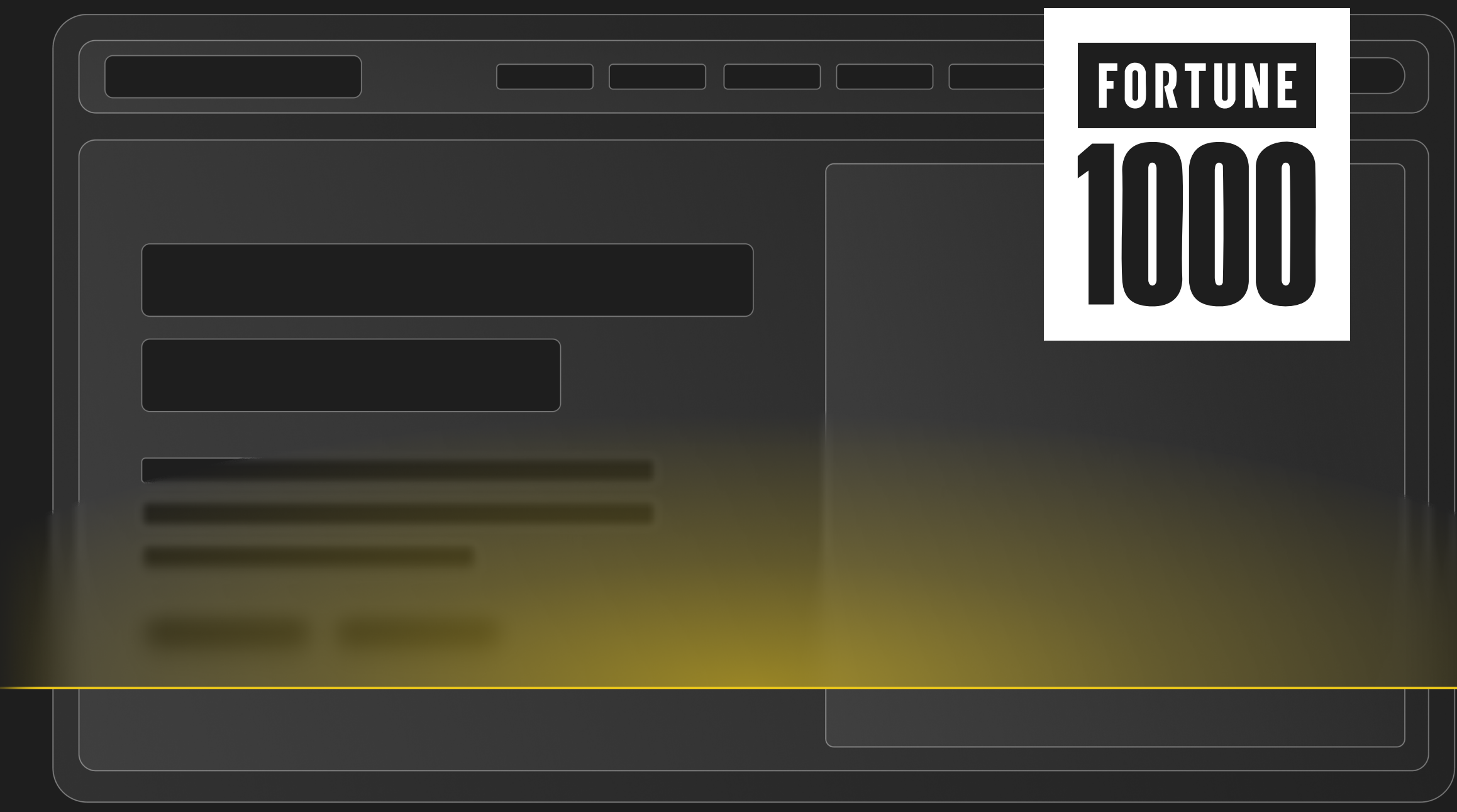




WHAT WE LEARNED FROM SCANNING THE FORTUNE 1000 WEBSITES

Even big brands don't have their websites all figured out.

