

WEBSITE SUSTAINABILITY CHECKLIST

for Theatres, Cinemas and Art Centres

GRANDAD

digital

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 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- Delete any unpublished pages that you do not intend to publish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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