

Lipton BAU - Monthly Report

November 2024



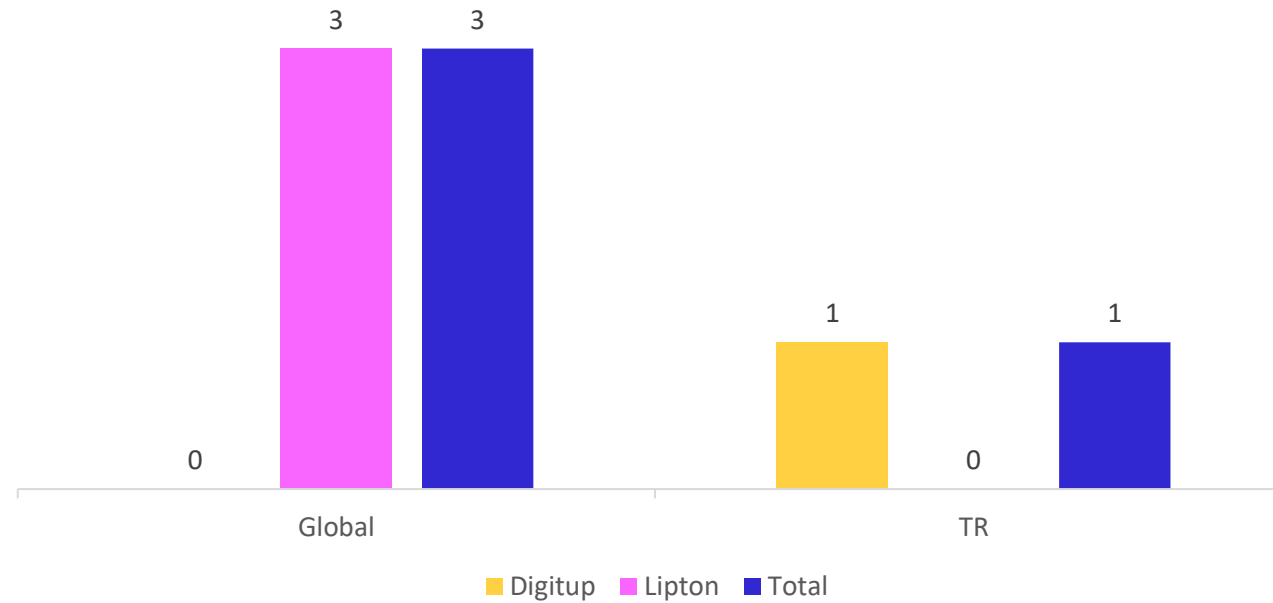
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Lipton Ticket Summary

BAU Tickets Resolution Status - Lipton



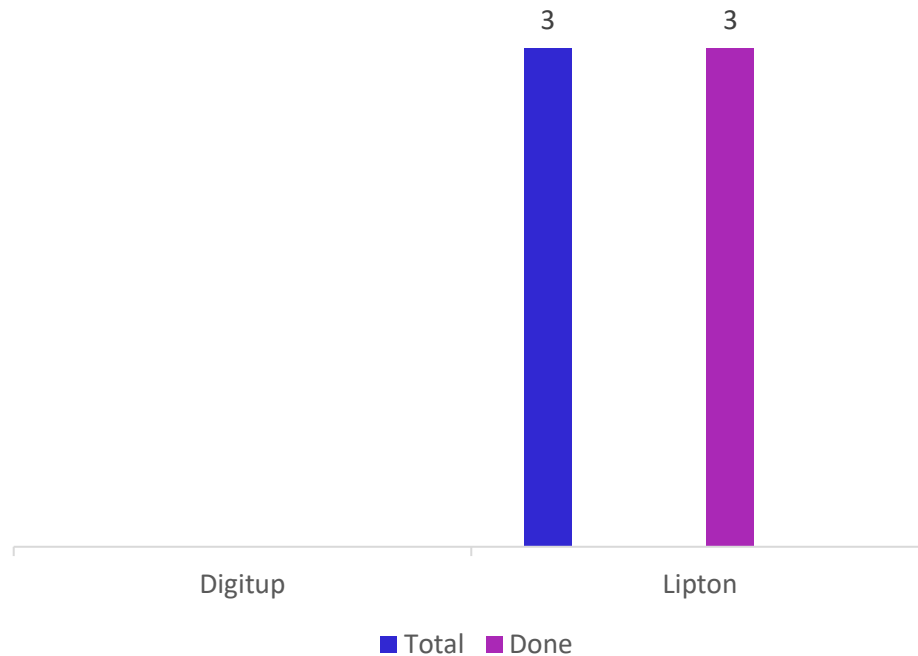
4
Task Received

4
Task Completed

100%
SLA Met



BAU Ticket Summary & Highlight - Lipton Global



- The X-default hreflang value has been updated with equivalent Lipton US page URL (if present) for all Lipton websites globally. - 180 minutes
- The hreflangs list has been updated by adding rendered page URL to it as that (rendered page URL) was removed from x-default value, This action has been done for all Lipton websites globally. - 180 minutes
- The redirects for LTI has been added globally for Lipton websites <https://www.liptontea.com/fr/nos-marques/portfolio/lipton> 302! Country=FR - 240 minutes

