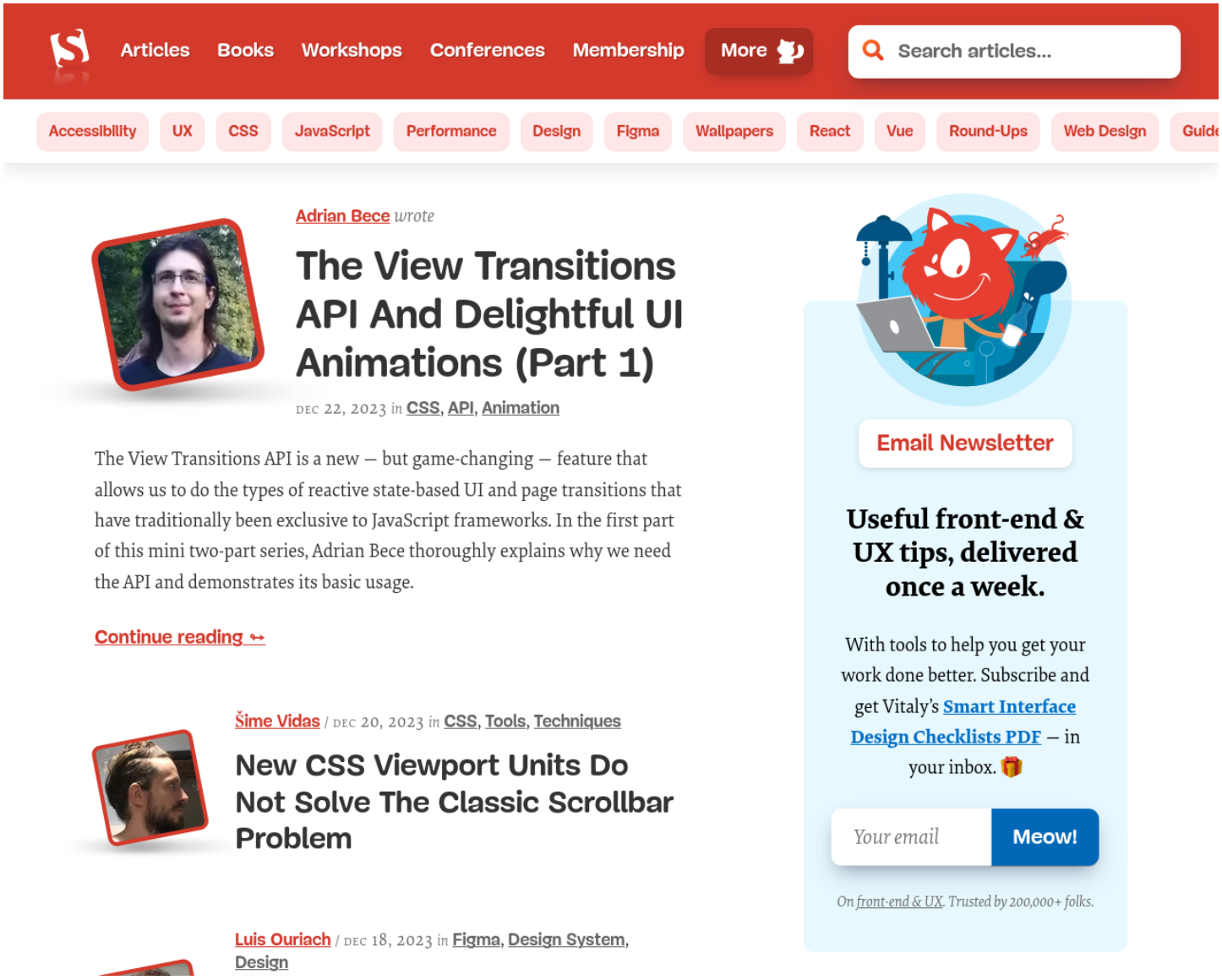

Website Carbon Footprint Report: Smashing Magazine

This report provides an analysis of the carbon footprint and performance of SmashingMagazine.com. The aim is to understand how environmentally efficient the website is and suggest potential improvements.

About the Website

SmashingMagazine.com is hosted by A100 Row GmbH, on a server that runs on sustainable energy. It produces an estimated 0.08g of CO2 or 0.042L in terms of volume for each view. On average, the website garners approximately 24 million visits annually. This equates to CO2 generation equivalent to 0.392 cars or 0.45 Asian elephants annually.

Environmental Efficiency Score

The total size of the page is 377.78 KB which ranks it better in environmental efficiency than 88% of web pages scanned! This impressive rating reflects that Smashing Magazine's web page is cleaner

than most websites in terms of its carbon footprint.

Suggestions for Improvement

- Reducing image sizes can help decrease page load time as well as energy consumption.
- Using more efficient coding practices can also contribute to less data being transferred and processed.
- Regularly updating and optimizing your site will keep it running smoothly and efficiently.

Performance Score

The website receives a performance score of 88%, indicating a high level of efficiency and responsiveness. This is an excellent score, and maintaining it requires continuous optimization and monitoring.

Website Optimization Best Practices

Improving a website's performance not only enhances user experience but also contributes to reducing its carbon footprint. Here are some best practices:

- Minimize HTTP requests: Each component on a page (images, scripts, stylesheets) requires a separate HTTP request. By reducing these components, you can make your site faster.
- Compress files: Use tools to compress your CSS, HTML, and JavaScript files larger than 150 bytes.
- Optimize images: Ensure images are no larger than they need to be, that they're in the right format and compressed for the web.
- Utilize browser caching: Browsers cache a lot of information so that when a visitor comes back to your site, the browser doesn't have to reload the entire page.

In conclusion, Smashing Magazine has done an excellent job in maintaining a low carbon footprint while providing high site performance. However, there's always room for improvement to keep up with ever-evolving web technology and sustainability standards.