

Pukka Herbs -Monthly Report

June 2024

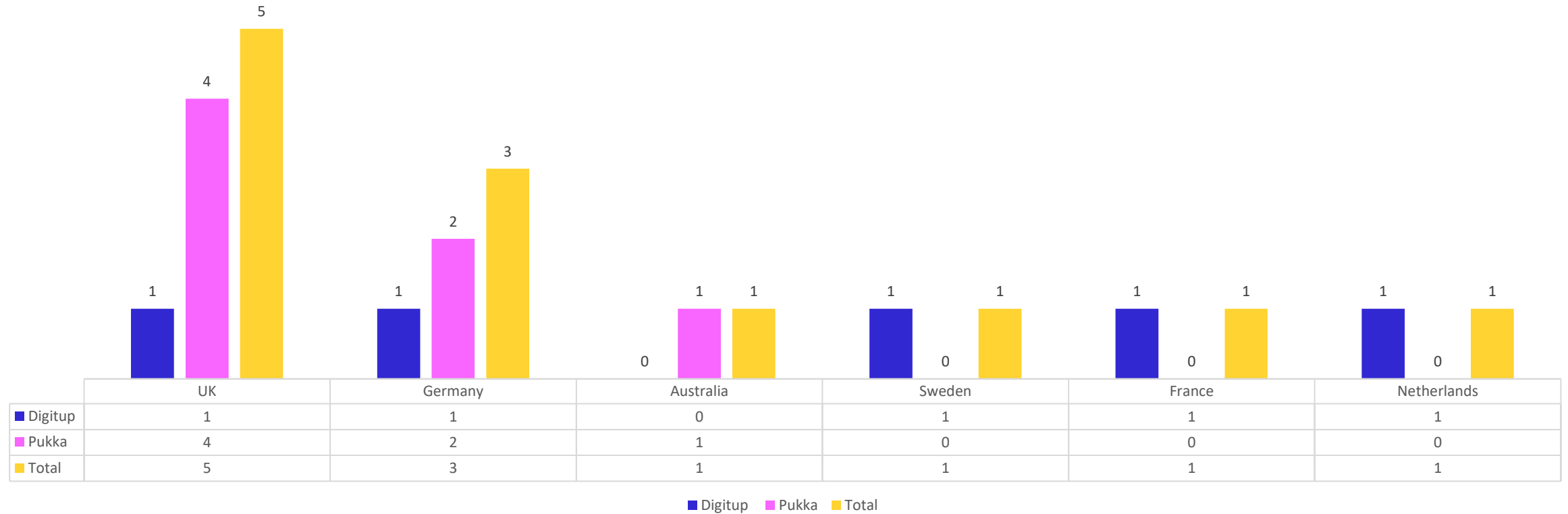


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Pukka Herbs Ticket Summary

BAU Tickets Resolution Status June - Pukka Herbs



12

Task Received

10

Task Completed

02

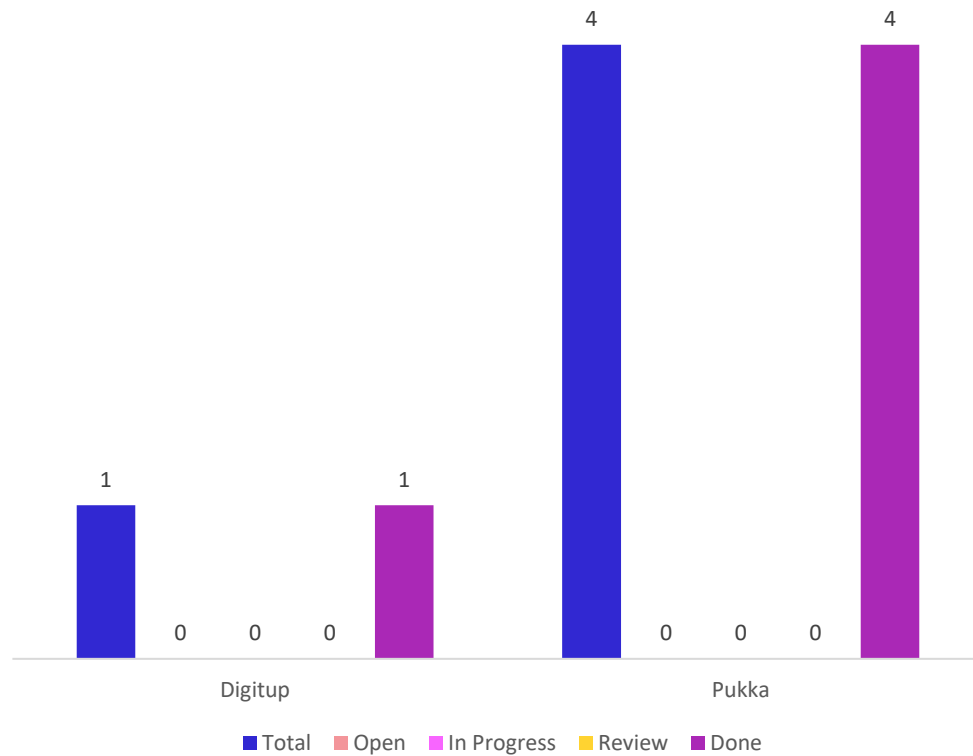
Task In-Progress

100%

SLA Met



BAU Ticket Summary - Pukka Herbs UK



Highlights on June month Tickets

- Added a new product, Tea Discovery Chest, to the UK website. (Estimated Time – 120 min.)
- Removed specific gifting products. (Estimated Time – 120 min.)
- Removed certain tea products. (Estimated Time – 120 min.)
