



Website Impact

A Greener Digital Footprint

Original Website tested December 2024

New Website tested May 2025

Did you know the first ever web page was 4 KB in size.

As of October 2024, the average web page was 2,652 KB. That translates to around 0.37g of CO₂ every time someone loads a page.

(Source: almanac.httparchive.org)



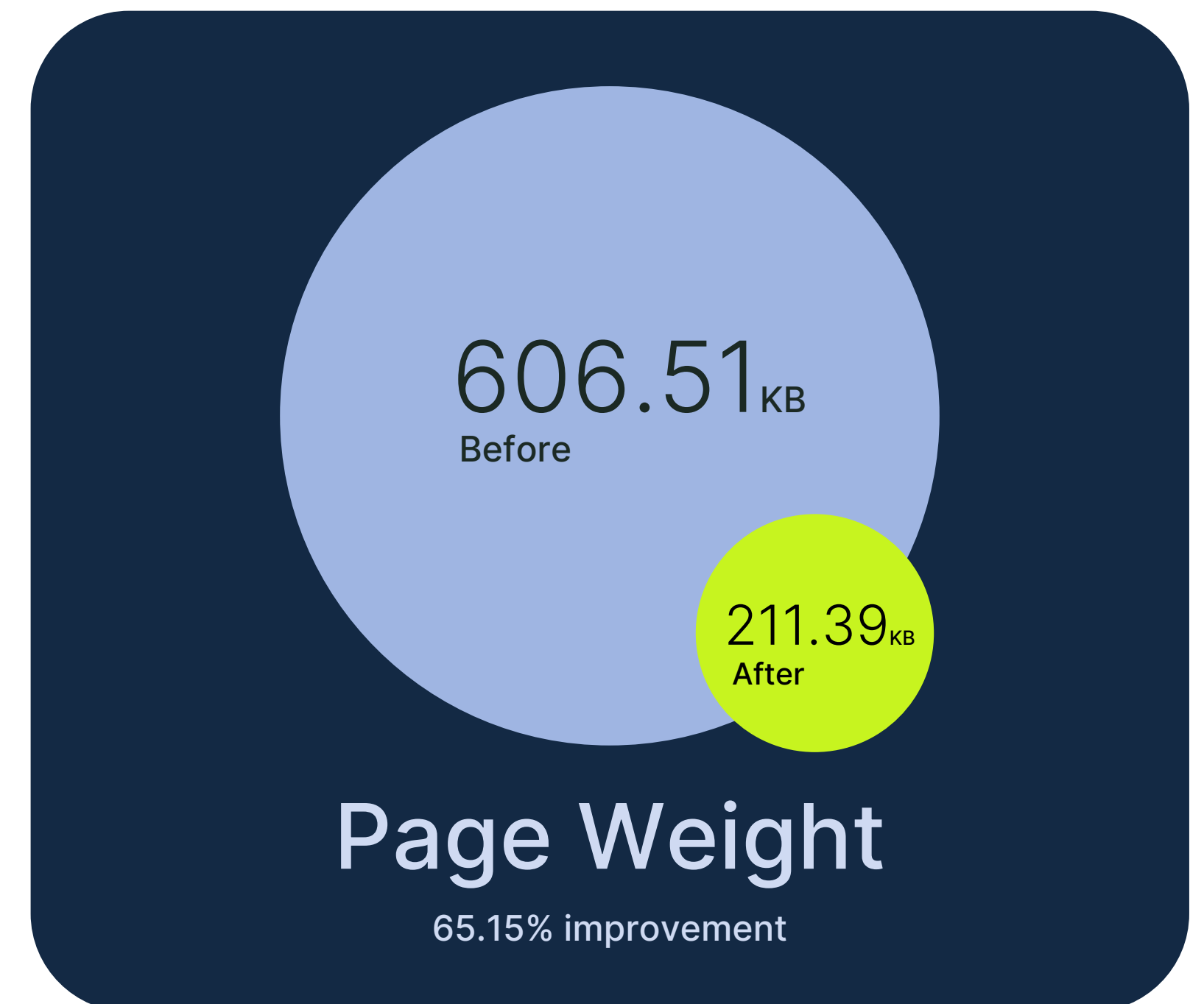
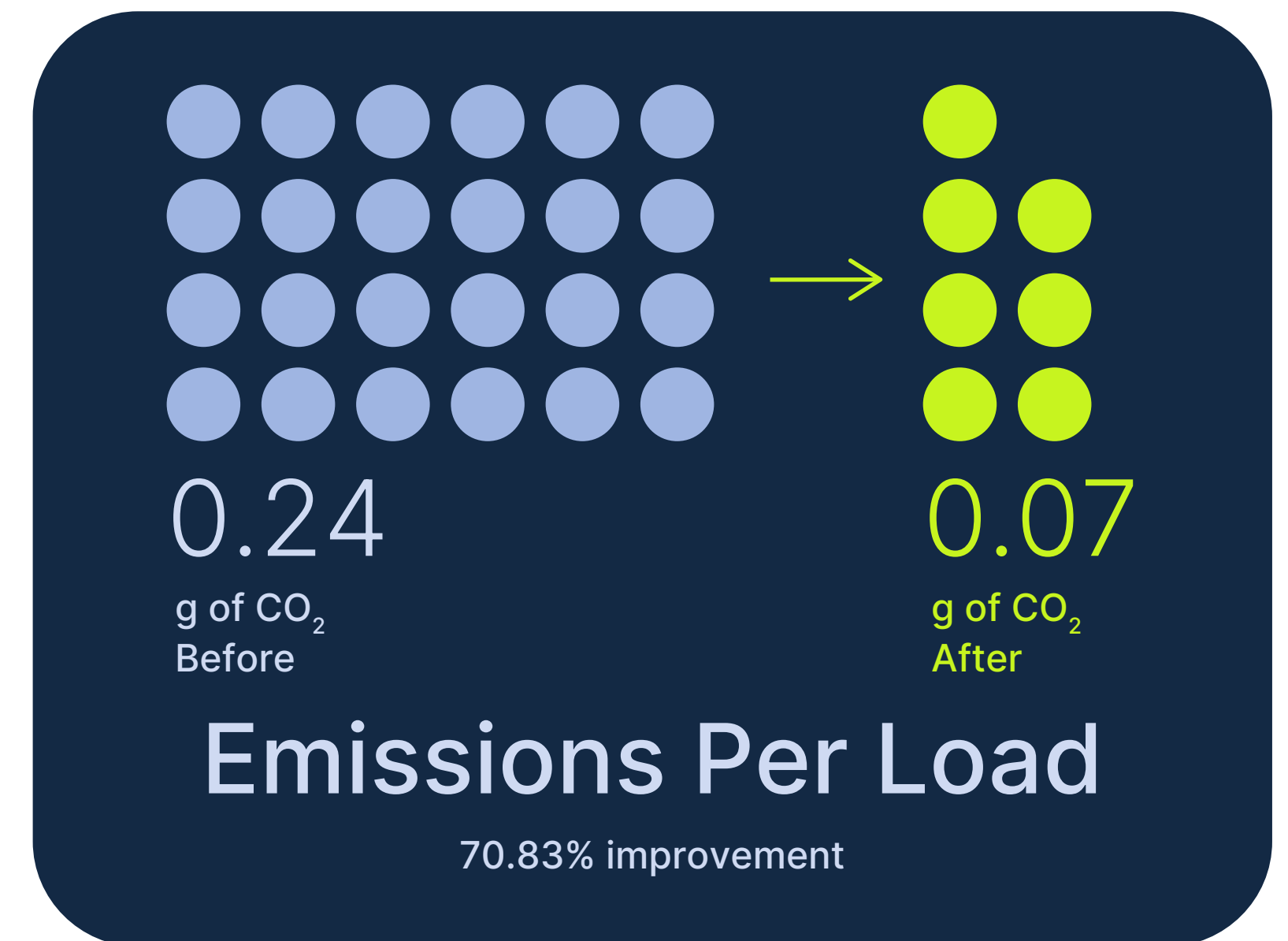
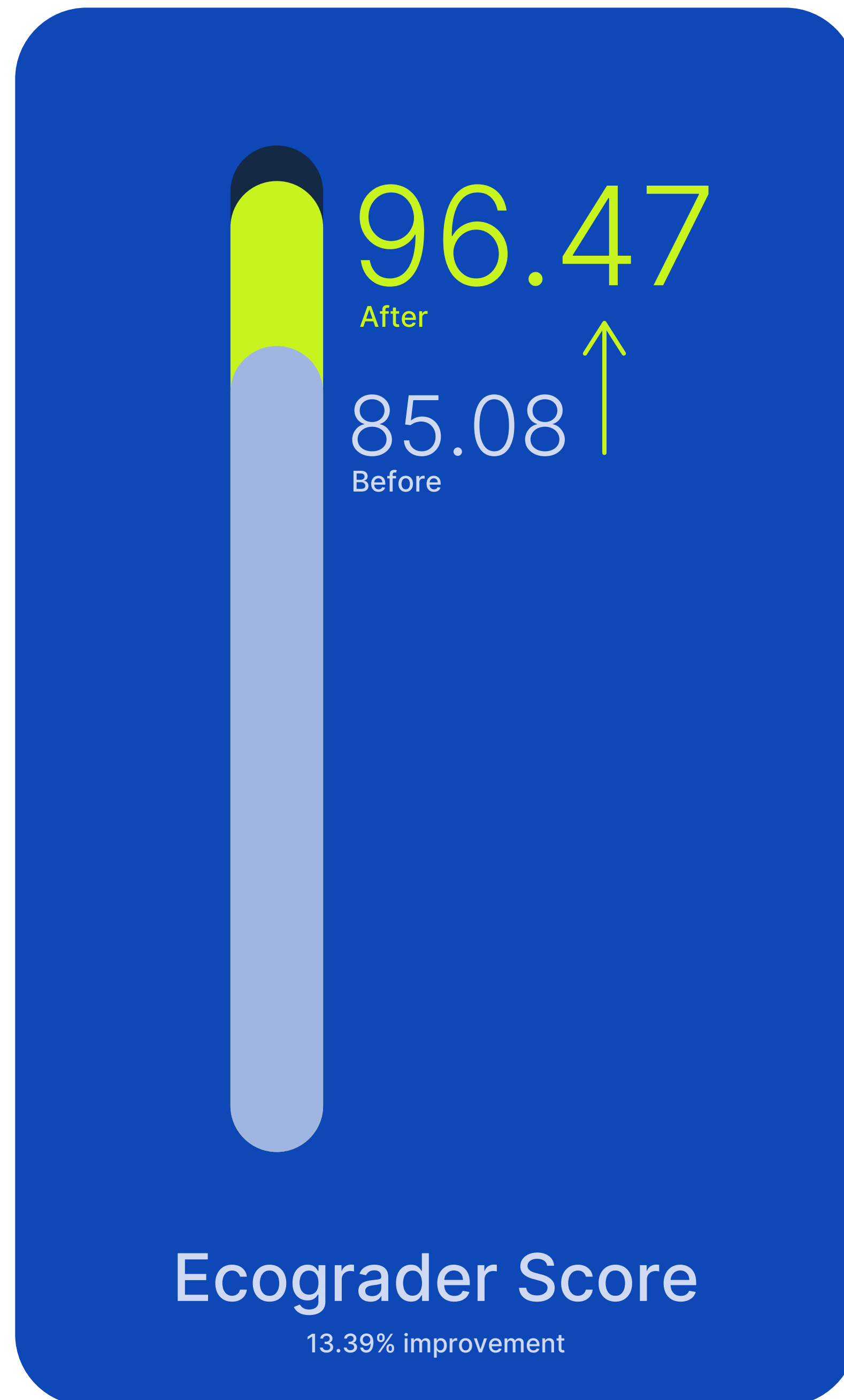
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The NHS Retirement Fellowship website has had a refresh – and not just in how it looks. Behind the scenes it is now cleaner, faster, and more energy efficient. Every visit uses less power and produces less carbon. These small changes, multiplied across hundreds or thousands of visitors, add up to meaningful change.

