Google News Initiative

NETZWELT

Results

Improved metrics after the redesign

A few weeks after rolling out the new site, Netzwelt saw a number of improvements, including nearly perfect page speed and Core Web Vitals scores in the Lighthouse and PageSpeed Insights tools.

- A **50% decrease in bounce rate** thanks to significantly reduced page load times.

- A **272% increase in newsletter sign-ups**. Newsletters proved to be a valuable channel for driving visit frequencing, bringing thousands of returning readers to the site every day.

- A **12% increase in average time spent on page** and a **27% increase in page views per visit** as readers began spending more time on the site.

- Their newly optimized site also saw an **18% increase in ad revenue**.

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Netzwelt improved audience engagement with a site redesign informed by News Consumer Insights

To optimize for reader loyalty, Netzwelt used the NCI tool and analytical framework to inform their site redesign.
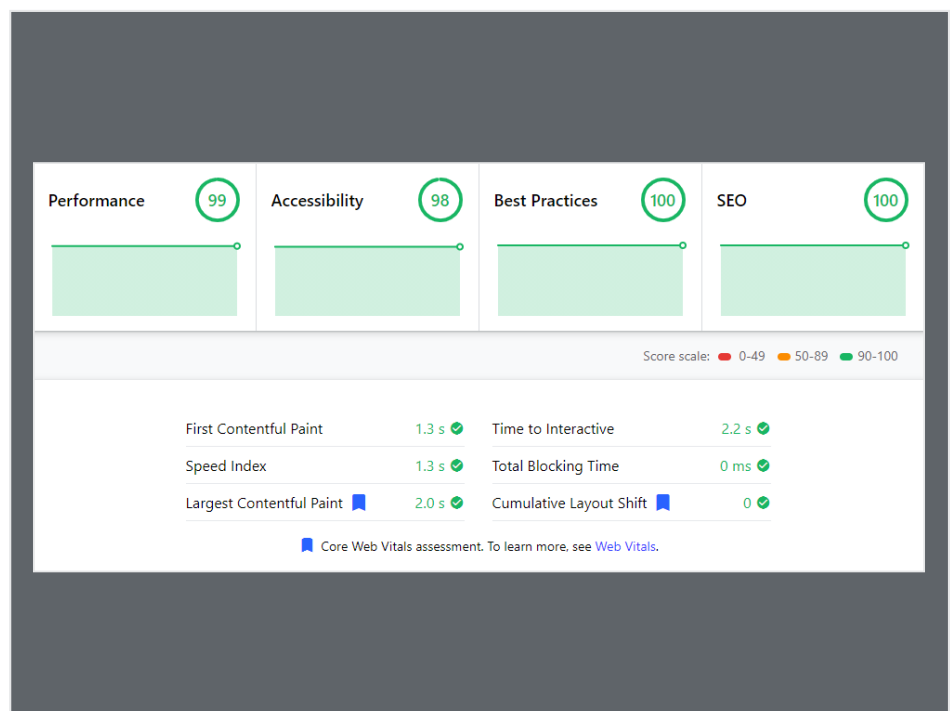
Overview

Founded in 1997, Netzwelt is a technology-related news website. The site features consumer electronics and entertainment.

The Project

Netzwelt is an independent publisher focusing on the latest news and information about consumer electronics, software and hardware. The site has been publishing content for more than 20 years and has become a well known German source for technology-related news.

At the beginning of 2020, Netzwelt decided to do a comprehensive redesign of their website. To inform their efforts, they turned to Google News Consumer Insights (NCI).

Using the News Consumer Insights framework, they were able to better understand their audience funnel (the journey readers take to become subscribers) which helped them to define clear goals for their development team.

Performance	99	Accessibility	98	Best Practices	100	SEO	100

Score scale: ● 0-49 ● 50-89 ● 90-100

First Contentful Paint	1.3 s ✓	Time to Interactive	2.2 s ✓
Speed Index	1.3 s ✓	Total Blocking Time	0 ms ✓
Largest Contentful Paint 🔖	2.0 s ✓	Cumulative Layout Shift 🔖	0 ✓

