



Build a loyal audience.

Competition for reader attention is more challenging than ever, and a lot of journalists are spending their time trying to acquire new readers from platforms like social and search. But across all the sites Chartbeat tracks, we see that **more than 60% of those new readers who come to your site this week won't be back next week**. The key to true audience development lies in your ability to capitalize on this momentum from external platforms and keep new readers coming back for more!



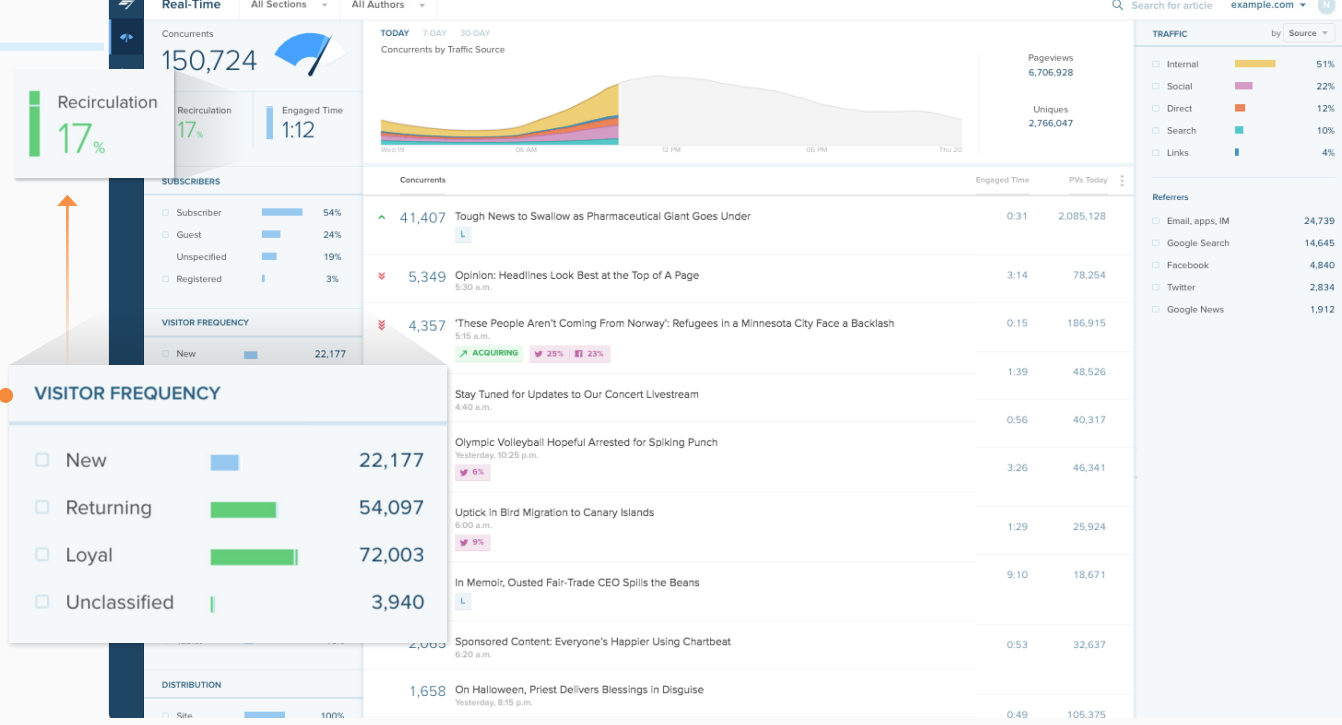
Make the most of your new visitors.

Once a reader is on a story, there are two clear goals: keeping that reader on the page as long as possible (engaged time), and moving that reader onto another piece of content (recirculation). Both of these actions will increase the likelihood that these readers will return to your site.

Show new visitors your depth of content

Filters are your friend.

Try filtering the dashboard on New visitors. Did you see the recirculation percentage drop? This is because it's difficult to get new visitors to read more than one page. With a little planning, you can optimize stories that have a high number of new visitors for **recirculation**, since this demographic hasn't seen your best content yet!