We started the redesign by measuring the carbon output, page weight and overall sustainability score of your original site. Then with purpose-led design decisions, and a focus on low-impact build choices, we have worked to improve those numbers. Here's a quick look at the difference this has made – a new website that leaves a smaller footprint with every visit.

Figures shown represent the average per website

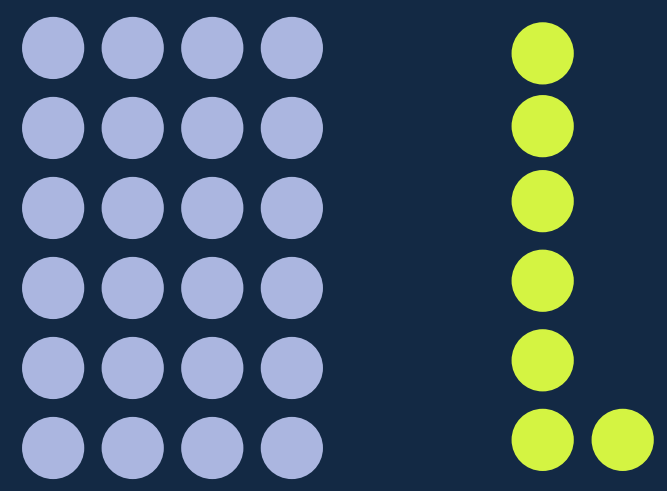


Public Pages Before: 23
g of CO₂ emissions for each page



Carbon Consumption Improvement

Lower Carbon, Bigger Impact



Before → After

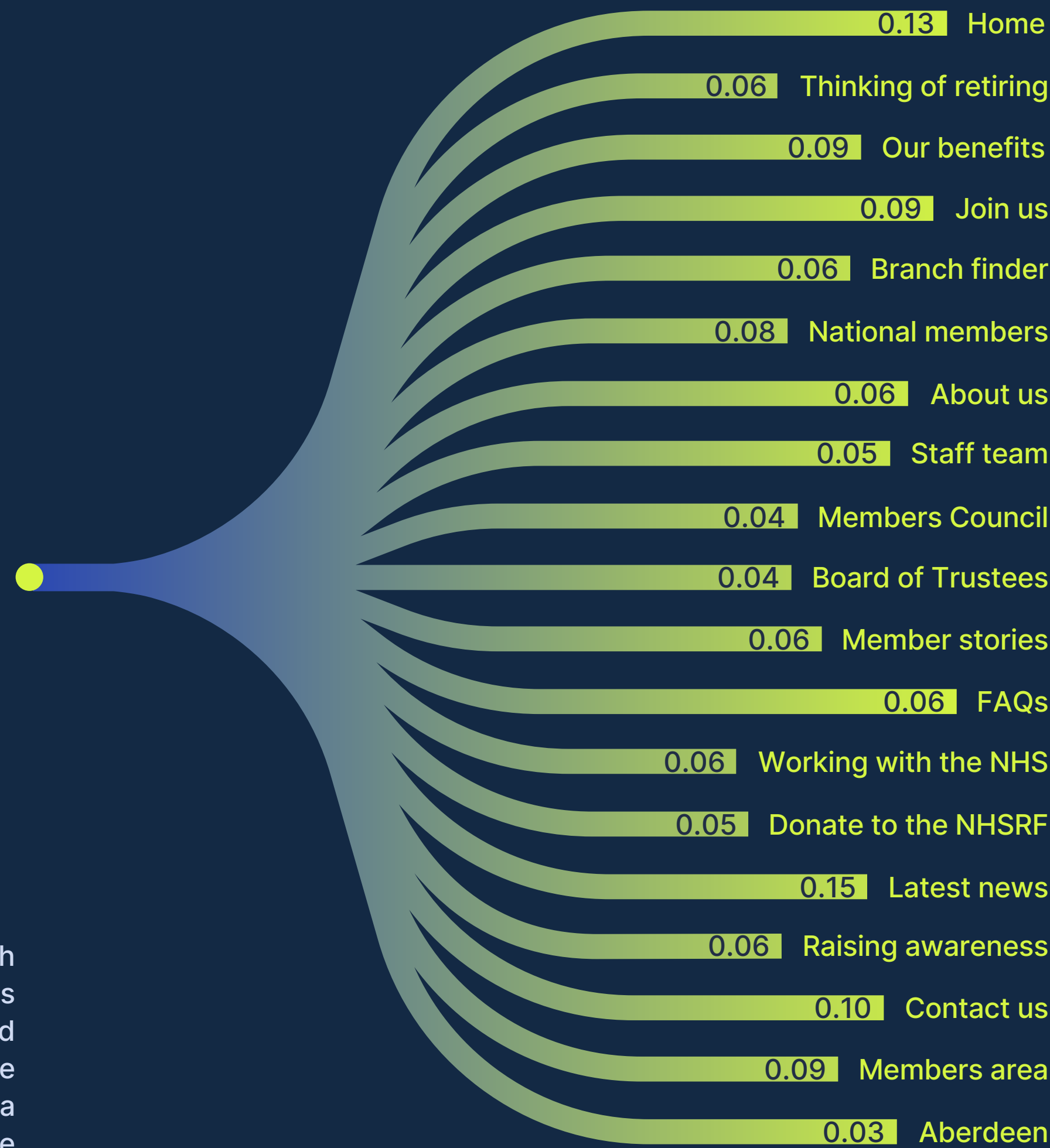
0.24 g of CO₂ 0.07 g of CO₂

70.83% improvement

We looked at every key page and measured how much CO₂ was produced per visit. We then rethought what was needed – reducing the load, simplifying user journeys, and keeping pages light and clean. What you see here is the carbon footprint per page, before and after. Showing a shift towards a lower-impact internet and a more sustainable digital experience.

