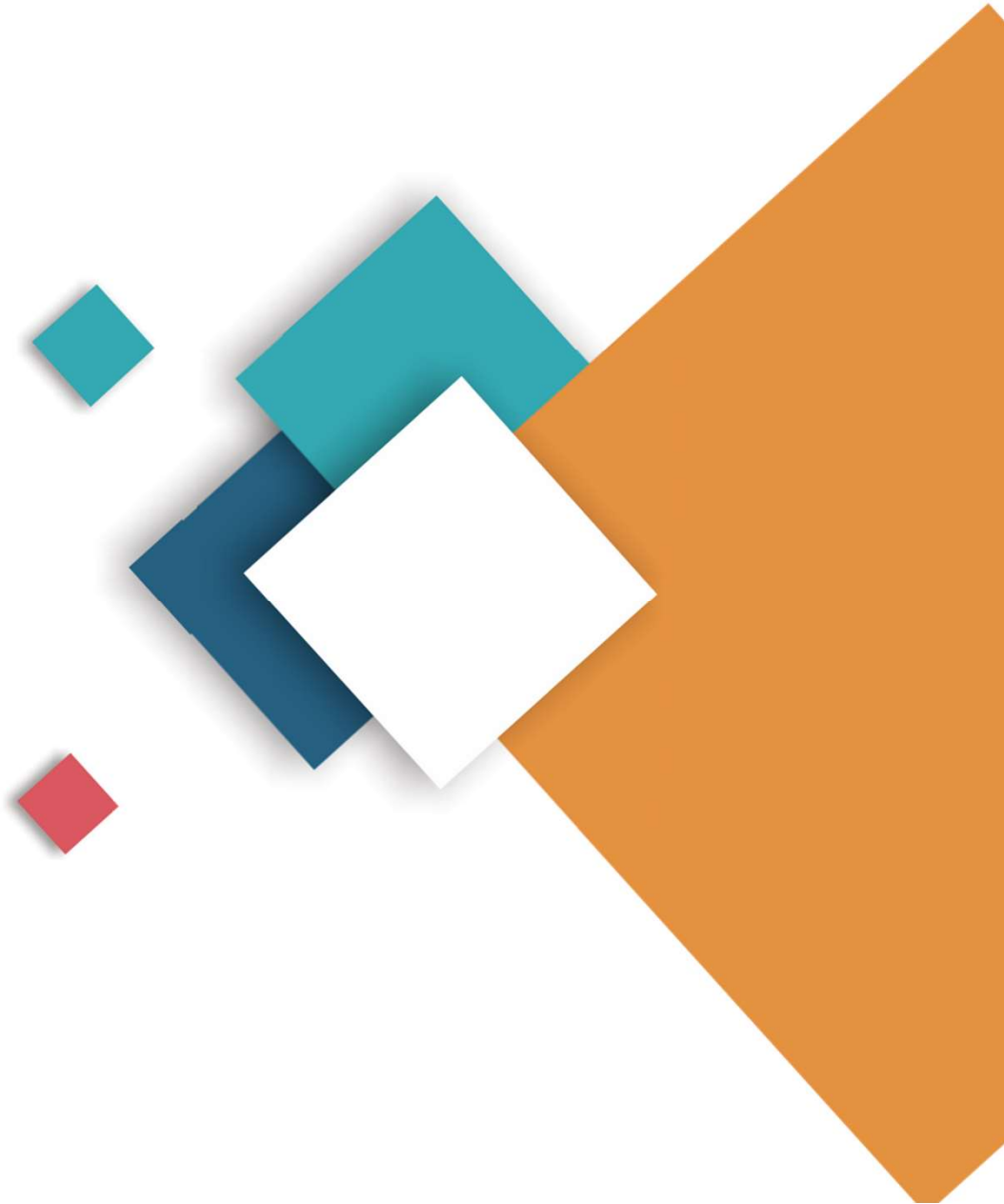Internship

Report

Reported by: Sachit Gupta

07-07-23

