Pukka Herbs -Monthly Report
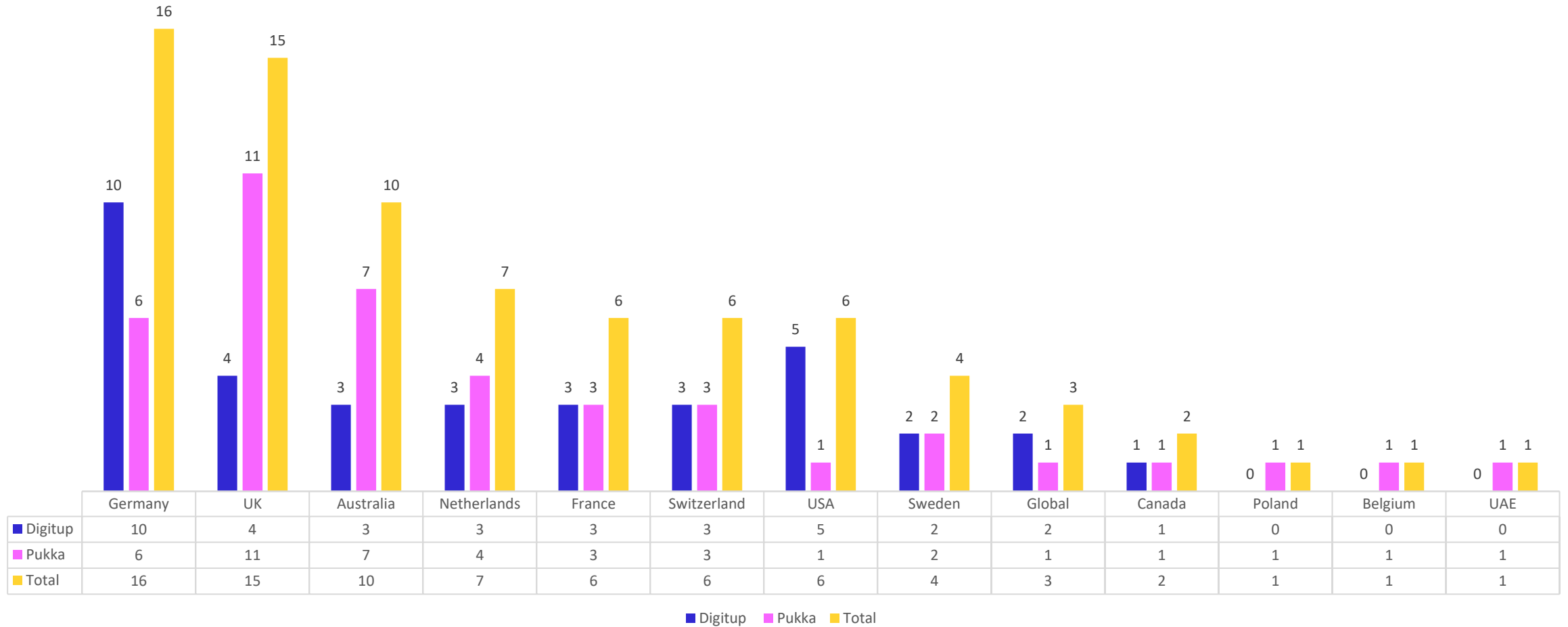
January and February 2024

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Table of Content

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Pukka Herbs Ticket Summary

BAU Tickets Resolution Status January and February – Pukka Herbs

	Germany	UK	Australia	Netherlands	France	Switzerland	USA	Sweden	Global	Canada	Poland	Belgium	UAE
Digitup	10	4	3	3	3	3	5	2	2	1	0	0	0
Pukka	6	11	7	4	3	3	1	2	1	1	1	1	1
Total	16	15	10	7	6	6	6	4	3	2	1	1	1

Digitup   Pukka   Total

78	73	5	100%
Task Received	Task Completed	Task In-Progress	SLA Met

BAU Ticket Summary & Highlight

Pukka Herbs Global

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done
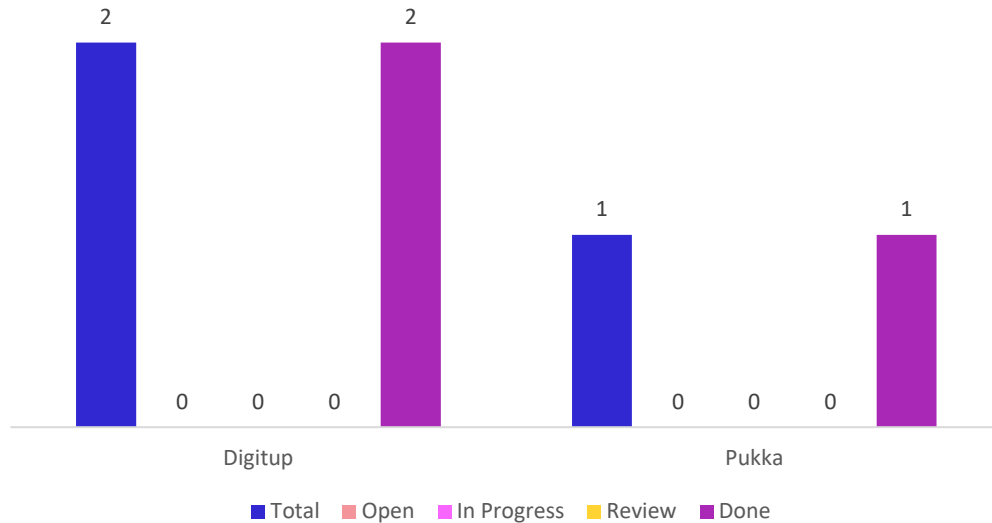
- Addressed Filter Sidebar Bug (Estimated Time – 60 min.)

