

# Lipton BAU - Monthly Report

August 2024



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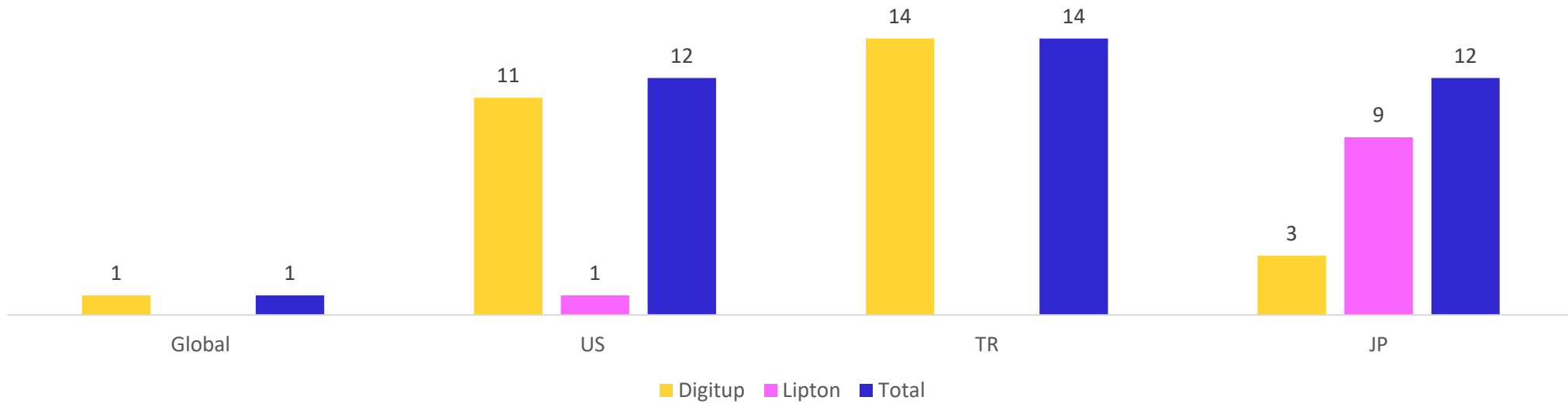
# **Lipton Ticket Summary**

## BAU: Open Tickets from July

**US :** To update the thumbnail images of PDF resources over page : <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/> : **The ticket is under open state, and we are looking forward to receive the images from POCs end to complete the action.**



# BAU Tickets Resolution Status - Lipton



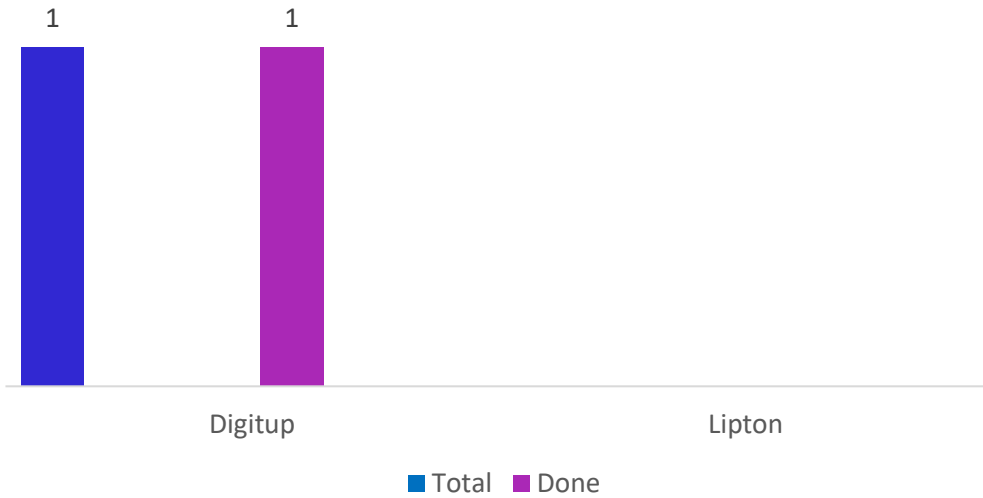
**39**  
Task Received

**39**  
Task Completed

**100%**  
SLA Met



# BAU Ticket Summary - Lipton Global



- Silktide (August,2024) : Form labels have been added in the
- search page form to adhere to SEO protocols and best coding practices - 60 mins

