



Indonesian Publishers Optimize and Monetize Their Websites, Resulting in a 95% Uplift in Digital Revenue

About Indonesian Publishers

Local news is a vital force for Indonesian communities. For a nation so geographically and linguistically diverse as Indonesia with a collection of 17,000 islands and 706 languages, local news sources are critical for providing information not covered by national news outlets. For example, [Medan Pos](#), a publication based on the island of Sumatra, uniquely reports on regional crime stories and [Sukabumi Update](#), a publisher from West Java, amplifies the needs of marginalized local communities. Despite the importance of local news, however, it can be hard for small outlets to survive, and an estimated [40 percent of Indonesian news providers](#) have folded over the past six years. Many local news outlets lack basic technology. Even when publishers have the technology they need, they often lack the technical skills to improve their website performance by implementing [AMP](#), a web framework that helps increase page-load speed.

Overview

When newspapers started going digital, while some large publications had the resources to quickly establish an online presence, many local news outlets were left behind due to lack of technology or lack of technological knowledge. Through the Google News Initiative (GNI), Google piloted a program with seven local news publishers in Indonesia to help them optimize their websites, improve their user experience (UX), and develop their monetization strategy with online ads.

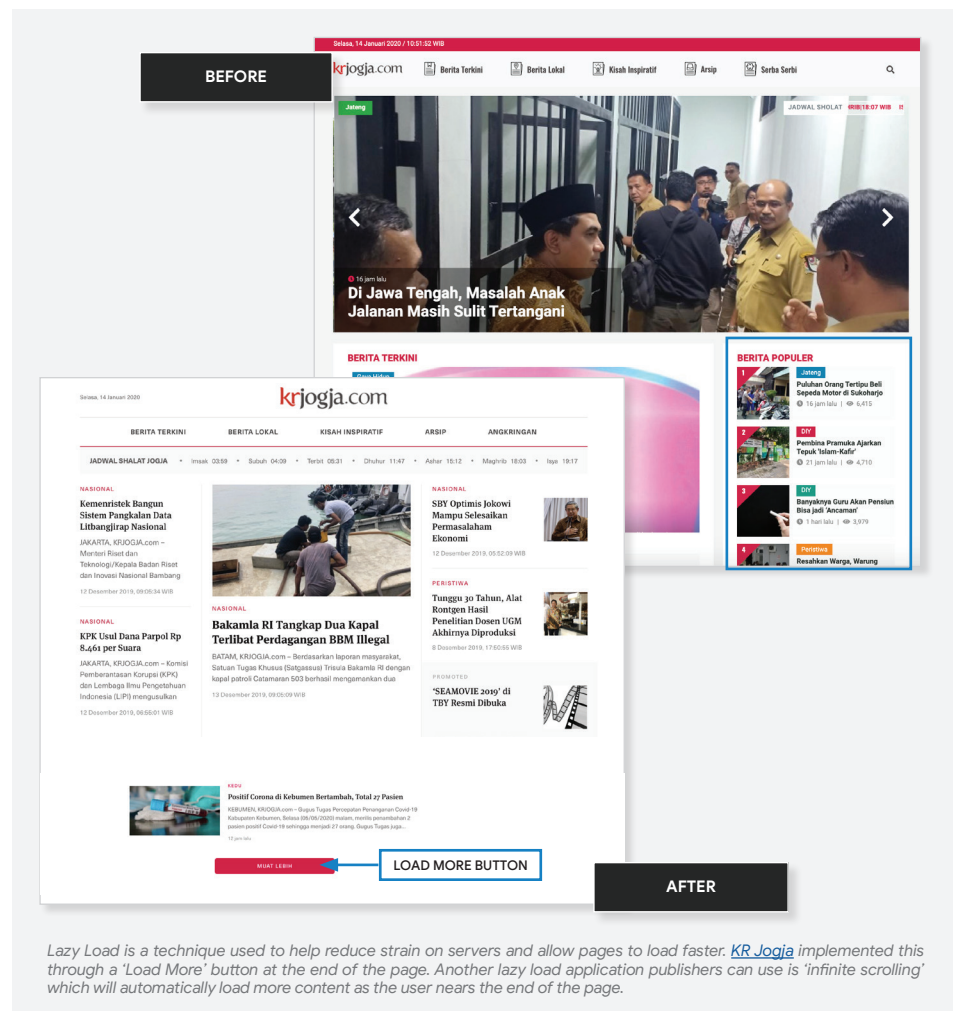
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The Project

Through GNI, Google worked with two Channel Partners, [AnyMind Group](#) and [PT Promedia Punggawa Satu \(ProPS\)](#), to run a pilot program. For audience acquisition, AnyMind Group and ProPS provided training and support to publishers to leverage [Google Analytics](#) and implement AMP to drive higher organic traffic through increased discoverability, content curation and keyword tagging. To improve desktop and mobile site experiences, the Channel Partners implemented changes such as lazy load—a technique that only loads objects on a site when needed to reduce strain on servers. Finally, the Channel Partners offered ads monetization strategy consultation, training and set up publishers with [Google Ad Manager](#).



