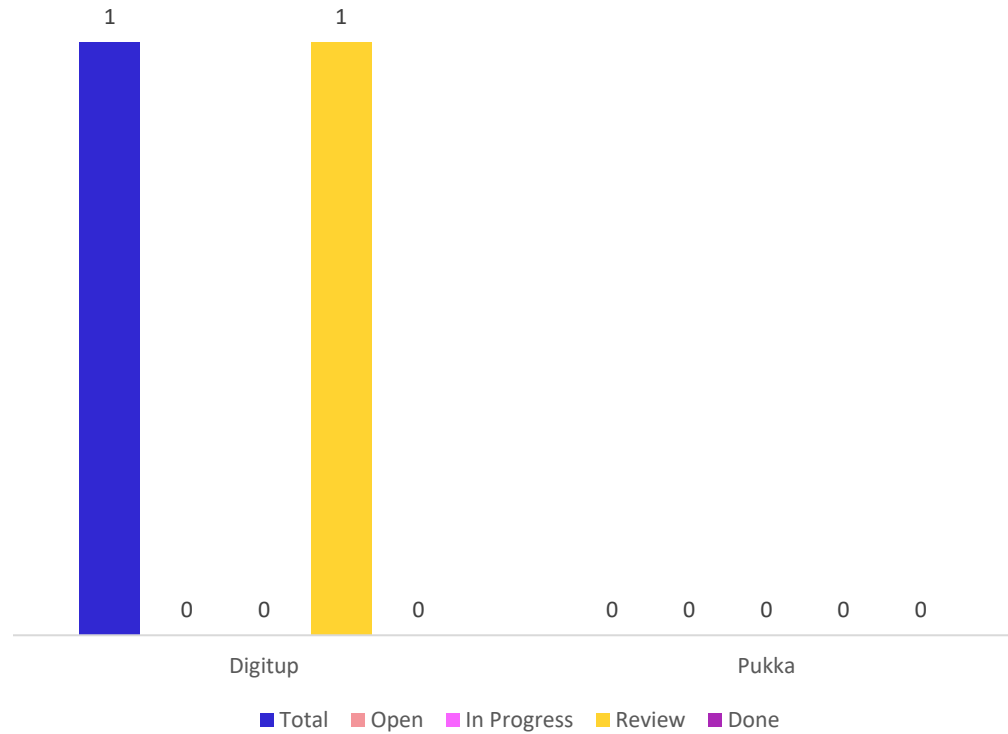
- Added a new banner on the homepage. (Estimated Time – 20 min.)
- Updated the image of Womankind tea. (Estimated Time – 20 min.)
- Removed Fresh Start and Blackcurrant Beauty from the website. (Estimated Time – 40 min.)
- Removed the Pukka Organic Tea Selection Box from the website. (Estimated Time – 40 min.)
- Added a promo on the website from 9th to 22nd September. (Estimated Time – 180 min.)
- Removed Revitalise from the website. (Estimated Time – 20 min.)

- 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 September month Tickets

- Removed unwanted spaces from URLs as per the Silktide report dated 27 August 2024. .  
(Estimated Time – 15 min.)

- 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 September Highlights

- Updated the Pukka Advent Calendar product page for UK website.
- Removed the Pukka Relax Selection Box from the UK website.
- Updated the content for the Pukka Advent Calendar on UK website.
- Removed the Clean Matcha Green product listing from the UK website.
- Added a new banner on the homepage of AU website.
- Updated the image of Womankind tea on AU website.
- Removed Fresh Start and Blackcurrant Beauty from the AU website.
- Removed the Pukka Organic Tea Selection Box from the AU website.
- Added a promo on the AU website from 9th to 22nd September.
- Removed Revitalise from the AU website.
- Removed unwanted spaces from URLs as per the Silktide report dated 27 August 2024 from the DE 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 – August	Overview – September	Delta	Content	Accessibility	Marketing	UX
Australia	97	97	0	97	98	98	94
Germany	95	95	0	96	99	98	86
France	91	91	0	77	96	95	94
Netherlands	92	92	0	77	96	95	99
Sweden	94	94	0	91	95	96	94
UK	95	95	0	88	99	96	96

# 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 :

- User experience module score increased.
- Broken Links got fixed.
- Correction on spellings & grammatical errors.
- Unrecognized spelling count has dropped on the website.

**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

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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 10<sup>th</sup> October 2024.

Brand	URL	Core Web Vital Status (Origin - Mobile)	LCP	INP	CLS	FCP	FID	TTFB
Pukka	<a href="https://www.pukkaherbs.com/">https://www.pukkaherbs.com/</a>	Passed	1.7s	195 ms	0	1.4 s	13 ms	0.7 s



**Thank You**