- Replaced Dosha Quiz background image to improve UI/UX coherence (Estimated Time – 45 min.)

- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 405 min.)

Pukka Herbs Sweden

Legend: ■ Total ■ Open ■ In Progress ■ Review ■ Done
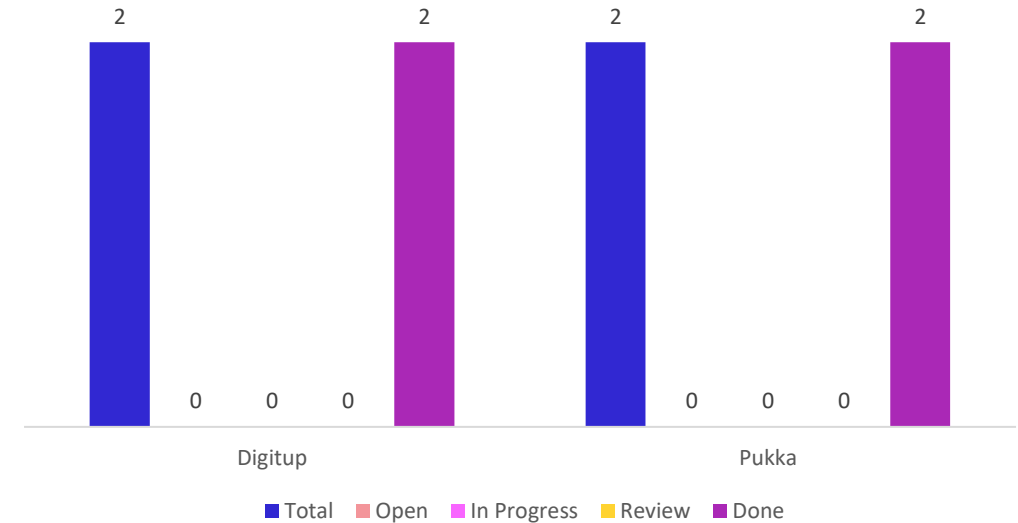
- Ensured font consistency on Pukka Herbal Expertise Page for enhanced UI/UX coherence (Estimated Time – 15 min.)

- Replaced background image of Dosha Quiz to maintain UI/UX consistency (Estimated Time – 15 min.)

- Corrected time format by replacing "min" with "minutes" in Recipes (Estimated Time – 30 min.)

- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs UK
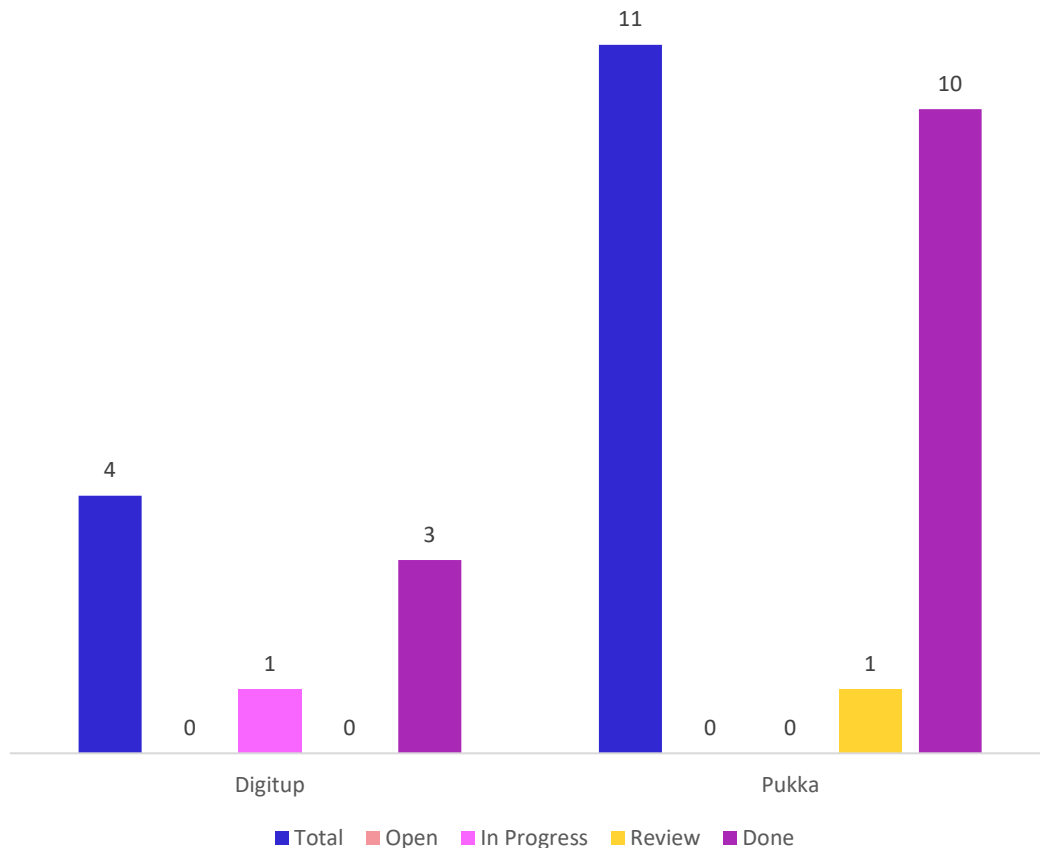
- Morning Berry added to 'Best Sellers' Carousel (Estimated Time – 15 min.)
- Homepage banner carousel featuring Morning Berry (Estimated Time – 45 min.)
- Morning Berry integrated into '9 expert ways to become a morning person' (Estimated Time – 15 min.)
- A+ image update for Morning Berry product page (Estimated Time – 60 min.)
- New wellbeing article: Healthy alternatives to morning coffee (Estimated Time – 40 min.)
- Morning Berry Smoothie Recipe page uploaded to website (Estimated Time – 90 min.)
- Video updated on impact landing page (Estimated Time – 30 min.)
- Time format corrected: "min" replaced with "minutes" in Recipes (Estimated Time – 45 min.)
- New pop-up implemented for website visitors (Estimated Time – 540 min.)
- Resolved issues with incorrect hreflang links identified by SEMrush (Jan 2024) (Estimated Time – 15 min.)
- Added missing Title and Meta Description for URLs in raw view, as per SEMrush findings (Feb 2024) (Estimated Time – 180 min.)
- Conducted Trailing & Non-Trailing Slash Analysis for Pukka Herbs, as per SEMrush (Feb 2024) (Estimated Time – 240 min.)
- New Key Visual added to Homepage banner carousel (Estimated Time – 90 min.)
- Published news article for UK website (Review)
- Silktide Report 2024 is in progress. (In Progress)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs Germany
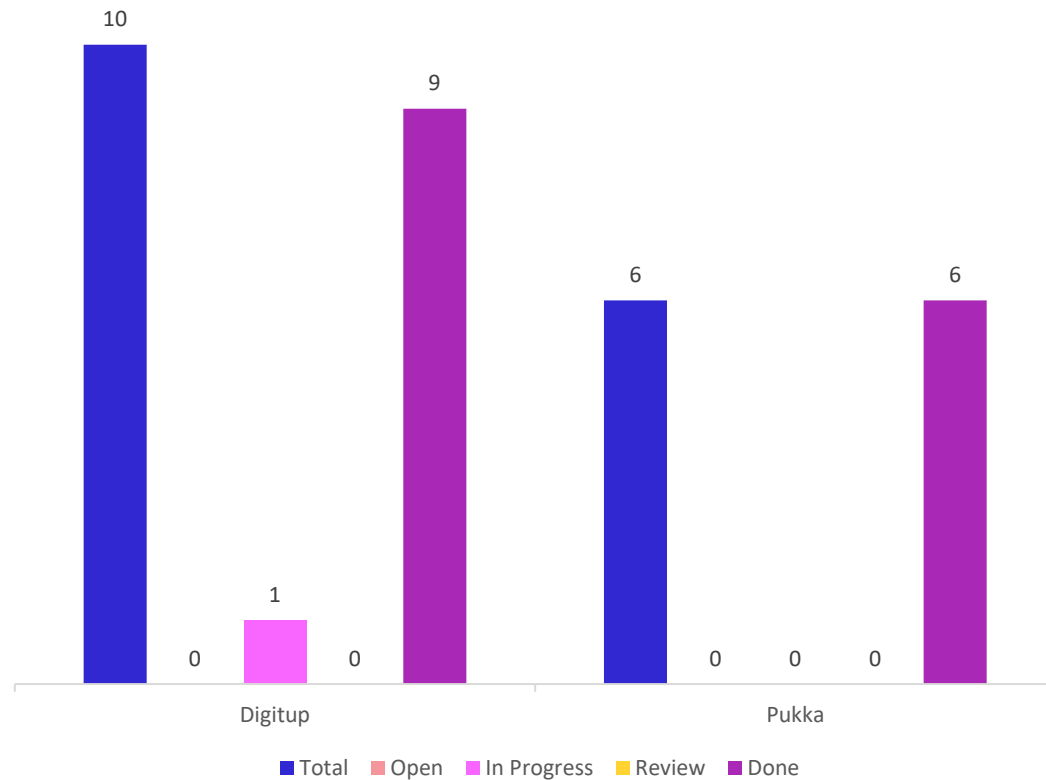
- Resolved 5XX Error on Sitemap Page. (Estimated Time – 145 min.)