- Organized the order of gifting products on the gifting page. (Estimated Time – 120 min.)
- Enabled Enhanced Privacy on the website (Silktide - June 2024). (Estimated Time – 120 min.)

● External tasks were raised by Lipton POCs

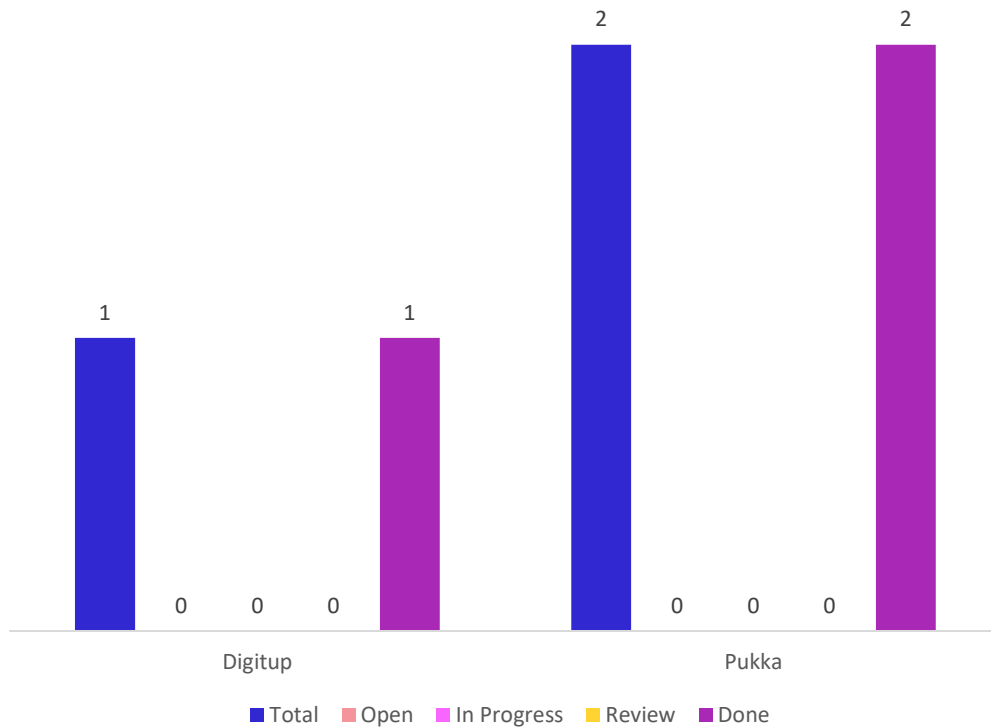
● Internal tasks were raised by Digitup as improvement assessment



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



BAU Ticket Summary - Pukka Herbs Germany



Highlights on June month Tickets

- Addressed invalid structured data items (SEMrush - June 2024) (Estimated Time – 45 min.)
- Removed two articles from the website. (Estimated Time – 240 min.)
- Delisted Pukka DE products. (Estimated Time – 180 min.)

