

## 43%

growth in revenue (month over month)

## 28%

increase in Google [PageSpeed Insights](#), from 51 to 70

## 52%

increase in pages per session after mobile optimization

## 13%

boost in AMP traffic after optimization (month over month)

“Since implementing layout changes and AMP, our website performs way better than two months prior. In terms of article development, we have improved our publishing process by looking at readers’ needs and overall content performance.”

–Mochammad Wahyu Nugroho,  
Head of IT, Ulasan.co



### The challenge

[Ulasan.co](#) is committed to helping young people in Riau, Indonesia, grow their businesses and gain the knowledge they need to thrive as aspiring journalists. But limited access to digital transformation resources and best practices posed a challenge, resulting in poor Google [PageSpeed Insights](#) scores that developers struggled to improve.

In 2021, Ulasan joined the GNI Local News Foundry program and benefited from tailored recommendations for improving [Core Web Vitals](#). With a deeper understanding of how to deliver better experiences through both, User Interface (UI) and content, the team developed a new approach to adapting content to current trends.

### The results

With direct support from [ProPS](#), Ulasan implemented [Accelerated Mobile Pages](#) (AMP) on their website. AMP pages now account for:

- 13% of total site traffic
- A 28% increase in [PageSpeed](#), from 51 to 70
- A 52% uptick in pages per session due to layout and content changes
- A 43% increase revenue after implementation

Drawing on these new capabilities on a greater scale than ever before, the Ulasan team aims to grow faster and establish a national presence while retaining the core goal of giving back to their local community.