Websites change every day. New regulations come online every quarter. People make mistakes. That's the reality of governing a website today.

Don't freak out. That's why we exist.

Use ObservePoint to see what's really happening on your websites and get a clear idea of where to start:

Monitor for problems you wouldn't catch manually

Pinpoint exactly where the problems are

Make concrete, actionable plans

Consistent, automatic scanning helps you move forward with confidence, even across a global web presence.

HERE ARE THE COMMON ISSUES WE FOUND WHEN WE SCANNED THE MAJORITY OF F1000 WEBSITES.

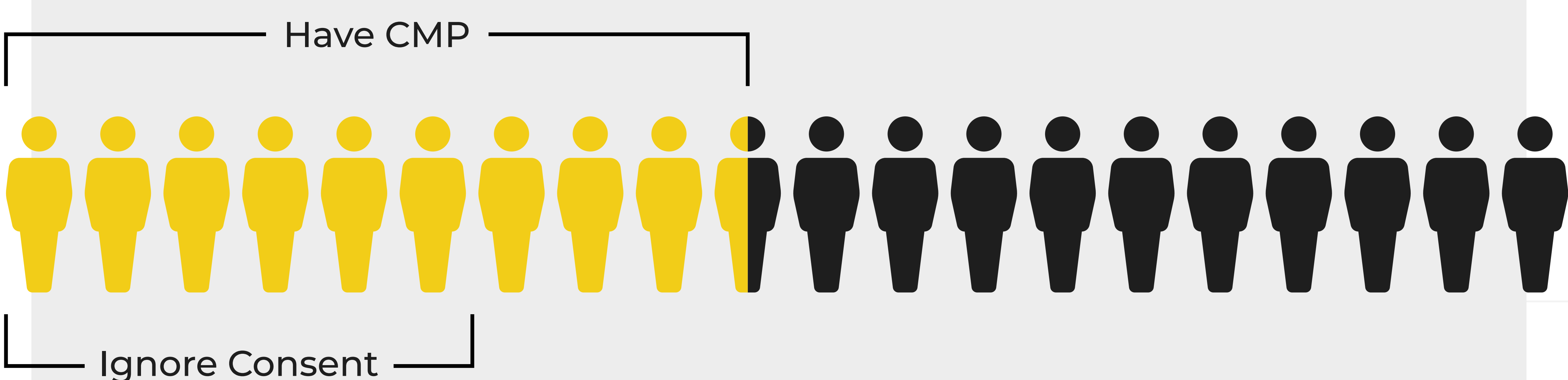
So, don't feel bad. You're in good company.

Buy and Use a CMP

1

47%

had no detectable Consent Management Platform. And of those with a CMP, more than half still had advertising trackers on their pages after opting out.



2

Check your tag manager

If technologies are loading outside of your tag manager, your CMP won't see them either. We found an average of 10 tags loading outside, undermining consent preferences.