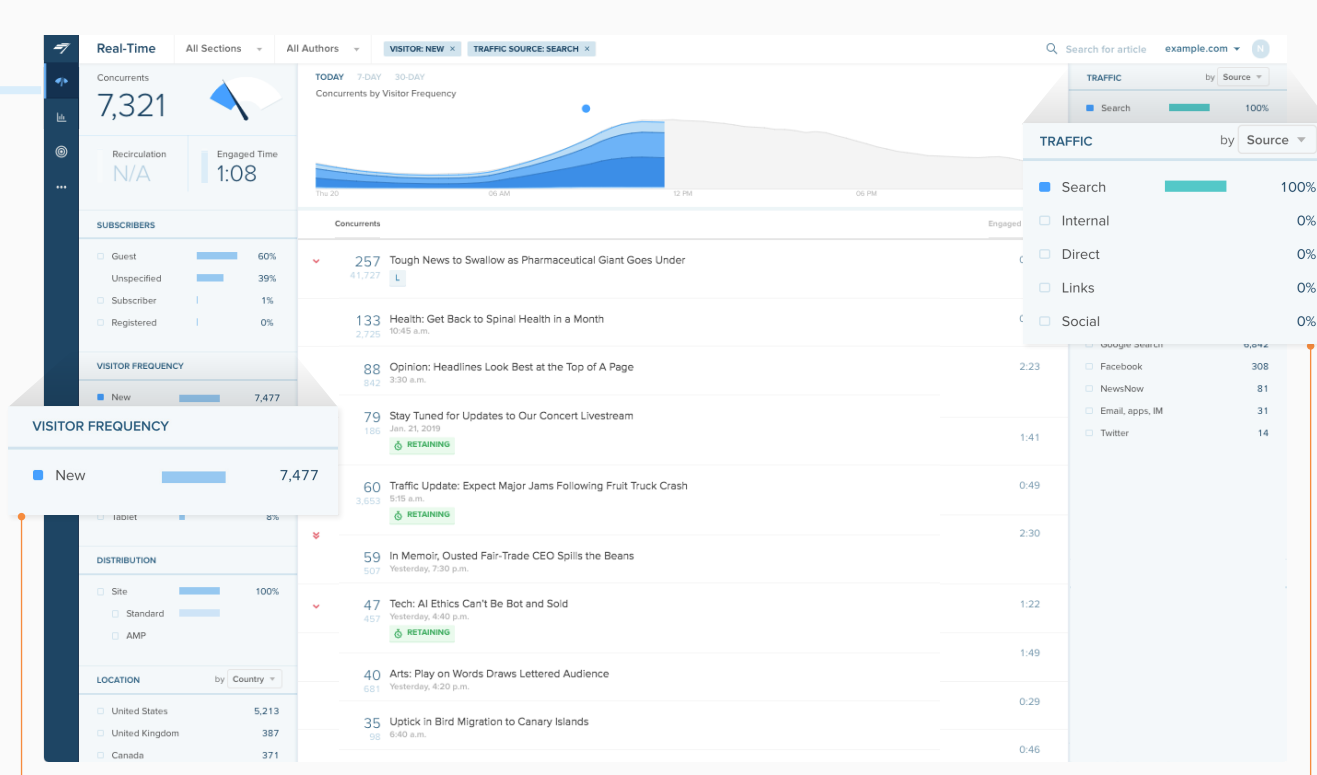


Not all new visitors are created equal or are seeking the same type of information. To maximize **recirculation**, we need to segment our audience based on where and how they discover your content.

Let's break them into three groups: **Search, Mobile, and Social**.

Target new visitors coming from search

Our data science studies of sites across the Chartbeat network show that **visitors coming from search are seeking factual, straightforward information**. To maximize recirculation for this group, find evergreen stories that did well with visitors coming from search in the past and add them as links within stories that are currently doing well with this audience. In the case of breaking news, think of linking to stories that provide content and analysis to bolster the articles that focus on new information.



