

Lipton - Monthly Report

January & February 2024



Table of Content

- Overall BAU Ticket Summary
- Market Status
 - Global Ticket Status
 - US Ticket Status
 - Turkey Ticket Status
 - JP Ticket Status
 - EG Ticket Status
 - CL Ticket Status
 - UAE Ticket Status
 - BE Ticket Status
 - PE Ticket Status
 - PK Ticket Status
 - Canada Ticket Status
 - NL Ticket Status
 - Italy Ticket Status
 - Poland Ticket Status
 - Sweden Ticket Status
- Website Performance Status



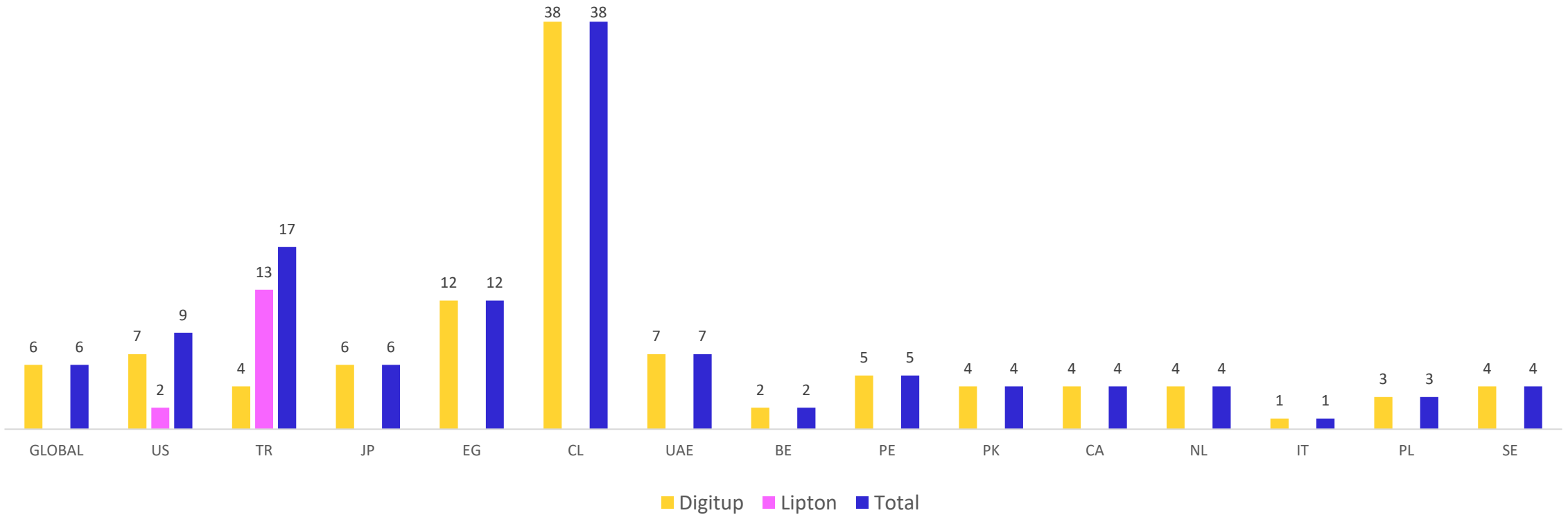
Lipton Ticket Summary

BAU: In-Progress Tickets from December

US : Product Schema on the Product details page for the Lipton US market - The Product schema has been fixed and made live.



