

How to do a simple website health check

Andy Leitch, March 2024



**Digital Culture
Network**



Some housekeeping...

- Today's webinar is scheduled to last 1 hour in total
- 45 minute presentation followed by 15 min Q&A
- Click the CC button for Closed Captions
- BSL interpretation is available
- This webinar is being recorded and will be available on the website alongside additional resources within 7 days
- Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button. You can also use the reaction buttons! 🤔 🎉 😊

DCN's aim



**Digital Culture
Network**

**Develop and increase the
digital skills and maturity of
the creative and cultural
sector in England**

digitalculturenetwork.org.uk

The screenshot shows the homepage of the Digital Culture Network. At the top left is the logo for Digital Culture Network and Arts Council England. A navigation menu includes 'Ask a Tech Champion', 'Events', 'External Support', 'News', 'About', and 'Knowledge Hub'. A purple banner at the top reads 'We've created resources and advice for you to use during the COVID-19 lockdown.' with a 'Read More' button. The main heading is 'Digital skills for the arts'. Below it is a large white area with the text 'Welcome to your Digital Culture Network' and a sub-headline: 'We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.' A green button says 'Browse our Knowledge Hub'. At the bottom, there is a 'We Are' graphic and a 'Knowledge Hub' section.



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago

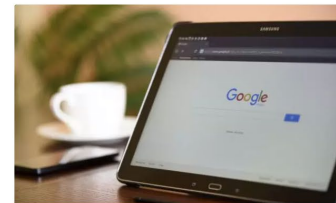


Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



Beginner Read



Beginner Read



Beginner Read



Dean
Digital Content
Creation



Katherine
eCommerce
and
Merchandising



Adam
CRM and Box
Office Ticketing



Ollie
Digital
Marketing and
Strategy



James
Data Analytics
and Insights



Jack
Audience Data
Collection



Nicola
Social Media



Roberta
Digital
Accessibility



Monica
Search Engine
Optimisation



Jacqueline
Email
Marketing



Andy
Websites



Mo
Search Engine
Marketing

Agenda

- 1 User experience*
- 2 Cookies* / Analytics
- 3 Accessibility*
- 4 Sustainability*
- 5 Search (SEO)
- Q&A

** Warning! Audience participation!*

Why do a website health check?

To increase conversions or sales



To improve credibility or brand perception



To ensure legal compliance



1

User Experience

2

Cookies / Analytics

3

Accessibility

4

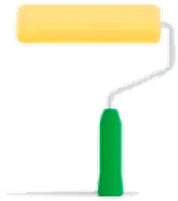
Sustainability

5

Search (SEO)

User Experience

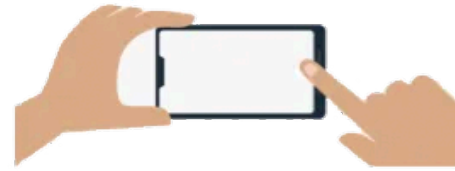
How Google estimates User Experience



(Loading)

LCP

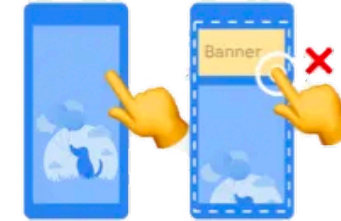
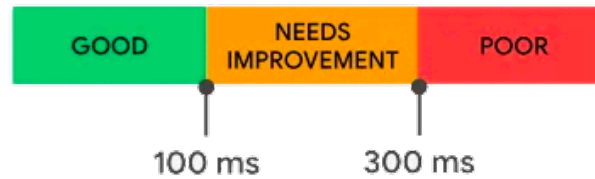
Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift



1



PageSpeed Insights

Enter a web page URL

Analyze

Test your website performance at: <https://pagespeed.web.dev/>

PageSpeed Insights

Report from Feb 23, 2024, 4:39:00 PM

https://digitalculturenetwork.org.uk/

Analyze



Mobile



Desktop



Discover what your real users are experiencing

This URL Origin



Core Web Vitals Assessment: **Passed** ?

Expand view

● Largest Contentful Paint (LCP)

1.2 s



● First Input Delay (FID)

4 ms



● Cumulative Layout Shift (CLS)

0



OTHER NOTABLE METRICS

● First Contentful Paint (FCP)

1 s



● Interaction to Next Paint (INP) ⓘ

48 ms



● Time to First Byte (TTFB) ⚡

0.5 s



PageSpeed Insights

Report from Feb 23, 2024, 4:39:00 PM

https://digitalculturenetwork.org.uk/

Analyze

 Mobile  Desktop

Discover what your real users are experiencing

This URL Origin

Core Web Vitals Assessment: Failed

Expand view

Largest Contentful Paint (LCP)

2.9 s



First Input Delay (FID)

17 ms



Cumulative Layout Shift (CLS)

0



OTHER NOTABLE METRICS

First Contentful Paint (FCP)

2.4 s



Interaction to Next Paint (INP)

172 ms



Time to First Byte (TTFB)

