

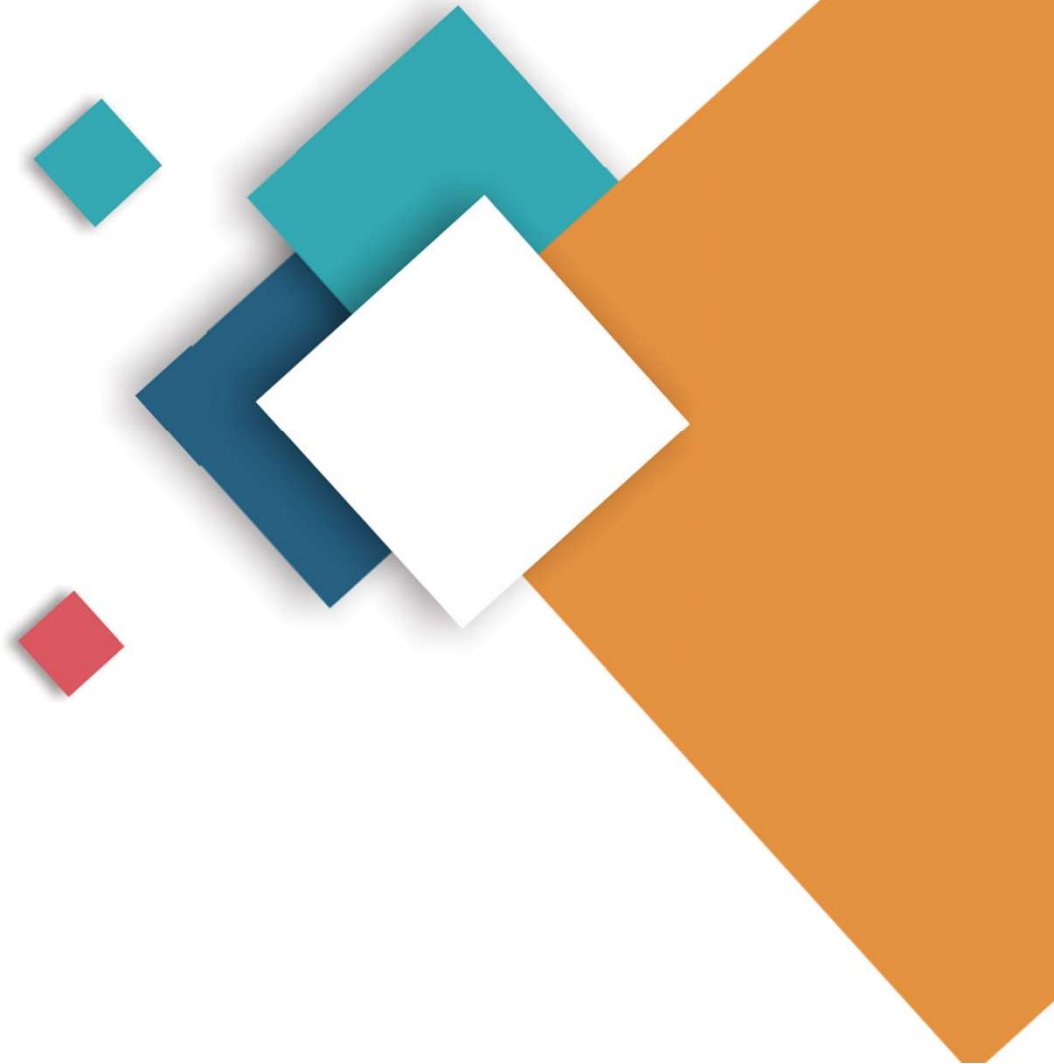
Internship



# Report

Reported by: Sachit Gupta

07 - 07 - 23





# Contents

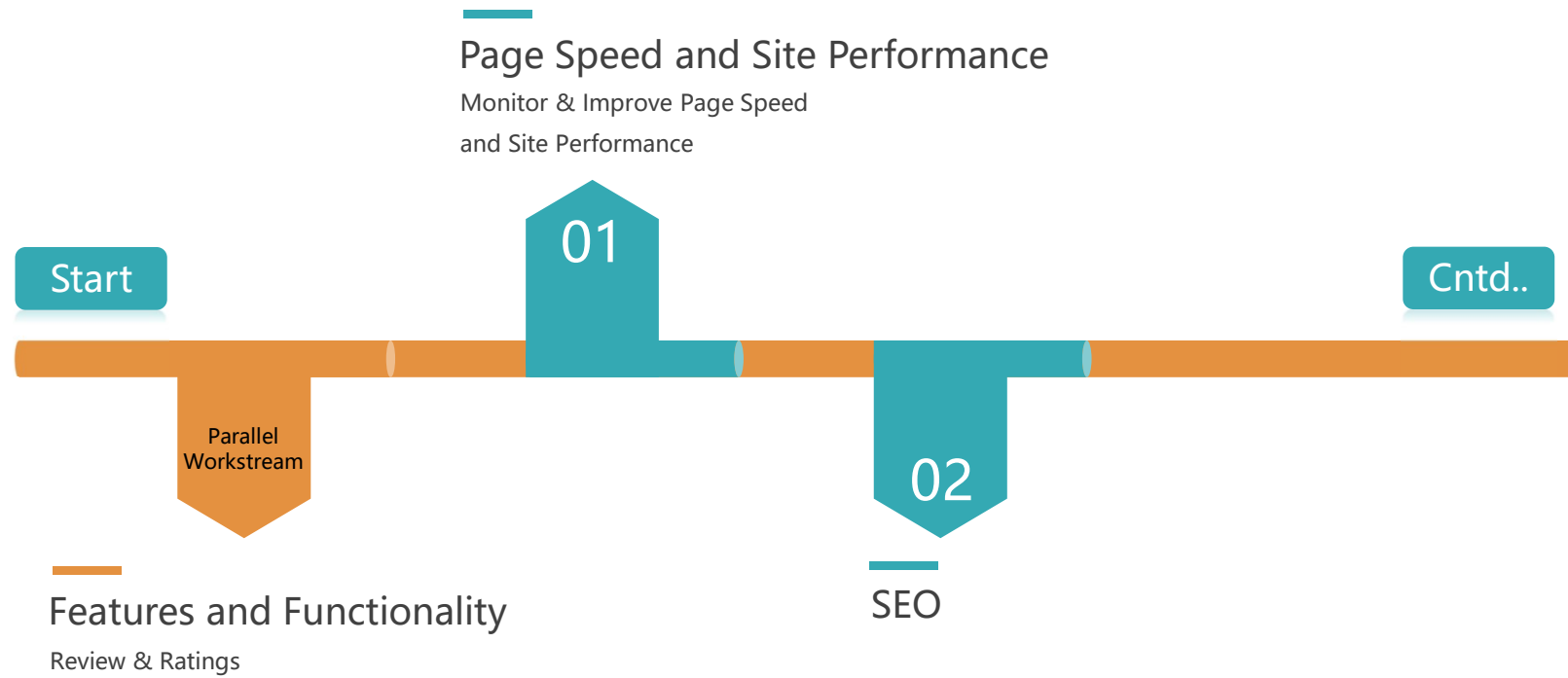
## Workstreams

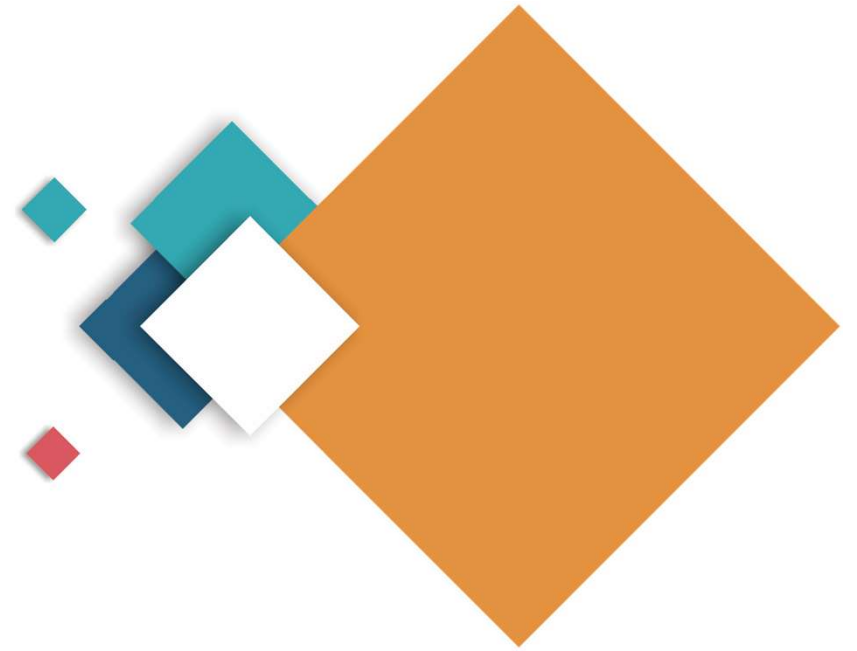
Different workstreams in  
progress in the organization

## Work Done

What I achieved