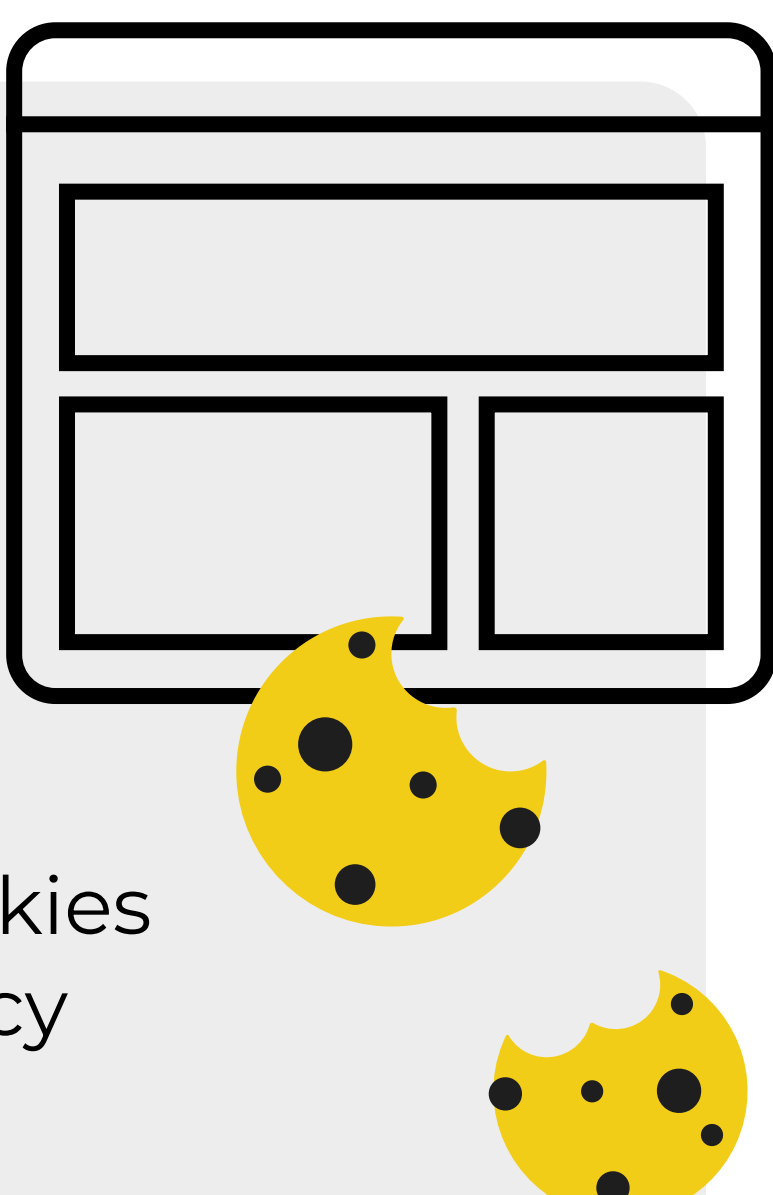
10 tags

Vet your CMP

3

75%

of home pages still dropped 3rd-party cookies even with Global Privacy Control turned on.



4

Lighten your load

Average page size was nearly 9 MB – with one bloated to 460 MB.



Clean out the junk

5

21%

still had Google Universal Analytics on their pages, a deprecated tag.

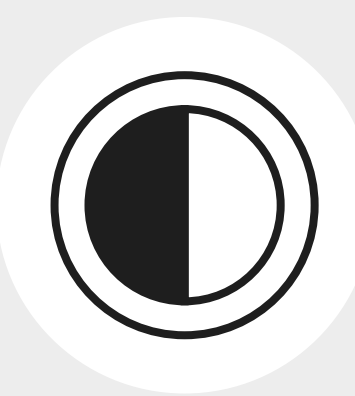


6

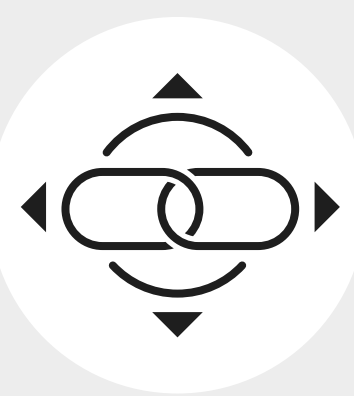
Time to pickup a new habit

99%

of pages had serious Accessibility issues like:



Not enough color contrast



Similarly named links not going to the same place



Indiscernible text



We can shorten your to-do list and help you automatically check for WCAG guidelines, monitor all the above, set up rules, schedule reports to automatically be sent to teams, and audit your sites however often you need to.

If you're tech savvy, try a Free Account.

Free Account

If you'd prefer some one-on-one guidance,

Request Demo