- External tasks were raised by Lipton POCs
- Internal tasks were raised by Digitup as improvement assessment

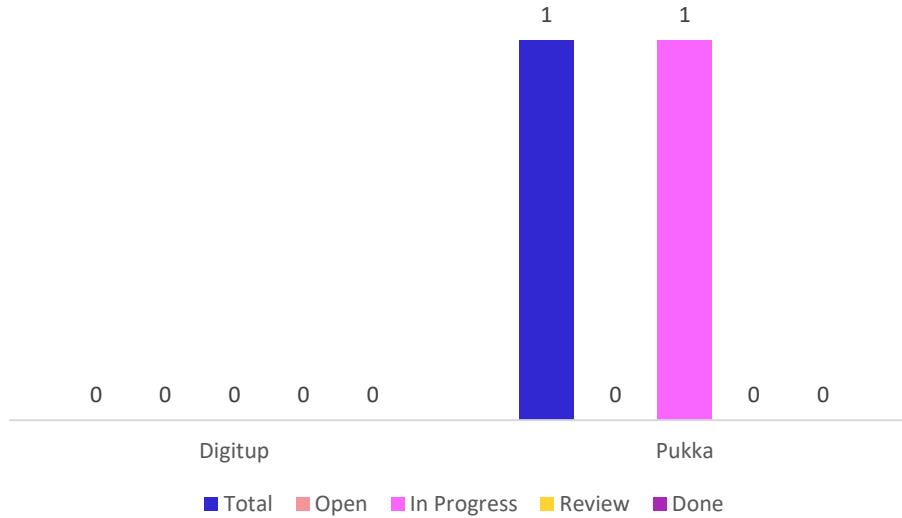


*Internal tasks were raised by Digitup as improvement assessment and External tasks were raised by Pukka POCs

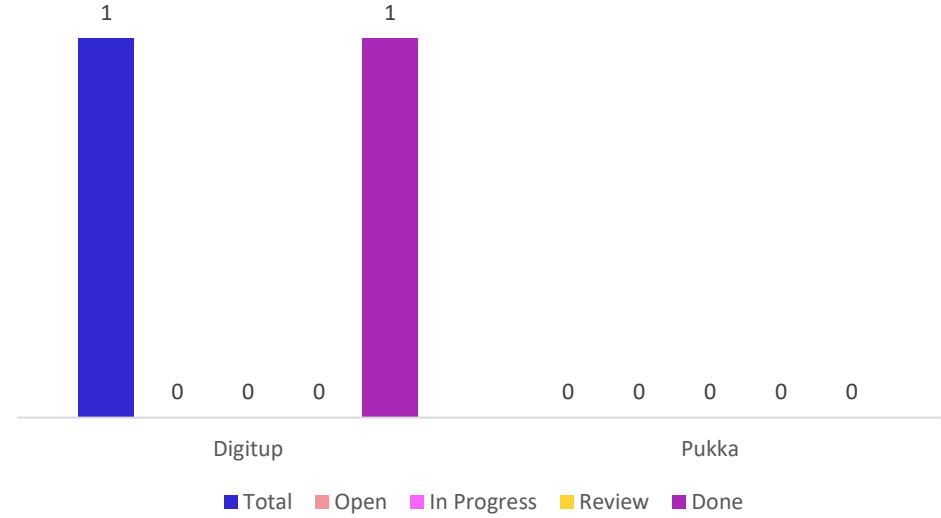


BAU Ticket Summary

Pukka Herbs Australia



Pukka Herbs Sweden



- Work is in progress to remove teas form the website. (In Progress)

- Enabled Enhanced Privacy on the website (Silktide - June 2024).
(Estimated Time – 60 min.)

- External tasks were raised by Lipton POCs

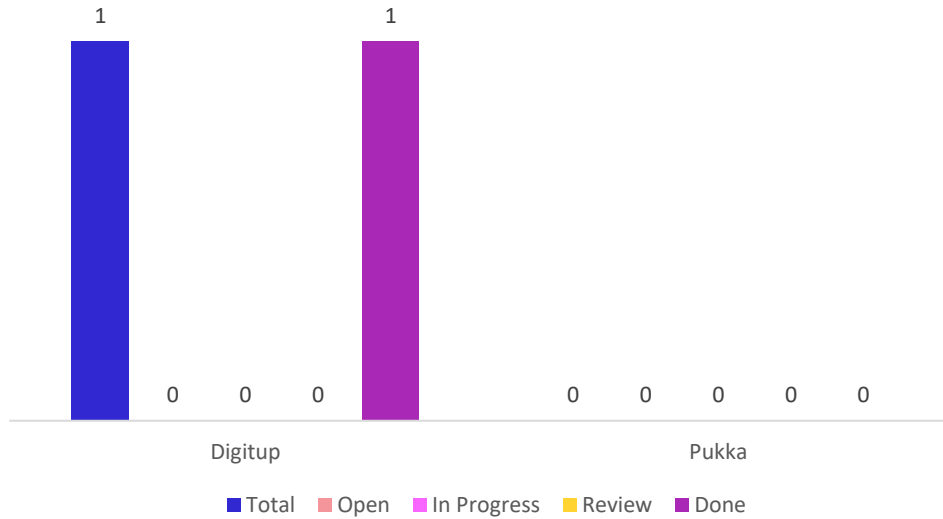
- Internal tasks were raised by Digitup as improvement assessment