- Adjusted Category Page Heading and Remove Supplement Keywords. (Estimated Time – 15 min.)
- Removed Products and new Articles from Website. (Estimated Time – 40 min.)
- Updated Product Slider for UI/UX Sanity. (Estimated Time – 10 min.)
- Temporarily Take Product Pages Offline for DE Page. (Estimated Time – 60 min.)
- Implemented HREFlang for News Page. (Estimated Time – 20 min.)
- Addressed Hreflang Conflicts Identified by SEMrush (Jan 2024). (Estimated Time – 20 min.)
- Ensured Thumbnail Titles Don't Overlap Text in Images for UI/UX Sanity. (Estimated Time – 20 min.)
- Fixed Banner Image for Article Page for UI/UX Sanity. (Estimated Time – 15 min.)
- Replaced Background Image of Dosha Quiz for UI/UX Sanity. (Estimated Time – 20 min.)
- Corrected Incorrect Hreflang Links Detected by SEMrush (Jan 2024). (Estimated Time – 15 min.)
- Resolved H1 Tag Loading Issue in Initial Page View Identified by SEMrush (Feb 2024). (Estimated Time – 45 min.)
- Translated "min" to "Minuten" and "persons" to "Personen". (Estimated Time – 300 min.)
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 120 min.)
- Added New Product to Pukka Germany. (Estimated Time – 45 min.)
- Silktide Report 2024 is in progress. (In Progress)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs Australia
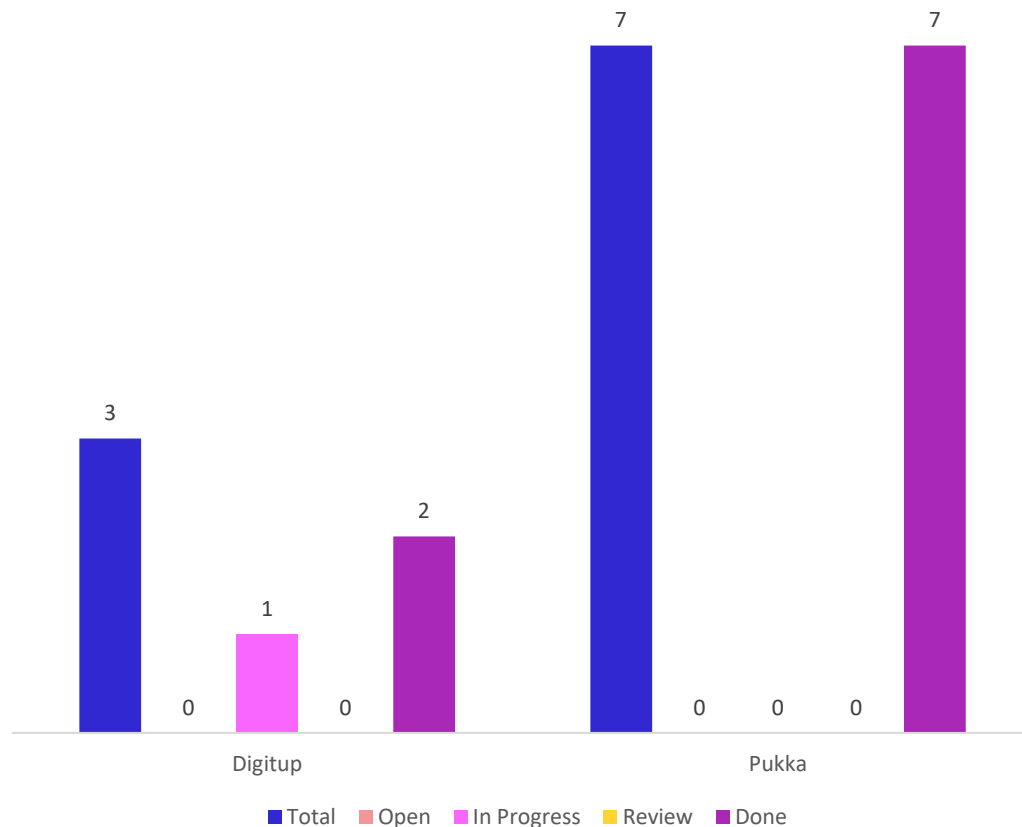
- Removed homepage message regarding warehouse closure from Dec. (Estimated Time – 10 min.)
- Advent Calendar Banner removed from homepage (Estimated Time – 15 min.)
