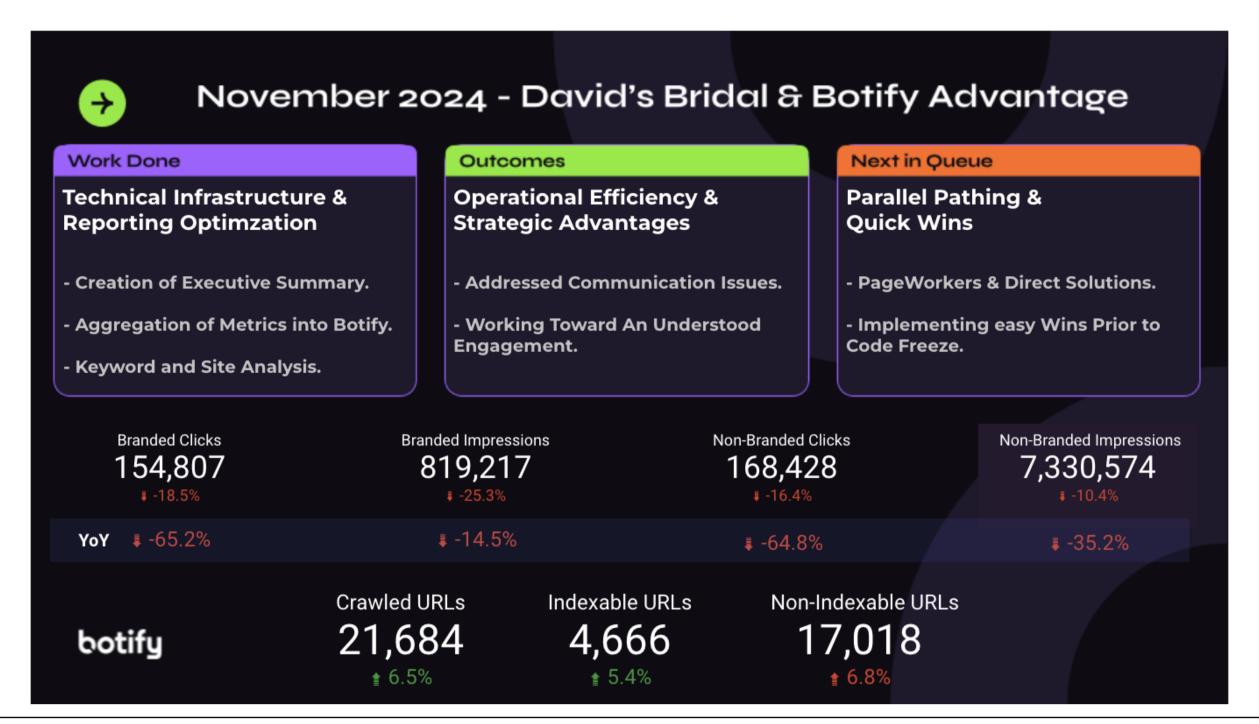
# **botify** David's Bridal Executive Summary

**David's Bridal Project Tracker Sheet** 



#### **Work Done**

- Continued Integration of Platform
- Mapping Out and Categorizing the DB Site by Page Type

#### **Outcomes**

- Creating Shared Executive Summary
- Adapting Plans from PageWorkers to PageWorkers and...

#### **Next in Queue**

- Speed Up Integration
- Shrinking Site Bloat & Reversing Technical Issues

#### **Current Key Priorities**

- Wedding Content Calendar
- Main Menu Render Review
- Inconsistend PDPs
- Internal Link Review
- Core Web Vitals (Page Speed) Analysis
- XML Sitemap Optimization