1 s



PageSpeed Insights

Mobile Desktop

Diagnose performance issues



Performance



Accessibility



Best Practices



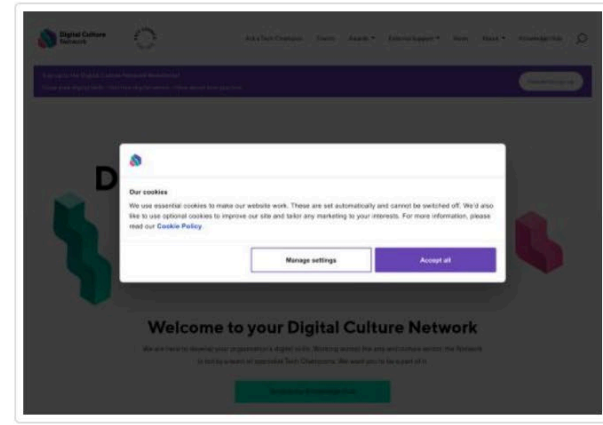
SEO



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



PageSpeed Insights



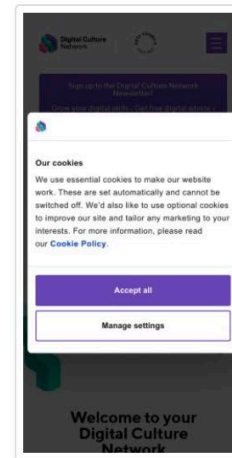
Diagnose performance issues



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



PageSpeed Insights

Mobile

Desktop

| | |
|---|---|
| ▲ Reduce unused CSS — Potential savings of 70 KiB | ▼ |
| ▲ Minify JavaScript — Potential savings of 5 KiB | ▼ |
| ▲ Properly size images — Potential savings of 197 KiB | ▼ |
| ▲ Reduce unused JavaScript — Potential savings of 286 KiB | ▼ |
| ▲ Largest Contentful Paint element — 1,300 ms | ▼ |
| ▲ Avoid an excessive DOM size — 987 elements | ▼ |
| ■ Serve images in next-gen formats — Potential savings of 151 KiB | ▼ |
| ■ Serve static assets with an efficient cache policy — 3 resources found | ▼ |
| ■ Ensure text remains visible during webfont load | ▼ |
| ■ Does not use passive listeners to improve scrolling performance | ▼ |
| ■ Image elements do not have explicit <code>width</code> and <code>height</code> | ▼ |
| ■ Defer offscreen images — Potential savings of 11 KiB | ▼ |
| ■ Efficiently encode images — Potential savings of 4 KiB | ▼ |
| ■ Avoid serving legacy JavaScript to modern browsers — Potential savings of 0 KiB | ▼ |

1

pagespeed.web.dev



Enter a web page URL

Analyze

Test your website performance at: <https://pagespeed.web.dev/>

1

User Experience

2

Cookies / Analytics

3

Accessibility

4

Sustainability

5

Search (SEO)

Cookies and Analytics

THE
DUMPING GROUND
CARMA
HYLTON

CBBC & BLUE PETER
BARNEY HARWOOD

STEPS
LEE LATCHFORD EVANS

BRITAIN'S GOT TALENT
STEVE ROYLE

KAREN THE MAM
LEWIS DENNY

ELLENA
BACON
BELLE

Cookie Notice

This site uses cookies to improve your browsing experience in accordance with [our cookie policy](#).

[Okay, I accept](#)

No, [I do not accept cookies](#) for this site

Easter Panto: Beauty & the Beast

Sat 6 Apr

[> Book now](#)

Free Cookie Checker Tool for Websites

Identifying cookies being used and understanding their purpose is a critical step in your website's privacy compliance. Enter the URL of your website and we'll scan it for cookies.



Find Cookies



Free Forever



Instant report



No email required

[What's on](#)[Venue Hire](#)[Groups](#)[Yamaha Music](#)[News](#)[Help Centre](#)[Search](#)

THE DUMPING GROUND
• CARMA HYLTON

CBBC & BLUE PETER
BARNEY HARWOOD

STEPS
LEE LATCHFORD-EVANS

BRITAIN'S GOT TALENT
STEVE ROYLE

KAREN THE MAM
LEWIS DENNY

ELENA BACON
BELLE

Beauty & the Beast

SPECTACULAR EASTER PANTOMIME

Enchanted

Easter Panto: Beauty & the Beast

Sat 6 Apr

[> Book now](#)

Cookie scan summary for fairfield.co.uk

Total No. of Cookies **00**

Platform Detected



Others

| | |
|-----------------|----|
| Necessary ⓘ | 00 |
| Analytics ⓘ | 00 |
| Functional ⓘ | 00 |
| Performance ⓘ | 00 |
| Advertisement ⓘ | 00 |
| Other ⓘ | 00 |