- Days of Joy Advent Calendar, Calm Collection, and Festive Collection Products removed; Festive Collection banner replaced with Favourites tea collection (Estimated Time – 60 min.)
- Normalized description text font for improved UI/UX sanity (Estimated Time – 15 min.)
- Added Love Tea to the first banner (Estimated Time – 15 min.)
- Time format corrected: "min" replaced with "minutes" in Recipes (Estimated Time – 15 min.)
- Replaced background image of Dosha Quiz for enhanced UI/UX sanity (Estimated Time – 15 min.)
- Banner and product "Breathe In" taken down (Estimated Time – 15 min.)
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)
- Silktide Report 2024 is in progress. (In Progress)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs
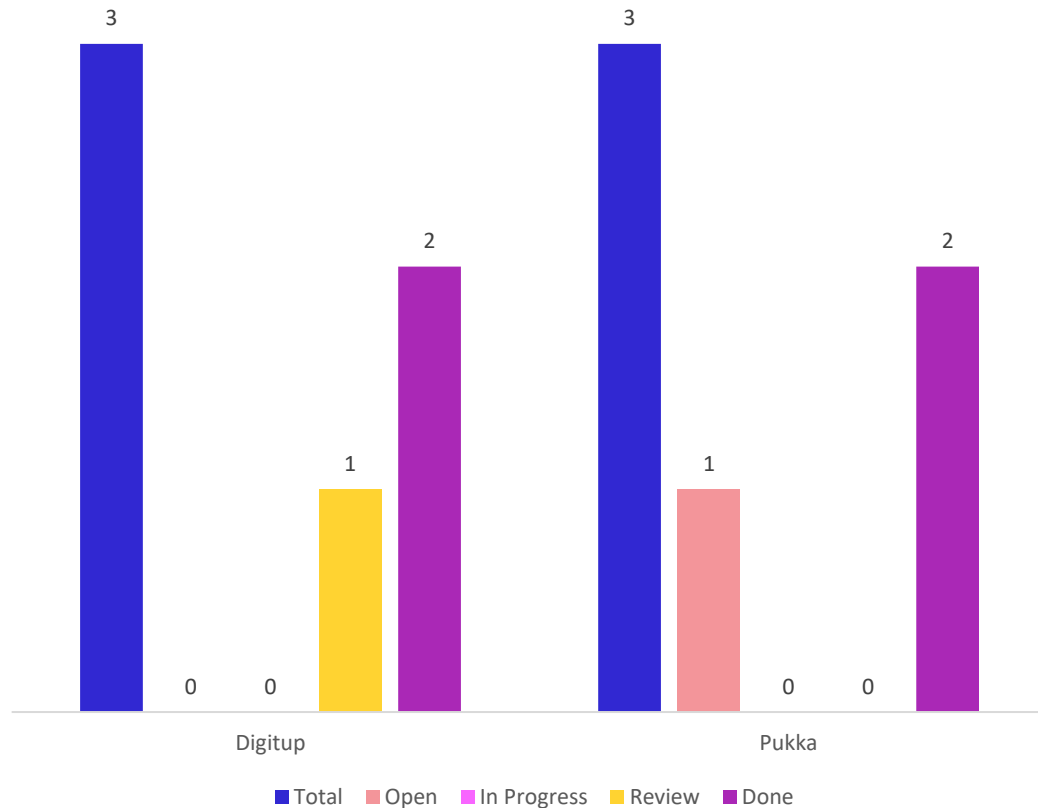
BAU Ticket Summary – Pukka Herbs Netherlands
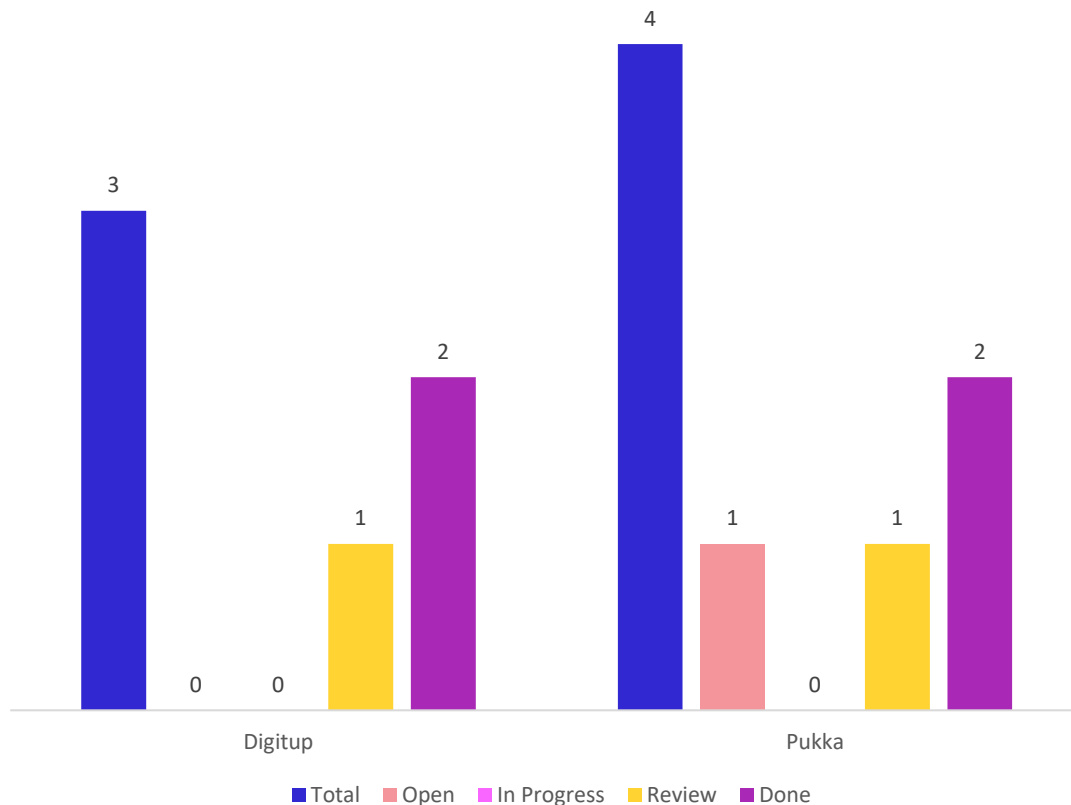
- Ensured font consistency on Pukka Herbal Expertise Page for improved UI/UX sanity (Estimated Time – 15 min.)
- Updated "Where to Buy" content (Estimated Time – 60 min.)
- Replaced background image of Dosha Quiz for enhanced UI/UX sanity (Estimated Time – 15 min.)
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)
- Updated product text for NL, BE-NL, and BE-FR regions (Review)
- Initiated translation process for Articles as per SEMrush findings (Review)
- Work is in progress for correction of time format by replacing "min" with "minutes" in Recipes (In Progress)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs
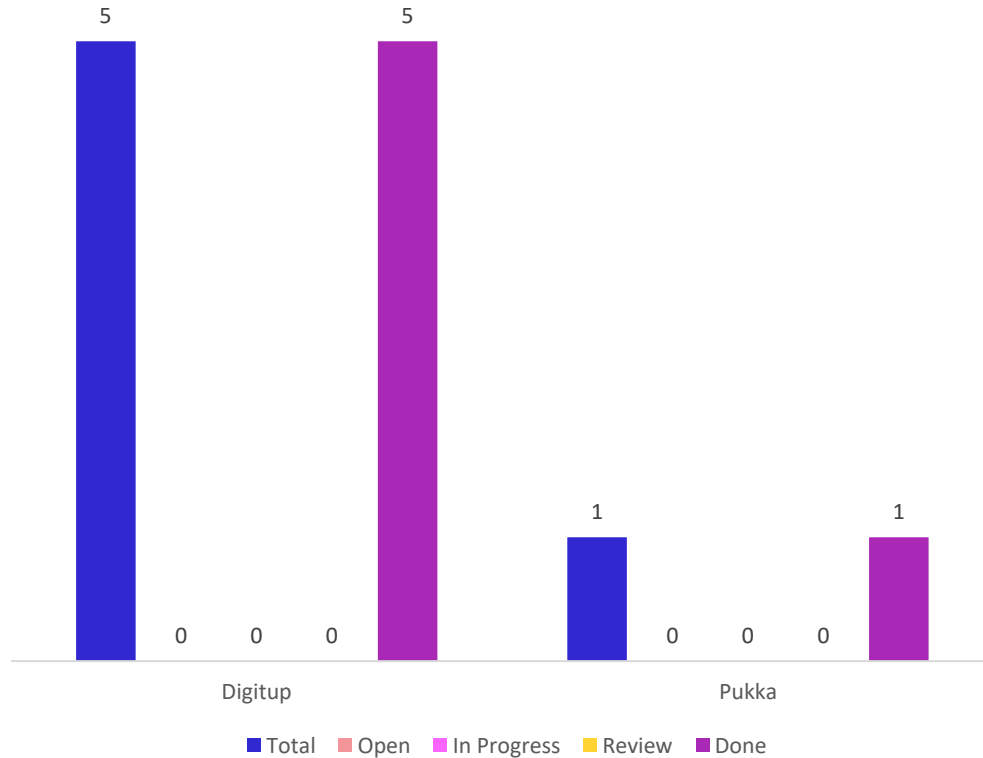
BAU Ticket Summary – Pukka Herbs France

