

# Pukka Herbs -Monthly Report

August 2024



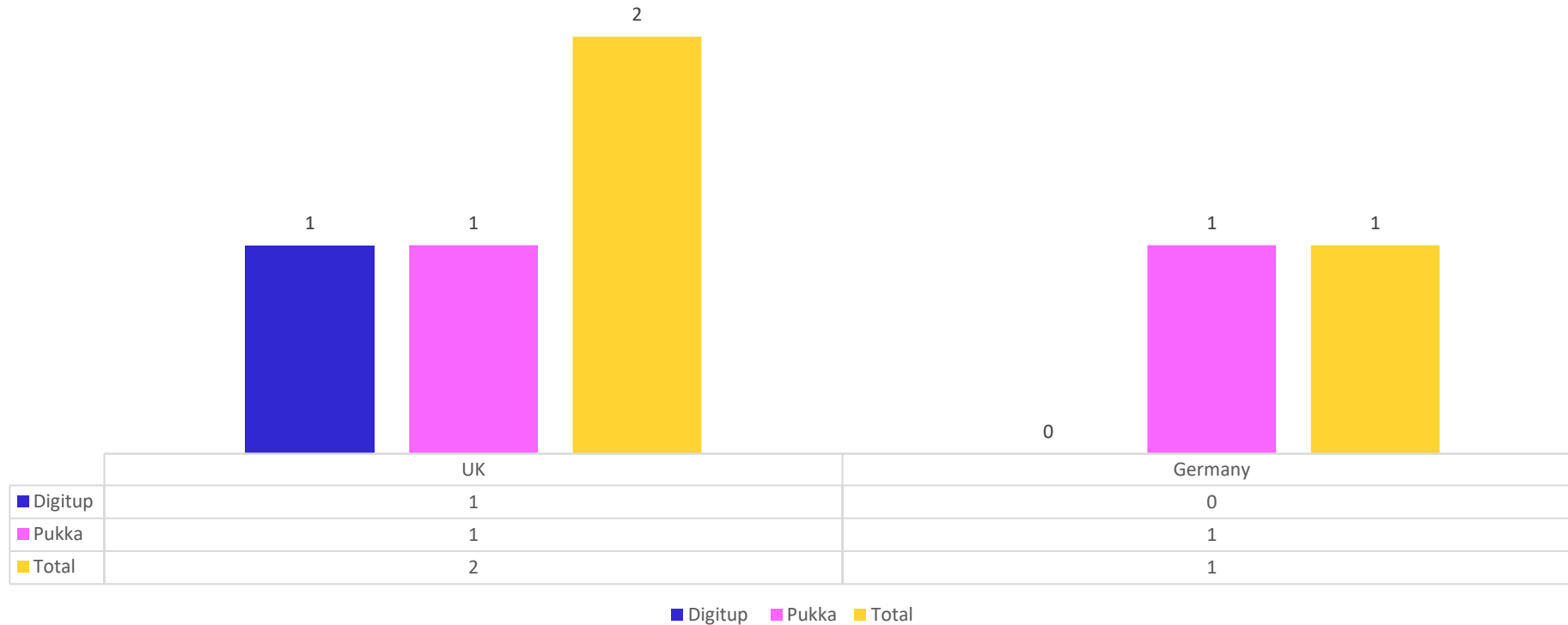
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# **Pukka Herbs Ticket Summary**

