



Free Business Training & Resources

for Small and Mid-sized News Publishers

The **Digital Growth Program** is **Google's** effort to help you grow your digital businesses, leveraging the best of **Google**, industry experts, and news publishers globally.

We regularly add and refresh resources to keep you ahead of the industry. [Visit our site](#) or [subscribe to the GNI newsletter](#) to stay up-to-date!

Build a relationship with your audience



80% of publisher traffic comes from **20%** of visitors

Source: Google's [News Consumer Insights](#)

How do you translate loyal readership to sustainability?

What are your mission, values, & value proposition?

How do you produce journalism to meet reader needs? Find out in our [Product Workshops](#), led by Googlers and industry experts. Live workshops start **August 30 at 2pm EST**, and are available on-demand after airing.

How do you know how to grow your engaged audience?

Read the [News Consumer Insights Playbook](#) or watch our [Audience Development Workshops](#) on attracting readers and deepening engagement.

Diversify revenue



62% of ad spend will be digital in 2021

Source: [eMarketer](#)

Publishers today balance multiple revenue streams

Which model is for me?

Read our [Reader Revenue](#) and [Ad Revenue Playbooks](#) and attend [Workshops](#) to learn more.

Can my readers bring in enough revenue?

Try the [Opportunity Sizing Exercise](#), then strategize and align with your team using our [Goal Setting Exercise](#)!

How do you build a sustainable news startup?

Read our [Startups Playbook](#), attend our [Workshops](#), or join our free [Slack channel](#) to connect with other founders.

Make data-guided decisions



Arm your decisions with data to unlock opportunities, reduce costs, and optimize processes with objectivity

How far along are you on your data journey?

Find out with our [Data Maturity Benchmark Exercise](#)!

How do you use data to grow readership and revenue?

Read our [Data Maturity Playbook](#) to advance your publication's data strategy.

How are you performing in key metrics versus others?

Measure performance and identify tactics to improve with our [User Funnel Diagnostic Exercise](#).