

# Designing Websites for Sustainability



**DRUM**

# Poll



Do you think ***aviation*** or the ***internet*** produces more CO2 emmissions?

# Poll



Answer: ***internet***

Aviation: **3.5%**

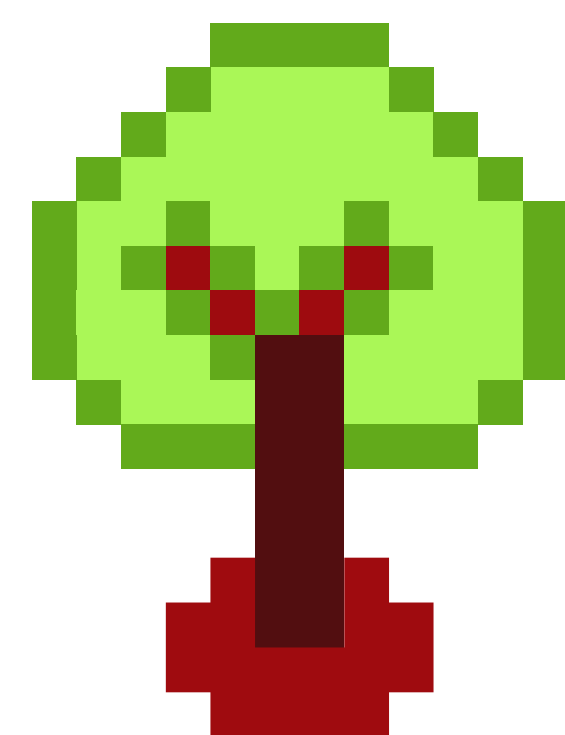
Internet: **3.8%**

0.13g CO2 per view

Website Carbon Calculator

100% Accessibility

Google Lighthouse



DRUM

DesignMotionThinkingAboutConnect

# We are DRUM

Sustainable digital media. *For everyone*

We are a multi-disciplined agency in Farnham, Surrey, who prides itself on its long-term *partnerships* with clients. We create accessible content that grows your customer engagement and drives your *business growth*.

[View our digital work →](#)[View our motion work →](#)

Need a new website or animation?

Well, you've come to the right place. DRUM is an award winning digital agency based in Farnham, Surrey. We work with companies large and small across multiple industries across Surrey, London and the South East.

## Helping brands *stand out* from the crowd

With so many digital tools at our disposal and *decades of experience*, we can concentrate on bringing your story to life in the most accessible and effective way possible. Regardless of whether you require a digital or brand strategy, website design and development, app development, video production or motion graphics, you are in safe hands.

A grey gradient background with the letters 'BA' in the center.

Company Rebrand and Marketing

Explore project →

A thumbnail showing a diagram with colorful circles and lines.

Explainer Video

Explore project →

A thumbnail showing a McLaren racing car.