# JL Monthly Executive Report | KPIs

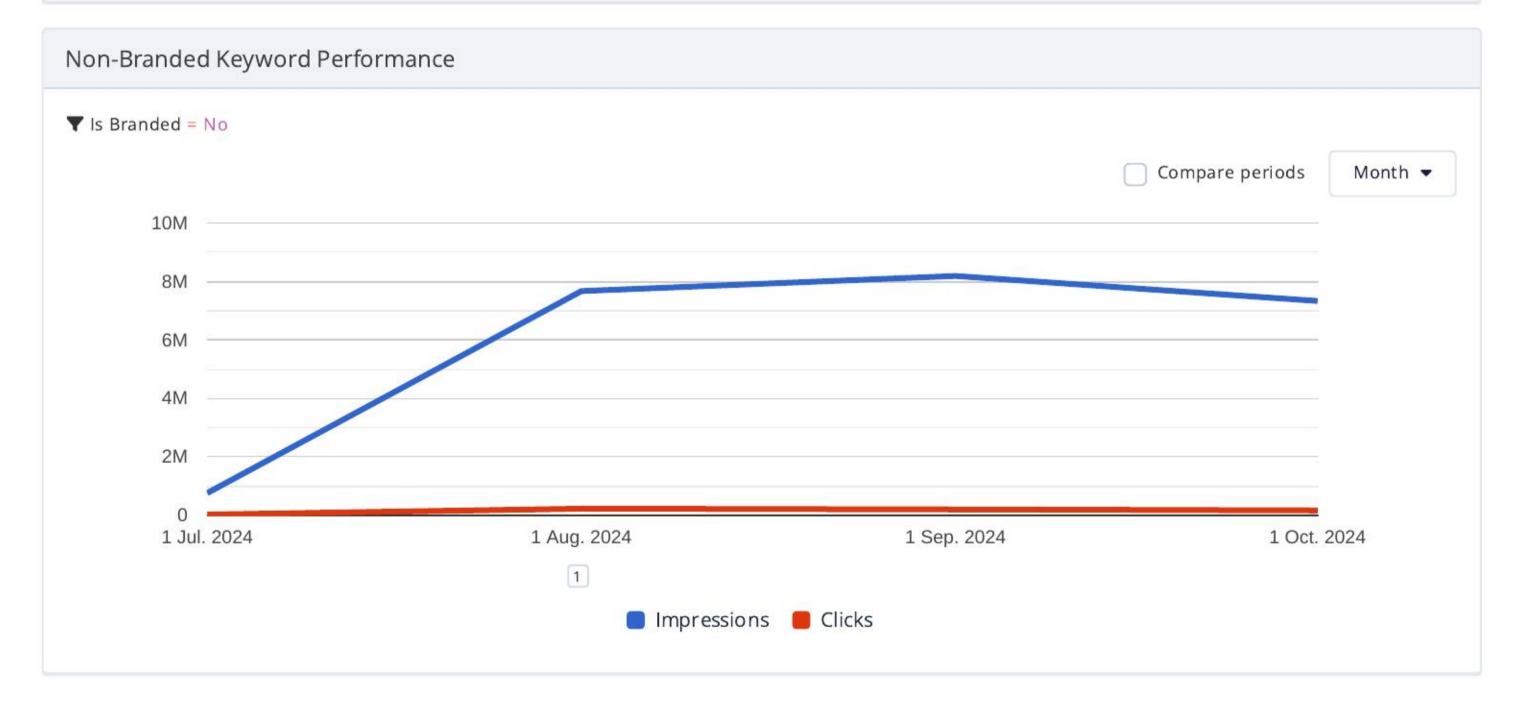


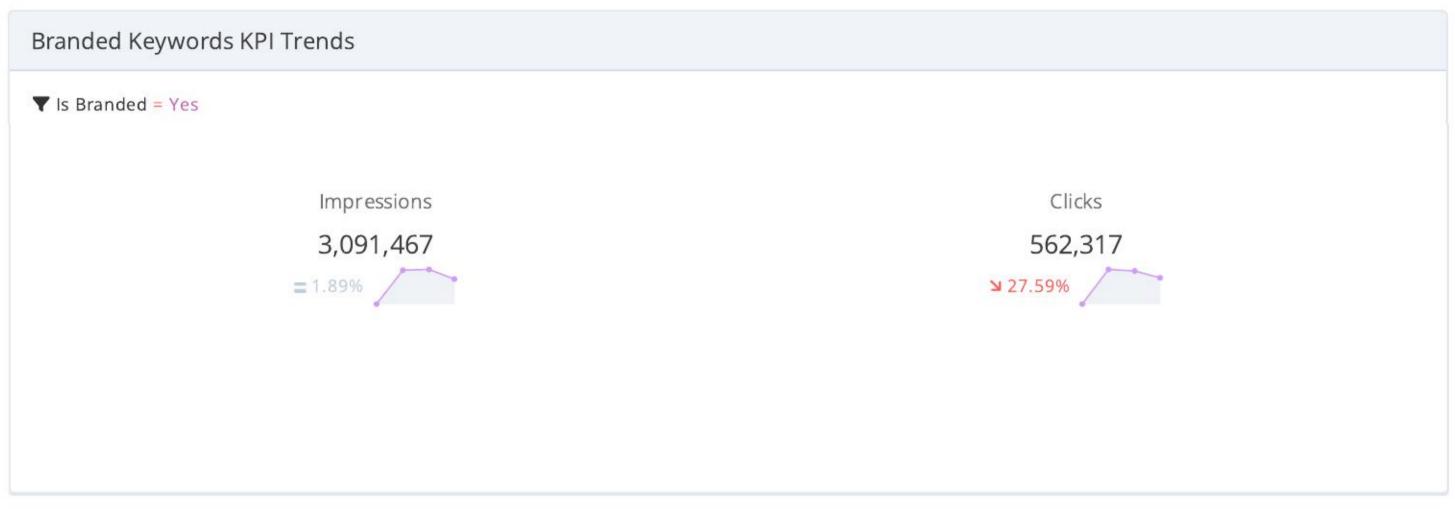
#### **Branded KPIs**

#### PDP & PLP Performance:

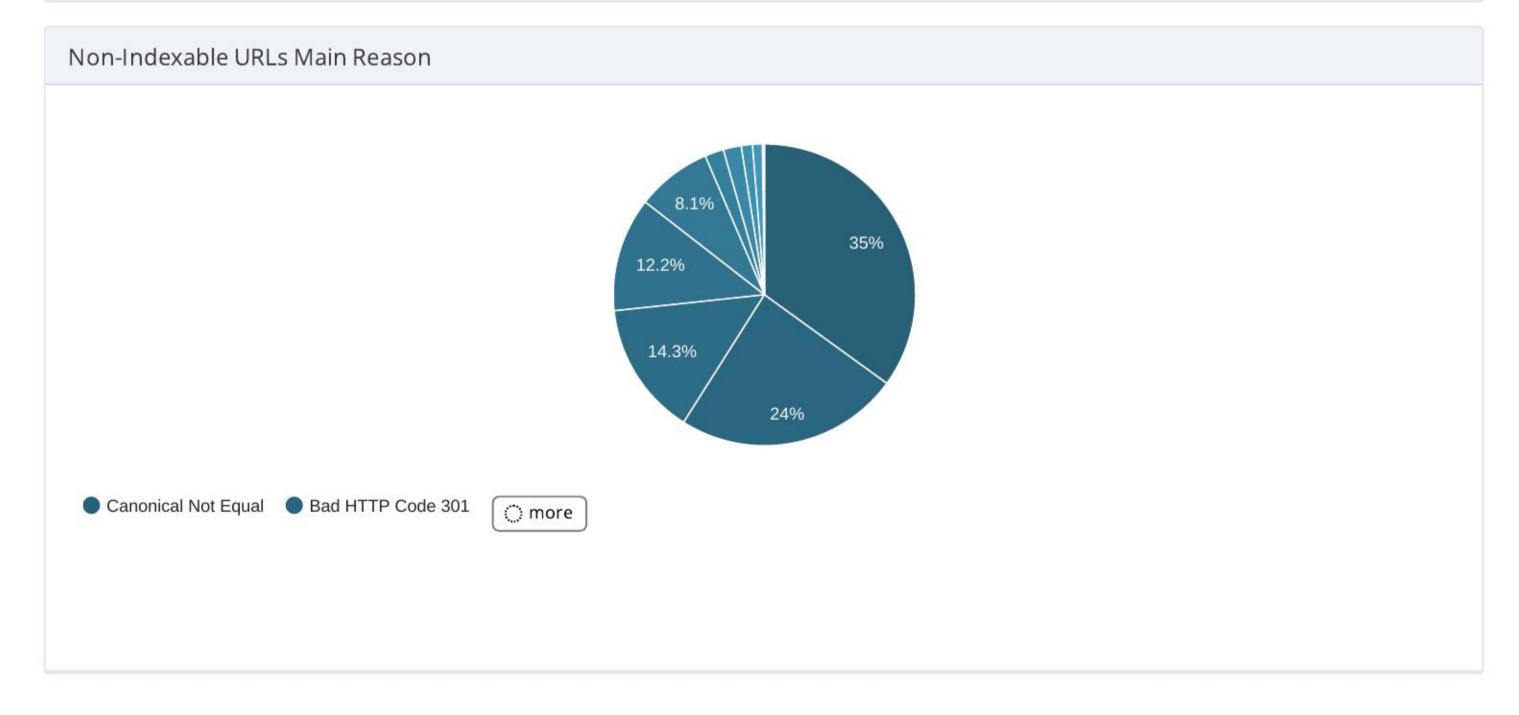
- Non-Branded: PDPs show a 15.09% decrease in Impressions and flat Clicks MoM. Branded: PDPs show a 24.81% decrease in Impressions and a 6.47% increase in Clicks MoM.
- Non-Branded: PLPs show a 13.07% decrease in Impressions and a 10.54% decrease in Clicks MoM. Branded: PLPs show a 30.39% decrease in Impressions and a 7.17% decrease in Clicks MoM.

