

Lipton BAU - Monthly Report

July 2024



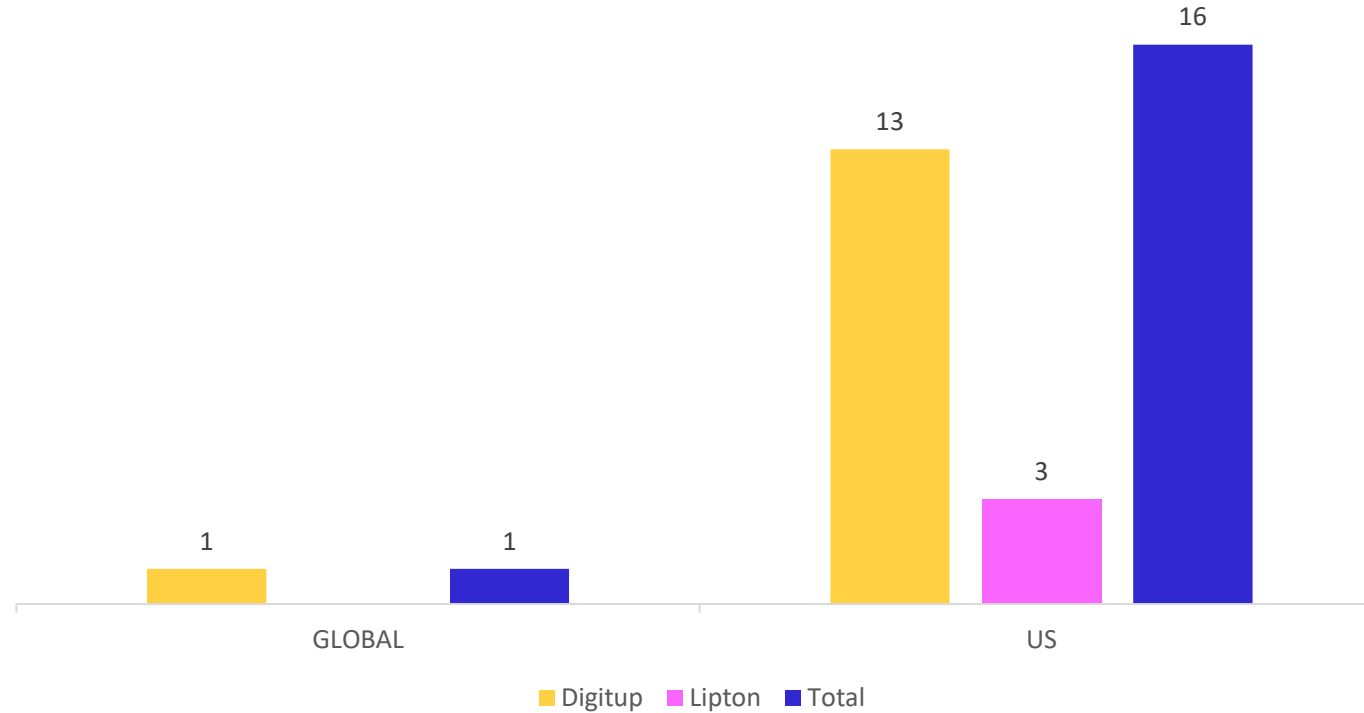
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Lipton Ticket Summary