Website Design & Development

Explore project →

**OLD**

**1.65g**



**MEDIAN**

**0.50g**



**NEW**

**0.13g**



0.13g

1000 page views p/m

1.5kg CO2 emitted per year



= amount of CO2  
absorbed by 1 tree p/y

Google - 0.04g

1.2 trillion searches per year

48,000 tonnes CO2 per year



# Measure your carbon



Website Carbon Calculator

**Ecograder**

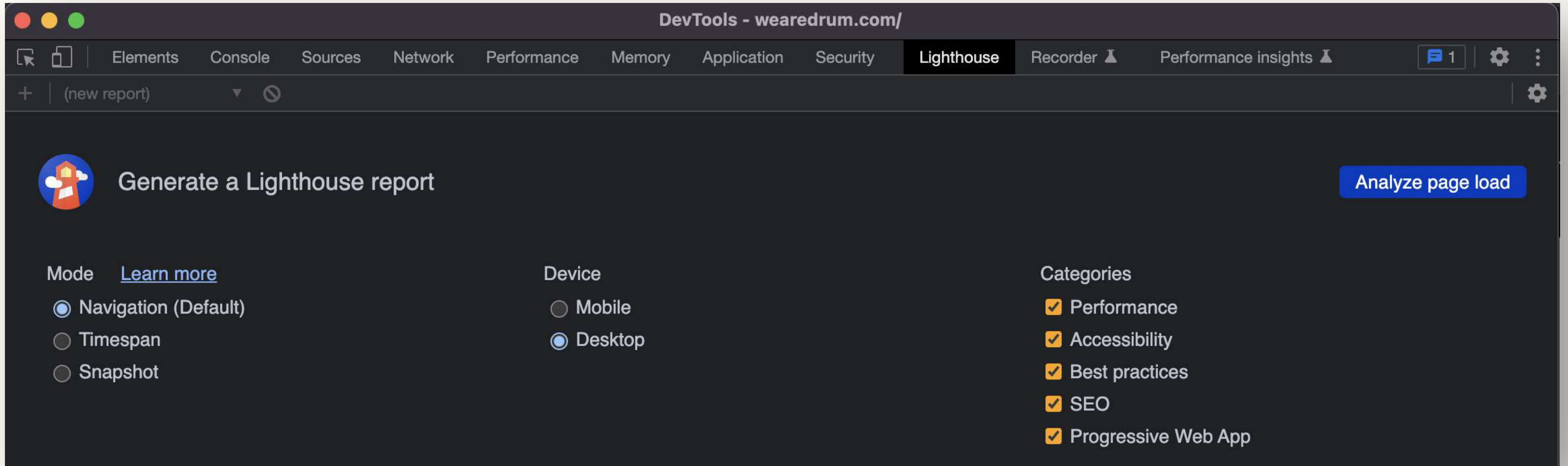
Ecograder



Beacon Chrome Extension