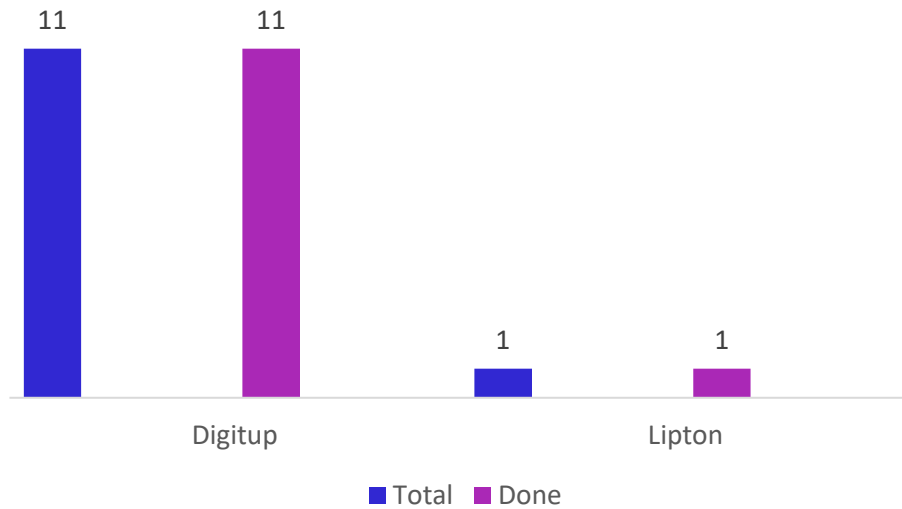


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



# BAU Ticket Summary & Highlight - Lipton US



- Added a new PDF resource to page <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/#section-6>- 60 mins
- Silktide (August,2024) : Empty heading issue has been resolved for 3 pages to improve SEO scores.- 45 mins
  1. <https://www.lipton.com/us/en/love-your-heart/>
  2. <https://www.lipton.com/us/en/world-of-tea/recipes/>
  3. <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/>
- Silktide (August,2024) : Images optimizations has been done for 16 pages. - 220 mins
  1. Product Pages : 9
  2. Other Pages : 7

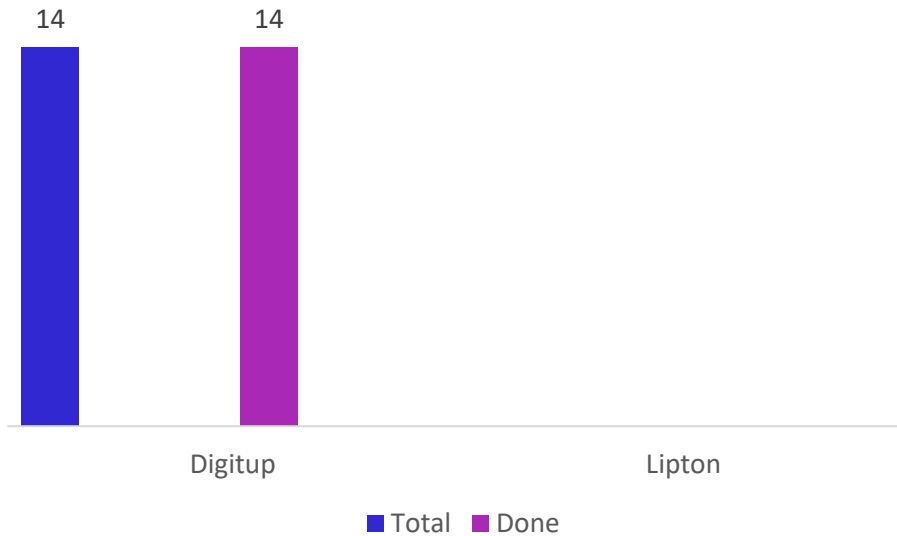


● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment



# BAU Ticket Summary & Highlight - Lipton TR



- Silktide (August,2024) : Images optimizations has been done for 36 pages to improve INP as well as TTFB scores. - 400 mins