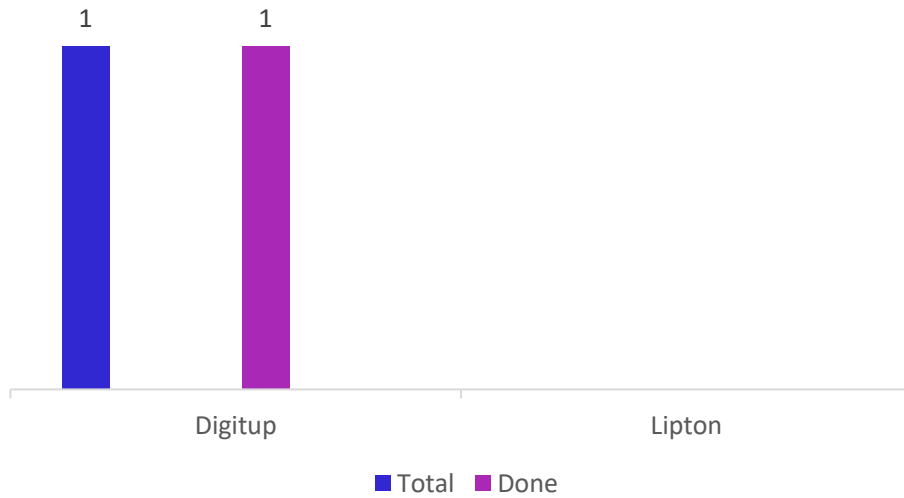
BAU Tickets Resolution Status - Lipton



17	16	1	100%
Task Received	Task Completed	Open	SLA Met



BAU Ticket Summary - Lipton Global



- Trailing slash added to Lipton logo for mobile version to solve SEO issue - 1 hour

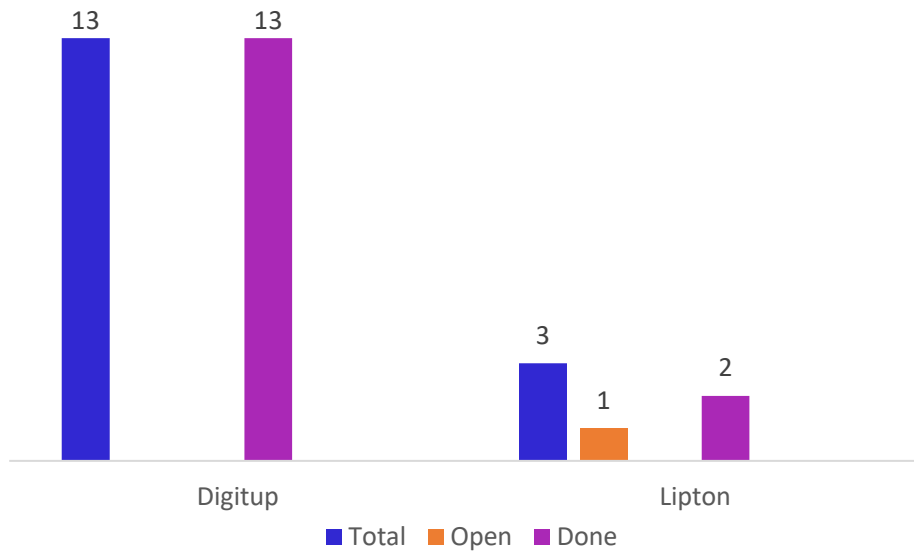


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



BAU Ticket Summary & Highlight - Lipton US



- URLs redirections of (Scientific Experts, Partner, Health Resources) are re-aligned to specific sections of the page - 2 hours
- The order of the PDF resources has been updated over page : <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/> - 20 minutes
- Delisted URLs redirection removed from page content over 17 article pages - 2 hours 30 minutes
- To update the thumbnail images of PDF resources over page : <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/> - Open



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



Lipton Highlights

- **Global** : Trailing slash added to Lipton logo for mobile version to solve SEO issue.
- **US** : URLs redirections of (Scientific Experts, Partner, Health Resources) are re-aligned to specific sections of the page
- **US** : The order of the PDF resources has been updated over page : To update the thumbnail images of PDF resources over page : <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/>
- **US** : Delisted URLs redirection removed from page content over 17 article pages.
- **US** : To update the thumbnail images of PDF resources over page : <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/>



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 – June	Overview – July	Delta	Content	Accessibility	Marketing	UX
Japan	93	93	0	95	97	88	96
Japan (Sir Thomas)	93	93	0	91	97	90	92
Turkey	91	91	0	84	97	91	90
USA	89	90	1	86	92	89	91

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

- **Global** : Trailing slash added to Lipton logo for mobile version to resolve permanent redirection issue for SEO.
- **US** : Delisted URLs removed from page content from over 17 article pages to enhance SEO structure of the page.



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).

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 optimizing images to improve the LCP and thereby TTFB.

Date	URL	Status	LCP	INP	CLS	FCP	FID	TTFB
09-08-24	https://www.lipton.com/	Passed	2 s	173 ms	0	1.6 s	12 ms	1.2 s

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

