

146%

increase in pageviews
(month over month)

33%

boost in Google [PageSpeed Insights](#) score, from 50 to 75

158%

decrease in speed index (SI),
to less than 5 seconds

1,200

new users following
optimization and workshops



“Our website is now performing better and faster. Our crew is now starting to create content based on audience needs. Our readers also shared that the website now loads faster, is easier to navigate, and provides a wider range of content, from local to more global news.”

–Wiri Astuti, Head of Operational & Editorial, Majalah Teras

The challenge

Based in Banten, [MajalahTeras.com](#) began as a print publication before establishing a strong online presence. In 2019, it launched a training program for talented journalists who can understand and adapt to the changing media landscape.

In partnership with the [ProPS](#) team, Majalah Teras participated in the GNI Local News Foundry program in order to address digital infrastructure challenges impacting both productivity and traffic. The team launched a website revamp and server optimization initiative that improved content categorization and eased navigation, improving user experience site-wide. Additionally, editorial staff attended workshops that offered critical insights about how the right content can boost traction and engagement.

The results

Along with optimizing [Core Web Vitals](#) to increase [PageSpeed](#) score, the Majalah Teras team fine-tuned content spacing, ad locations, and heading sections across the website. Their efforts yielded:

- A 158% reduction in page loading speed, making the website accessible in less than 5 seconds
- A 146% increase in pageviews with improved user readability
- 1.2k new users following site optimization and workshop participation

Moreover, the Majalah Teras editorial team feels more productive than ever after learning how to shape content based on changing user trends and site performance.