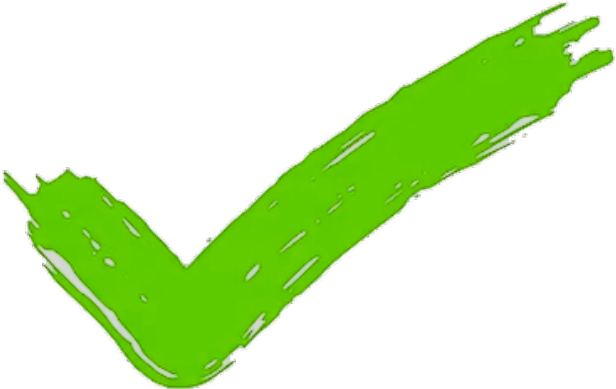
Cookie scan summary for fairfield.co.uk

Total No. of Cookies **00**

Platform Detected




<>
HTML

Others



| | |
|-----------------|----|
| Necessary ⓘ | 00 |
| Analytics ⓘ | 00 |
| Functional ⓘ | 00 |
| Performance ⓘ | 00 |
| Advertisement ⓘ | 00 |
| Other ⓘ | 00 |



Contact us | Accessibility   

WHAT'S ON WATCH+LISTEN ABOUT US LEARN+TRAIN ST40 SUPPORT US 

SPARE TYRE

THEATRE WITHOUT PREJUDICE

We are a leading artist-led participatory theatre company that seeks to reflect society, challenge its prejudices and make life equal.

[LEARN MORE](#)

[DONATE](#)

EVENTS

[VIEW ALL >>](#)

Free Cookie Checker Tool for Websites

Identifying cookies being used and understanding their purpose is a critical step in your website's privacy compliance. Enter the URL of your website and we'll scan it for cookies.



Find Cookies



Free Forever



Instant report



No email required

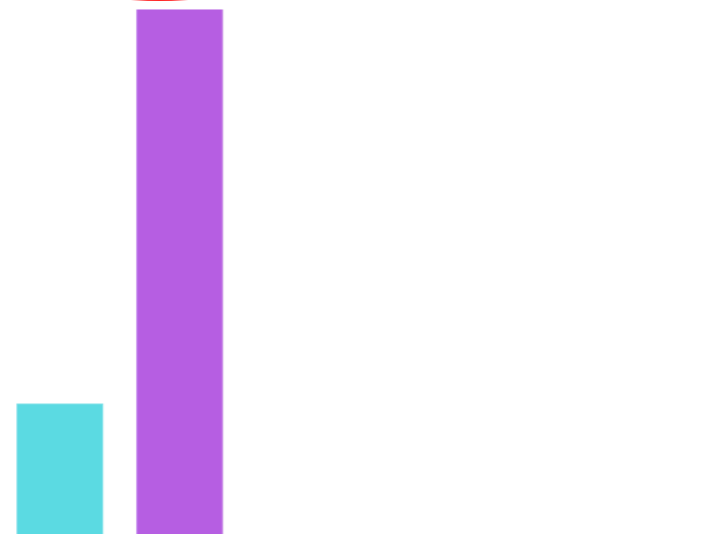
Cookie scan summary for sparetyre.org

Total No. of Cookies **05**

Platform Detected



Others



- Necessary ⓘ **01**
- Analytics ⓘ **04**
- Functional ⓘ **00**
- Performance ⓘ **00**
- Advertisement ⓘ **00**
- Other ⓘ **00**

Cookie scan summary for sparetyre.org

Total No. of Cookies **05**

Platform Detected



Others



- Necessary ⓘ 01
- Analytics ⓘ 04
- Functional ⓘ 00
- Performance ⓘ 00
- Advertisement ⓘ 00
- Other ⓘ 00

Detailed cookie scan report for sparetyre.org

Cookieserve scans only the homepage of the website. To check cookies on all pages, try our [advanced cookie scanner](#) for free.

| Cookie | Domain | Description | Duration | Type |
|----------------|-------------------|---|-----------------------|-----------|
| CraftSessionId | www.sparetyre.org | This cookie is used to maintain sessions across web requests via the PHP session cookie. | session | Necessary |
| _ga | .sparetyre.org | Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors. | 1 year 1 month 4 days | Analytics |

www.cookieserve.com

Free Cookie Checker Tool for Websites

Identifying cookies being used and understanding their purpose is a critical step in your website's privacy compliance. Enter the URL of your website and we'll scan it for cookies.

Find Cookies

Behind the scenes

Find out what websites are Built With

Enter a website address, a technology name or a keyword

Lookup



Visit us! →

Based in Leeds, we tell the
inspiring story of medicine.

Watch
our
video



THACKRAYMUSEUM.CO.UK

Technology Profile

Detailed Technology Profile

Meta Profile

Performance

Relationship

Redirect

Recommendations

Company

Analytics and Tracking

[View Global Trends](#)

Google Analytics

[Google Analytics Usage Statistics](#) · [Download List of All Websites using Google Analytics](#)

Google Analytics offers a host of compelling features and benefits for everyone from senior executives and advertising and marketing professionals to site owners and content developers.