- Updated Home page banner (Estimated Time – 30 min.)
- Ensured font consistency on Pukka Herbal Expertise Page for improved UI/UX sanity (Estimated Time – 15 min.)
- Replaced background image of Dosha Quiz for enhanced UI/UX sanity (Estimated Time – 15 min.)
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)
- Added missing Sitemap page (Review)
- Work is in progress for correction of time format by replacing "min" with "minutes" in Recipes (Open)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs USA

Chart (Digitup vs Pukka):
- Digitup: Total 5, Open 0, In Progress 0, Review 0, Done 5
- Pukka: Total 1, Open 0, In Progress 0, Review 0, Done 1

Legend: Total, Open, In Progress, Review, Done

- Resolved Banner CTA redirection to 404 error (Estimated Time – 20 min.)
- Fixed Elderberry Family Page 404 in Header Navigation (Estimated Time – 20 min.)
- Confirmed News Page Removal Decision with Digitup POC in January 2024 (Estimated Time – 20 min.)
- Replaced Dosha Quiz background image for improved UI/UX coherence (Estimated Time – 20 min.)
- Addressed Product Schema Issue by adding missing product title for Semrush (Estimated Time – 30 min.)
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary – Pukka Herbs Switzerland
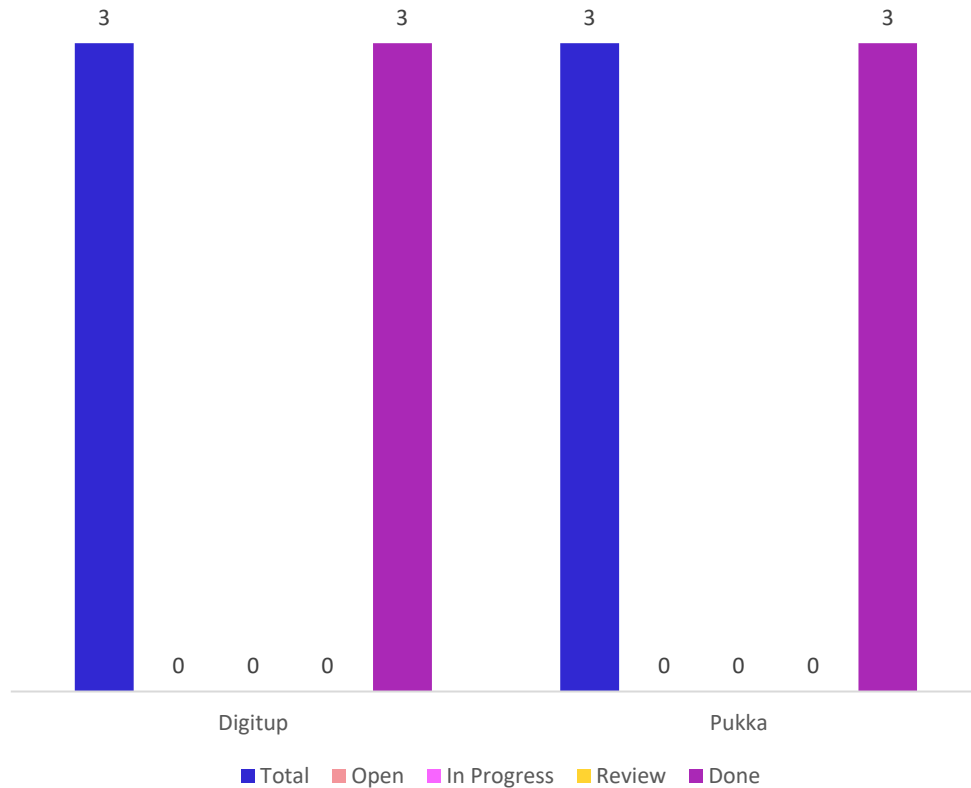
- Removed products from website (Estimated Time – 90 min.)
- Replaced background image of Dosha Quiz for enhanced UI/UX sanity (Estimated Time – 20 min.)
- Added both black teas (English Breakfast and Earl Grey) on the CH/DE page (Estimated Time – 45 min.)
- Addressed internal links broken as per Global SEMrush report (Jan 2024) (Estimated Time – 45 min.)
- Resolved issues with incorrect HREFlang as per Global SEMrush report (Jan 2024) (Estimated Time – 15 min.)
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