Contents
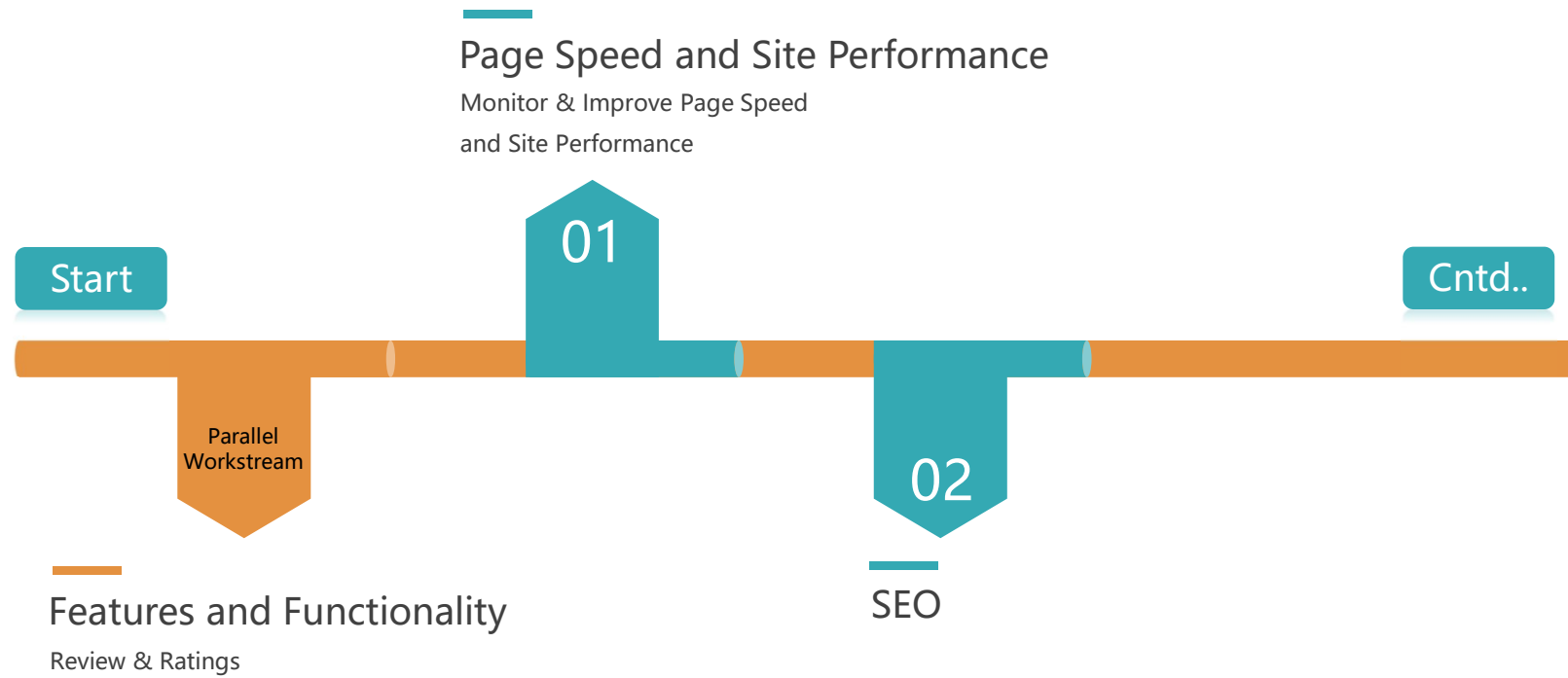
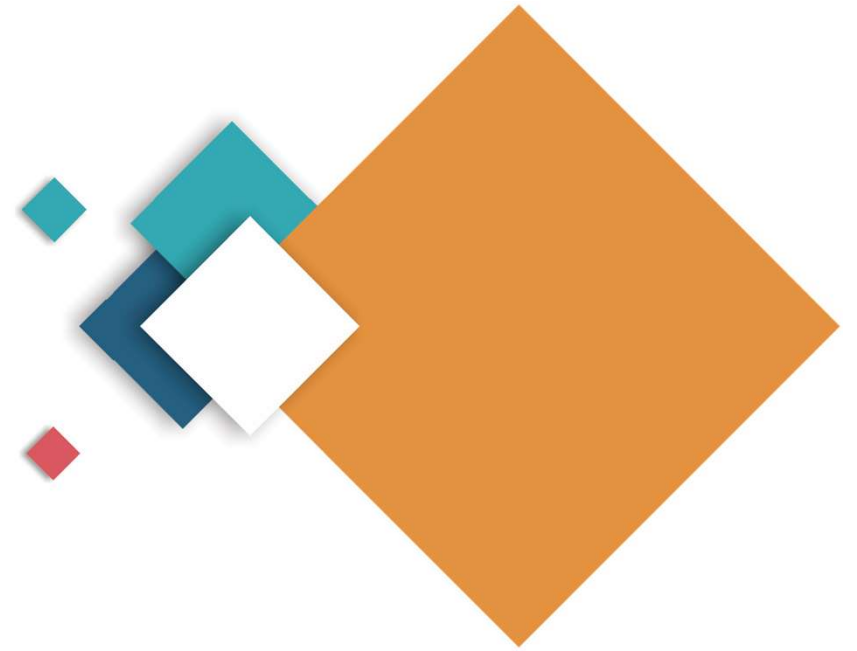## Workstreams

