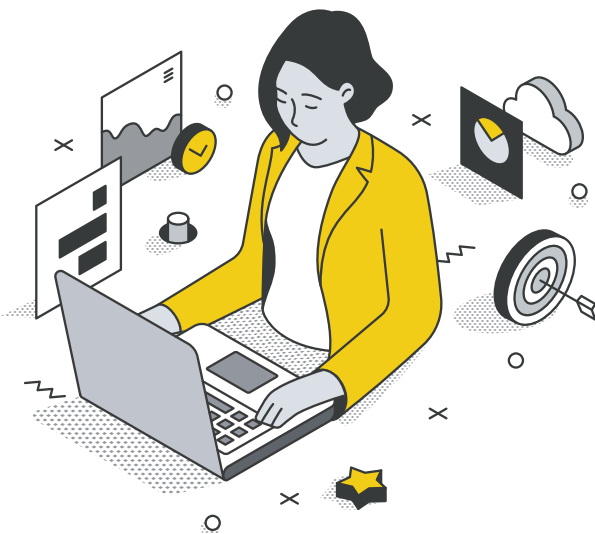


500+ FINANCIAL WEBSITES AUDITED:

→ HOW DOES YOURS STACK UP?

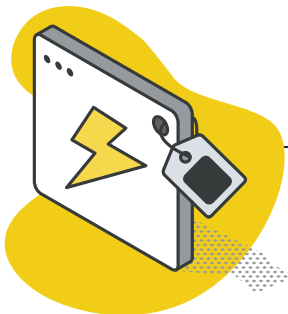
Trust is mission-critical for financial institutions.
But how many financial websites convey trust through transparency, accessibility, and privacy compliance?



OLD GOOGLE TAG

34%

Still use the deprecated Google Universal Analytics tag.
Housecleaning is boring, but old tags weigh down your pages.



ACCESSIBILITY IMPROVEMENTS NEEDED

60%
Had critical accessibility issues.
88%
Failed on minimum color contrast ratio.



Accessibility is no longer optional with ADA and EAA regulations.

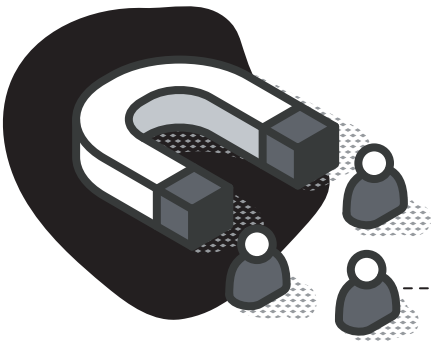
GLOBAL PRIVACY CONTROL (GPC) UNREAD

75%
Still placed 3rd-party cookies with GPC (a universal opt-out) enabled.



CONSENT MANAGEMENT: MIA

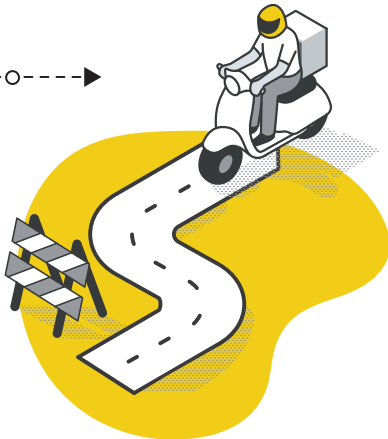
51%
Had no recognizable Consent Management Platform.
Maybe you've got a homegrown CMP, but you still need to validate its functionality.



GDPR VIOLATION

46%

European websites that fired social media tags before consent was given.
If your CMP is not reading opt-out signals, then what's even the point of it? Config errors are common, but you need to test for them.



As a financial institution, customer trust is your #1 priority.
Find out how your website stacks up with a [free ObservePoint scan](#).

To see other areas where financial websites could improve, [read the full blog](#).