# Workstreams





# Page Speed & 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

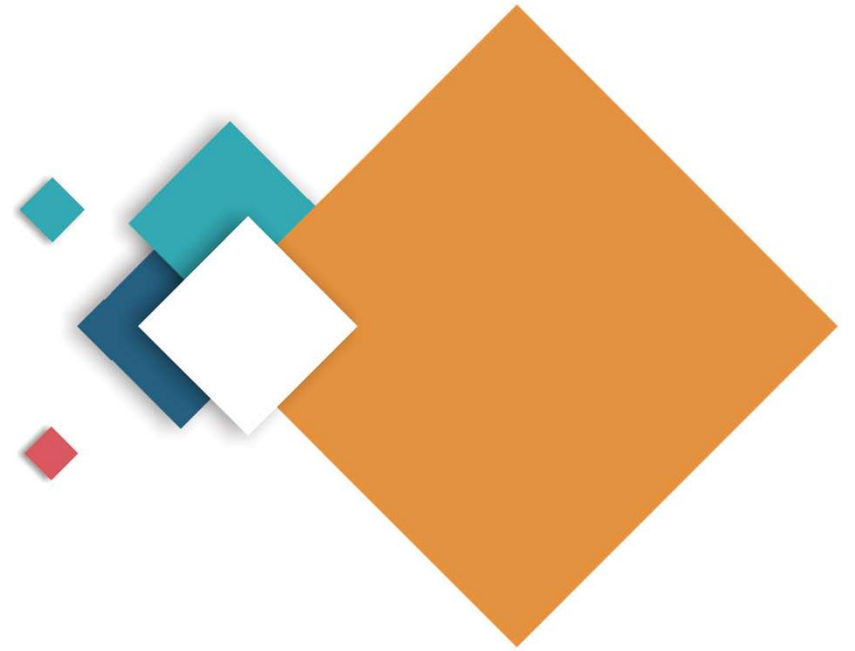


Site Perf Metrics



## 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

- Researched on parameters to make site rank higher on google



SEO

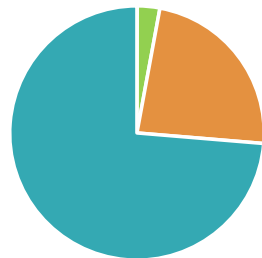




# SEO Recommendations

- Improve no of Bakclinks
- Concept of backlinks, how they improve site ranking

Backlinks



■ Ohsogo ■ Shajgoj ■ Daraz ■ Nykaa



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





# Thank You

Reported by: Sachit Gupta