BAU Tickets Resolution Status January & February - Lipton



123

Task Received

122

Task Completed

1

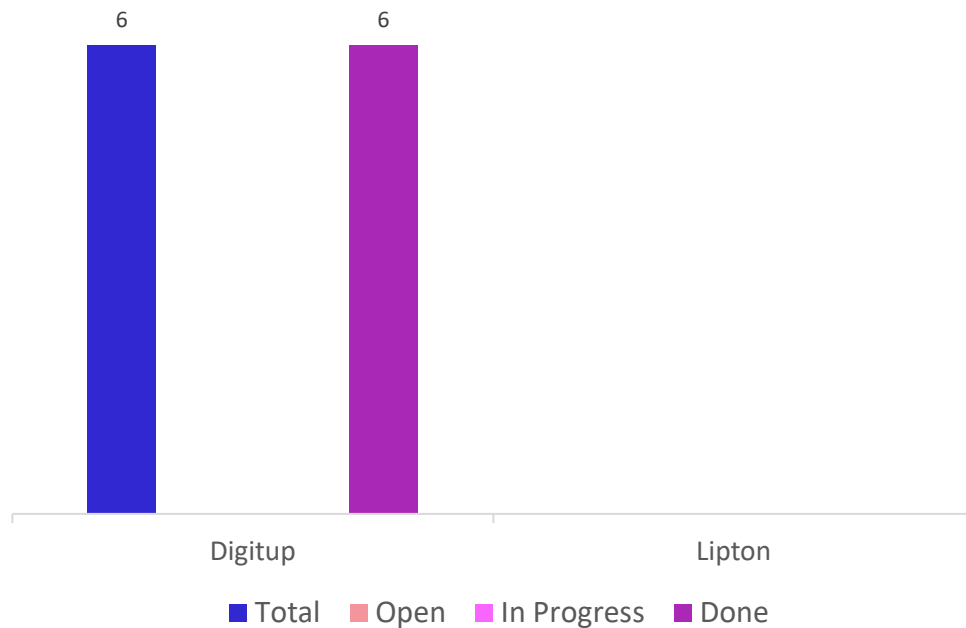
In-Progress

100%

SLA Met



BAU Ticket Summary & Highlight - Lipton Global



- Internal Sanity Checks : Resolved the horizontal scrolling issue in mobile view navigation and achieved toggle functionality with the same dropdown button for submenu items, enhancing mobile usability.
- Internal Sanity Checks : Product Carousel Scrolling Arrow Fix
- Internal Sanity Checks : Mobile View Navigation Scrolling Issue Resolved