[Application Performance](#) · [Audience Measurement](#) · [Visitor Count Tracking](#)

Google Analytics Classic

[Google Analytics Classic Usage Statistics](#) · [Download List of All Websites using Google Analytics Classic](#)

Classic Google Analytics - sites that are using non-universal analytics code.

Google Analytics 4

[Google Analytics 4 Usage Statistics](#) · [Download List of All Websites using Google Analytics 4](#)

Google Analytics 4 formerly known as App + Web is a new version of Google Analytics that was released in October 2020.

Google Analytics with Ad Tracking

[Google Analytics with Ad Tracking Usage Statistics](#) · [Download List of All Websites using Google Analytics with Ad Tracking](#)

Google Analytics collects the information it normally does, as well as the DoubleClick cookie when that cookie is present in relation to display advertising tracking.

[Advertiser Tracking](#)

Profile Details

[Change Layout](#)

Last technology detected on 3rd March 2024.

We know of 57 technologies on this page and 26 technologies removed from thackraymuseum.co.uk since 9th July 2020.

[Link to this page.](#)

Get a notification when thackraymuseum.co.uk adds new technologies.

THACKRAYMUSEUM.CO.UK

Technology Profile

Detailed Technology Profile

Meta Profile

Performance

Relationship

Redirect

Recommendations

Company

Facebook Pixel

[Facebook Pixel Usage Statistics](#) · [Download List of All Websites using Facebook Pixel](#)

Facebook Pixel is Facebooks conversion tracking system for ads on Facebook to websites.

Facebook Conversion Tracking

[Facebook Conversion Tracking Usage Statistics](#) · [Download List of All Websites using Facebook Conversion Tracking](#)

Conversion tracking functionality from Facebook, allows a user to track advertisement clicks.

[Conversion Tracking](#) · [Conversion Optimization](#)

Global Site Tag

[Global Site Tag Usage Statistics](#) · [Download List of All Websites using Global Site Tag](#)

Google's primary tag for Google Measurement/Conversion Tracking, Adwords and DoubleClick.

Facebook Signal

[Facebook Signal Usage Statistics](#) · [Download List of All Websites using Facebook Signal](#)

Journalists use Signal to surface relevant trends, photos, videos and posts from Facebook and Instagram for use in their storytelling and reporting.

Profile Details

[Change Layout](#)

Last technology detected on 3rd March 2024.

We know of 57 technologies on this page and 26 technologies removed from thackraymuseum.co.uk since 9th July 2020.

[Link to this page.](#)

Get a notification when thackraymuseum.co.uk adds new technologies.

THACKRAYMUSEUM.CO.UK

Technology Profile

Detailed Technology Profile

Meta Profile

Performance

Relationship

Redirect

Recommendations

Company

Widgets

[View Global Trends](#)

Complianz

[Complianz Usage Statistics](#) · [Download List of All Websites using Complianz](#)

Privacy Suite for WordPress.

Privacy Compliance · WordPress Plugins

MailChimp

[MailChimp Usage Statistics](#) · [Download List of All Websites using MailChimp](#)

MailChimp is a widely used Mailng List delivery and support service.

Feedback Forms and Surveys

MemberPress

[MemberPress Usage Statistics](#) · [Download List of All Websites using MemberPress](#)

Membership plugin for WordPress.

WordPress Plugins

Wordpress Plugins

[Wordpress Plugins Usage Statistics](#) · [Download List of All Websites using Wordpress Plugins](#)

Plugins are tools to extend the functionality of WordPress. The website uses various plugins from WordPress

Profile Details

[Change Layout](#)

Last technology detected on 3rd March 2024.

We know of 57 technologies on this page and 26 technologies removed from thackraymuseum.co.uk since 9th July 2020.

[Link to this page.](#)

Get a notification when thackraymuseum.co.uk adds new technologies.