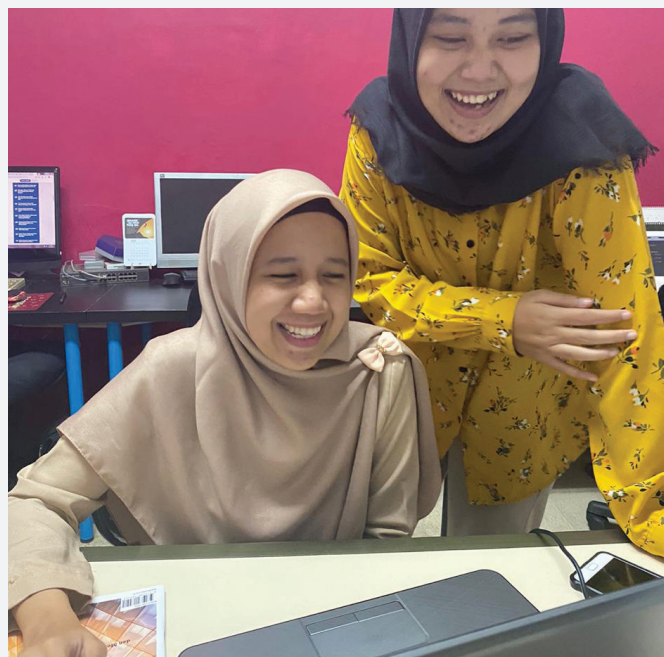
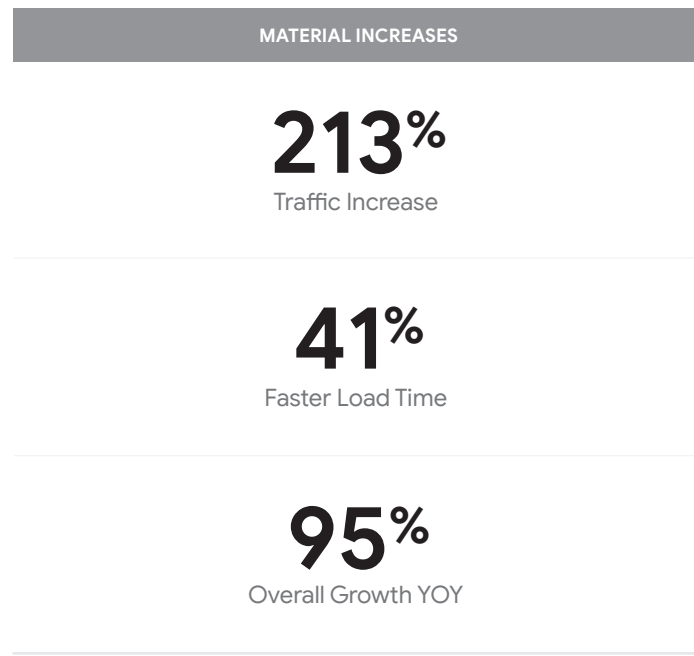
Lazy Load is a technique used to help reduce strain on servers and allow pages to load faster. [KR Jogja](#) implemented this through a 'Load More' button at the end of the page. Another lazy load application publishers can use is 'infinite scrolling' which will automatically load more content as the user nears the end of the page.



Increasing the number of Ad Slots used helped Suara Surabaya double their digital Ad Revenue within 2 months.

The Results

From January to April 2020, the seven publishers have seen significant results and a huge positive impact on their performance. Thanks to the implementation of AMP across at least 90 percent of each publisher's pages, website traffic increased by an average of 213 percent for the group, and pages loaded an average of 41 percent faster. The publishers' revenue averaged an overall growth of 95 percent YOY.



Warta Ekonomi Editorial Room

“Participating in this program benefited our traffic. We’ve had more visitors to our site and that’s led to incremental revenue. Not only that, our employees have gained digital skills that we can continue to apply.”

RAHIM ASYIK, CHIEF CONTENT OFFICER AT AYO MEDIA NETWORK (WHICH PUBLISHES AYOBANDUNG.COM)

“By joining this project, our team has realized that we need to keep upgrading our skills to provide information to our loyal readers.”

NURIL ARIFIN, SUKABUMI UPDATE’S CEO AND FOUNDER

“This project is very helpful for Warta Ekonomi in increasing revenue and traffic. Hopefully this project will continue and reach more publishers throughout Indonesia.”

CAHYO PRAYOGO, MANAGING EDITOR AT WARTA EKONOMI