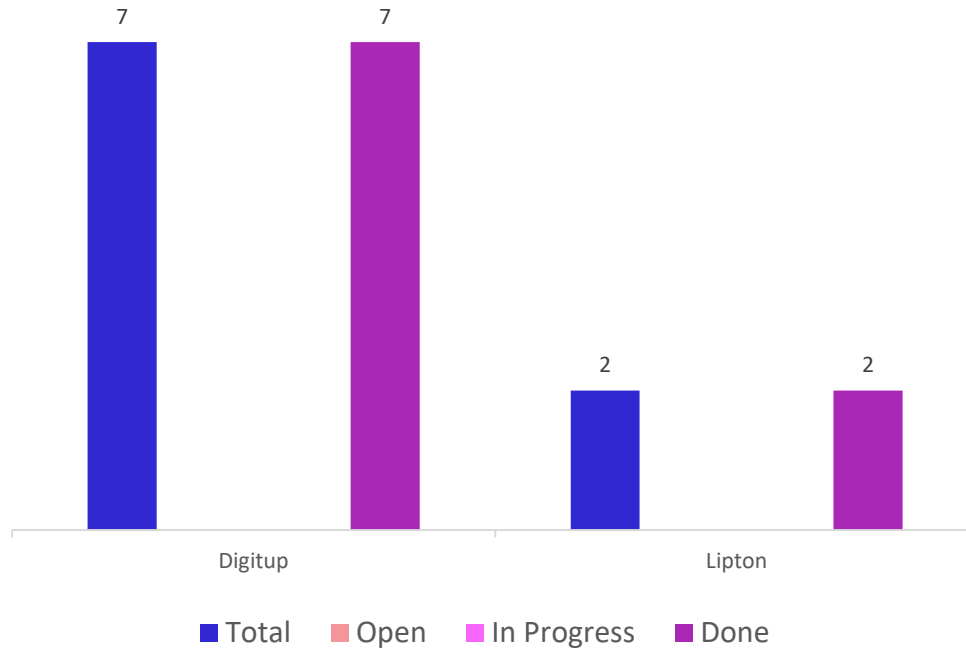


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary & Highlight - Lipton US



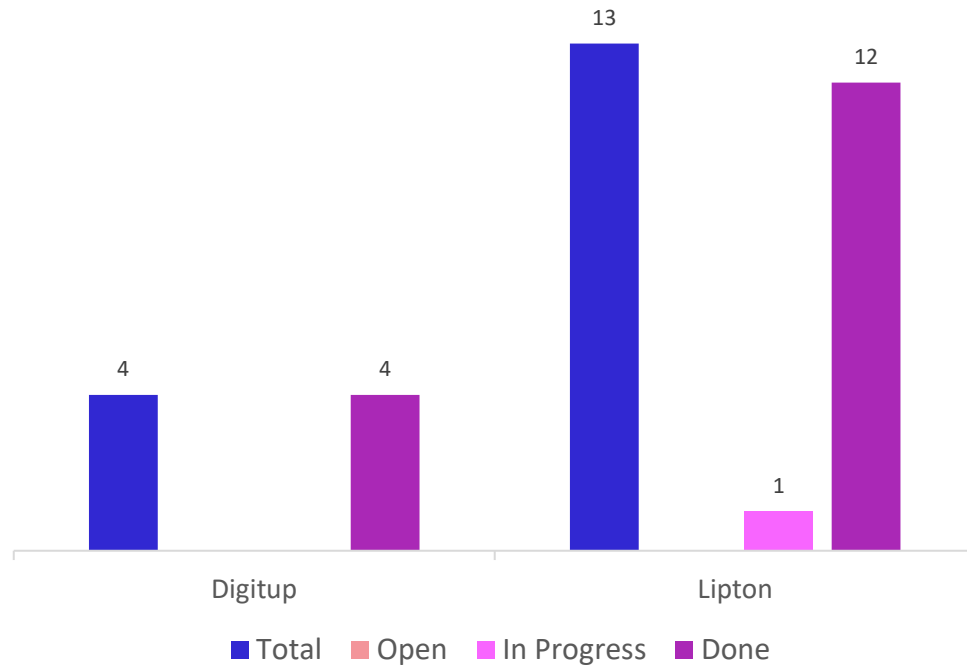
- My plate logo has been updated. - 20 minutes
- The content and images have been updated for scientific experts' section. - 2 hours
- Made both CTAs text the same ("Learn More") on the US homepage for consistency.
- Internal Sanity Checks : Resolved the h5 heading issue on the alternate grid section of the US homepage, ensuring proper display and functionality.
- Fixed hyperlinks for various pages within the US market, ensuring smooth navigation and user experience.



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary - Lipton Turkey



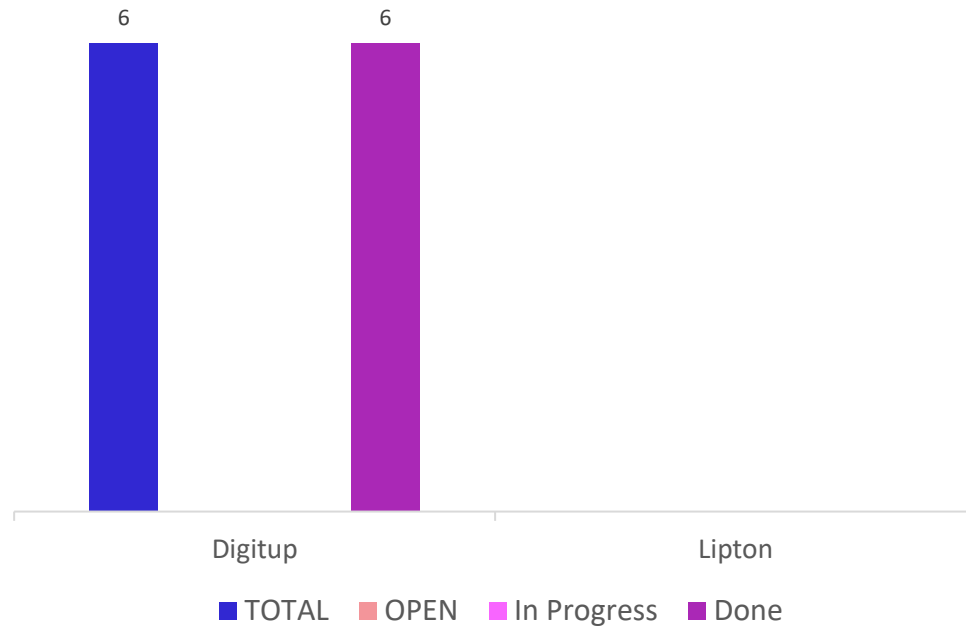
- New Amazon redirections were placed over 10 products pages. - 1 hour 40 minutes.
- Header elements updates and reorganization was done. - 1 hour.
- Internal Sanity Checks : Implementation of UI/UX adjustments on the home page for improved user experience.



