

# 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:

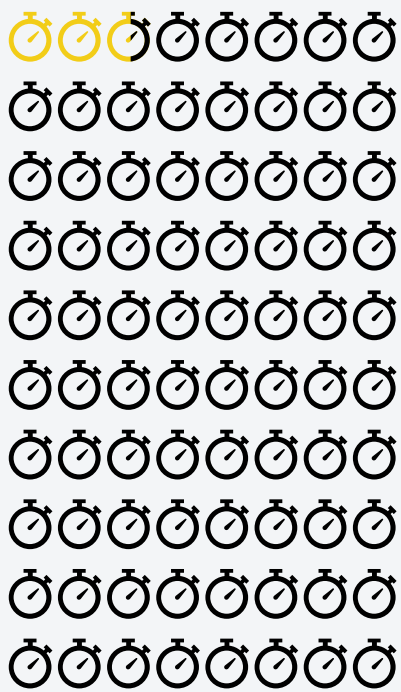
- Monitor for problems you wouldn't catch manually
- Pinpoint exactly where the problems are
- Make concrete, actionable plans

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.

### LARGEST CONTENTFUL PAINT

You want to shoot for faster than 2.5 seconds for the majority of your site to load – the slowest we found took more than **80 seconds** to draw.



### CLEAN OUT THE JUNK DRAWER

**21% still had Google Universal Analytics** on their pages, a deprecated tag

**21%**



### BUY A CMP

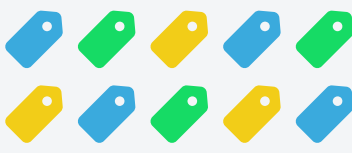
**1 in 3** had no detectable Consent Management Platform



### 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**



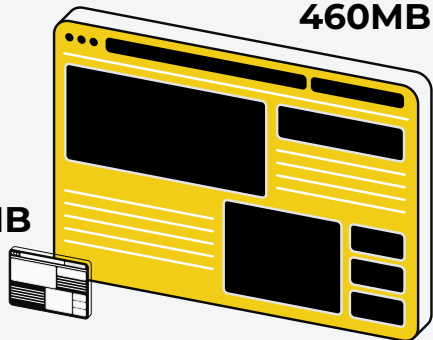
### VET YOUR CMP

**57%**

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



**9MB**



**460MB**

### LIGHTEN YOUR LOAD

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

### TIME TO PICK UP A NEW HABIT?

**99% of pages** had serious **Accessibility** issues like:

**99%**

- 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**.  
If you'd prefer some one-on-one guidance, **Request a Demo**.