

GLOSSARY

 GLOBAL

Platform	Explanation
WSF	Website factory Program, Group program to create a branded showcase website
LORA	LORA stands for L'Oréal Reference Application former SaleForce Commerce Cloud Website. Group program to create a branded ecommerce website
NGLORA	Next Generation of SaleForce Commerce Cloud Website (LORA)

 SPEED

KPI	Explanation	Format
Onload	When the page is fully displayed and you can interact with it. Does not mean everything is downloaded yet.	Second
Page completed	When the page is entirely loaded.	Second
Time to first byte	Time to First Byte (TTFB) refers to the time between the browser requesting a page and when it receives the first byte of information from the server. This time includes DNS lookup and establishing the connection using a TCP handshake and SSL handshake if the request is made over https.	Second
Page weight	Weight in Megaoctet of all elements downloaded to display the entire page.	Megaoctet
Images weight	Weight in Megaoctet of all images downloaded to display the entire page.	Megaoctet
Images	Number of images loaded.	Number
Calls	Number of files requested to load the entire page.	Number
First party page completed	Only available for 3G. Refers to the loading time of all elements loaded by the main domain itself only. Ex: on maybelline.com, 1st party elements are all requests loaded by maybelline.com domain and its subdomains.	Second
Third party page completed	Only available for 3G. Refers to the loading time of all elements loaded by external domains only. Ex: on maybelline.com, 3rd party elements are all requests loaded by all domains except maybelline.com.	Second

EcoIndex	EcoIndex is a recognized metric that measures the environmental page footprint, with a 0 to 100 score (the higher, the better), a grade and a color code.
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 **SEO**

KPI	Explanation
Inlinks	Ensure that the page has a sufficient number of internal links pointing to it.
Depth	Page depth refers to the number of clicks you need to reach a specific page from the homepage using the shortest path.
Robots Setup	Edit robots.txt file to allow or disallow search engines indexing the page.
Status 4xx	Means the page is non existing (404) or blocked (403)
Status 5xx	Means the page is unreachable and return a server error
Redirect Chains	Means the initial url does not exist and has been replaced by another url. But one shall not have several redirections in a row (A => B => C), just a single one (A => C). You lose popularity & authority transfer when you have a redirection
Index Setup	Edit meta robots of the page to allow or disallow search engines indexing the page.
Canonical Setup	Global default setting must point all indexable pages to self-canonical via canonical
Title missing	Means the page has no title
Title duplicate	Means different pages have the same title
Title length	Number of characters in the page Title
H1 missing	Means the page has no H1
H1 duplicate	Means different pages have the same H1
Description missing	Means the page has no description
Description duplicate	Means different pages have the same description
Description length	Number of characters of the Meta Description
Img Alt Attribute Missing	Most or all of the images contained within the page do miss a brief alternate textual description for the search engine to index your images, which is quite important for Beauty Business
Near duplicate content	Page contains similar content and must be adapted
Word count	Does the page have an optimal amount of pictures?
Picture count	Does the page has an optimal copy length?

Number of indexable canonical pages	HTML pages fetched from the server by Oncrawl bot without no-index in meta robots, canonical and a valid status code. The content has been analyzed. Other pages can be, non-canonical pages, redirections, errors or resources such as images, javascript files, css files and so on.
Number of pages crawled	Pages that are linked in the website's structure. These pages have been crawled by Oncrawl.
Number of indexable pages	Pages discovered and fetched by Oncrawl bot during the crawl.
Indexable pages	Number of indexable canonical pages / Pages crawled (%)

ANALYTICS

KPI	Explanation
GA 4	Google Analytics 4 uses a measurement model based on events and parameters, this will replace the old GA 3 model
GTM	Google tag management is a tag management system to manage JavaScript and HTML tags, including web beacons, for web tracking and analytics.
CM	Campaign Manager 360 is a web-based ad management system for advertisers and agencies. It helps you manage your digital campaigns across websites and mobile. This includes a robust set of features for ad serving, targeting, verification, and reporting.

ACCESSIBILITY

KPI	Explanation
Url	This is the page that has been monitored in accessibility via Lighthouse.
Pages Views	Page views is a Google Analytics metric that counts the total number of times a page is viewed. A pageview is recorded each time a user accesses a specific page, regardless of whether it's a new or returning user.
Avg Duration	This is the average visit time over the period according to data from Google Analytics.
GA DATA	This is the period analysed to retrieve the most visited URLs according to Google Analytics data.
Crawl score	There are several crawls during the month. This is the score for the crawls that took place that day.



DATA PRIVACY

KPI	Explanation
OneTrust Cookie Banner Presence	This KPI checks the presence of a cookie banner on the website
Privacy Policy Page	This KPI checks the presence of privacy policy page on the website
Privacy Link on Preference Center	This KPI checks the presence of a valid privacy policy link on the preference center (under the wording Privacy Policy or More information).
Privacy Link on Cookie Banner	This KPI checks the presence of a valid privacy policy link on the cookie banner of the website.
Cookie Setting Button on Banner	This KPI checks the presence of a valid "cookie settings" button on the cookie banner of your website. This button should open the preference center that allows visitors to choose their preferences in terms of cookies.
Cookie Setting Footer Link	This KPI checks if there is a Cookie Settings button in the footer of the website that opens the preference center.
GA Usage for Advertising	This KPI checks if the Google Audience tracking is blocked when the consent for the Targeting Cookie Group is not given. Technically, this KPI will check the existence of the http request ga-audiences only if the consent is given. It allows us to indicate if the preference of the user is respected.
Facebook Pixel Usage	This KPI checks if Facebook Pixel data collection is well implemented in order to advertise on Facebook. This KPI will check the existence of the http request of Facebook only if the consent is given. It allows us to indicate if the preference of the user is respected.
DoubleClick Pixel Usage	This KPI checks if the DoubleClick Floodlight data collection is performed in order to advertise on Google ecosystem. This KPI will check the existence of the http request fls.doubleclick.net/activity only if the consent is given. It allows us to indicate if the preference of the user is respected.
Unknown Cookie	This KPI counts the number of cookies found in the latest OneTrust cookie scan that have not been automatically or manually categorized. Hence, these cookies appear as "unknown" and are dropped without consent. If you have at least 1 unknown cookie on.