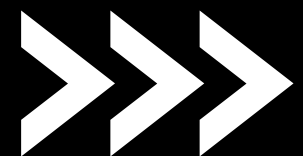# Your Site, Just Greener

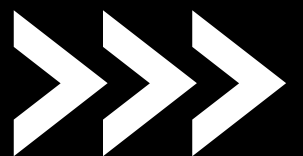Simple steps to lower your site's carbon emissions.

>>>

Optimise Images

Lets start off really easy, making sure the images on your site are optimised by using modern formats like WEBP and AVIF. Serving images in these formats means less data is transferred on every pageview, helping to reduce the load time and ultimately reducing carbon emissions.
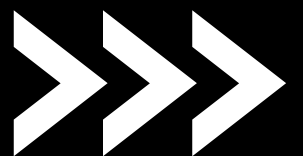
>>>

Green Hosting

This may sound more complicated but it's simple really. It just means the energy used to host the website comes from renewable green energy. Find out everything you need to know about green hosting at The Green Web Foundation.
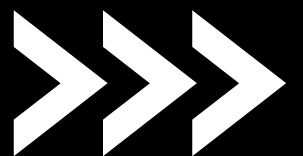
>>>

Use fewer fonts

Not only does using fewer fonts look more cohesive it also helps your page loading time. A simple step like sticking to one font throughout your site can play a big role on its sustainability score. A quick tip is to only load in the font weights you need (e.g. bold, thin, italic).
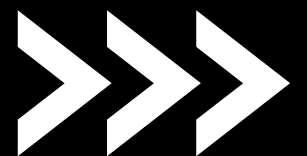
>>>

Keep your code clean

Cleaner code, that's not constantly repetitive, is easier to maintain and optimise over time. Excessive code can be added through plugins, extensions and pre-built themes commonly found on platforms such as WordPress. The more code you load = more resources needed = more carbon emissions.
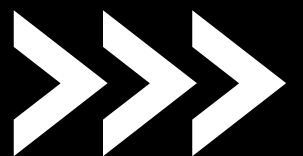
>>>

Optimise your site on all devices

Ensure your site works really well over all devices, this helps reduce wasted bandwidth, taking up less space means lowering emissions. On mobile, load in an image size suitable for a mobile device, for instance, don't load a 1920px wide image on a 425px wide device.
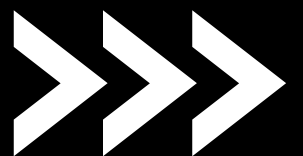
>>>

Avoid redundant plugins

Just like that junk draw in your kitchen the backend of your site needs a regular clean out. Regularly reviewing your installed plugins and removing any unused ones improves page speed and security.
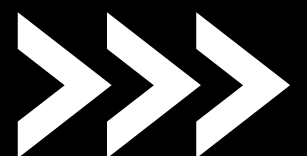
>>>

Avoid autoplaying videos

Automated videos take up lots of space, they keep running regardless of the users interest, meaning carbon emissions are produced whether the video is watched or scrolled right past. Additionally, using Lazy Loading images on your site can lower emissions as images only load when they come into view.

>>>

Cache Policy

Think of caching like your browser's memory. The first time someone visits your site, their browser grabs a copy of things like images, fonts, and layout.

With a good cache policy in place, the next time they visit, it doesn't have to load everything all over again.

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Some of these tips may seem small but together they can have a big impact!

PhoneticDigital

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