🔖 Core Web Vitals assessment. To learn more, see Web Vitals.
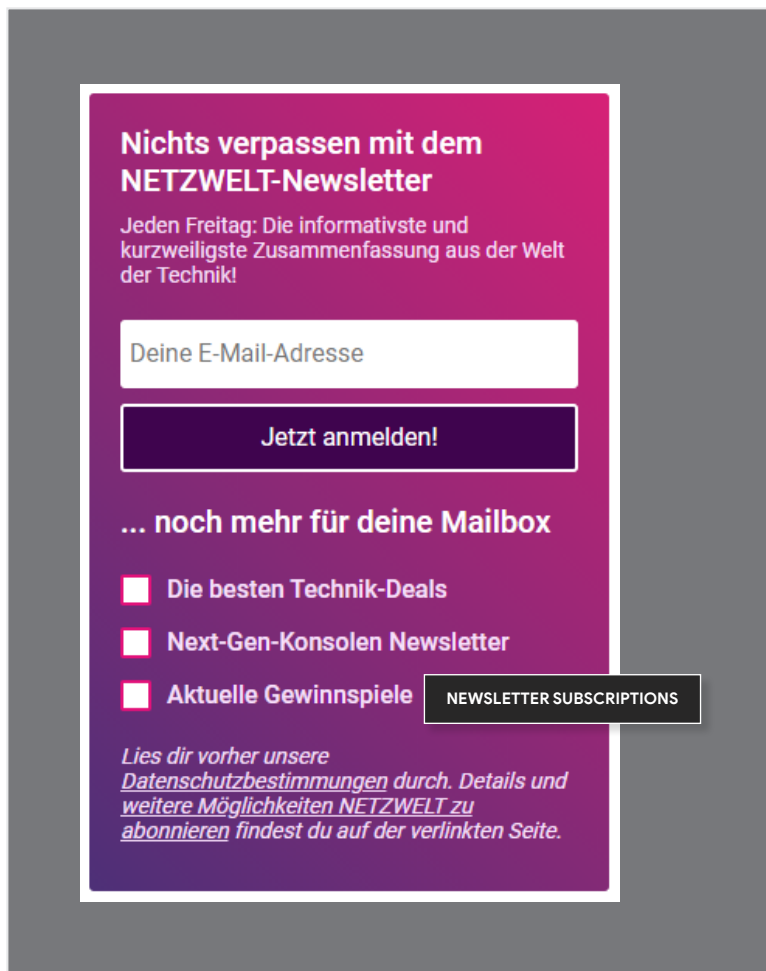
Optimizing page speed

Most important from the user experience perspective: page speed. Google's Core Web Vitals framework measures aspects of website performance that most affect a user's experience. As Core Web Vitals take on greater significance, there is a greater urgency for publishers to optimize the user experience, with a focus on how quickly pages load, how quickly they respond to interaction and how much layouts shift as the user navigates the site. Publicly available tools like Lighthouse and PageSpeed Insights were helpful in seeing the right data and uncovering actionable insights.

Armed and informed with the right information from NCI, the Netzwelt team was able to create an excellent user experience to help deepen engagement and loyalty.

Improving reader engagement

Turning readers into loyal readers is the key to success for any website. With this in mind, the Netzwelt team used the NCI tool and analytical framework to understand their audience funnel as well as inform their approach in optimizing to encourage readers to visit more often and spend more time on the site.

- Newsletter Subscriptions: Their previous subscription form was too complex. Reducing the input fields and focusing on one field, the email address, simplified the sign-up process. A/B testing the position and measuring the performance of the sign-up box, led to a much higher sign-up rate.

- Web Push Notifications: Knowing the value of returning visitors and the high opt-in rate for push notifications, Netzwelt decided to deploy push notifications.

- Social Strategy: The team decided to use a sticky button for social sharing on both desktop and mobile. To minimize the friction of presenting too many user choices, they limited choices to three main social platforms.

- Recirculation: To optimize for longer user visits, they placed a mixture of fresh, most read and most relevant articles beneath and under their articles, which helped increase pageviews by nearly 20%.

Nichts verpassen mit dem NETZWELT-Newsletter

Jeden Freitag: Die informativste und kurzweiligste Zusammenfassung aus der Welt der Technik!

Deine E-Mail-Adresse

Jetzt anmelden!

... noch mehr für deine Mailbox

☐ Die besten Technik-Deals

☐ Next-Gen-Konsolen Newsletter

☐ Aktuelle Gewinnspiele

NEWSLETTER SUBSCRIPTIONS

Lies dir vorher unsere Datenschutzbestimmungen durch. Details und weitere Möglichkeiten NETZWELT zu abonnieren findest du auf der verlinkten Seite.

“ As a digital-only publication, understanding the audience is key to success. The NCI playbook provided us valuable insights and became part of our monthly site review. ”

CEO, DIRK HOTTES

Learn more www.netzwelt.de