

A Case Study on WSJ Website

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<https://wsj.com/>

The Wall Street Journal is a USA based News and Magazine publishing company from parent company Dow Jones. Their UI looks consistent in every page and represent their brand image quiet well.

2.834

million copies (including nearly 1,829,000 digital sales) as of August 2019.

2.3

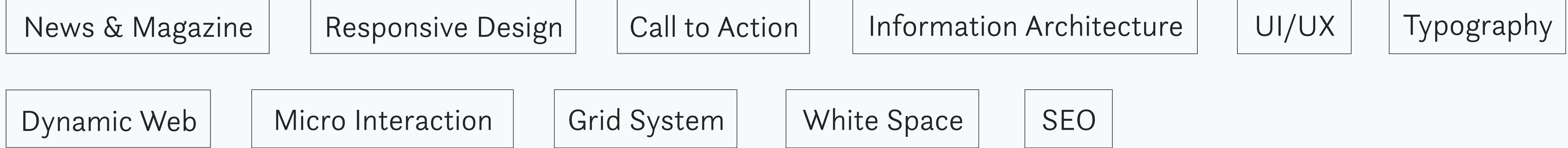
billion advertising revenue growth in the year 2000.

35

Pulitzer Prizes received for its coverage of such events as the September 11 attacks (2001)

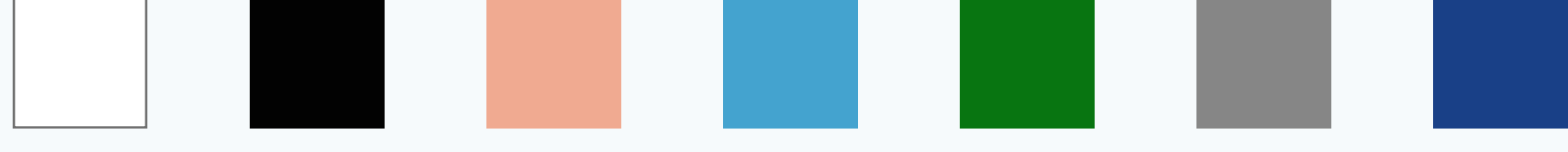
Keywords

The website incorporates all good practices that are specified using these keywords.



Colors

The color pallet of wsj totally justify their newspaper background.



Features

Technical features that leverage the website experience.

- ✓ Use compression (gzip)
- ✓ Use CDN for all static assets
- ✓ Minify CSS and JS
- ✓ PWA best practices
- ✓ Lazy loading

Usability

A good UX give a furnished look to the website along with custom theme.

- ✓ Pay as you go and subscribe plan. Don't make things complicated
- ✓ Prioritize visible content
- ✓ Avoids landing page redirects
- ✓ Listing/distributive pages are not the only way to browse through all the articles
- ✓ Prevent layout shiftings when loading media
- ✓ Color contrast is satisfactory
- ✓ Use legible fonts

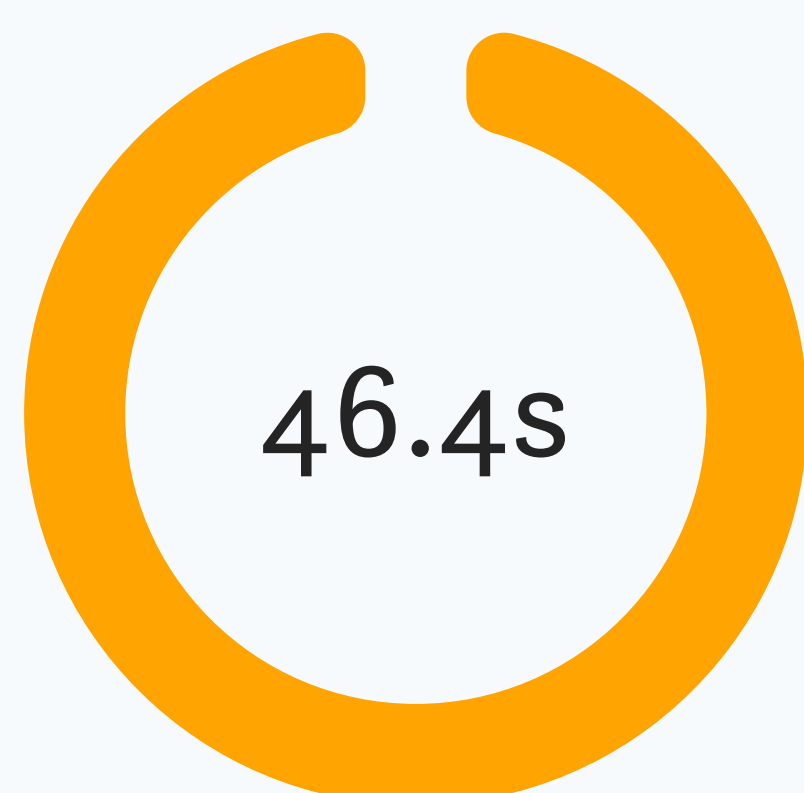
Mobile friendliness

The website is adequately responsive and optimized for mobile devices.

- ✓ Configures the viewport properly
- ✓ Content is sized correctly to the viewport
- ✓ Size tap target appropriately

Performance

The website startups quickly assuring good feedback from user.



Fully Loaded Time



Total Page Size



Requests



PageSpeed Score*

Technology

WSJ is built with comprehensive software-as-a-service solutions.

Analytics

comScore
SiteCatalyst
New Relic

Server

Node.js
webpack
Express

Advertising

Google Ads
Prebid
DoubleClick (DFP)

CDN

Cloudfront

PaaS

Amazon Web Services

References

While making this case study I used lots of analytics tools. Some of them are:

1. wappalyzer.com
2. sslslabs.com
3. developers.google.com/speed/pagespeed/insights
4. gtmetrix.com
5. tools.pingdom.com
6. yslow.org
7. semrush.com
8. awwwards.com

* This is a low rating however it's adequate for website present in news and magazine domain