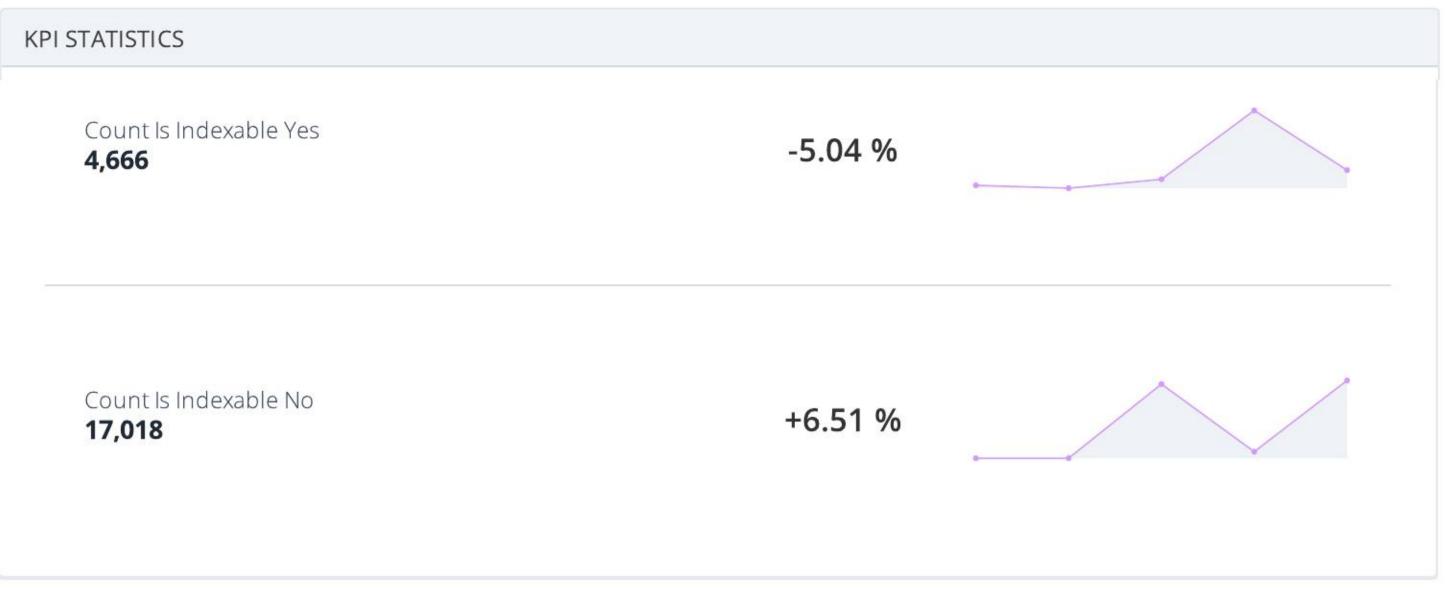
# 

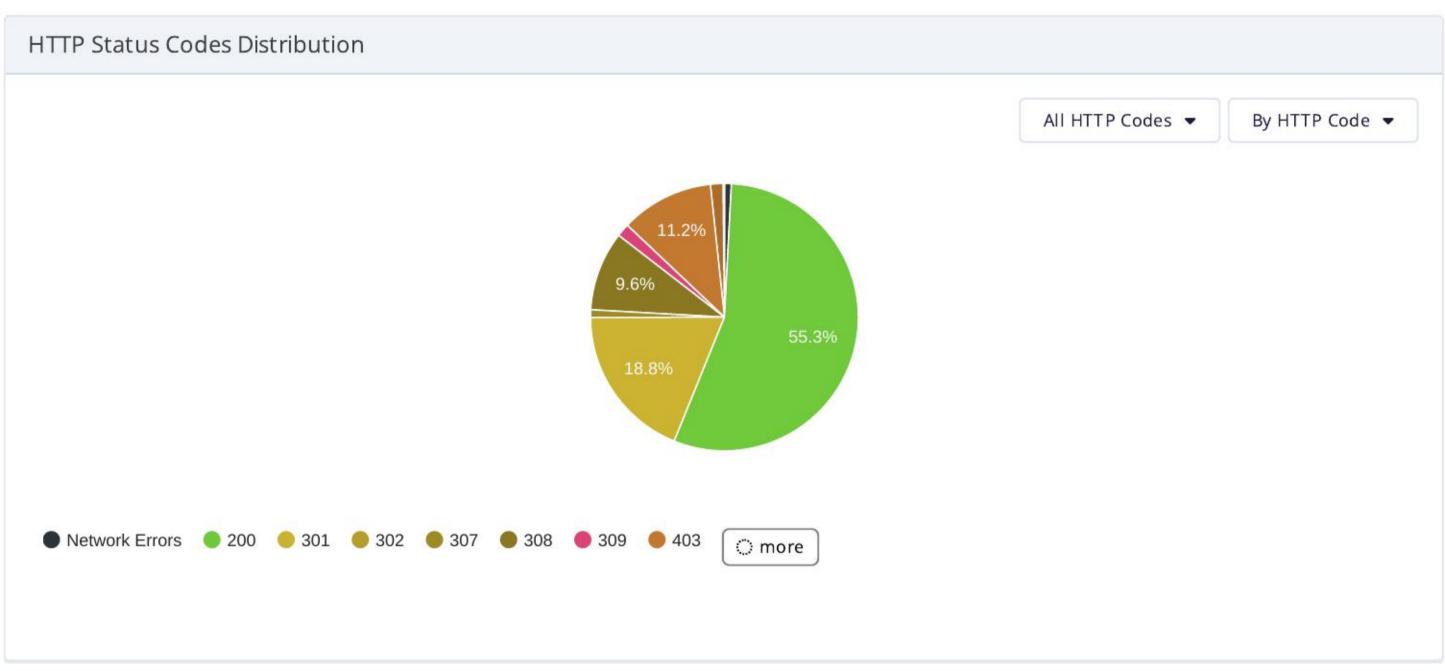


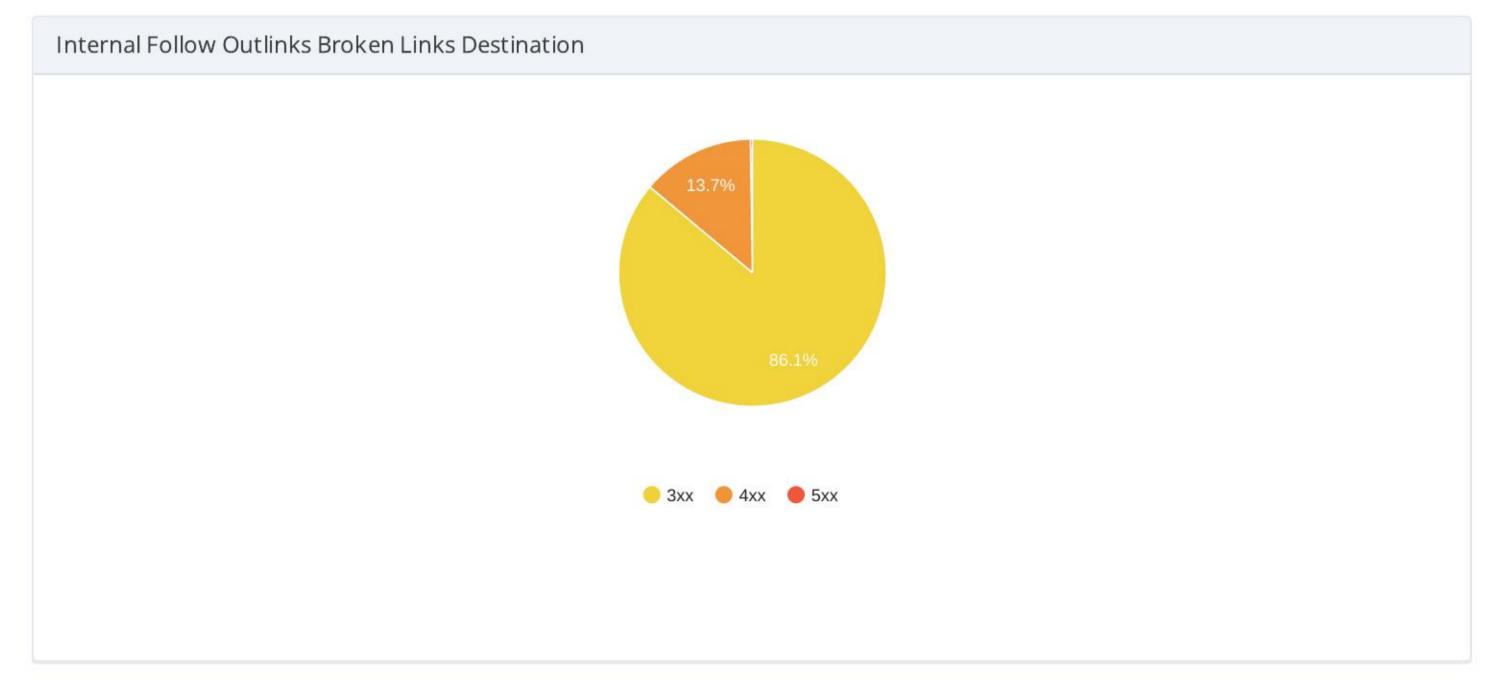


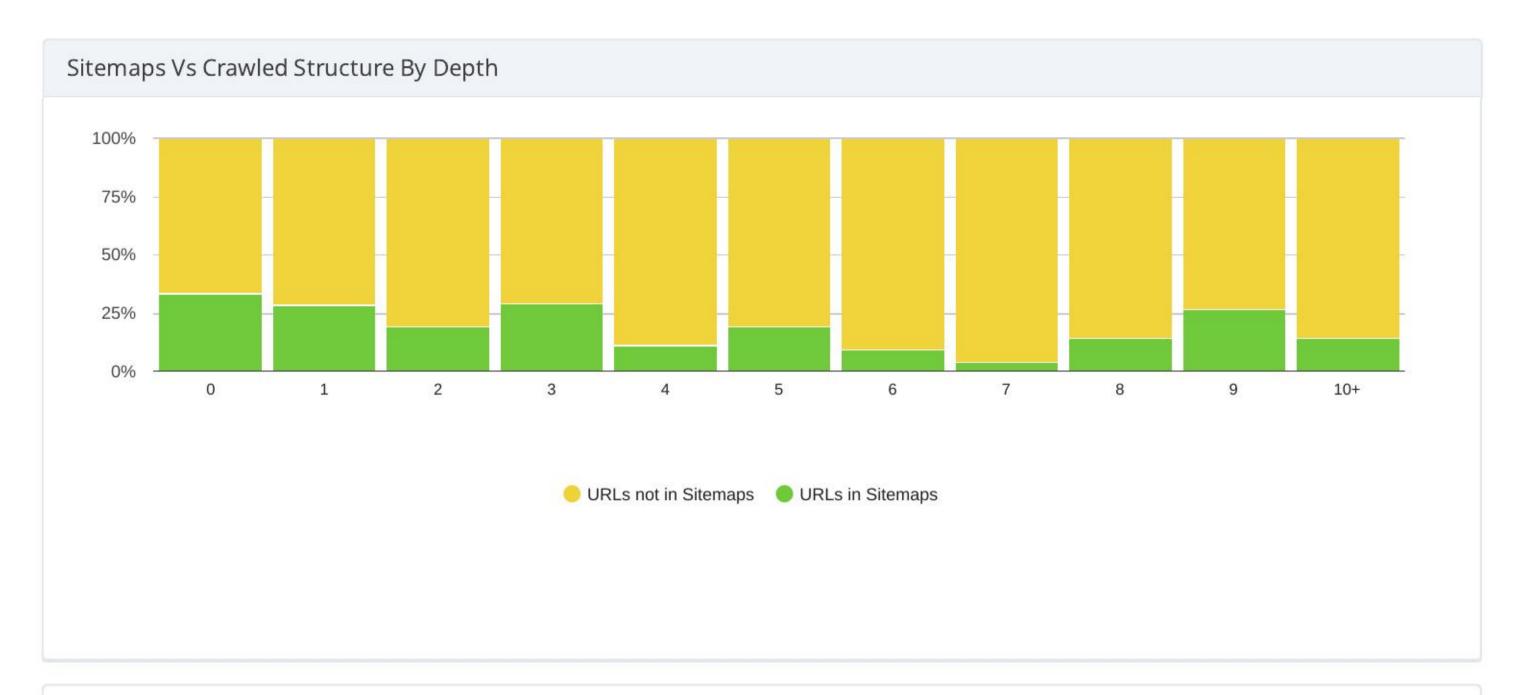










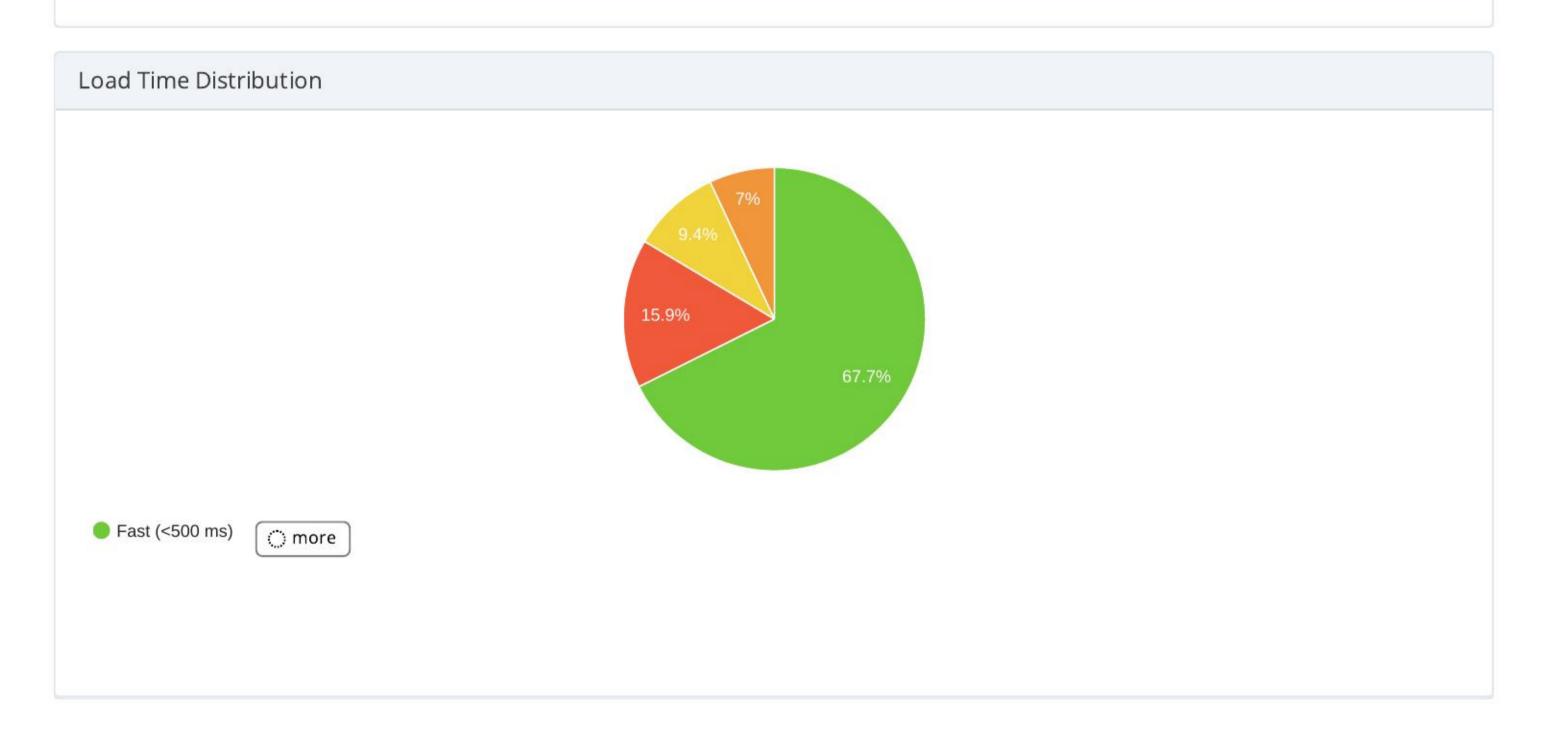


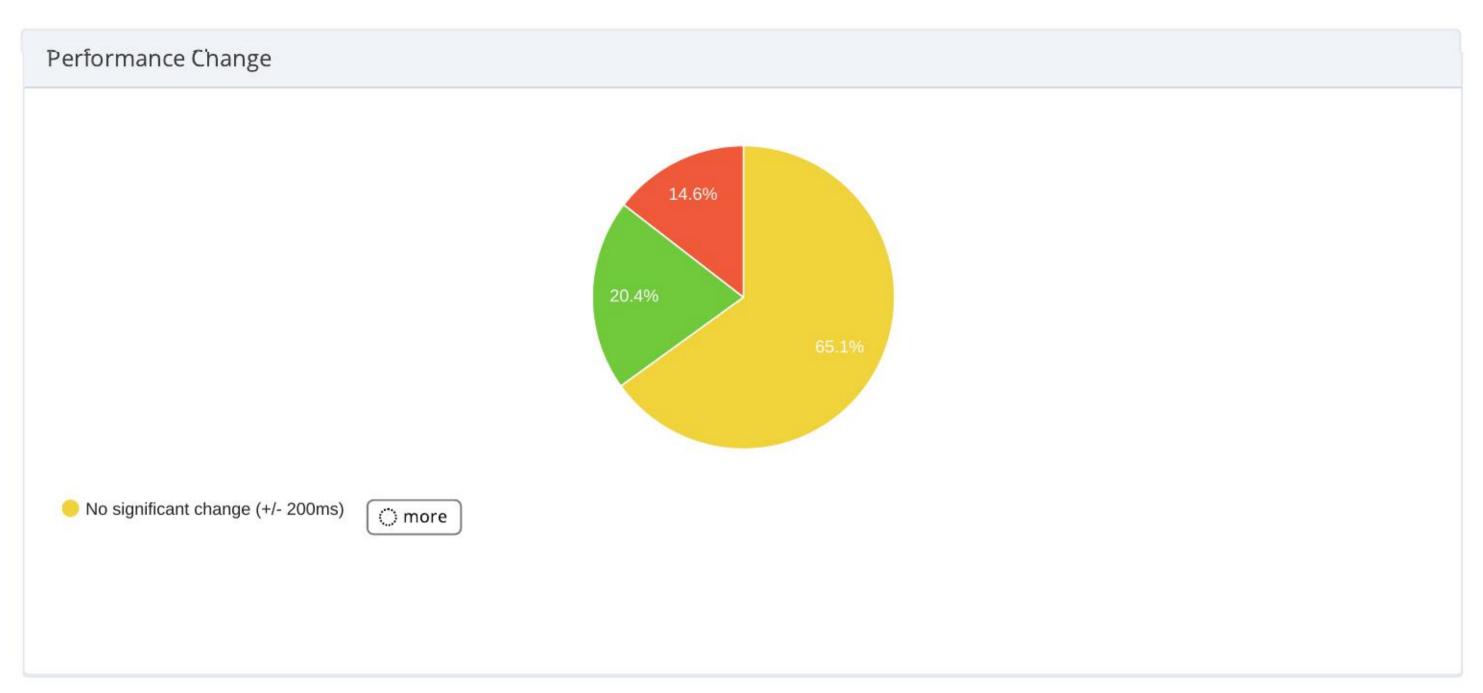


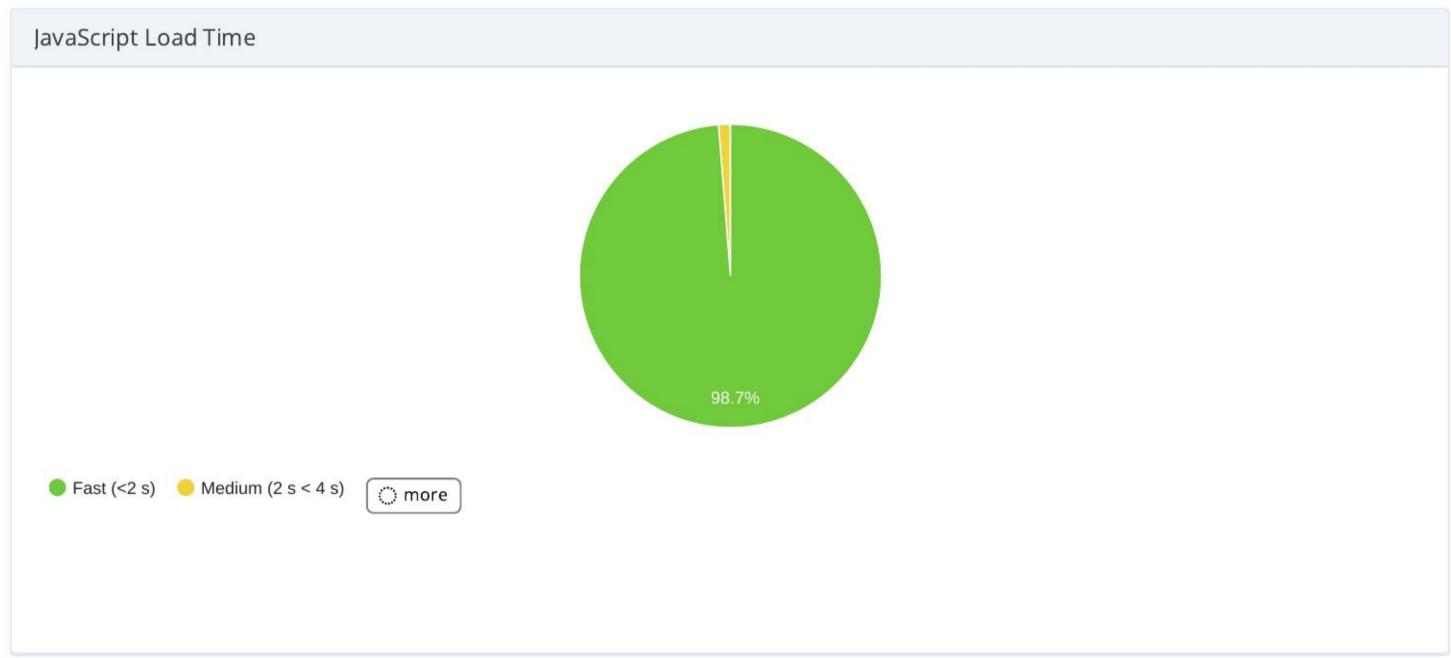
### Page Speed

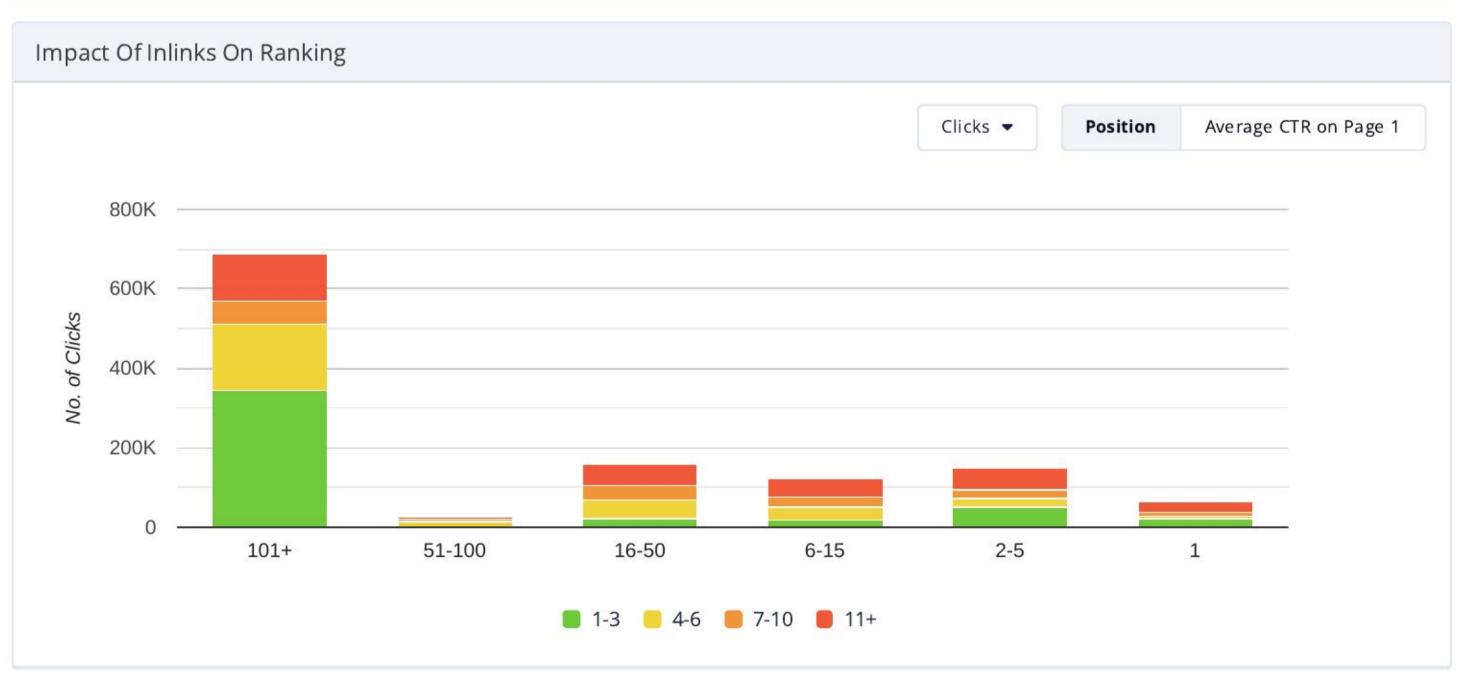
## Page Speed Updates

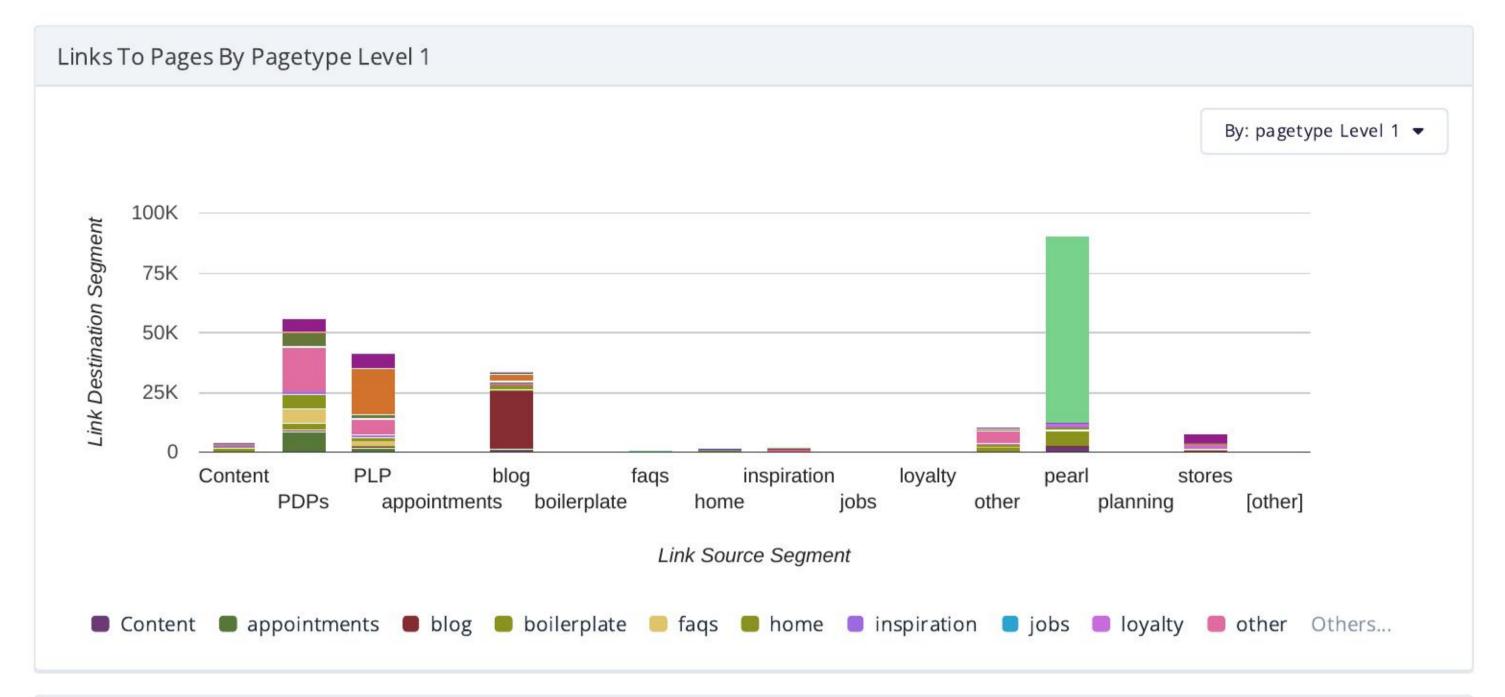
- In the past month, we've added CRuX data from Google directly into Botify to monitor Page Speed in aggregate directly from Google.
