Website Sustainability Assessment

Website: example.com Date: 01-Jan-01

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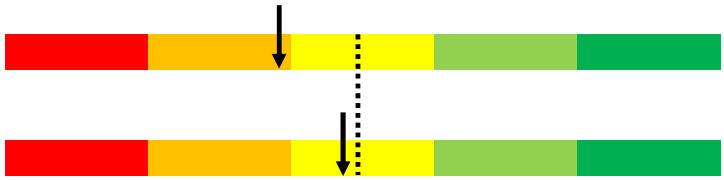
Summary

Sustainability rating

1.9 (Poor)



Average Page weight

2.20 MB

Average page is 2.1MB [1]

Average Page weight breakdown

Images	[illegible] KB	Video	0 KB
JavaScript	834 KB	Fonts	250 KB
CSS	179 KB	HTML	36 KB

Average number of HTTP Requests 104

Summary Notes

Overall the site score 1.9 out of 5 or 'Poor' on the sustainability rating. The average page weight is around 10% higher than the internet average.

The site's sustainability score has been reduced for several reasons:
- Poor cache policy
- Lack of responsive design
- Limited use of a CDN
- High number of HTTP requests

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Estimated Carbon Impact

Average Payload

Images	952 KB
JavaScript	834 KB
CSS	179 KB
Video	0 KB
Fonts	250 KB
HTML	36 KB
Other	5 KB
TOTAL	2,256 KB

Page visits per month	30,000

Estimated carbon output of site **9,649 gCO_2e per year**

The gCO2e per year is calculated on the assumption of 10,000 visitors to the site per month, with each visitor viewing an average of 3 pages*. It is assumed that the majority of the CSS and font files are the same per page and therefore will be cached by the browser. Therefore the calculation uses only 10% of the weight of these files for visits to additional pages beyond the first. For images, videos, HTML and other files the full weight is taken into account for each page visit.

The carbon intensity of electricity is from the EEA for the UK [2] and the power usage per GB is from Orbinger et al. [3]

*Note, if you have accurate metrics for visitor and page view numbers the calculation can be updated accordingly to provide a better estimate of the carbon impact.

[1] https://almanac.httparchive.org/en/2021/page-weight
[2] https://www.eea.europa.eu/data-and-maps/data/co2-intensity-of-electricity-generation
[3] https://www.sciencedirect.com/science/article/abs/pii/S0921344920307072