

Lipton - Monthly Report

May 2024



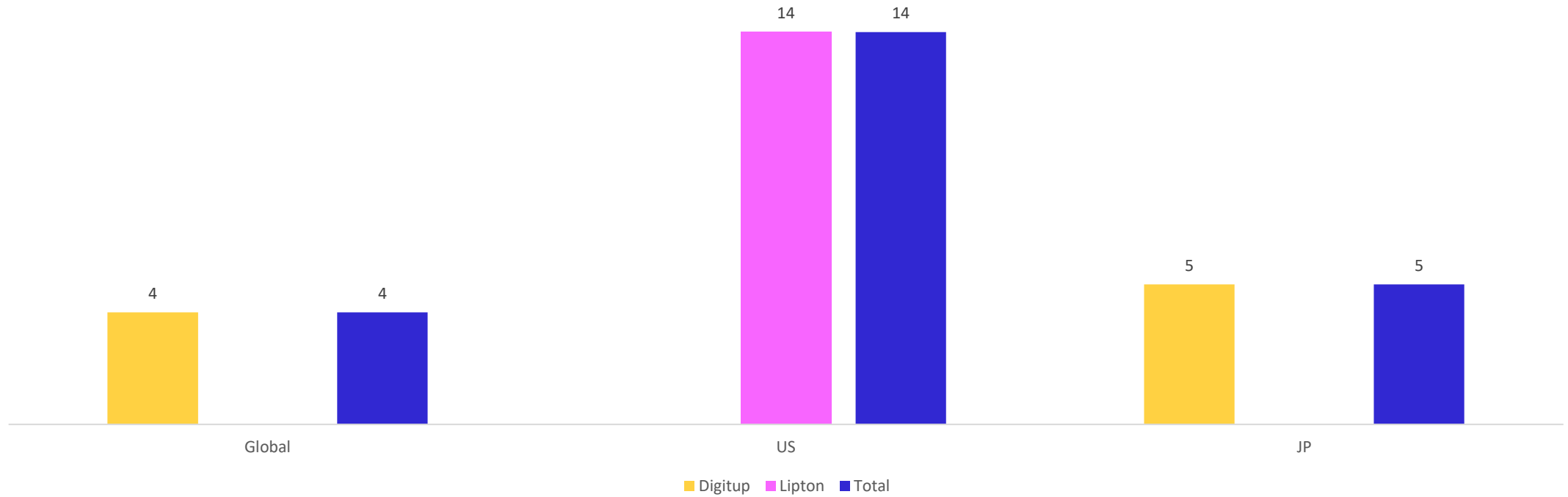
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Lipton Ticket Summary