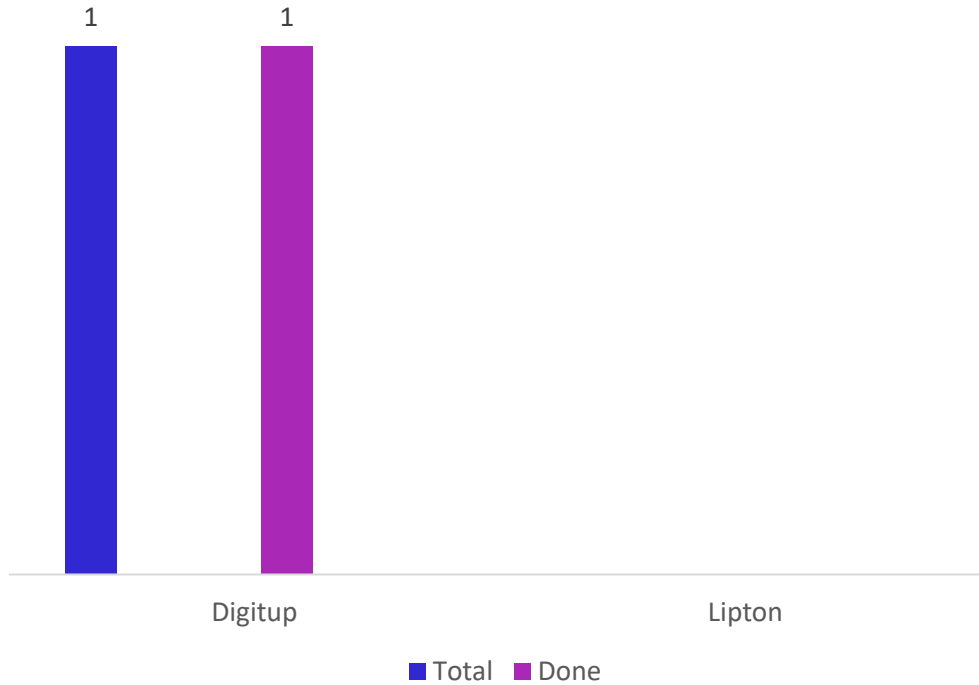


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary & Highlight - Lipton TR



- The existing banner image has been replaced with a new high quality optimized image for the page :
<https://www.lipton.com/tr/lipton-hakkinda/lipton-cayin-yapabilecegi-iyi-seyler/> - 30 minutes



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



Lipton Highlights

- **Global :** The X-default hreflang value has been updated with equivalent Lipton US page URL (if present) for all Lipton websites globally.
- **Global :** The hreflangs list has been updated by adding rendered page URL to it as that (rendered page URL) was removed from x-default value, This action has been done for all Lipton websites globally.
- **Global :** The redirects for LTI has been added globally for Lipton websites <https://www.liptontreas.com/fr/nos-marques/portfolio/lipton> 302! Country=FR
- **TR :** The existing banner image has been replaced with a new high quality optimized image for the page :
<https://www.lipton.com/tr/lipton-hakkinda/lipton-cayin-yapabilecegi-iyi-seyler/>



Lipton Website Performance

DQM Scores & Analysis - Silktide

The Silktide DQM Analysis, evaluates each market's website performance through Silktide scores, focusing on SEO, accessibility, content quality, and user experience. From an SEO perspective, it identifies opportunities to enhance search visibility and traffic. From a Digital Quality Management standpoint, it ensures websites maintain high standards in usability, content integrity, and compliance.

Our objective is to attain and consistently uphold a Silktide score of 80 or higher across all Lipton markets. It's worth noting that we have been able to achieve and maintain an impressive score of approximately 90 for most of these markets.

Market	Overview – October	Overview – November	Delta	Content	Accessibility	Marketing	UX
Japan	94	94	0	95	97	88	96
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	92	94	2	87	97	93	99
USA	92	93	1	88	94	91	99

In recent assessments, we've successfully identified and resolved following issues.

- **Global** : The X-default hreflang value has been updated with equivalent Lipton US page URL (if present) for all Lipton websites globally.
- **Global** : The hreflangs list has been updated by adding rendered page URL to it as that (rendered page URL) was removed from x-default value, This action has been done for all Lipton websites globally.
- **Global** : The redirects for LTI has been added globally for Lipton websites [https://www.lipton.com/fr/nos-marques/portfolio/lipton 302! Country=FR](https://www.lipton.com/fr/nos-marques/portfolio/lipton-302!Country=FR)
- **TR** : The existing banner image has been replaced with a new high quality optimized image for the page : <https://www.lipton.com/tr/lipton-hakkinda/lipton-cayin-yapabilecegi-iyi-seyler/>



Core Web Vitals Assessment

We are adopting a proactive approach by monitoring identified pages daily to promptly identify and address any Core Web Vitals Metrics issues, including LCP, CLS, and INP. This regular monitoring helps us swiftly fix CWVs issues in the Turkey and US markets.

- Generating comprehensive reports for CWV Mobile Metrics utilizing the [PageSpeed Insights](#) API alongside the Screaming Frog tool.
- Filtering page data to identify instances with INP issues (scores exceeding 200 milliseconds).
- Identifying and optimizing Script and high-resolution images Impacts on Interaction to Next Paint (INP).
- Filtering page data to identify instances with TTFB issues (scores exceeding 0.8s).

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 user interactions.

Recent Actions : We are closely monitoring the status of INP and TTFB for individual pages as well as have optimized multiple images to improve the LCP and thereby TTFB.

Date	URL	Status	LCP	INP	CLS	FCP	TTFB
10 - 12 -2014	https://www.lipton.com/	Pass	2s	158ms	0	1.5s	1s

CWV Report

<https://www.digitupcentral.com/core-web-vitals-report/?search=https%3A%2F%2Fwww.lipton.com%2Fus%2Fen%2F&formFactor=PHONE&context=origin>



Thank You