1. Product Pages : 28
2. Other Pages : 8



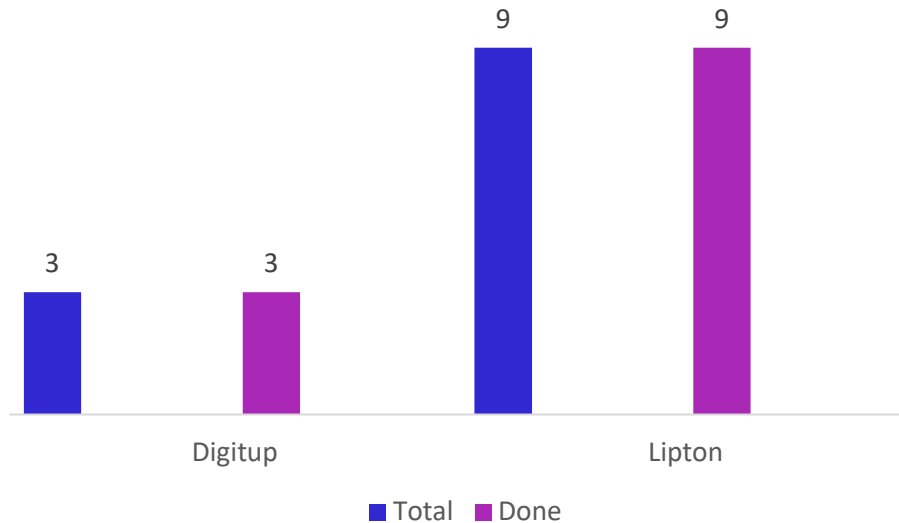
● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment





# BAU Ticket Summary & Highlight - Lipton JP



- Two new products have been added and 1 has been edited. - 90 mins
  1. <https://www.lipton.jp/ja/products/lipton-berrymix-tea/>
  2. <https://www.lipton.jp/ja/products/lipton-apple-tea/>
  3. <https://www.lipton.jp/ja/products/lipton-peach-mix-tea/>
- 7 Products have been delisted - 60 mins
- After delisting, the remaining products have been re-ordered over the website - 60 mins
- Multiple H1 issues resolved over 3 pages - 90 mins
  1. <https://www.lipton.jp/ja/sustainability/rainforest/>
  2. <https://www.lipton.jp/ja/about-lipton/function/>
  3. <https://www.lipton.jp/ja/purpose/>



● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

# Lipton Highlights

- **Global** : Form labels have been added in the search page form over all the Lipton websites.
- **US** : Added a new PDF resource to page <https://www.lipton.com/us/en/love-your-heart/meet-the-experts/#section-6>
- **US** : Empty heading issue has been resolved for 3 pages to improve SEO scores
- **US** : Images optimizations has been done for 16 pages over the US website
- **TR** : Images optimizations has been done for 36 pages to improve INP as well as TTFB scores.
- **JP** : Two new products have been added and 1 product is updated over the JP website
- **JP** : 7 Products have been delisted over the JP website and remaining products have been re-ordered over the product listing page.



# 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 – July	Overview – August	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	92	1	84	97	93	92
USA	90	91	1	87	94	90	91

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

- **Global** : Form labels have been added in the search page form over all the Lipton websites.
- **US** : Empty heading issue has been resolved for 3 pages to improve SEO scores.
- **US** : Images optimizations has been done for 16 pages over the US website to enhance INP scores.
- **TR** : Images optimizations has been done for 36 pages to improve INP as well as TTFB scores.



# 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 CWV 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
12-09-2023	<a href="https://www.lipton.com/">https://www.lipton.com/</a>	Passed	2 s	163 ms	0	1.6 s	1.1 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**