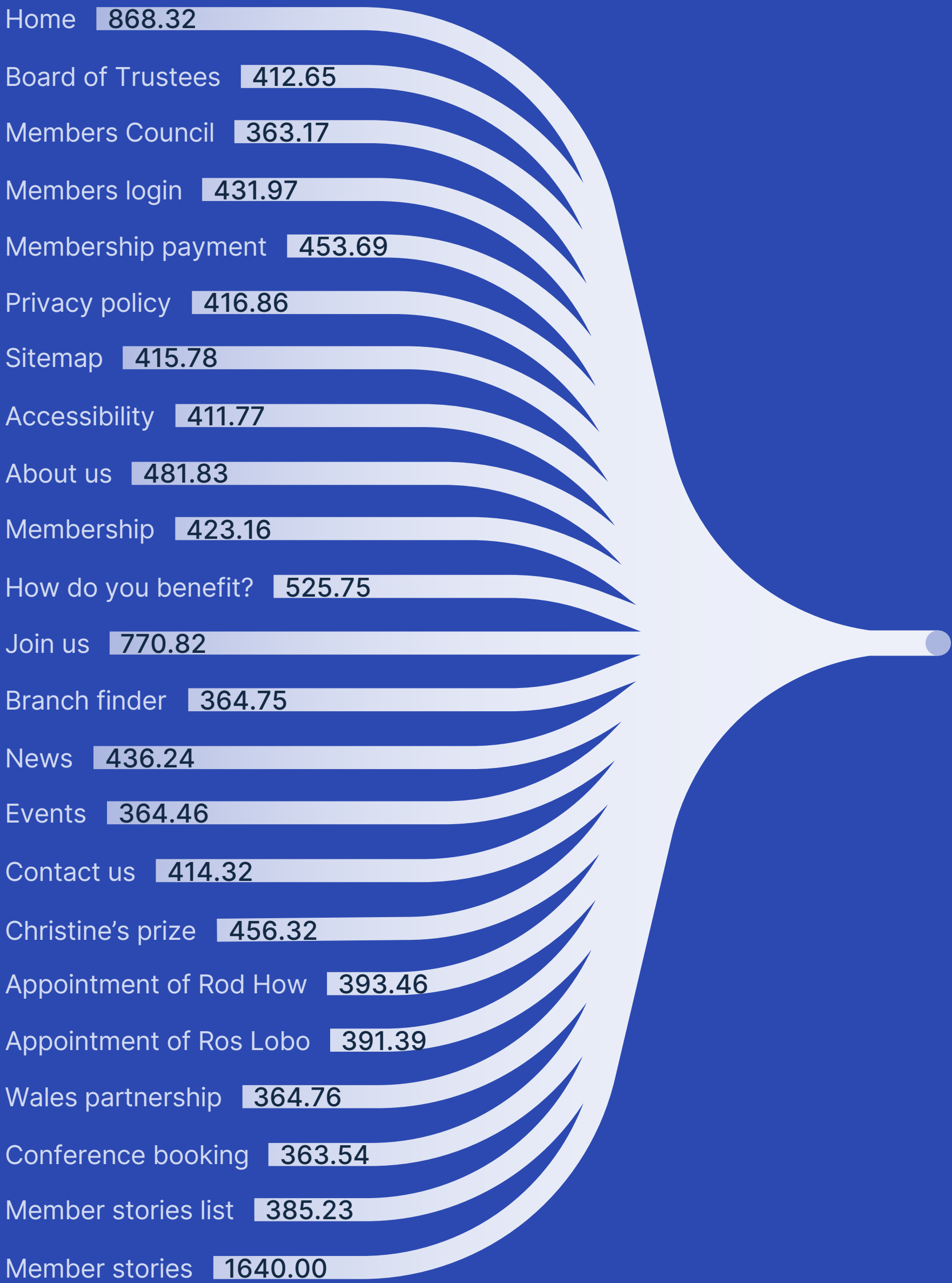
g of CO₂ emissions average for website

Public Pages After: 19
g of CO₂ emissions for each page



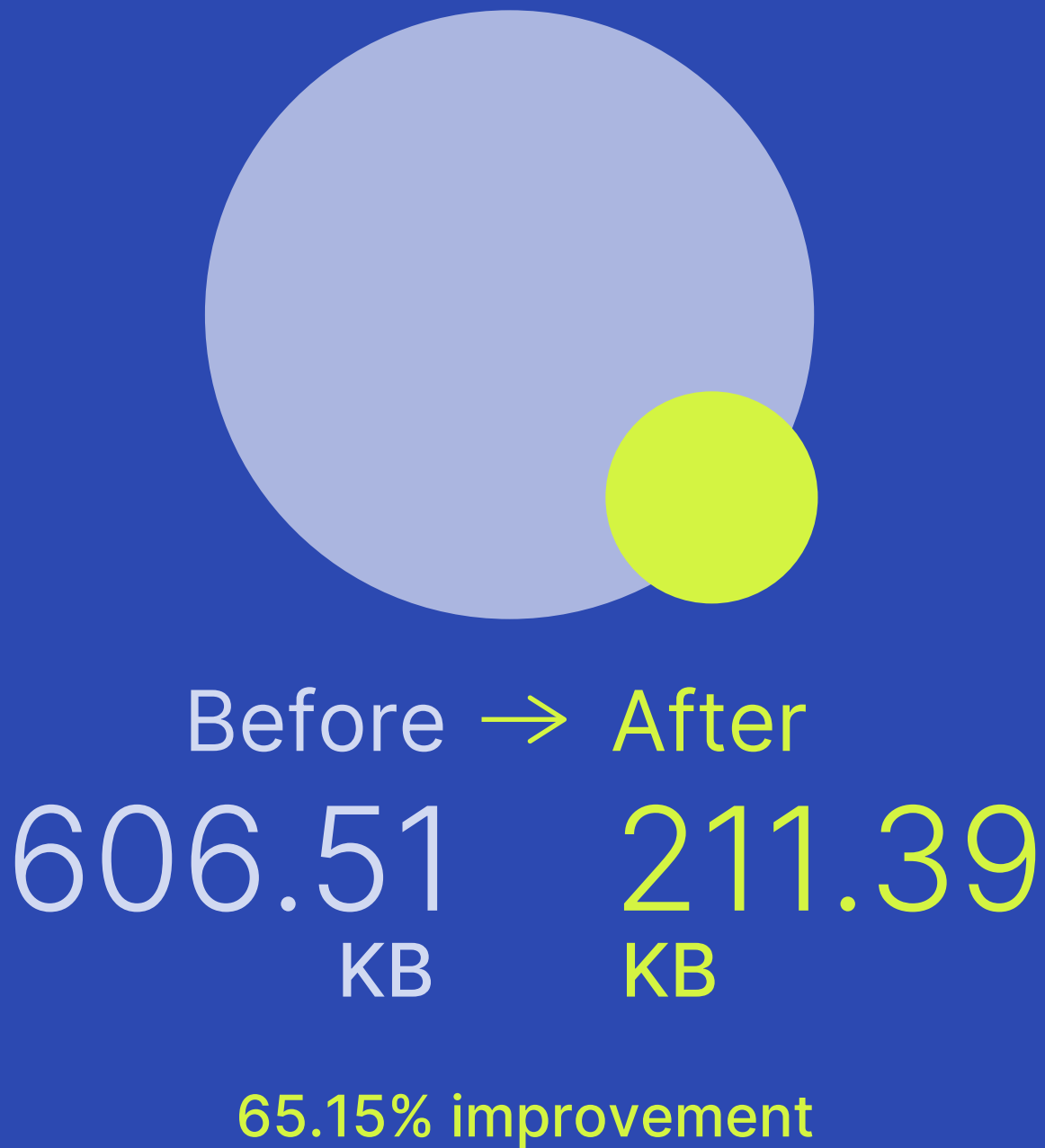
Public Pages Before: 23

Page weight for each page in kilobytes



Page Weight Improvement

Less Digital Waste, More Meaningful Impact