No need to curate every page to be effective

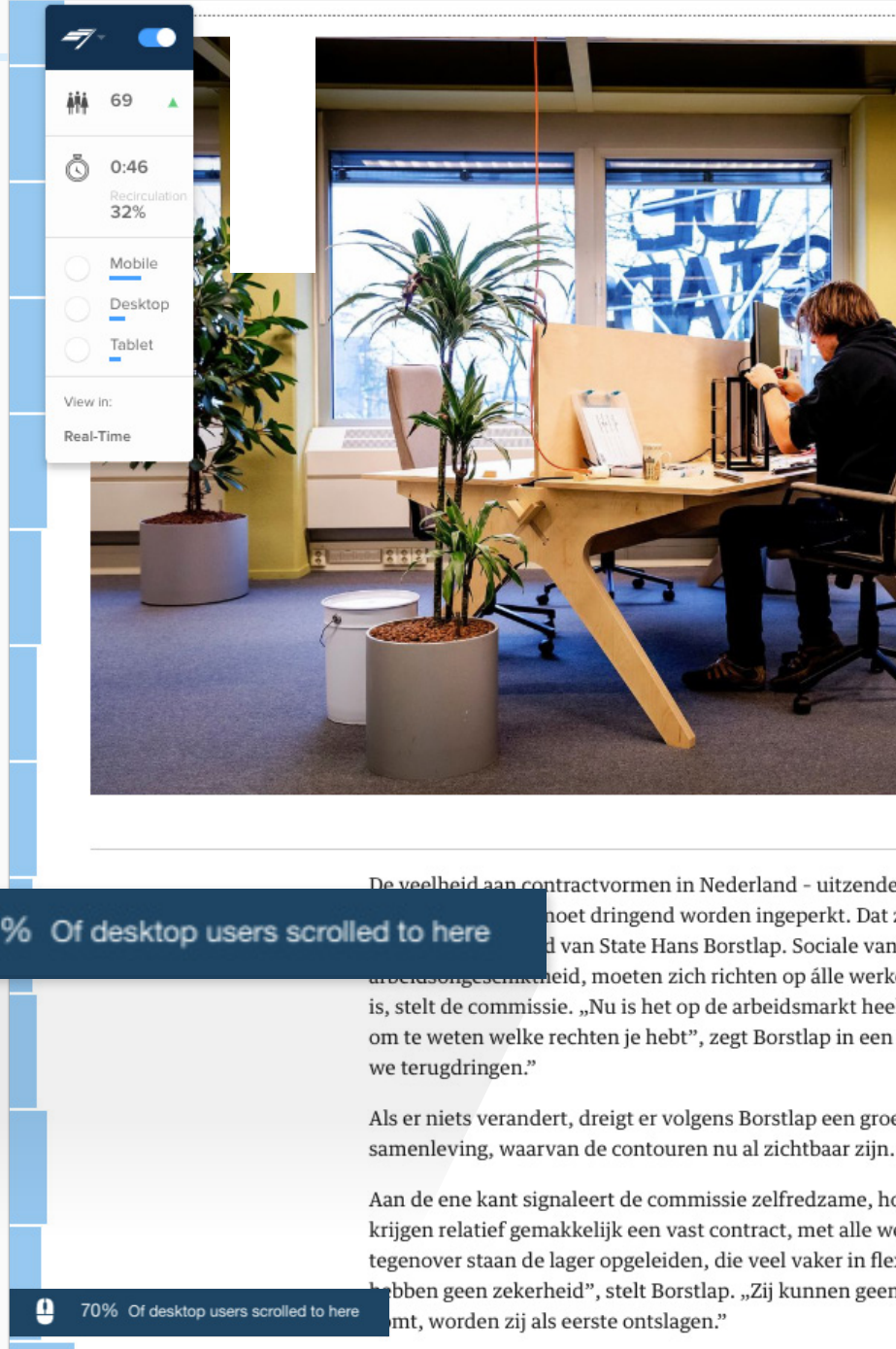
Focus on curating the top 4 to 5 stories that are trending with your new/search audience.