# Measure your site performance

Chrome > more tools > developer tools > Lighthouse



# Page speed



Old site **2.4s**

Desktop - Google Lighthouse

New site **0.5s**

Desktop - Google Lighthouse

Load content quickly

=

less energy used

Complete tasks quickly

# Old site RIP

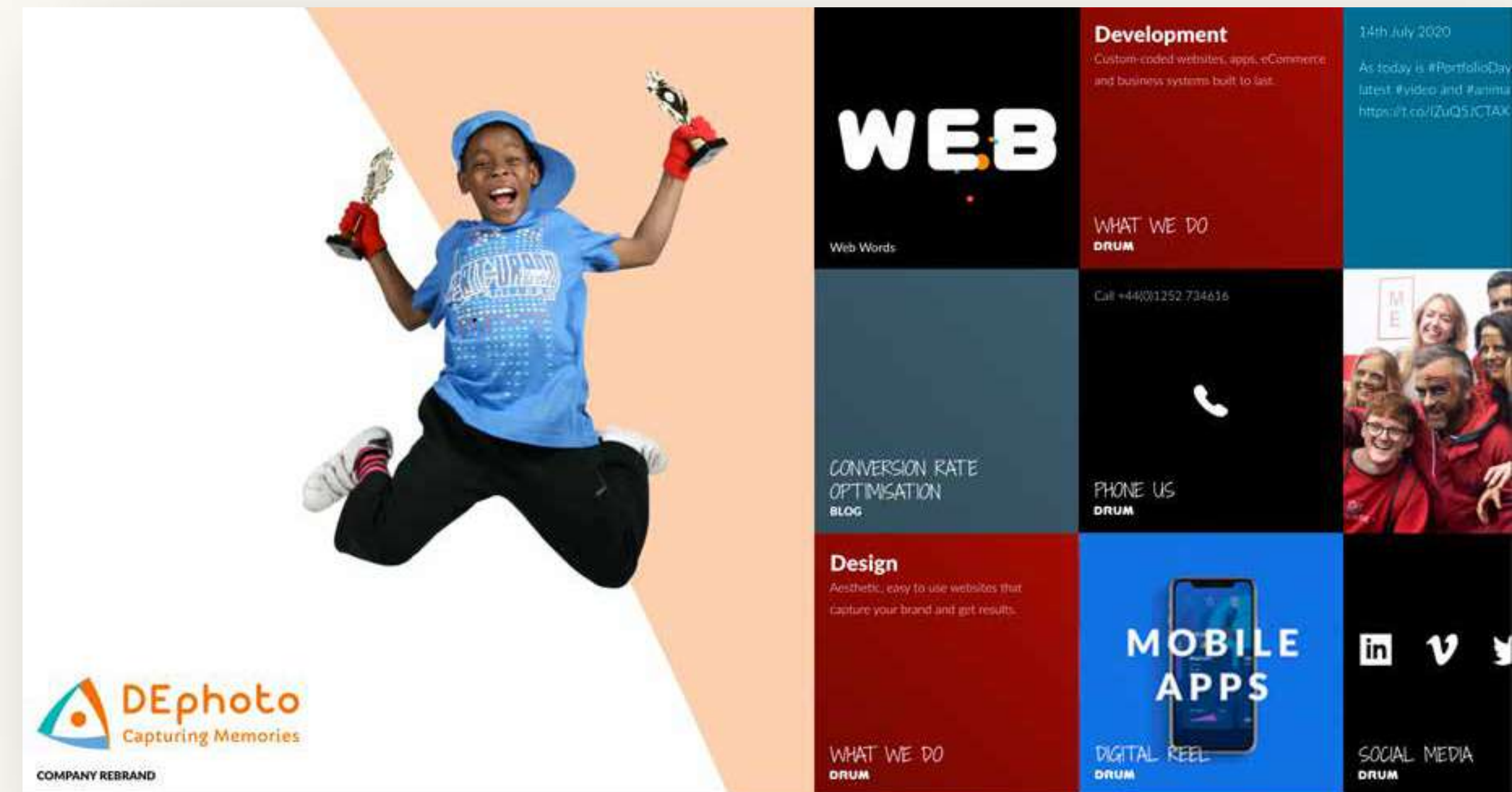


Horizontal design

Highly animated content

Image heavy

Javascript



# What we didn't do



Video backgrounds

Large areas of imagery

Javascript animation

Multiple pop-ups

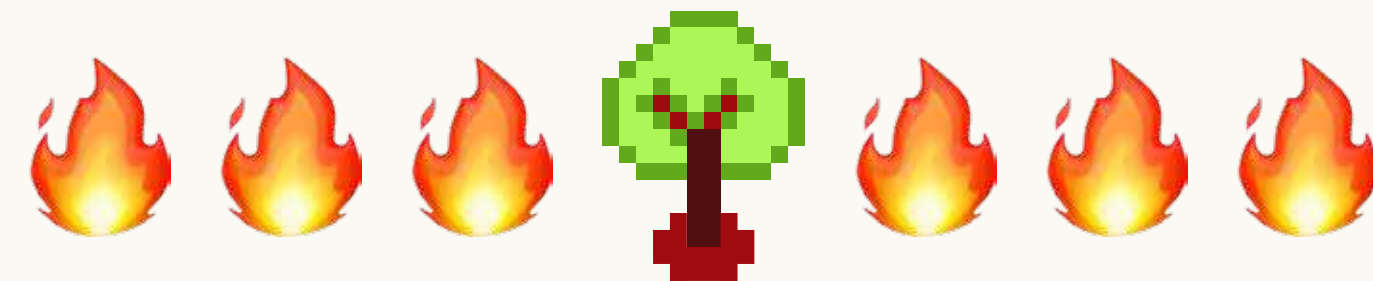