Different workstreams in progress in the organization

Work Done

What I achieved

Workstreams

Page Speed and Site Performance

Monitor & Improve Page Speed
and Site Performance

01

Start

Cntd..

Parallel
Workstream

02

Features and Functionality

Review & Ratings

SEO

Page Speed & Site Performance

● ● ●

Page speed & Site Performance

- Researched about site performance parameters (used gtmetrix and page speed insights).

- Documented Parameters of site performance

- Compared the data with other competitors

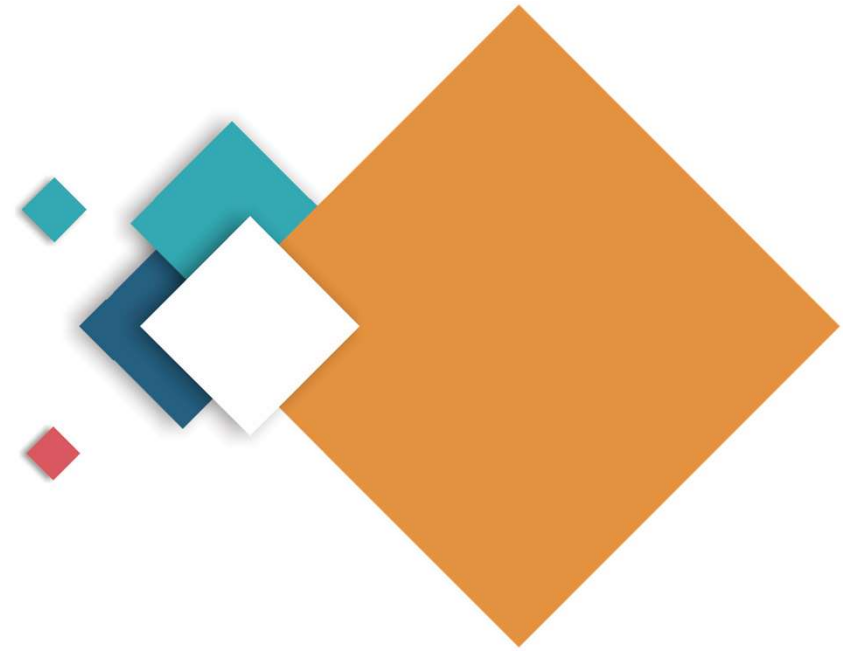| Parameters	Ohsogo Home	Ohsogo PLP	Ohsogo PDP	Nykaa	Diff between OHSOGO & Nykaa
Bounce	TBD	TBD	TBD	TBD	TBD
GTmetrix Grade	F	TBD	TBD	B	TBD
Performance Score (%)	34	59	86	86	52
Structure Score (%)	76	90	91	93	17
Connection Duration (ms)	30	20	27	42	12
Time to First Byte (ms)	854	835	307	108	-746
First Paint (s)	4.7	2.4	1.7	0.351	-4.349
First Contentful Paint (s)	4.9	3	2.1	0.35	-4.55
Largest Contentful Paint (s)	9.8	4.5	3.2	0.53	-9.27
Fully loaded Time (s)	10.2	5.2	4.2	2.1	-8.1
Total Blocking time (ms)	384	515	161	259	-125
Cumulative Layout Shift	0.34	0.09	0.01	0.15	-0.19
Total Page Size (mb)	TBD	TBD	TBD	TBD	TBD
Total http request	TBD	TBD	TBD	TBD	TBD