BAU Tickets Resolution Status May - Lipton



23

Task Received

23

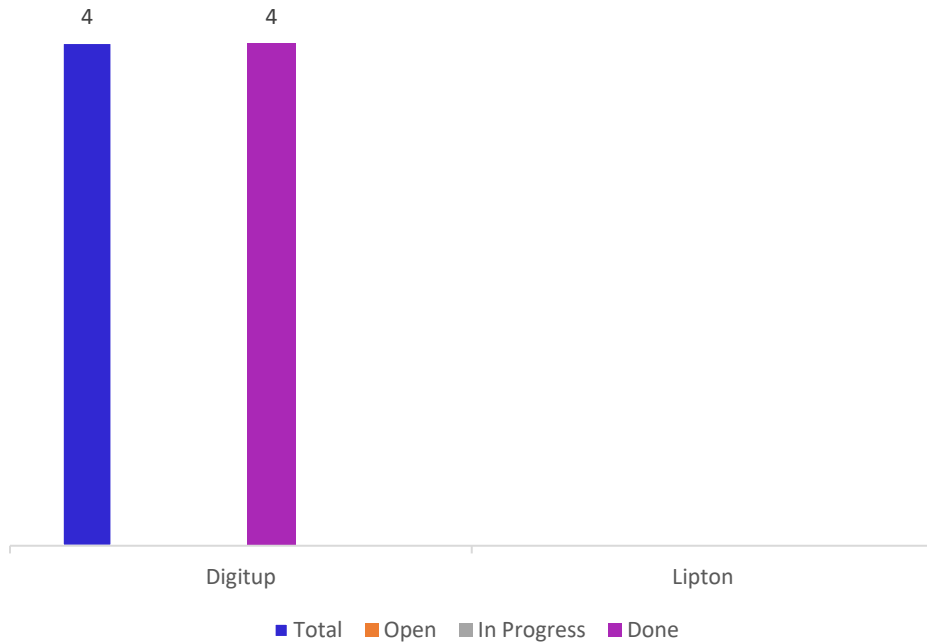
Task Completed

100%

SLA Met



BAU Ticket Summary - Lipton Global



- Permanent redirects issues resolved by updating organization schema code. 1 hour
- Privacy-Enhanced Mode enabled by updating YouTube video's URL structure. 2 hour
- Updated the YouTube URLs with enhanced privacy links. 1 hour
- Added a trailing slash at the end of the URL in all schema - like recipe & video. 1 hour

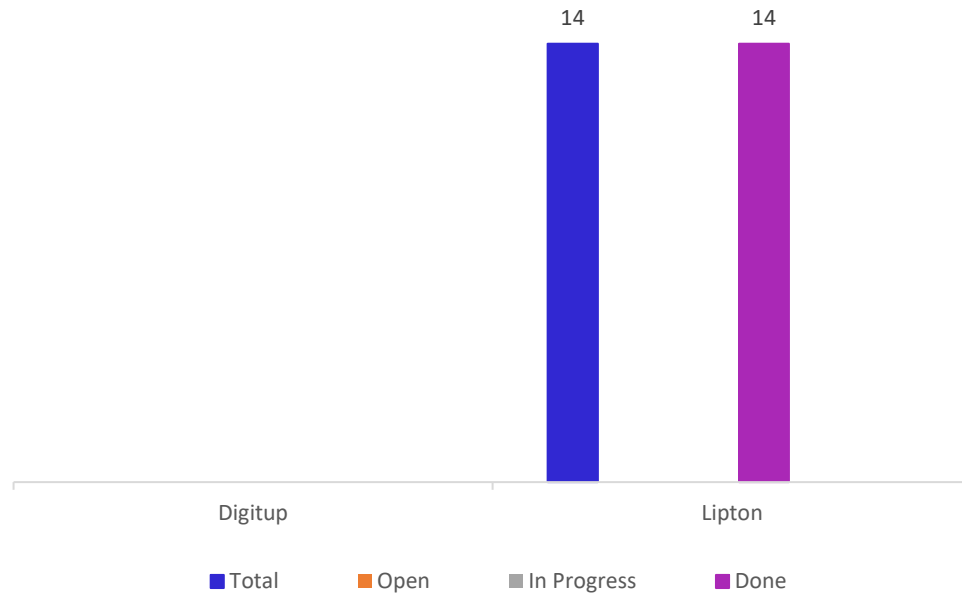


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary & Highlight - Lipton US



- Request to provide Content Format for new recipes has been done. 2 hour
- Requested to replace a paragraph copy over page : <https://www.lipton.com/us/en/our-purpose/looking-after-tea-farms/> has been done. 20 minutes
- Requested to add the green tea filter over the product "Lemon Green Tea 20 Tea Bags" has been done. 20 minutes
- Requested to update the home page's second section image with the asset provided in the shared PDF file has been done. 1 hour
- Updated the link for TikTok in the footer of Lipton.com to @tiktokglobal. 30 minutes
- As per client's request we have added eight new recipes and made them live over the website. 4 hours
- Remove page : <https://www.lipton.com/us/en/me-to-we/> 30 minutes

