

# IMPERIAL

## Web Sustainability Checklist

### 1. Content purpose

- Content has a clear purpose.
- Content has been simplified and split into clear, understandable sections.
- The data shared is no more than what users need.
- Published content follows data protection and privacy guidance.

### 2. Responsible use of AI

- The environmental impact of AI has been considered before use.
- Before using AI to generate images and/or videos, the Asset Library and/or the Design Team have been consulted to see if there are existing images and/or videos available for use.

### 3. Content

#### a. Readability

- Content has been confirmed to be easily understandable using the Flesch reading ease score.

#### b. Formatting

- Content has been organised and formatted in a way that makes it easy for users to scan, read, and act on.

#### c. Links

- Broken links have been fixed or removed.
- Redirects have been used only when content is moved or renamed.
- Unnecessary redirects have been removed.

### 4. Media assets

#### a. Images

- Images have been used only when necessary.
- Images used are in JPEG format.
- Images used have been optimised by cropping and/or scaling as necessary.

#### b. Audio, animations, and videos

- Text or static images have been used instead of audio, animations, and videos where possible.
- Where dynamic media was necessary, the use of audio has been prioritised over animations, and optimised animations over video.
- Media does not auto-play without user consent.
- No long-running or looping media have been used.
- Lighter media alternatives have been used.

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## c. Other file types

- Information has been presented as static web elements (e.g. HTML, text, table) instead of downloadable or embedded files where possible.
- The lowest file size that meets the user's needs has been used.
- The document has been made viewable in the browser rather than forcing a download where possible.

## d. Content and data management

- Clear naming and version control has been used.
- Old or outdated versions have been removed.