Site Perf Metrics

Page speed & Site Performance Recommendations

- **Reduce Image Size** - Size of image on Ohsogo website is of order of 192 KB. It can be reduced using Image compressor tools, using responsive images to bring it in line with competing websites.

- **Use video formats for animated content** - Large GIFs are inefficient for delivering animated content. By converting large GIFs to videos, we can save big on users' bandwidth.
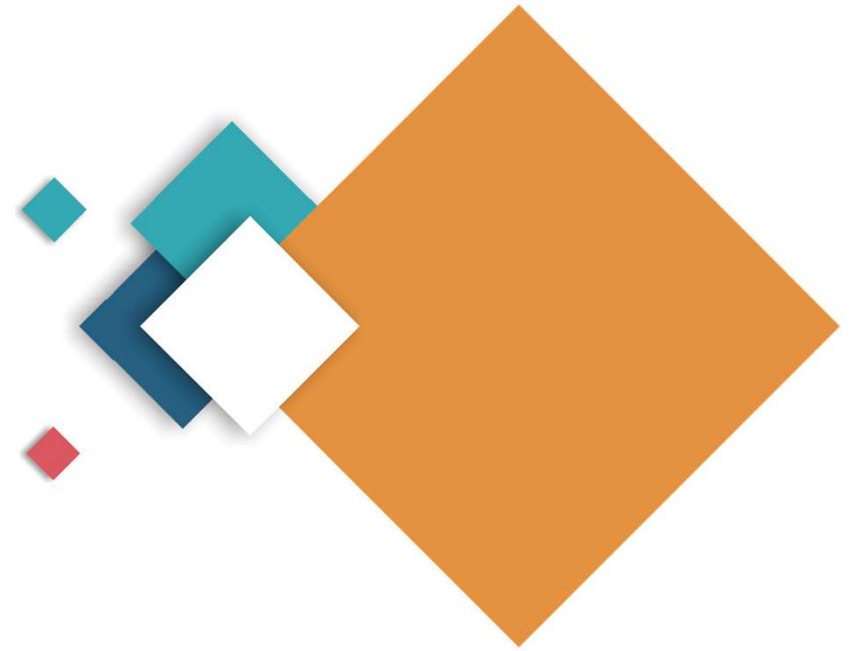
SEO
● ● ●

SEO Concepts and Recommendations

Concept	Description	Scope of Improvement
Keyword (Search Intent)	We need to focus more on high volume keywords by using them in your title tag, use main keyword on your page a handful of times, LSI Keywords. These keywords can be found using tools like Google Search Console.	Already Optimized
Images	Opportunity to add Descriptive File Name, alt tag, title to various images.	Can be optimized
Authority (Backlinks)	Number of Backlinks need to be improved via methods like guest posting, By reaching out to the right people	Scope of Significant Improvement
Usefulness (User Signals)	Improve User Experience (UI) which helps in reducing bounce rate, Work on improving site performance	Improvements Implemented
SEO friendly URL structure	Consistent URL structure, keywords in URL, shorter URL tends to rank better.	Can be optimized
Cloaking	Avoid Cloaking at all cost, risk of de-ranking by google	Already optimized

SEO

Features & Functionality

Features & Functionality

1. Finding Bugs and Scope of Improvement

S.No.	Details	Status	
1	Bugs & Scope of Improvement in Live Version	Completed	Tracker
2	Bugs & Scope of Improvement in Stage Version	Completed	Stage Tracker
3	Bugs & Scope of Improvement in Previous Version	Completed	Previous Version
4	Compared Filters available in Ohsogo vs other competitors	Completed	Filters Comp

2. Reviews and Ratings

Reviews & Rating

Thank You

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