

160%

higher pageviews on Web Story articles (month over month)

20%

increase in Google [PageSpeed Insights](#) score (month over month), from 78 to 98

20%

gain in [Largest Contentful Paint](#) metric, from 2.4 seconds to 1 second

25%

improvement in [Cumulative Layout Shift](#) metric

“Joining the GNI program has helped us improve our capabilities and skills. Specifically, our website speed performance has improved with Core Web Vitals (CWV). Additionally, we are happy to include Web Stories as part of Nusa Daily’s product offerings, and it has been encouraging for the newsroom team.”

–Lionita, Project Manager,
Nusa Daily



The challenge

Established in 2019 and based in East Java, Indonesia, [NusaDaily.com](#) aims to share accurate news stories while making a meaningful contribution to the national dialogue.

Nusa Daily participated in the GNI Local News Foundry program in 2021 with the goal of addressing server and [PageSpeed](#) issues that had caused a significant decline in traffic. To overcome the challenge of limited technical resources, the team attended webinars and workshops offered by [AnyMind](#), gaining important insights about site optimization. They took steps to optimize their [Core Web Vitals](#) and adopted [Web Stories](#), improving PageSpeed and user engagement through visually rich, tappable stories.

The results

To help improve their Core Web Vitals, the Nusa Daily team removed unused scripts and optimized image sizes, boosting [Largest Contentful Paint](#) (LCP) and [Cumulative Layout Shift](#) (CLS). This resulted in:

- Google [PageSpeed Insights](#) score increases of 82% for the homepage and 60% for article pages on mobile
- 4x higher pageviews on [Web Story](#) articles compared to traditional articles
- A 19% increase in revenue, which encouraged the team to continue adapting content to user preferences and trends

Thanks to its participation in the Google Local News Foundry program and close collaboration with AnyMind, Nusa Daily also developed the technical know-how and streamlined processes it needs to resolve server issues on an ongoing basis.