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



BAU Ticket Summary

Pukka Herbs France

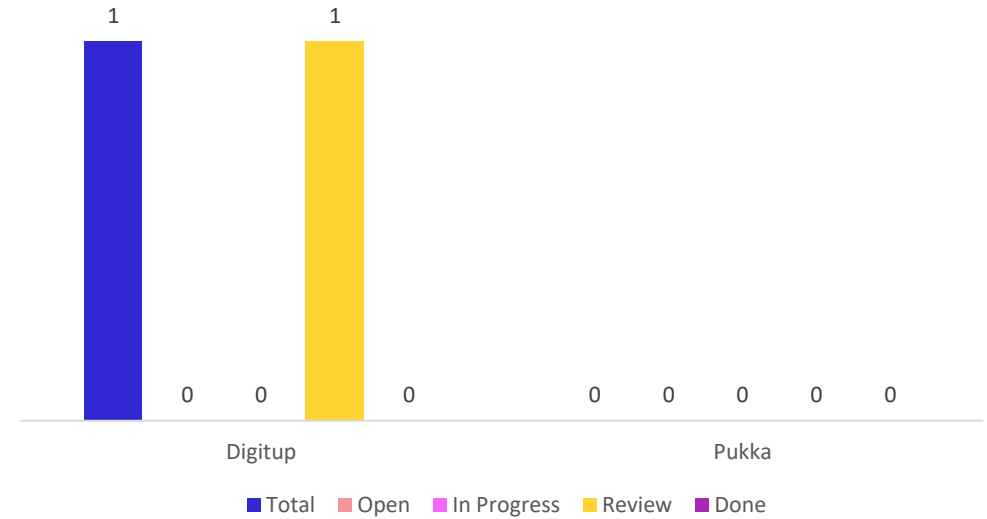


- Enabled Enhanced Privacy on the website (Silktide - June 2024).
(Estimated Time – 60 min.)

● External tasks were raised by Lipton POCs

● Internal tasks were raised by Digitup as improvement assessment

Pukka Herbs Netherlands



- Enabled Enhanced Privacy on the website (Silktide - June 2024).
(Review)

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



Pukka BAU June Highlights

- Added a new product, Tea Discovery Chest, to the UK website.
- Removed specific gifting products and tea products from the UK website.
- Organized the order of gifting products on the gifting page of the UK website.
- Enabled Enhanced Privacy across websites flagged by Silktide (June 2024).
- Removed two articles from the DE website.
- Delisted Pukka DE products.
- Addressed invalid structured data items on the DE website (SEMrush - June 2024).
- Work is in progress to remove teas from the AU website.

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 - May	Overview - June	Delta	Content	Accessibility	Marketing	UX
Australia	95	95	0	97	99	91	94
Germany	94	94	0	96	99	91	91
France	89	89	0	77	96	88	94
Netherlands	90	90	0	77	96	88	99
Sweden	92	92	0	91	95	90	94
UK	93	95	+2	88	99	96	96

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.

- The scores are either improved or remain intact due to -
- User experience module score increased.
- Broken Links got fixed.
- Correction on spellings & grammatical errors.
- Unrecognized spelling count has dropped on the website.

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 have implemented an approach to address INP issues. We are happy to share that due to our constant efforts & regular monitoring we are able to achieve a passing score of core web vitals on Pukka.

Please refer to the updated scores below for Pukka as on 8th July 2024.

Date	Brand	URL	Core Web Vital Status	LCP	INP	CLS	FCP	FID	TTFB
8 July 2024	Pukka	https://www.pukkaherbs.com/	Passed	1.7s	196 ms	0	1.4 s	13 ms	0.7 s

Thank You