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary - Lipton Japan



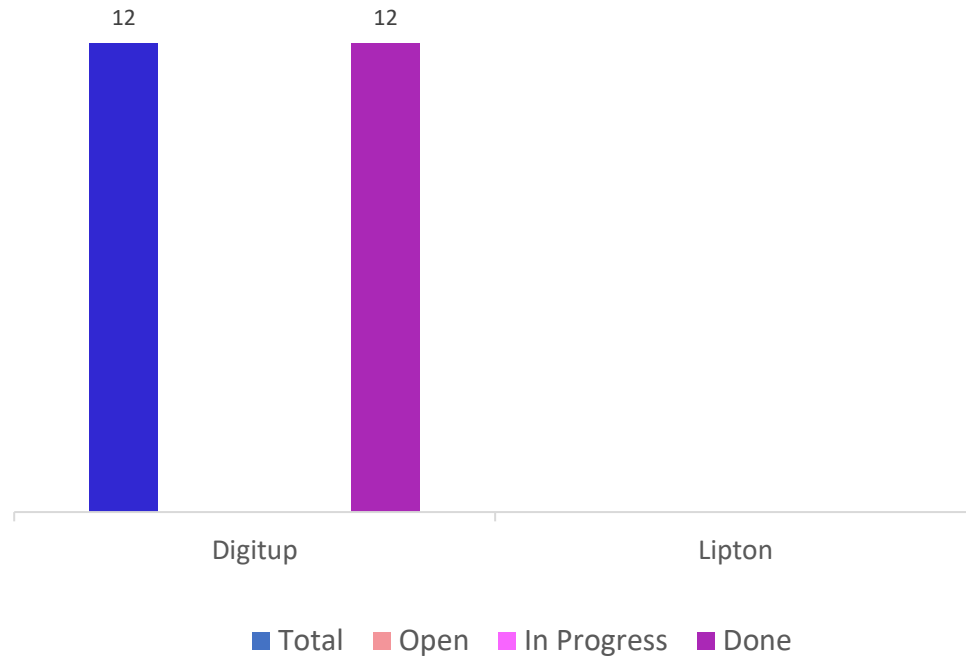
- Internal Sanity Checks : Conducted a thorough sanity check on the website, actively fixing issues including spacing, content discrepancies, and thumbnail sizing to ensure optimal performance.
- YouTube video section has been deleted.
- Internal Sanity Checks : Breadcrumb has been translated into Japanese.



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary & Highlight - Lipton Egypt



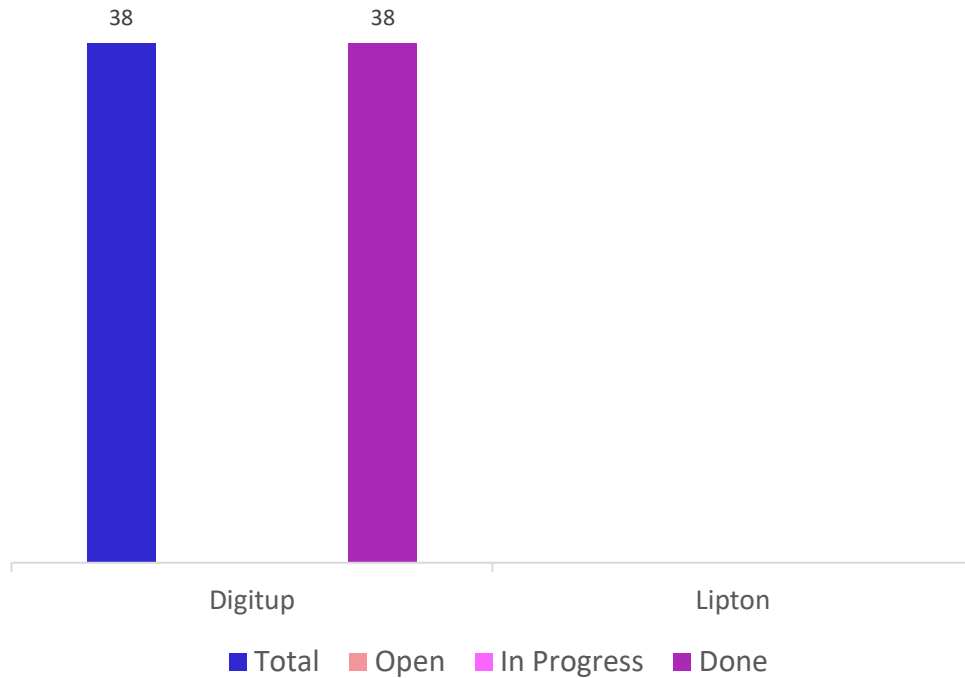
- Addressed and resolved multiple broken hyperlinks for the EG market, ensuring smooth navigation and improved user satisfaction.
- Resolved the null URL issue in the Arabic locale's sitemap for the EG market, ensuring proper indexing and accessibility for search engines.
- Internal Sanity Checks : Rectified content break issues within left/right unordered lists, ensuring consistent presentation and readability.



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary - Lipton Chile



- Added SEO titles for multiple pages to enhance search engine optimization.
- Resolved external broken link issues for specific pages.
- Added trailing slash to fix GSC issue for a specific page.