- Furthermore, we've created the custom graph below which shows Page Speed issues by Botify page type. We are using this information to tackle the biggest problems first.











HTTP Status Code	\$ 20241009	<b>\$</b> 20241016	<b>\$</b> 20241023	<b>\$</b> 20241027	<b>\$</b> 20241030	<b>♦</b> Trend
200	11,145	11,119	11,837	11,662	11,990	
301	3,980	3,989	4,039	4,173	4,082	
302	2	4	2	3	4	
307	213	207	210	4	204	
308	2,047	1,997	1,990	1,850	2,082	
309	58	58	346	N/A	343	
403	2,331	2,504	2,523	2,733	2,439	
404	605	479	540	332	327	
408	N/A	N/A	N/A	N/A	4	
500	31	29	33	27	29	
502	1	N/A	N/A	N/A	N/A	
503	N/A	N/A	1	N/A	N/A	• •
104	71	87	72	107	179	
-102	N/A	N/A	N/A	N/A	1	

# Pagetype Overview

pagetype	Numbe r of UR \$ Ls	Average of Total Craw \$	Average of JS Render Time	Average of First Mea ningful Paint (P3)	Sum of No. of Duplicate Ti tle (Among All URLs)
Content	578	3,760.44	541.08	431.86	0
PDPs	8,574	1,621.89	522.49	371.78	19,690
PDPs/legacy	2,311	1,305.12	122.19	458.53	0
PLP/accessories	446	969.97	531.83	374.5	10,162
PLP/brides	28	1,080.28	640.46	378.5	462
PLP/brides/wedding-dresses	449	1,240.19	606.44	383.67	14,482
