


PESCHKE


CHECKLIST

→ for sustainable UX on your website

1. ENERGY EFFICIENCY & PERFORMANCE


1.1 Does your website/app load in under 3 seconds on mobile devices?

 [Google PageSpeed Insights](#) → enter URL → check "Mobile" score

 A score of ≥90/100 is ideal. If the result is "red": action required.


1.2 Do videos/animations play automatically?

 [Lighthouse \(Chrome plugin\)](#) → "Best practices" check

 Visit your website on a mobile phone. Do videos start without clickign on them? → action required.

1.3 Are images compressed?

 Load your own site and check the image formats by right-clicking on the image.


 Images should be <200 KB (except hero banner) and in .webp or .jpg format.

1.4 Do you offer a dark mode?


 A dark mode with a dark colour palette saves energy on OLED screens.

2. VISUAL USER EXPERIENCE

2.1 Can users find what they are looking for in 3 clicks?

 Ask friends to find a specific target (e.g. 'contact form') and count their clicks.

2.2 Are there any unnecessary pop-ups, widgets or adverts?

 Delete elements that do not generate conversions (e.g. social media feeds).

2.3 Is your website fully optimised for mobile devices?

 Google Mobile-Friendly Test → [Lighthouse \(Chrome plugin\)](#)

 Text must be legible without zooming, buttons must not be too small.

3. CONTENT

3.1 Is all content up-to-date and relevant to the user?

- + Google Analytics → "Page content": check pages with a high bounce rate.
- i Content older than 1 year? → Revise or archive.

3.2 Is the text easy to read and skim?

- + [Hemingway Editor](#) → enter text → check "Readability Grade" (goal: ≤8).
- i Use subheadings every 2-3 paragraphs.

4. HOSTING & INFRASTRUCTURE

4.1 Does your provider use renewable energy?

- + [The Green Web Foundation](#) → enter hosting provider → "green?" check
- i Popular 'green' providers: Hetzner (Green), BioHost, HostEurope.

4.2 Caching: Does your website reduce repeated data transfers?

- + [Pingdom](#) → "Performance Test" → check „Repeat View“.
- i If the second loading time is faster than the first → caching is active.

5. SOCIAL RESPONSIBILITY

5.1 Does your website fulfil WCAG 2.1 standards?

- + [WAVE Evaluation Tool](#) → enter URL → check errors (e.g. missing alt tags)
- i Alt texts for images should be short and descriptive (e.g. "Woman drinking coffee in front of laptop")

5.2 Do you collect only necessary data?

- + [Cookiebot](#) → scan shows all tracking cookies.
- i Ask yourself: "Do I really need this data field for the purchase process?" etc.

Next steps for you

Carry out a self-check: Use the tools above to check 3 critical pages (e.g. homepage, checkout...).

Document the results: Note where your website is highlighted in red.

PESCHKE

Request a free initial consultation

Send your results to contact@peschke.at → We create a customised optimisation plan with priorities for:

- » Higher conversion rates
- » Lower CO₂ footprint
- » More brand trust

We look forward to your message!

PESCHKE

Design note: This checklist is deliberately designed to be simple. This way, if you want to print out the list, you will save ink and be more environmentally friendly.