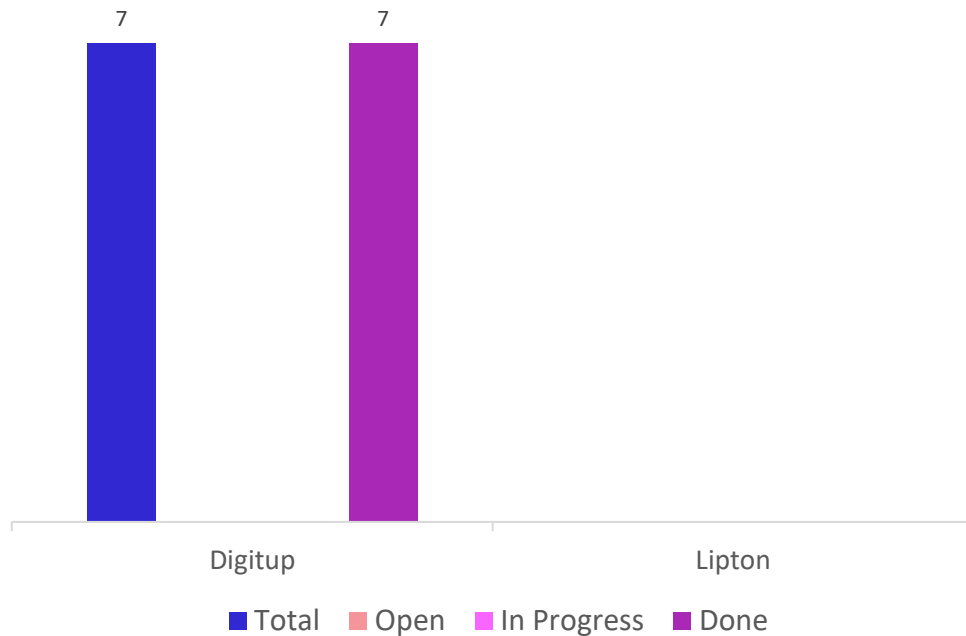


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary - Lipton UAE



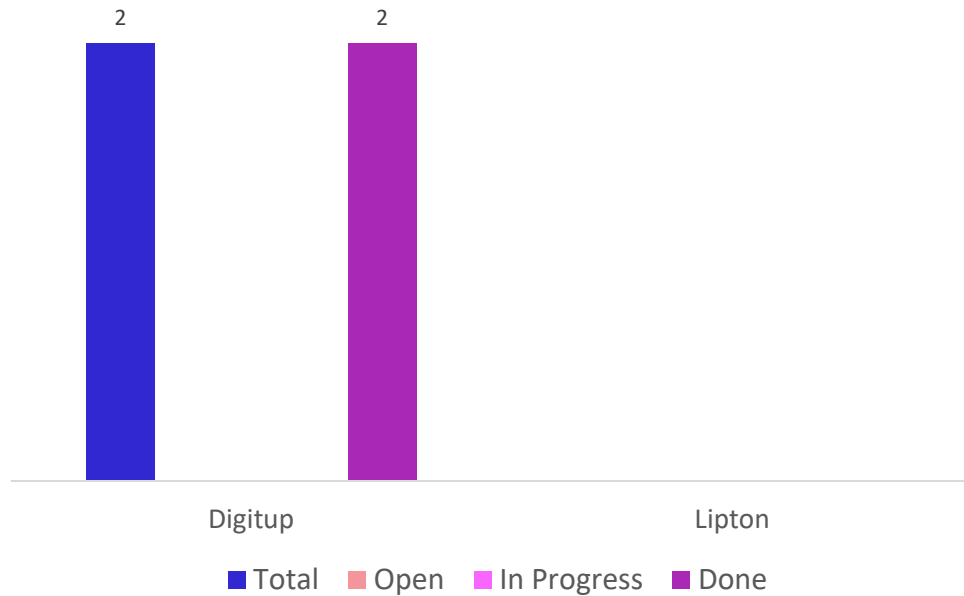
- Internal Sanity Checks : Improved website responsive issues, resolved spacing problems, and enhanced overall design consistency.
- Resolved broken hyperlinks for the UAE market, ensuring seamless navigation for users accessing pages.
- SEO content have been updated for some pages improving SEO performance.



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

BAU Ticket Summary - Lipton Belgium



- Internal Sanity Checks : Addressed the problem of paragraphs being too close to the yellow bar in the mobile view, ensuring proper spacing and readability.
- Internal Sanity Checks : Rectified the issue where text content was missing in the link button section, ensuring all necessary information is displayed correctly.

