

WEBSITE SUSTAINABILITY CHECKLIST

for Theatres, Cinemas and Art Centres

Your website is a vital part of your organisation's sustainability, but it's easy to overlook its environmental impact. This checklist contains practical, actionable steps - tailored for theatres, cinemas and art centres - to help you keep up with your sustainability goals.

To do now:

- ☐ Assign a sustainability representative
- ☐ Communicate your goals with Stakeholders, outlining the benefits and discussing what resources can be dedicated to sustainability
- ☐ Run a website carbon check via websites such as [websitecarbon.com](https://www.websitecarbon.com) to determine your web page carbon footprint
- ☐ Use a tool such as The Green Web Foundation to check if you are using green hosting
- ☐ Reach out to your website developers to communicate your goals and request sustainability updates
- ☐ Review each font used on the website, including variants, and reduce them where possible
- ☐ Check that pages have Metadata such as Meta Tags and Structured Data

To do monthly:

- ☐ Delete unused or duplicated assets
- ☐ Resize large images, for best results we recommend images should be no larger than 3000px in width or height
- ☐ Bring popular pages forward to reduce the number of pages it takes to reach them. For example, by linking through to them on the homepage
- ☐ Run a website carbon check, tracking it against previous checks to see your progress
- ☐ Check Metadata, such as Meta Tags and Structured Data have been added to new pages
- ☐ Fix broken links that take users to error pages by using a tool such as SEMrush
- ☐ Delete any unnecessary pages that do not get any views
- ☐ Delete any unpublished pages that you do not intend to publish

To do yearly:

- ☐ Review the navigation structure, ensuring popular pages can be reached with minimal clicks in between
- ☐ Reach out to your website developers, asking for sustainability updates
- ☐ Go through notifications, such as pop ups, used on the website deleting any that are unnecessary
- ☐ Assess third-party providers, ensuring they share your goals
- ☐ Go through redirects, removing any that are unnecessary

Get in touch

Give Grandad a call or drop us a line for tailored advice and answers to any questions you may have.

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