

Reducing the environmental impact of websites

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A little about me

I'm a Creative Technologist

- Use tech to solve creative problems
- Front-end web developer
- WordPress developer
- Writer / blogger



About this talk

- What makes a website sustainable
- Why sustainable websites matter
- What you can do to make your website more sustainable

What makes a website sustainable?

- Runs on renewable energy
- Designed to last
- Uses clean, efficient code
- Measures impact over time
- Uses optimised media
- Regular content reviews

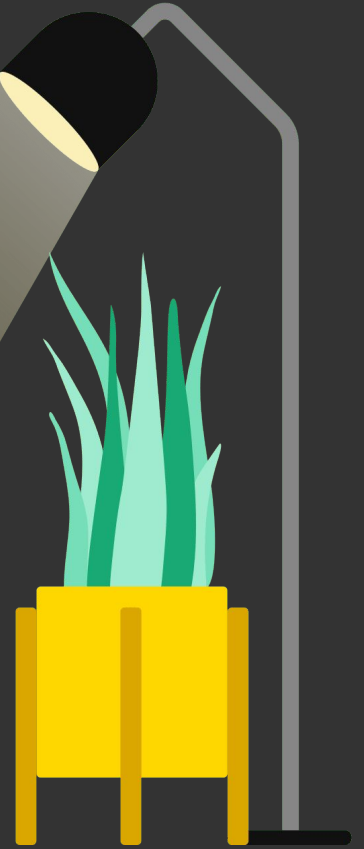
Why sustainable websites matter

- Website transfer size has grown on average by 60% since 2015¹
- Internet connected devices could be using around 14% of global electricity by 2040²
- The average web page produces 1.76 grams of CO2 per page view.

For a website with 10,000 monthly page views, that's 211 kg of CO2 per year³

Did you know?

If the internet was a country, it would be the seventh largest polluter.⁴



What you can do to make your website more sustainable

- ✓ Change to green hosting
- ✓ Optimise your images
- ✓ Reduce video usage
- ✓ Lazy load images and iframes
- ✓ Use a CDN to deliver assets (Content Delivery Network)
- ✓ Refactor your code to make it more energy efficient

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