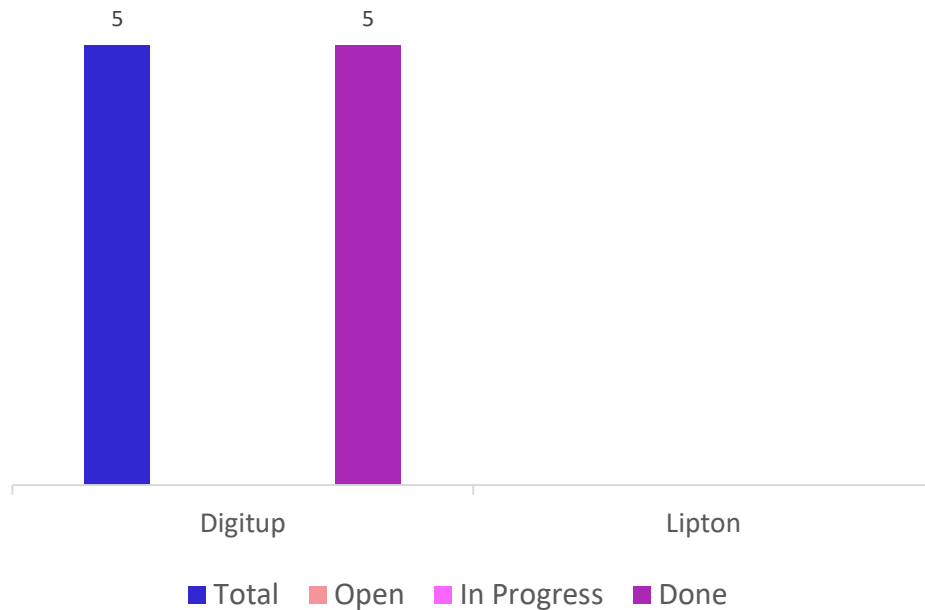


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary - Lipton Peru



- Corrected various hyperlink issues and resolved external broken links for the Peru market, enhancing website functionality and user experience.
- SEMrush (January, 2024) : External broken link issue fixed for page <https://www.lipton.com/pe/mundo-del-te/sobre-te-verde/>



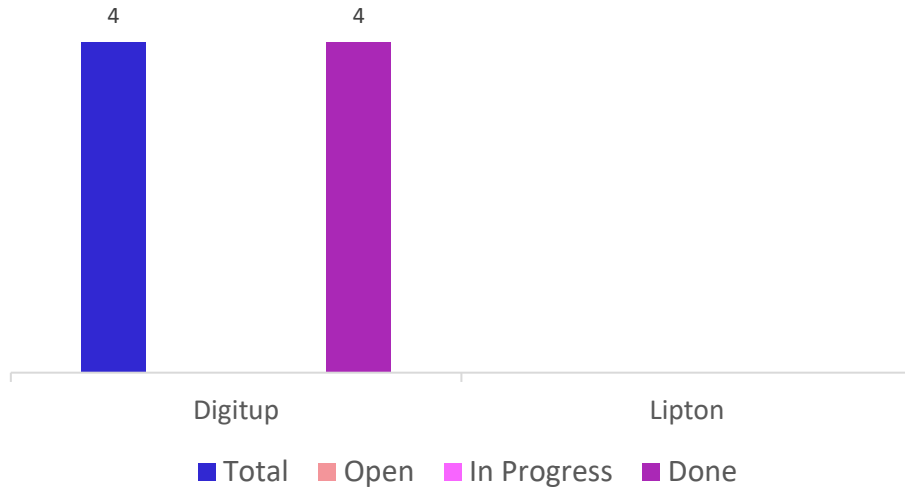
● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



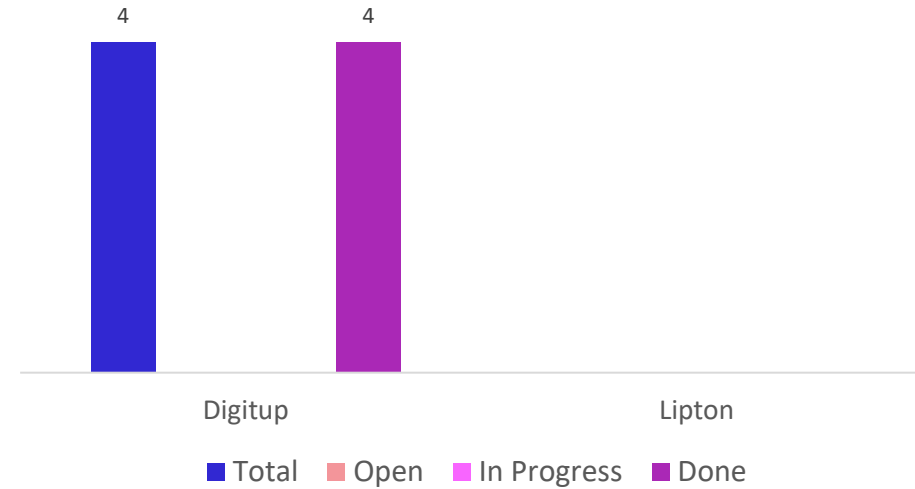
BAU Ticket Summary

Lipton Pakistan



- Fixed hyperlink issues based on provided data.
- Moreover, resolved external broken links across various pages within the PK market.

