

Google News Initiative Digital Growth Program

Audience Development

Thank you for attending our Best Practices Workshop!

Ready to apply what you learned?

Sign up for **free** office hours with industry-leading coaches and experts!

[Sign Up](#)

Explore our Audience Development workshops and playbooks

Understand
your audience



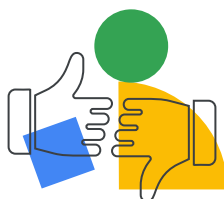
Who are your audiences and
what do they need?

Conduct audience research
Enable data-driven decisions
Expand coverage & formats

[Watch](#)

[Read](#)

Grow reach and
deepen engagement



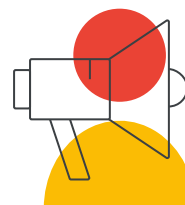
How can you get
more and longer visits?

Get more visits
Get longer visits
Improve site experience

[Watch](#)

[Read](#)

Set an audience-centric
culture



How can you become
more audience-centric?

Set & embrace goals
Hire audience leaders
Elevate success stories

[Watch](#)

[Read](#)

Connect News Consumer Insights with Google Analytics

Your Casual Readers



[Connect](#)

[Sign Up](#)

Your Loyal Readers



Get personalized recommendations based on Google Analytics

Need more help? Sign up for NCI Shift, an immersive program

Your Brand Lovers