BAU Ticket Summary

Pukka Herbs Canada

- Addressed product media does not support video playback for Turmeric Active Tea product identified by Semrush (Estimated Time – 15 min.)
- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)
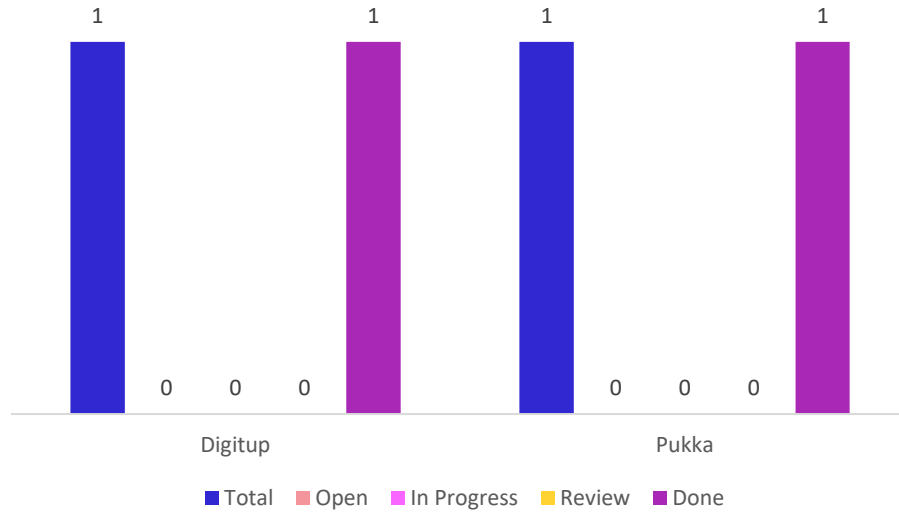
Pukka Herbs Poland

- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)

*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs
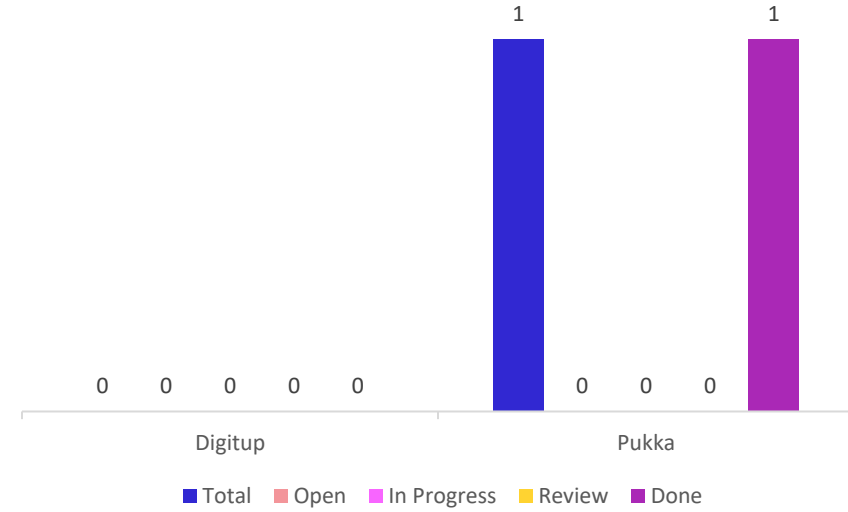
BAU Ticket Summary

Pukka Herbs Belgium

- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)