Lipton Canada



- Fixed 404 issues by removing broken external "Buy now" links from two pages.
- Resolved broken link issues on two pages.



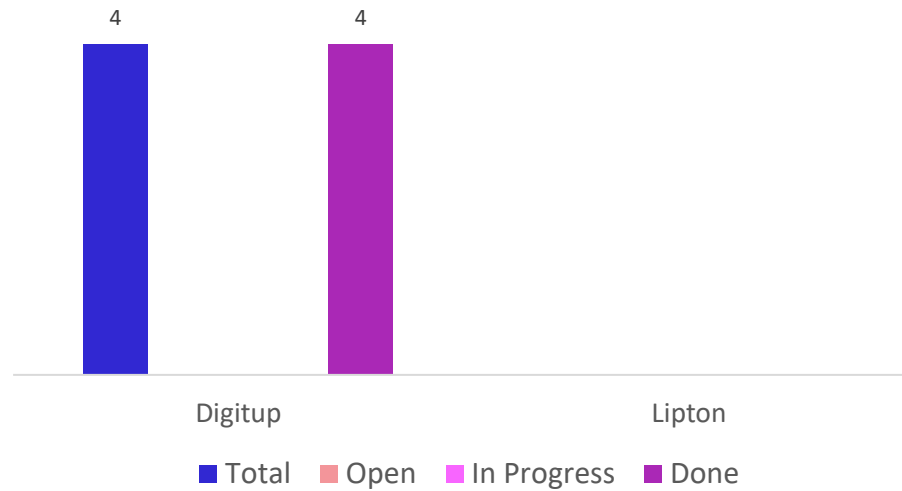
● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



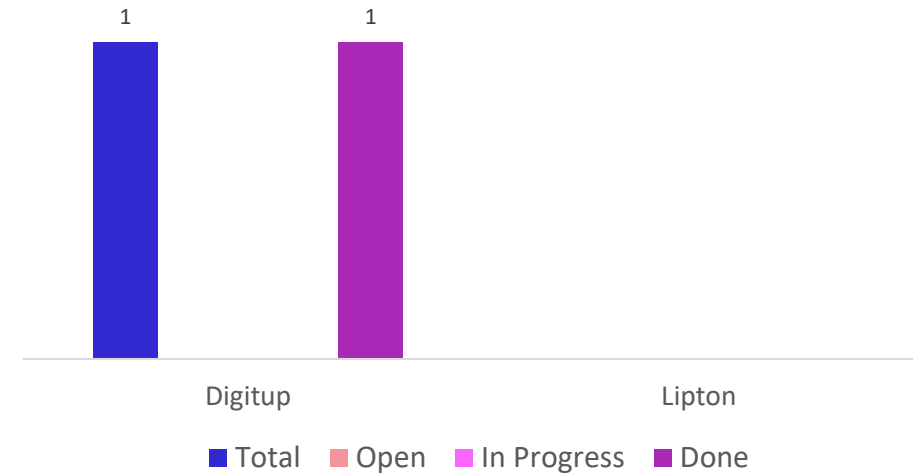
BAU Ticket Summary

Lipton NL



- Correctly implemented SEO titles for the NL market.
- Resolved broken link issues for specific pages in the NL market.

Lipton IT



- Internal Sanity Checks : Misaligned product grid issue has been fixed.

