

12%

growth in revenue (month over month)

40%

increase in Google [PageSpeed Insights](#) score (month over month)

38%

improvement in [Largest Contentful Paint](#) metric, from 4.6 to 3.7 seconds.

2x

boost in pageviews for Web Story articles

"The team has been very supportive, patient and agile in helping us from education to implementation. Through this project, we will have a new experience in terms of improving our web performance as well as the user experience for our visitors."

—Rakawira Donny, IT Manager, Akurat.co



The challenge

Based in Jakarta, Indonesia, [Akurat.co](#) was established in 2016 with the goal of circulating information rapidly while ensuring the authenticity of news presented to its users. The company was eager to address its slow website speed that hindered its vision to share news quickly and accurately with its audience.

Participation in the GNI Local News Foundry program presented an opportunity for Akurat to adopt new technologies to address these issues. This included using [Core Web Vitals](#) (CWV) to improve website performance and compete with other news media, and implementing [Web Stories](#) to boost user engagement through fast display speed and immersive, full-screen vertical images. Educational webinars helped Akurat gain an in-depth understanding of CWV metrics and how to align the business strategy with user expectations.

The results

Core Web Vitals implementation improved the [Largest Contentful Paint](#) (LCP) metric from a poor index of 4.6 seconds to 3.7 seconds — resulting in faster loading of the website. In addition, the publisher recorded:

- 2x higher pageviews on trending content produced as [Web Stories](#), as compared to other articles
- 40% increase in Google [PageSpeed Insights](#) score (40 to 69) that positively impacted their user experience on the website
- 12% increase in revenue within 3 months of implementation

The Akurat.co team now has greater confidence in their vision to provide accurate news to a wider community faster than ever.