www.builtwith.com

Log In · Signup for Free

builtwith

Tools ▾

Features ▾

Plans

Customers

Resources ▾

EN DE FR ES IT Русский 한국어 日本語 简体中文 عربي

Website, Tech, Keywo

Lookup

Find out what websites are Built With

Enter a website address, a technology name or a keyword

Lookup

1 User Experience

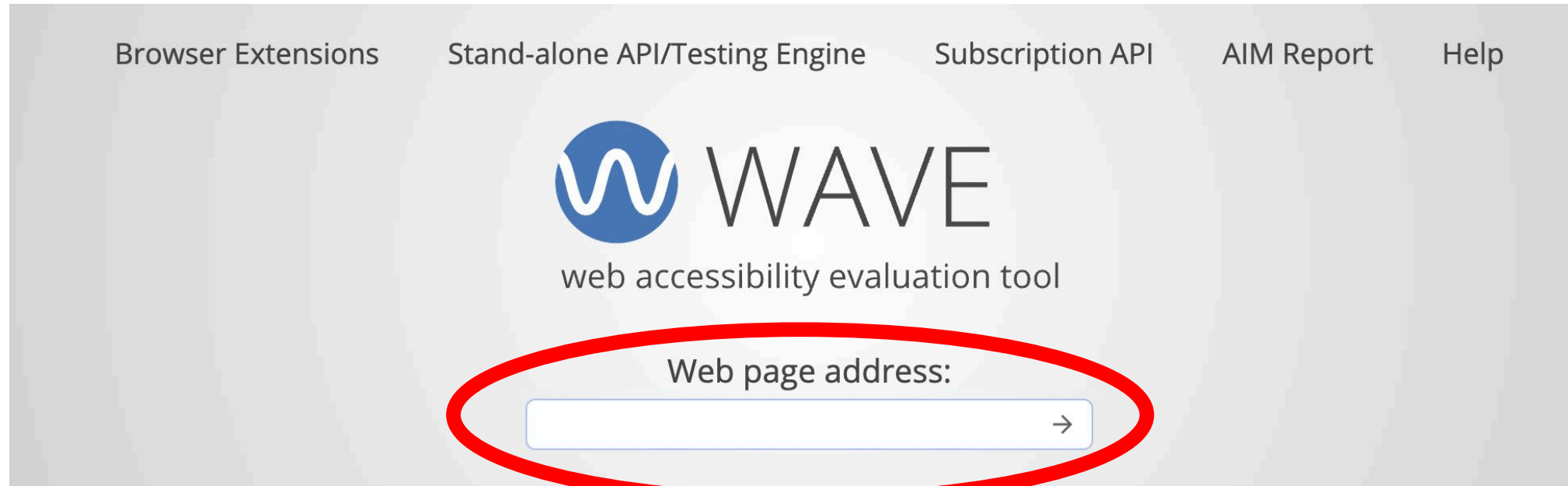
2 Cookies / Analytics

3 Accessibility

4 Sustainability

5 Search (SEO)

Website accessibility



WAVE Web Accessibility Evaluation Tools

WAVE[®] is a suite of evaluation tools that helps authors make their web content more accessible to individuals with disabilities. WAVE can identify many accessibility and Web Content Accessibility Guideline (WCAG) errors, but also facilitates human evaluation of web content. Our philosophy is to focus on issues that we know impact end users, facilitate human evaluation, and to educate about web accessibility.

WAVE powered by [WebAIM](#)
web accessibility evaluation tool

Address: <https://thackraymuseum.co.uk/>

Styles: OFF ON

Summary

Summary Details Reference Order Structure Content

| | |
|---------------------------|----------------------|
| 2 Errors | 6 Contrast Errors |
| 30 Alerts | 26 Features |
| 34 Structural Elements | 23 ARIA |

[View details >](#)

The following apply to the entire page:

en-GB

THACKRAY MUSEUM OF MEDICINE

Thackray Museum of Medicine

home about us venue hire online shop support us journal

visit what's on learn discover

h2 Visit us! →

Based in Leeds, we tell the inspiring story of medicine

WAVE powered by [WebAIM](#)
web accessibility evaluation tool

Address: <https://thackraymuseum.co.uk/>

Styles: OFF ON

Details

Summary Details Reference Order Structure Contrast

2 Errors

- 2 X Missing form label

6 Contrast Errors

- 6 X Very low contrast

30 Alerts

- 1 X Skipped heading level
- Possible heading
- 6 X Redundant link

The following apply to the entire page:

en-GB

Based in Leeds, we tell the inspiring story of medicine.

Watch our video

h1 Explore the incredible world of medicine

After completing our exciting four-million-pound redevelopment, we can't wait for visitors to explore our new galleries. Follow the

10am - 5pm
(last admission 4.15pm)

h4 Tickets last for 12 months - come as

Possible heading

Text appears to be a heading but is not a heading element.

REFERENCE CODE

www.wave.webaim.org



WAVE Web Accessibility Evaluation Tools

WAVE[®] is a suite of evaluation tools that helps authors make their web content more accessible to individuals with disabilities. WAVE can identify many accessibility and Web Content Accessibility Guideline (WCAG) errors, but also facilitates human evaluation of web content. Our philosophy is to focus on issues that we know impact end users, facilitate human evaluation, and to educate about web accessibility.

1

User Experience

2

Cookies / Analytics

3

Accessibility

4

Sustainability

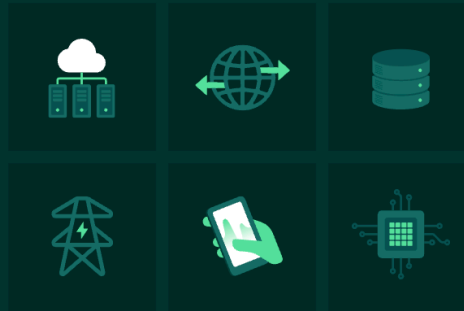
5

Search (SEO)

Website sustainability

www.ecograder.com

Ecograder



**Reduce emissions, improve
performance, meet your
website goals faster.**

Enter your web
address here



Enter a URL below to see how it performs:

Enter a URL

SUBMIT



Create
Engage
Inspire



Your Impact Report

Report for:
<https://www.theoldcourts.com/>

Performance Impact

Ecograder Score

49

Out of 100 ⓘ

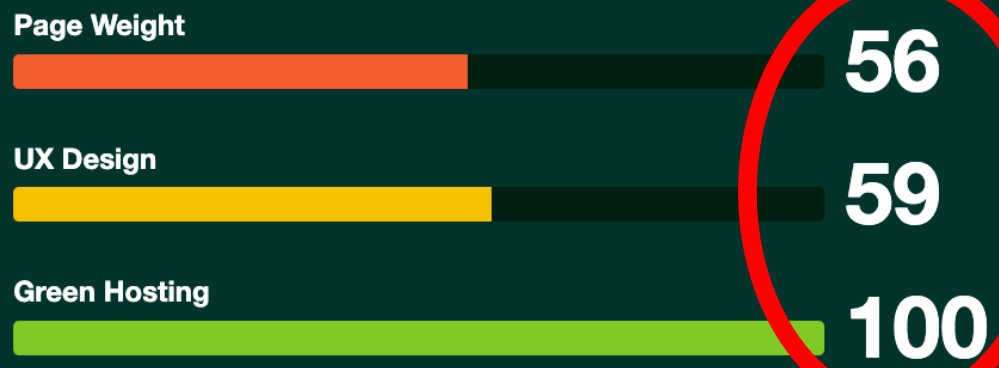
Emissions per Pageload

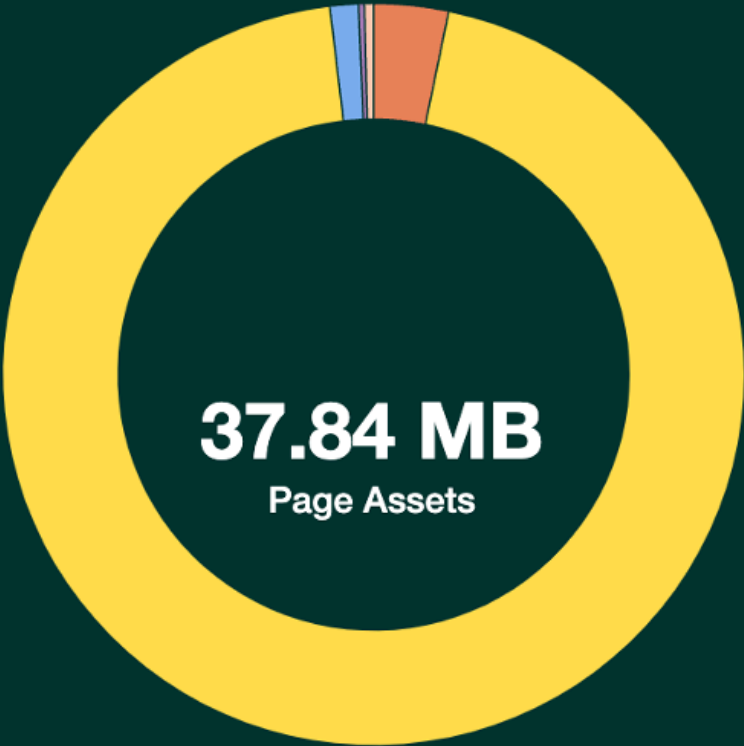
11.75

grams of carbon dioxide ⓘ

This page scores worse than 90% of all URLs crawled by Ecograder

Ecograder scores pages based on a variety of performance, efficiency, and user experience factors as well as emissions estimates and green hosting powered by renewable energy.





Scripts and media assets contribute to your page's emissions estimate but they aren't the only factor. The chart below breaks down estimated emissions impact per page view of individual asset types at this URL.

Images: 1.21 MB, 0.3747 g of CO2e

Media: 35.99 MB, 11.1722 g of CO2e

Scripts: 443.35 KB, 0.1374 g of CO2e

HTML/CSS: 70.73 KB, 0.0223 g of CO2e

Other: 125.07 KB, 0.0388 g of CO2e

1

Page Weight

By compressing image file size and removing unused items from a page you'll not only reduce emissions but faster-downloading pages make users happier as well. Below are some things you can do to reduce the size of this page.



| | | |
|--|-----------------------|---|
|  Optimize Media | 33 OUT OF 100 |  |
|  Reduce Overall Page Weight | 25 OUT OF 100 |  |
|  Remove Unused Code | 50 OUT OF 100 |  |
|  Properly size images | 100 OUT OF 100 |  |
|  Remove duplicate modules in JavaScript bundles | 100 OUT OF 100 |  |
|  Reduce the impact of third party code | 100 OUT OF 100 |  |

www.ecograder.com



Reduce emissions, improve performance, meet your website goals faster.