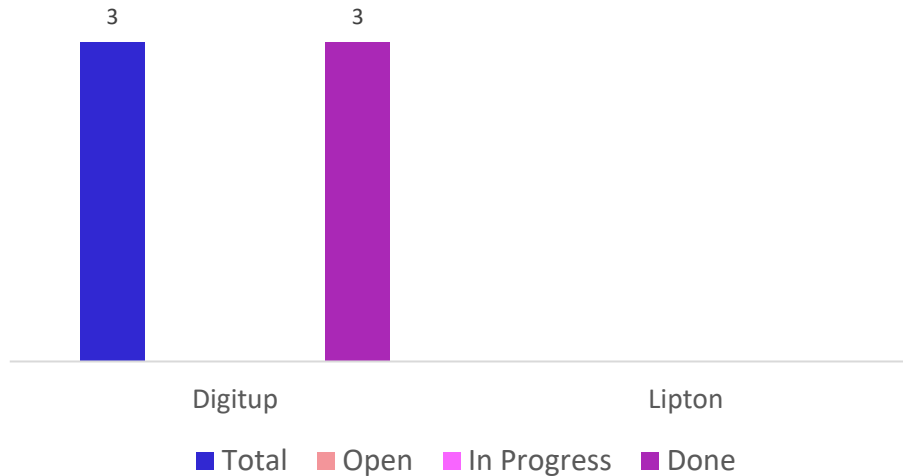


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

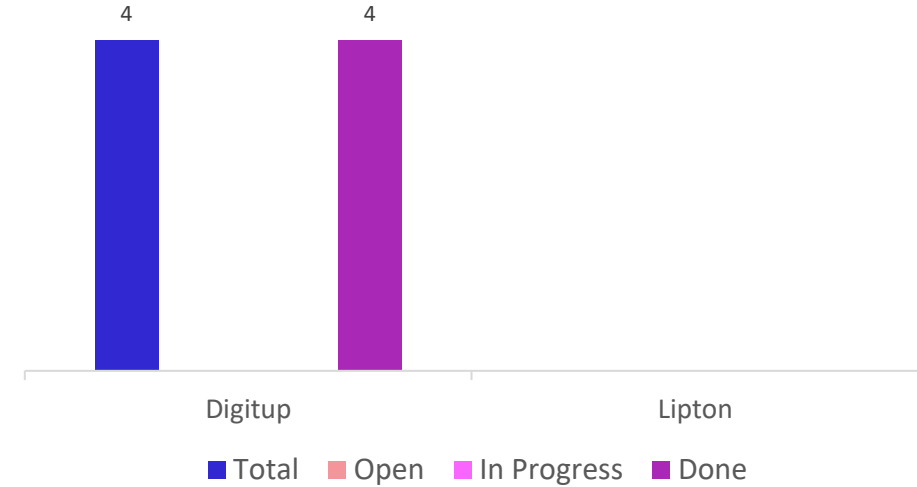
BAU Ticket Summary

Lipton PL



- The issue with heading redirection on the old home page of the Poland market was resolved.
- Internal Sanity Checks : The mobile version banner image was updated with the correct size with the assistance of the UI/UX team.

Lipton SE



- Internal Sanity Checks : Resolved the issue where "Contact Us" text was overlapping a button on the mobile layout.
- Optimizing User Experience: By Addressing Excessive Padding Around Paragraphs on the Page
- Double trailing slash removed from URL :
"https://www.lipton.com/se//vara-teer/lipton-green-tea-classic/"



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

Lipton January-February Highlights

- **Global** : Product Carousel Scrolling Arrow Fix.
- **US** : Fixed hyperlinks for various pages as well as updated my plate logo and the content and image of scientific experts section.
- **US** : Resolved the h5 heading issue on the alternate grid section of the US homepage, ensuring proper display and functionality.
- **TR** : Implementation of UI/UX adjustments on the home page and new banner has been added.
- **TR** : Amazon redirections were placed over 10 products pages along with header and site verification updates.
- **JP** : Conducted a thorough sanity check on the website, actively fixing issues including spacing, content discrepancies, and thumbnail sizing to ensure optimal performance.
- **UAE** : Resolved broken hyperlinks for the UAE market, ensuring seamless navigation for users accessing pages
- **CL** : Added trailing slash to fix GSC issue for a specific page.
- **EG** : Resolved the null URL issue in the Arabic locale's sitemap for the EG market, ensuring proper indexing and accessibility for search engines.



Lipton 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 – January	Overview – February	Delta	Content	Accessibility	Marketing	UX
Egypt (EN,AR)	91,93	91,92	0,-1	86	94	92	93
UAE (EN,AR)	91,92	90,91	-1,-1	85	95	92	89
Peru	93	93	0	92	92	96	90
Pakistan	93	92	-1	90	96	92	88
Sweden	92	92	0	92	95	89	91
Canada (EN,FR)	91,91	92,90	1,-1	87,87	93,93	93,92	95,88
Japan	92	91	-1	92	96	83	96
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	92	90	-2	83	94	90	89
Australia	92	92	0	89	95	87	99
USA	91	86	-5	75	94	87	90
Belgium (NL,FR)	93,94	92,94	-1,0	87,91	95,95	95,97	91,91
Netherlands	90	90	0	84	93	90	91
Chile	85	88	3	80	93	88	91
Italy	88	88	0	84	89	88	90
France	92	93	1	92	94	93	91
Poland	90	90	0	87	93	90	89



DQM 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.

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 markets.

1. **CA-EN:** 4 Broken links resolved so resulting in an overall score increase.
2. **CL:** The Content & Marketing Module Score has greatly increased, leading to an overall score gain.
3. **USA:** After implementing the Product & Review schema, we noticed an increase in unrecognized spellings and grammar issues, leading to a drop in both the content module and user experience module scores. Currently website overall is improved after ignoring that issues.
4. **TR:** The Content & User experience Module Score has decreased, leading to an overall score decreased.



Core Web Vitals Assessment

Addressing Lipton 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 are implementing the following approach to address INP issues:

- Generating comprehensive reports for Core Web Vitals (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).

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.



Thank You