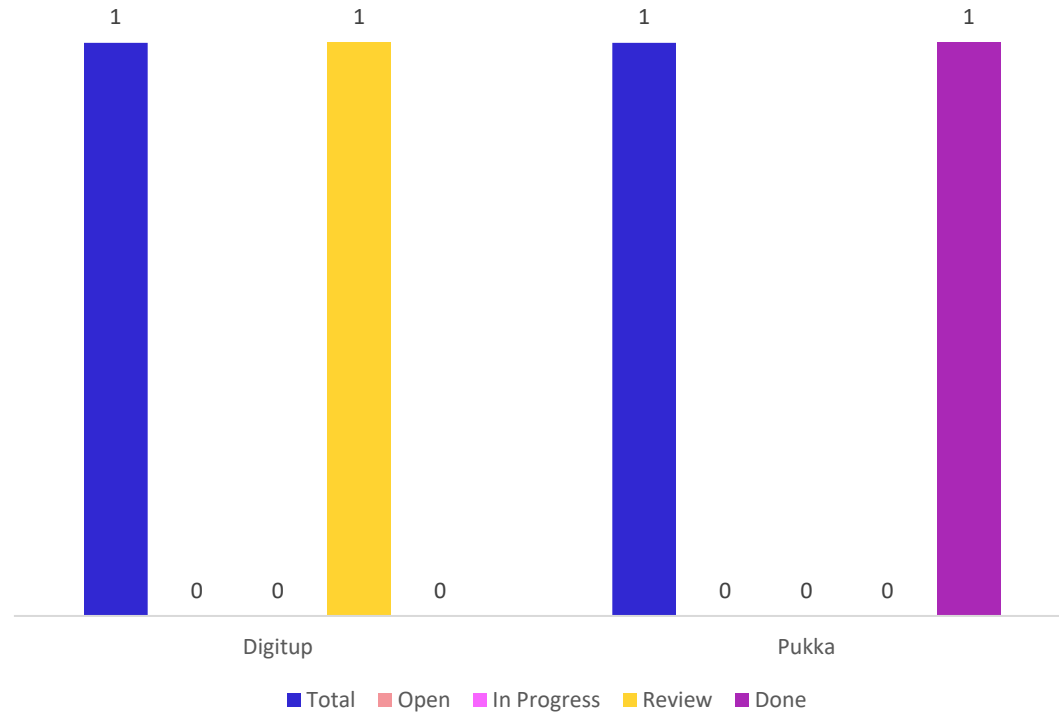
August 2024

# BAU Tickets Resolution Status August - Pukka Herbs



|               |                |                  |             |
|---------------|----------------|------------------|-------------|
| <b>03</b>     | <b>03</b>      | <b>0</b>         | <b>100%</b> |
| Task Received | Task Completed | Task In-Progress | SLA Met     |

# BAU Ticket Summary - Pukka Herbs UK



## Highlights on August month Tickets

- Removed out of stock products from the website. (Estimated Time – 80 min.)
- Removed the OOS Product linking from an article. (SEMrush: 27 August 2024)  
(Estimated Time – 20 min.)

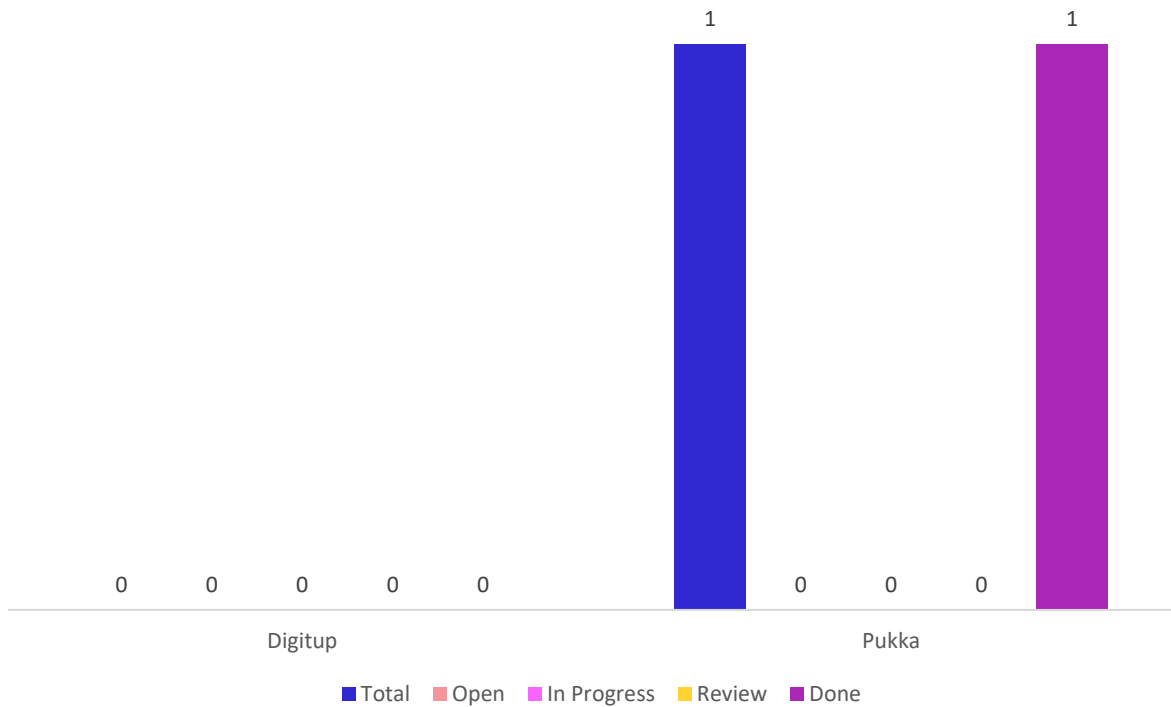
- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment



\*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 August month Tickets

- Added a new product - Pukka Discovery Box on the website.  
(Estimated Time – 90 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 August Highlights

- Removed out of stock products from UK website.
- Removed the OOS Product linking from an article in UK website.
- Added a new product - Pukka Discovery Box on 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 – July | Overview – August | Delta | Content | Accessibility | Marketing | UX |
|-------------|-----------------|-------------------|-------|---------|---------------|-----------|----|
| Australia   | 97              | 97                | 0     | 97      | 99            | 99        | 94 |
| Germany     | 96              | 95                | -1    | 96      | 99            | 98        | 86 |
| France      | 91              | 91                | 0     | 77      | 96            | 95        | 94 |
| Netherlands | 91              | 92                | 1     | 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.

- Pukka NL - Overall score Improved due to marketing module score increased.
- Pukka DE - Overall score decreased due to 1 broken link resolved.

**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> September 2024.

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



**Thank You**