Multiple plugins

Parallax

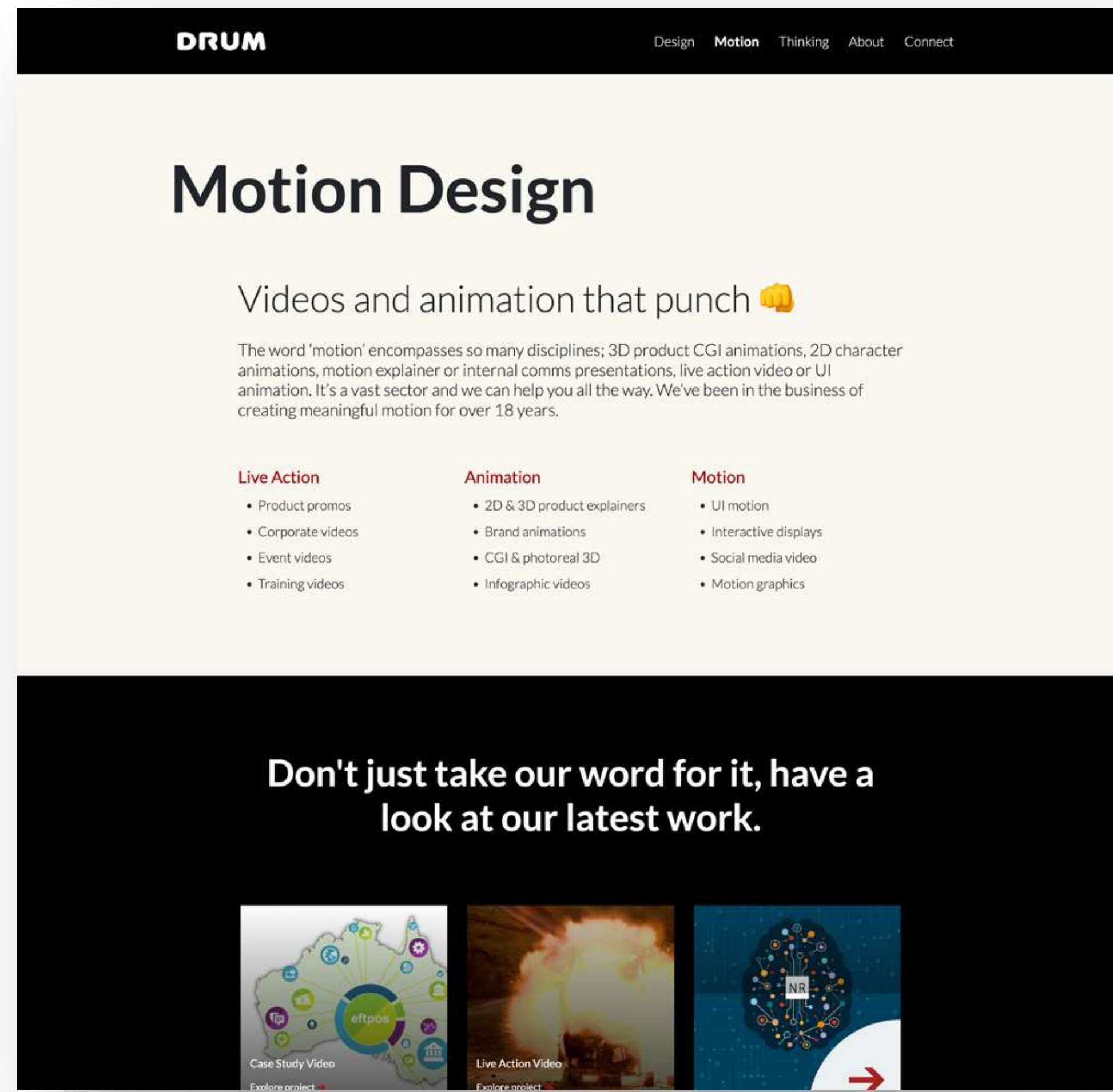
Gradients

Carousels

WebGL 3D Graphics



# What we did do



Simple layout

Easy to iterate

Minimal imagery & animation

Custom CMS

Lazy Loading!

# Copywriting

Videos and animation that punch 

## Let us inspire you

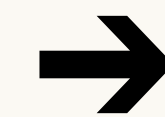
Want to keep up to date with digital marketing trends? We can help. Our geeks contribute regularly about all the latest digital buzz.