Pukka Herbs UAE

- Implemented Gtag Script with Default Consent Configuration Before Google Tag Manager Script. (Estimated Time – 60 min.)
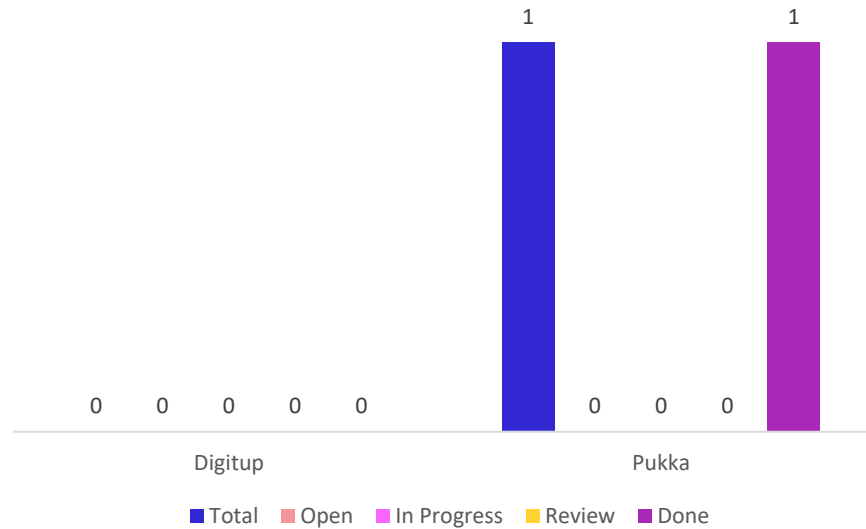
*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs
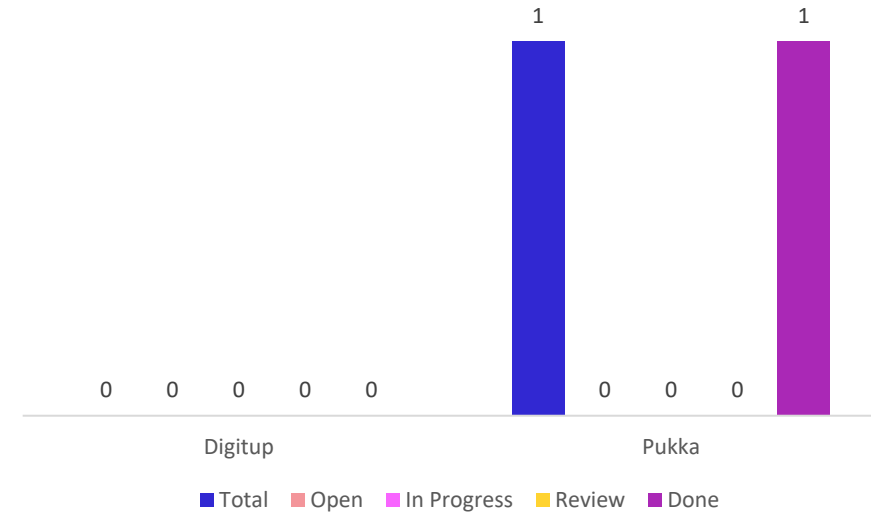
Pukka BAU January and February Highlights

- Resolved various technical issues including 5XX Error on Sitemap Page and H1 Tag Loading Issue.
- Enhanced UI/UX Sanity by adjusting category page heading, updating product sliders, and ensuring font consistency.
- Conducted thorough SEMrush analysis and addressed Hreflang conflicts and incorrect links across locales.
- Implemented essential scripts like Gtag with Default Consent Configuration for Google Tag Manager.
- Undertook website optimizations such as removing outdated products, implementing new banners, and adding new content like articles and recipes.
- Addressed specific locale-related issues such as time format corrections and language translations.
- Ongoing progress with Silktide Report 2024 across locales.

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 - January	Overview - February	Delta	Content	Accessibility	Marketing	UX
Australia	94	95	+1	97	99	91	94
Belgium(FR,NL)	88,90	88,93	0,+3	76,93	96,95	88,90	93,94
Canada(EN,FR)	92,82	94,85	+2,+3	94,76	96,95	92,86	94,81
Germany	91	91	0	95	99	90	76
France	86	89	+3	77	95	88	93
Netherlands	86	89	+3	76	96	88	94
Poland	92	94	+2	95	97	92	94
Sweden	89	92	+3	90	95	90	93
Switzerland(DE,FR)	89,86	91,90	+2,+4	87,78	96,96	88,88	94,99
UAE	92	94	+2	95	99	92	91
UK	90	91	+1	87	98	90	90
USA	92	94	+2	93	99	91	93

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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 BE-NL** = Overall score is increase due to the number of unrecognized spellings was reduced and technical optimization score has significantly improved.
- **Pukka CA-EN** = Overall score is increase due to the number of unrecognized spellings was reduced and technical optimization score has significantly improved.
- **Pukka CA-FR** = Overall score is increase due to the technical optimization score has improved and 1 broken link found in Jan month which got fixed & currently no broken links are available on website.
- **Pukka FR** = Overall score is increase due to the number of unrecognized spellings is reduced, the technical optimization score has improved, and 1 broken link found in Jan month which got fixed & currently no broken links are available on website.
- **Pukka NL** = Overall score is increase due to technical optimization & User Experience score has improved.
- **Pukka PL** = Overall score is increase due to technical optimization & User Experience score has improved.
- **Pukka SE** = Overall score is increase due to technical optimization & User Experience score has improved.
- **Pukka CH-FR** = Overall score is increase due to the number of unrecognized spellings is reduced, the technical optimization score has improved, and 1 broken link found in Feb. month which got fixed & currently no broken links are available on website.
- **Pukka UAE** = Overall score is increase due to technical optimization score has improved.
- **Pukka USA** = Overall score is increase due to technical optimization & Content score has improved.

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

Core Web Vitals Assessment

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 are implementing the following approach to address INP issues:

- Generating comprehensive reports for the Core Web Vitals (CWV) Mobile metrics utilizing the Page Speed 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 the 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.

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Thank You

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