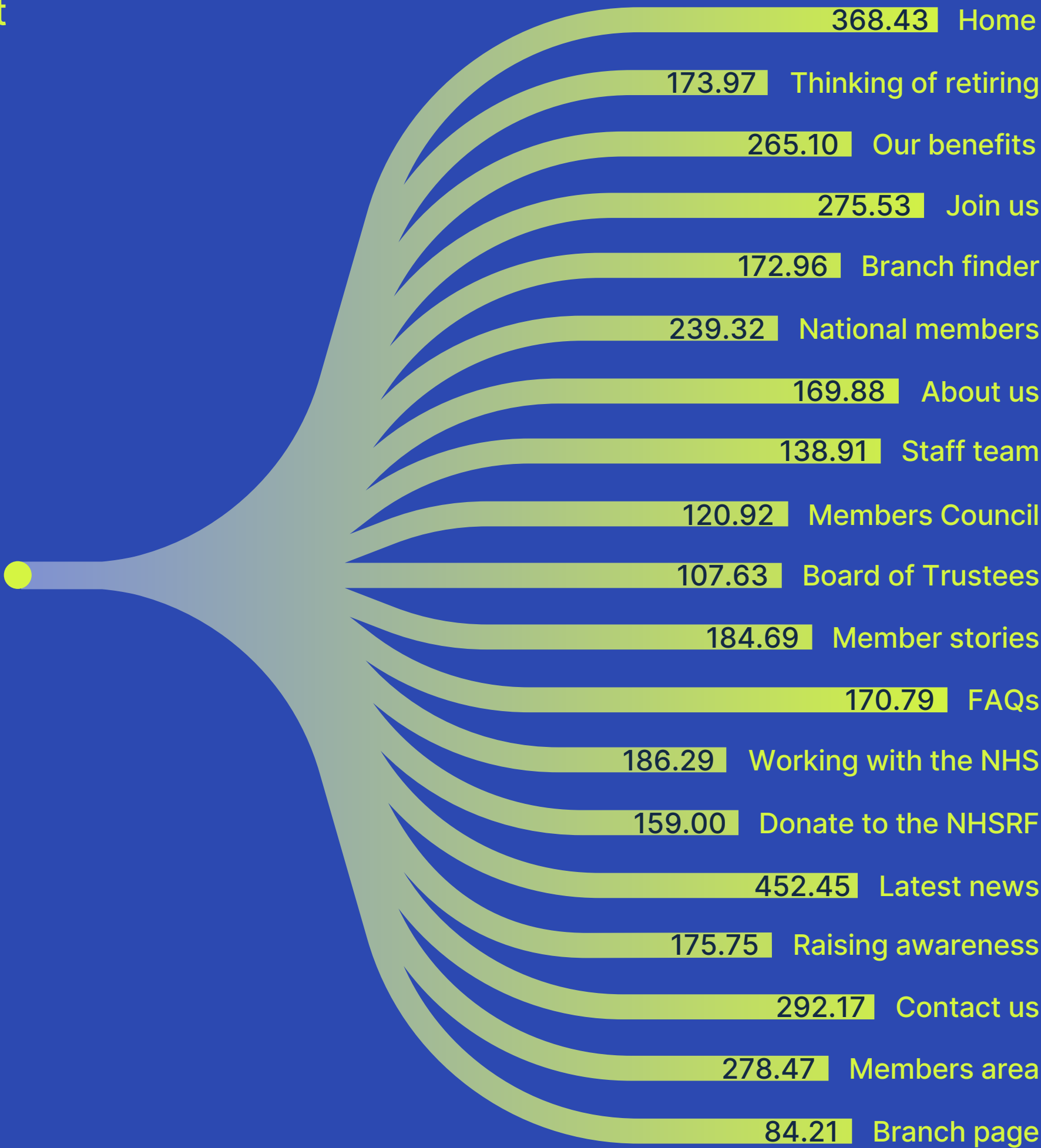


The weight of a web page affects how fast it loads, how much energy it uses, and it's accessibility – especially on slower connections or older devices. We have removed unnecessary elements and optimised performance, thereby reducing page size across your website. You are left with a more efficient website – better for the environment, and better for the people who use it.

Page weight average for website in kilobytes

Public Pages After: 19

Page weight for each page in kilobytes



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to share your story and shape a better future.

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