Enter a URL below to see how it performs:

1

User Experience

2

Cookies / Analytics

3

Accessibility

4

Sustainability

5

Search (SEO)

Search (SEO*)

** Search Engine Optimisation*

Search property

DIGITALCULTURENETWORK.ORG.UK

https://digitalculturenetwork.org.uk/

https://www.digitalculturenetwork.org.uk/

https://www.digitalculturenetwork.org.uk/

https://www.digitalculturenetwork.org.uk/

https://www.digitalculturenetwork.org.uk/

https://www.digitalculturenetwork.org.uk/

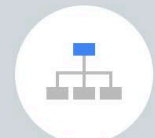
https://www.digitalculturenetwork.org.uk/

+

Add property

Welcome to Google Search Console

To start, select property type



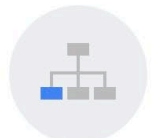
Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com

Enter domain or subdomain

CONTINUE



URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com

Enter URL

CONTINUE

or

Already started? finish verification

Submit feedback

About Search Console

https://digitalculture...

Performance on Search results

EXPORT

- Overview
- URL inspection

Performance

- Search results
- Discover

Indexing

- Pages
- Video pages
- Sitemaps
- Removals

Experience

- Page Experience
- Core Web Vitals
- HTTPS

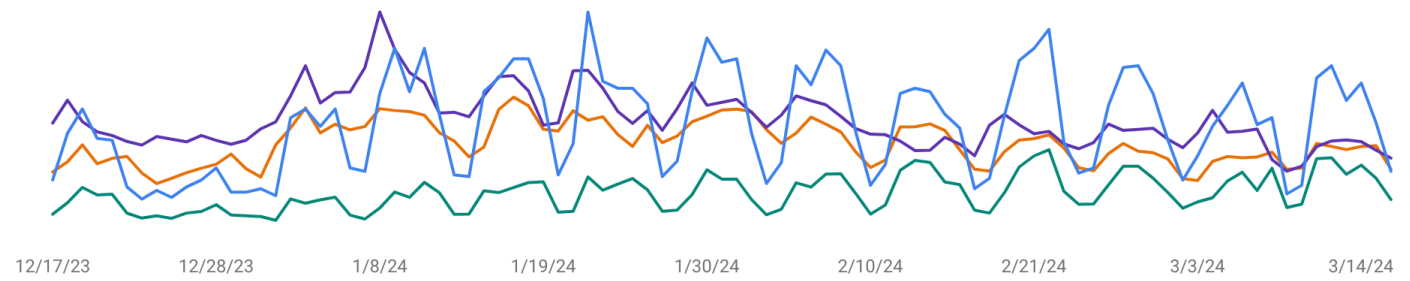
Enhancements

- Breadcrumbs

Search type: Web Date: Last 3 months + New

Last updated: 2 hours ago

- Total clicks: 5.9K
- Total impressions: 1.21M
- Average CTR: 0.5%
- Average position: 37.9



| QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES |
|-------------------------|-------|-----------|----------|-------------------|--------------|
| Top queries | | | ↓ Clicks | Impressions | CTR Position |
| digital culture network | | | 665 | 878 | 75.7% 1 |

https://digitalculture...

Performance on Search results

EXPORT

- Overview
- URL inspection
- Performance
 - Search results
 - Discover

- Indexing
 - Pages
 - Video pages
 - Sitemaps
 - Removals
- Experience
 - Page Experience
 - Core Web Vitals
 - HTTPS
- Enhancements
 - Breadcrumbs

Search type: Web | Date: Last 3 months | + New | Last updated: 2 hours ago

| QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES | | |
|---------------------------------------|-------|-----------|---------|-------------------|-------------|-----|----------|
| Top queries | | | | Clicks | Impressions | CTR | Position |
| digital culture network | | | 665 | 878 | 75.7% | 1 | |
| social media pixels | | | 45 | 170 | 26.5% | 1.2 | |
| pixel social media | | | 36 | 247 | 14.6% | 2.2 | |
| digital ambassador | | | 34 | 1,007 | 3.4% | 6.4 | |
| what is a pixel | | | 30 | 12,089 | 0.2% | 8.4 | |
| social media pixel | | | 23 | 107 | 21.5% | 2.7 | |
| pixels social media | | | 17 | 71 | 23.9% | 1.7 | |
| zoom to youtube | | | 16 | 492 | 3.3% | 5 | |
| how to stream zoom meeting on youtube | | | 15 | 101 | 14.9% | 3.5 | |
| zoom to youtube live | | | 14 | 270 | 5% | 4.2 | |

https://digitalculture...

