

Audit Report

Date 5/27/2022
ID 1503125752

Website <https://www.ingo-steinke.com/>

Points 83.75 Points (out of a maximum of 100 points)
CO2e 0.580 grams (CO2 equivalents when the page is first accessed)



The audited website is awarded the °Cleaner-Web-Label level B.

Under reserve of major changes, this is valid until 5/26/2023

Overview

Based on 29 different, objectively measurable factors, it was tested how climate-conscious the website is. These factors are summarized in six categories. The following individual scores result from this:

Kategorie	Points*
Amount of data	100+
Website content	75
Data transfer	100+
Energy usage on user device	100
Server and performance	100
Green hosting	40
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°Cleaner Web Score (weighted)	83.75

*Points weighted total score and each area maximum 100 points. More details below in the table explanation.

Table explanation

This audit tests whether the website meets certain criteria. A list of these can be found at the end of the report. Each criterion contributes points to the category if it is met. Some criteria may even contribute minus points if they have poor scores. If certain criteria are over-fulfilled, there are bonus points that can, purely by calculation, result in a score for an area higher than 100. These bonus points (marked as 100+ in the list above) then lead to a partial or complete compensation of areas that had less than 100 points in the weighted overall scoring.

This means that a high score can be achieved without having to completely fulfill every single criterion. However, many criteria are very good to fulfill to be able to be more sloppy in other areas.

Overall, the aim should always be to fulfill all criteria as far as possible in order to obtain a website that is as climate-conscious as possible. From a Cleaner Web Score of 70 points, the label may be used. The goal should be to have over 90 points.

Yeah! Very good result - with a bit of room for improvement.

An audit with a score above 80 points is in a safe range to receive the label. Congratulations! We also invite you to strive for a result above 90 points over time and thus make your website even more climate-conscious. Even very climate-conscious websites usually have remaining levers through which the score can be brought further up.

The potential improvements that we list starting on the next page can provide some guidance here.

Equipped with these hints, the person technically in charge of your website can check which of the measures will lead to an improvement of the website's ecological footprint in your case with a manageable effort.

If you need a recommendation for an agency or a sole proprietor that specifically deals with the topic of climate-conscious websites, please contact us. We are currently working on a directory, which we will then also make publicly available.

Potential for improvements of the tested website

The following points would lead to an improvement in the rating - and are also good for the climate regardless of the score achieved.

Using modern image formats can reduce the amount of data

Most current browsers can handle modern image formats like WebP or AVIF. These save between 20 and 35 percent in data volume while maintaining the same quality. At least some of the images are not currently provided by the website in any modern image format.

Possible measures

By making adjustments to the website, the server, or by using external services that specialize in this, a website can be enabled to deliver the available images in modern image formats in addition to the delivery in the currently used formats.

Checking the energy mix of the website server

The generation of electricity to run the servers is one of the absolutely relevant factors in how climate aware a website can be operated. Since certain forms of electricity generation - grey - mean a multiple of CO₂e generation depending on the calculation - we currently assume a factor of 10 in our model - even a well-optimised website becomes very unecological.

Possible measures

First step: Ask the current hoster what energy mix they use to run their servers. If they use green energy, they can register in the public database, which we use to check this in the audit: <https://www.thegreenwebfoundation.org/>. The second step would be, if the current host actually uses grey energy sources, to move the website to a host that uses a green energy mix.

Reviewed criteria

Website content

- Delayed loading of images that are not directly visible (lazy load)
- Optimized encoding of the images
- Using modern image formats like WebP or AVIF
- Appropriate image sizes
- Efficiency of animations used
- Automatic playback of videos

Amount of data

- Total size of loaded website
- Total size of all loaded fonts
- Total size of all loaded scripts
- Appropriate amount of CSS files
- Appropriate amount of JavaScript files
- Minimization of CSS files
- Minimization of JavaScript files
- Efficient use of modules in JavaScript packages
- Javascript meant for old browsers will not be delivered to modern browsers

Energy usage on user device

- Check for animations that are complex to calculate
- Complexity and size of the page using the DOM size
- JavaScript execution time
- Scope of the main flow of the rendering module

Green hosting

- Checking the energy mix of the website server

Server and performance

- server response time
- Text compression at server
- Use of HTTP/2
- HTTPS usage

Data transfer

- Number of network requests
- Redirects when building the page
- Loading time of third-party code such as video embeds
- Efficient use of browser cache for static files
- Total of transferd data