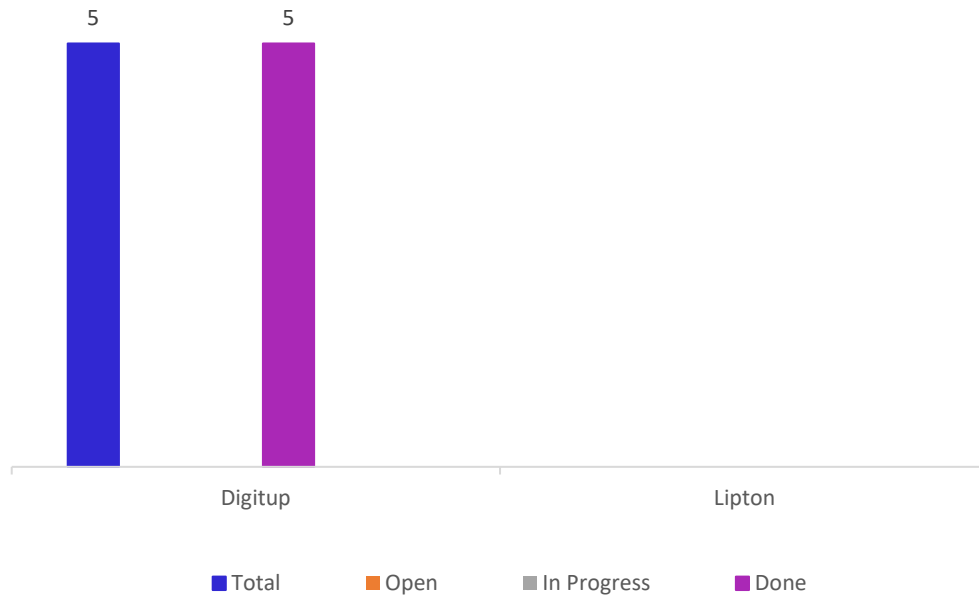


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary - Lipton Japan



- Privacy-Enhanced Mode enabled by updating YouTube video's URL structure. 2 hour
- External broken link issue fixed for page : <https://www.lipton.jp/ja/products/lipton-mixedberry-tea/> 20 minutes
- External broken link issue fixed for page : <https://www.lipton.jp/ja/products/lipton-peach-mix-tea/> 20 minutes
- External broken link issue fixed for page : <https://www.lipton.jp/ja/products/sir-thomas-lipton-darling-leaf-tea/> 20 minutes
- External broken link issue fixed for page : <https://www.lipton.jp/ja/products/sir-thomas-lipton-tea-earl-gray-leaf-tea/> 20 minutes



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



Lipton May Highlights

- **Global** : Permanent redirects issues has been resolved by updating organization schema code.
- **Global** : Privacy-Enhanced Mode has been enabled by updating YouTube video's URL structure.
- **Global** : Updated the YouTube URLs with enhanced privacy links.
- **Global** : Added a trailing slash at the end of the URL in all schema - like recipe & video.
- **US** : Requested to provide Content Format for new recipes has been done.
- **US** : Requested to replace a paragraph copy over page : <https://www.lipton.com/us/en/our-purpose/looking-after-tea-farms/> has been done.
- **US** : Requested to add the green tea filter over the product "Lemon Green Tea 20 Tea Bags" has been done.
- **US** : Requested to update the home page's second section image with the asset provided in the shared PDF file has been done
- **US** : Updated the link for TikTok in the footer of Lipton.com to @tiktokglobal
- **US** : This page has been removed: <https://www.lipton.com/us/en/me-to-we/>
- **US** : As per client's request we have added eight new recipes and made them live over the website.
- **JP** : Privacy-Enhanced Mode enabled by updating YouTube video's URL structure.



Lipton Website Performance

DQM Scores & Analysis - Silktide

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. We have identified both global and specific concerns that are currently under active resolution, with some already successfully addressed.

Market	Overview – April	Overview – May	Delta	Content	Accessibility	Marketing	UX
Japan	93	92	-1	94	96	87	91
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	91	91	0	84	97	91	90
USA	90	89	-1	86	92	89	91

Check and fix broken links : External links tend to expire over time, and Silktide consistently reports these occurrences. We maintain constant vigilance and actively engage in efforts to refresh and rectify these broken links across all markets.

In recent assessments, we've successfully identified and resolved broken link issues in following market.

- **JP :** A total of 4 broken links found over 4 different webpages of JP website have been replaced to fix the issue.

Redirection Issue :

- Permanent redirects issues has been resolved by updating organization schema code in order to follow the SEO recommendations.
- Added a trailing slash at the end of the URL in all schema - like recipe & video in order to follow the SEO recommendations..

Privacy Enhanced Mode Enabled : Privacy-Enhanced Mode has been enabled by updating YouTube video's URL structure.



Core Web Vitals Assessment

We are continuously monitoring the Lipton Core Web Vitals Metrics including the LCP, CLS & INP metrics over weekly basis. In order to fix the INP issues for Turkey & US market the following approach is being implemented:

- 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)

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.

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.

	April 2024				May 2024			
Market	Good URLs	Need Improvements in URLs	Origin INP	URL INP	Good URLs	Need Improvements in URLs	Origin INP	URL INP
Turkey	11	72	208	232	11	72	205	219
USA	56	99		191	51	65		205



Thank You