- Overview
- URL inspection

- Performance
- Search results**
- Discover

- Indexing
 - Pages
 - Video pages
 - Sitemaps
 - Removals

- Experience
 - Page Experience
 - Core Web Vitals
 - HTTPS

- Enhancements
 - Breadcrumbs

Performance on Search results

EXPORT

Search type: Web | Date: Last 3 months | + New | Last updated: 2 hours ago

| QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES |
|--|-------|-----------|----------|-------------------|----------------|
| Top pages | | | ↓ Clicks | Impressions | CTR Position |
| https://digitalculturenetwork.org.uk/knowledge/how-to-stream-a-zoom-meeting-to-youtube/ | | | 1,607 | 228,608 | 0.7% 20.5 |
| https://digitalculturenetwork.org.uk/ | | | 800 | 12,541 | 6.4% 48.9 |
| https://digitalculturenetwork.org.uk/knowledge/whats-a-social-media-pixel-and-what-do-they-do/ | | | 464 | 40,523 | 1.1% 18.8 |
| https://digitalculturenetwork.org.uk/knowledge/10-ways-to-make-your-website-more-sustainable/ | | | 230 | 9,164 | 2.5% 36.8 |
| https://digitalculturenetwork.org.uk/knowledge/getting-started-with-google-looker-studio/ | | | 165 | 82,965 | 0.2% 27.5 |
| https://digitalculturenetwork.org.uk/knowledge/how-to-make-your-online-content-accessible/ | | | 164 | 13,157 | 1.2% 34.4 |
| https://digitalculturenetwork.org.uk/events/ | | | 96 | 7,977 | 1.2% 37.4 |

https://digitalculture...

- Overview
- URL inspection

- Performance
- Search results**
- Discover

- Indexing
- Pages
- Video pages
- Sitemaps
- Removals

- Experience
- Page Experience
- Core Web Vitals
- HTTPS

- Enhancements
- Breadcrumbs

Performance on Search results

EXPORT

Search type: Web | Date: Last 3 months | Page: https://digitalculture... | + New | Last updated: 2 hours ago

| QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES | |
|---|-------|-----------|----------|-------------------|-------|----------|
| https://digitalculturenetwork.org.uk/knowledge/whats-a-social-media-pixel-and-what-do-they-do/ | | | | | | |
| Top queries | | | ↓ Clicks | Impressions | CTR | Position |
| social media pixels | | | 44 | 170 | 25.9% | 1.2 |
| pixel social media | | | 36 | 247 | 14.6% | 2.2 |
| what is a pixel | | | 30 | 12,088 | 0.2% | 8.4 |
| social media pixel | | | 22 | 107 | 20.6% | 2.7 |
| pixels social media | | | 17 | 71 | 23.9% | 1.7 |
| social pixel | | | 12 | 164 | 7.3% | 3.6 |
| media pixel | | | 8 | 148 | 5.4% | 6.7 |
| social pixels | | | 6 | 53 | 11.3% | 1.7 |
| what is a pixel in marketing | | | 5 | 1,144 | 0.4% | 9.7 |

NEXT STEPS...

What you can do...

1

Run these
tools on your
website



2

Identify any
fixes you can
do yourself



3

Discuss
results with
your supplier



www.shortpixel.com



[Compress](#) [Products](#) [Pricing](#) [Docs](#) [Blog](#)

[Log in](#)

[Free Sign Up](#)

Is your website slow?

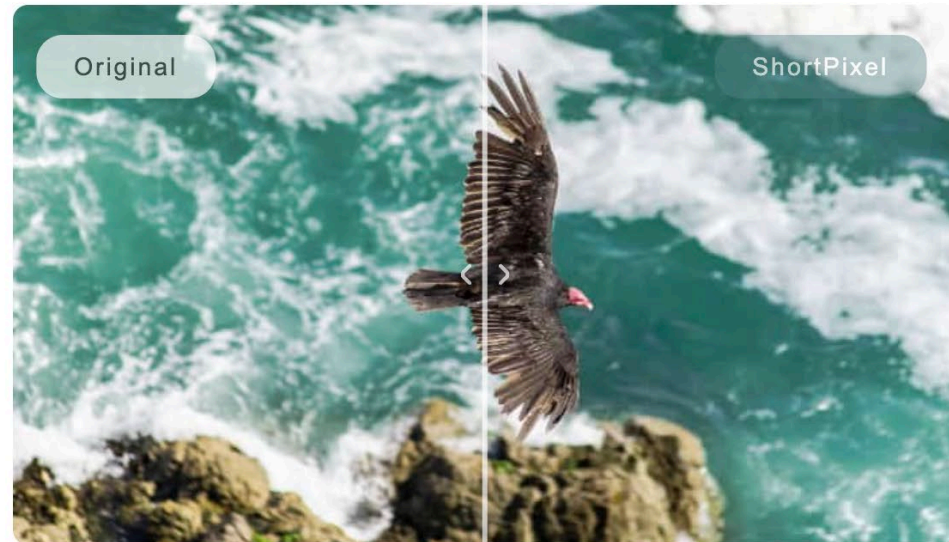
Compress and optimize your images with ShortPixel

 [Upload Image](#)

OR

 [Check your website](#)

By uploading an image or URL you agree to our [Terms of Service](#).



313KB → 45KB

85% image compression

The website audit team



Andy

User Experience /
Sustainability



James

Cookies / Data
/ Analytics



Roberta

Accessibility



Monica

Search (SEO)

Additional support



Jacqueline
Email (customer
retention)



Katherine
E-commerce

Any questions?

Get in Touch



Digitalnetwork@artscouncil.org.uk



Digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)



Digital Culture Network