# Every byte counts

Videos and animation that punch 👊

4 bytes ie. 0.004kb

Digital Design →



56 bytes ie. 0.056kb

HTML arrow

281 bytes ie. 0.281kb

SVG arrow

# Image file formats



webp 4kb

png 5kb

jpeg 11kb

svg 7kb



webp 35kb

png 124kb

jpeg 67kb

# Gradients increase file size

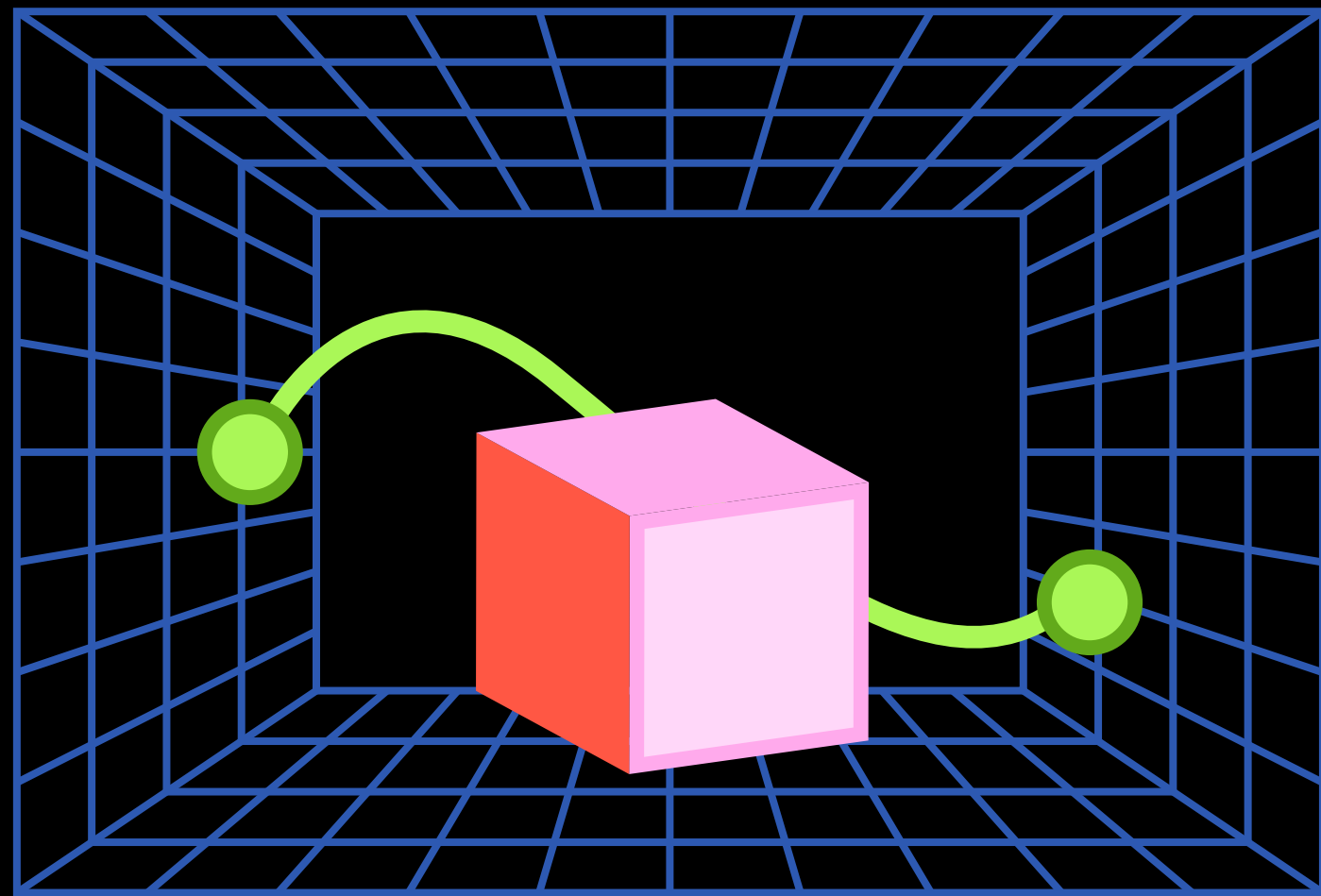


png 5kb



png 8kb

# Animation



CSS

[Lottie.js/bodymovin](#)

GIF

MP4

# Video



Embed vimeo/youtube

MP4 - max 3MB

Reduce length

# Dark Mode

## Dark Reader Chrome extension

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# Things to discuss with your developer



**CMS** - install the minimum

**Green Hosting** - read the smallprint

**Framework** - install the minimum

**Plugins** - can any be removed? What is long term plan?

**Retro-fitting** 

# Poll



Do you think ***green hosting*** is the ***primary*** way to reduce a website's CO2 emmissions?



**DRUM**