Sustainably better presence

For your web hosting & our fellow world

This checklist will give you ideas on how to improve the efficiency of your website and reduce your carbon footprint at the same time. This also means better search engine rankings.

Let's get started!

Hardware / Devices

☐ Ask yourself whether your needs really call for a new machine, or whether you can repair your current one or buy a refurbished one.

☐ Check your equipment for energy efficiency.

☐ When buying hardware, look for environmental guidelines and human dignity and fairness aspects of the manufacturer (certificates or reports).

Electricity provider & power consumption

☐ For your office and/or home office, consider switching to a green electricity provider or using an environmentally friendly energy mix from natural, renewable resources. For existing websites, check that your host can demonstrate that it meets the minimum requirements for green hosting and eco-hosting - using green electricity from renewable sources for servers.

☐ Activate the 'sleep mode' for all screens/devices and set this as strictly as possible.

☐ Switch off your appliances and unplug them from the socket if you are not going to be using them for a long time.

☐ If possible, and if your eyes and work allow, reduce the brightness of your screens. You may also find it useful to activate 'night mode'.

☐ Ethernet cable beats WLAN, charging cable beats induction charging.

☐ When using online meeting tools, a huge amount of data is generated simply by the constant sharing of webcam images and screen share. Question their use and application. Perhaps you can use a static image after the first round of greetings and only switch back to the live image when there is an intensive exchange. In our Green:Comm tool, screen sharing is the biggest data generator. Find creative solutions to reduce the amount of data and CO2 emissions. You might find a meeting tool provider that ensures that its servers are powered by green energy.

Website realization: Design & Programmierung

☐ Think carefully about what you want your website to be able to do and choose your implementation and choose your implementation accordingly. Is a static page enough for you, or do you often have new content that you want to add yourself, even if you are not familiar with working with code?

WordPress can have the same effect on a small project as a huge castle with a garden has on a single person: an incredible amount of space and effort that requires energy and attention. If you are unsure about implementation, consult experts. See also our information on WordPress here →

Web-optimised content

☐ Use as small a theme as possible (light weight WordPress) and implement the extras / features that you really need. Consider using Sitebuilder.

☐ Reduce the size of your visual content (videos, images and graphics) as much as possible. Reduce your images to the maximum width of your website.

☐ Compress your images before uploading using good compressors such as Tinypng.com or Kraken.io - this will also make your website load faster.

☐ Use as few external scripts as possible (Facebook, Google Analytics, Google Fonts, ...)

Coding

☐ Minify - Html, JavaScript & CSS with minifier.org e.g.

☐ Reduce the number of documents in your file system (e.g. Combine CSS and JavaScripts)

☐ Use lazy load for your images Activate browser caching

☐ Activate server-side compression (brotli or deflate)

Find more information on this topic here:

Active climate protection with your website→

Messages with a footprint →

Green Webhosting →

Sustainability/ Why green? →