PLP/brides/wedding-dresses/legacy	224	104.52	6.53	133	0
PLP/bridesmaids	68	1,094.29	528.02	390.9	784
PLP/bridesmaids/dresses	379	1,312.08	591.63	384.74	16,576
PLP/dresses	288	995.61	495.17	380.78	3,376
PLP/gifts-decor	174	1,302.7	565.32	360.55	1,184
PLP/juniors	45	1,656.55	492.79	371.11	292
PLP/prom	114	1,824.5	550.32	375.16	1,715
PLP/sale	83	858.36	312.4	395.97	94
PLP/shoes	237	1,109.59	523.76	391.73	4,632
PLP/suits-tux	72	2,189.94	440.97	372.7	121
appointments	22	1,106.22	102.09	383.5	0
appointments/legacy	213	154.35	11.53	395.66	0
blog	2,397	1,807.76	690.06	622.68	1,595
boilerplate	51	1,633.13	456.64	471.97	0
faqs	34	1,656.52	410.26	365.86	0
home	191	880.63	638.8	400.49	22,860
inspiration	149	1,471.37	523.66	457.07	700
jobs	33	639.12	615.75	467.75	22
loyalty	21	1,083.76	515.33	358.76	239
my-davids	3	2,082.66	1,501.66	2,195	4
my-davids/signin	2	2,178.5	1,851.5	1,770	86
my-davids/signup	3	2,415.33	2,004.66	1,928	9
other	2,117	627.97	313.32	753.6	4,770
pearl	99	746.22	568.43	510.78	4,946
pearl/inspiration	1,308	2,875.69	1,653.72	933.56	11,561
pearl/planning	12	644.91	490.16	548.37	705
pearl/vendors	18	772.05	569.83	532.5	1,425

