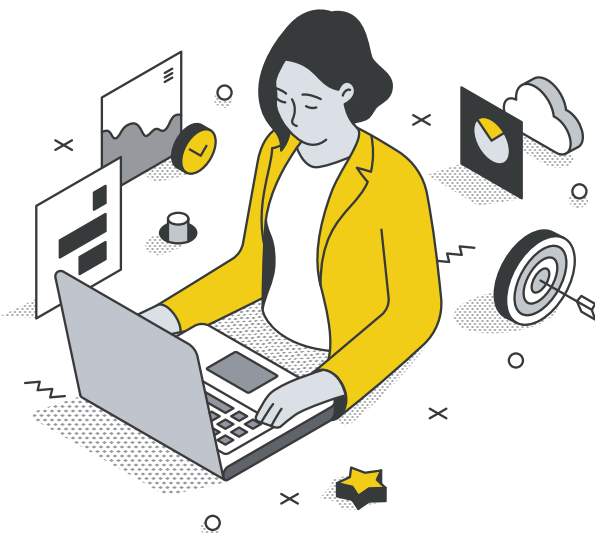


# 500+ FINANCIAL WEBSITES AUDITED:

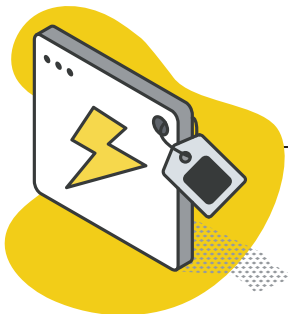
→ HOW DOES YOURS STACK UP?

**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.*

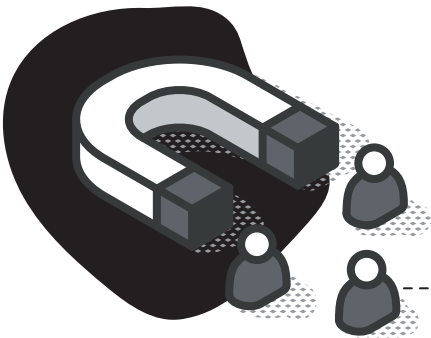
## GLOBAL PRIVACY CONTROL (GPC) UNREAD

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



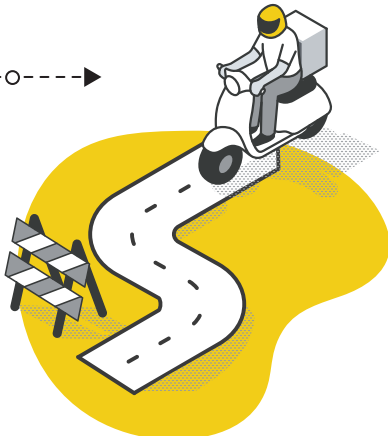
## CONSENT MANAGEMENT: MIA

**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](#).