Where you place these inline links on the page is also of utmost importance. Use the Heads Up Display scroll depth indicator to find out where your audience is dropping off, then give them a reason to read another story instead of leaving the site altogether. Try to place inline links above the digital fold, or where 50% of user drop off.

Use the Heads Up Display scroll depth indicator.

Click on the scroll depth indicator to show bars that pinpoint where, exactly, people are leaving the page.

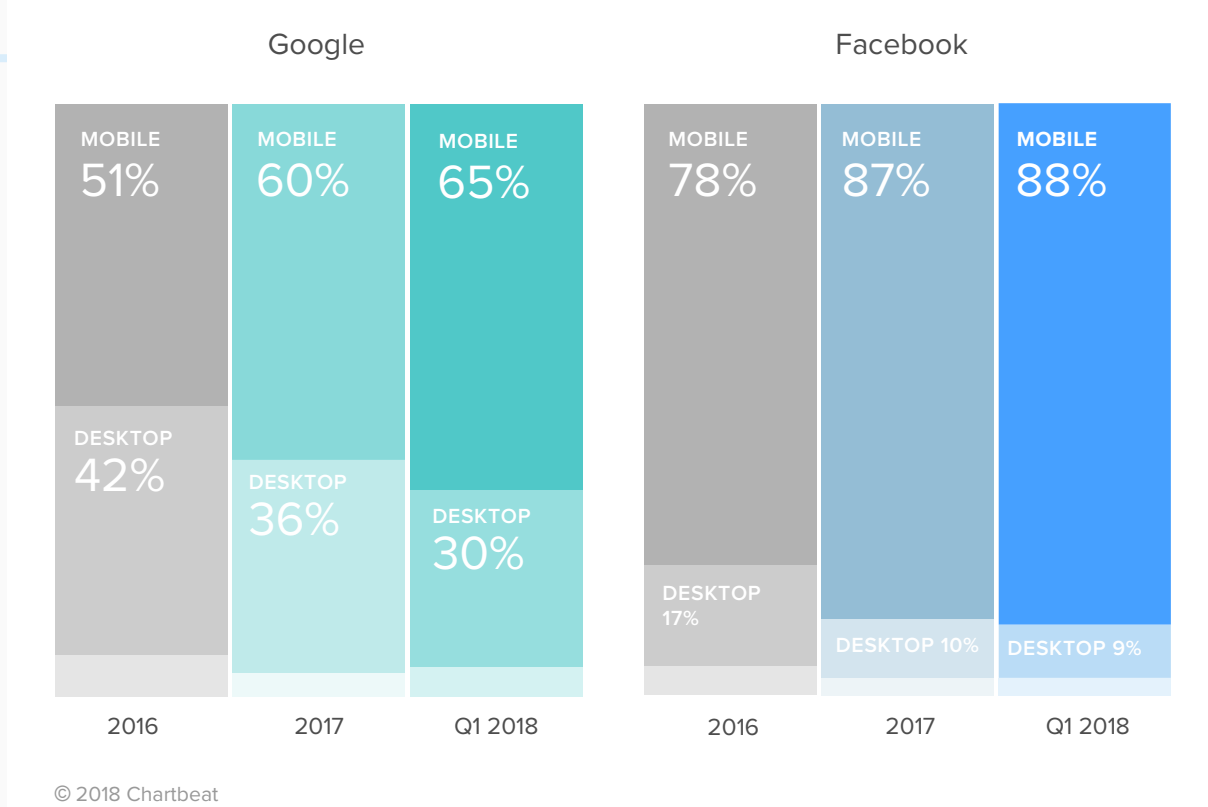
The bigger the bar, the more people are dropping off at that point. Give them a link to click so they stay on your site.



Capitalize on the growing mobile web audience

Traffic from mobile devices is now the dominant source of traffic to news sites. While most sites have a loyal and thriving audience for their mobile apps, there is also a great opportunity to build a mobile web audience. **Chartbeat's non-dark data shows that 70% of external, non-dark traffic comes from Google and Facebook.**

Facebook-referred traffic is nearly all mobile. Google is roughly two-thirds mobile, but getting more mobile every day.



Optimize for mobile recirculation and engagement

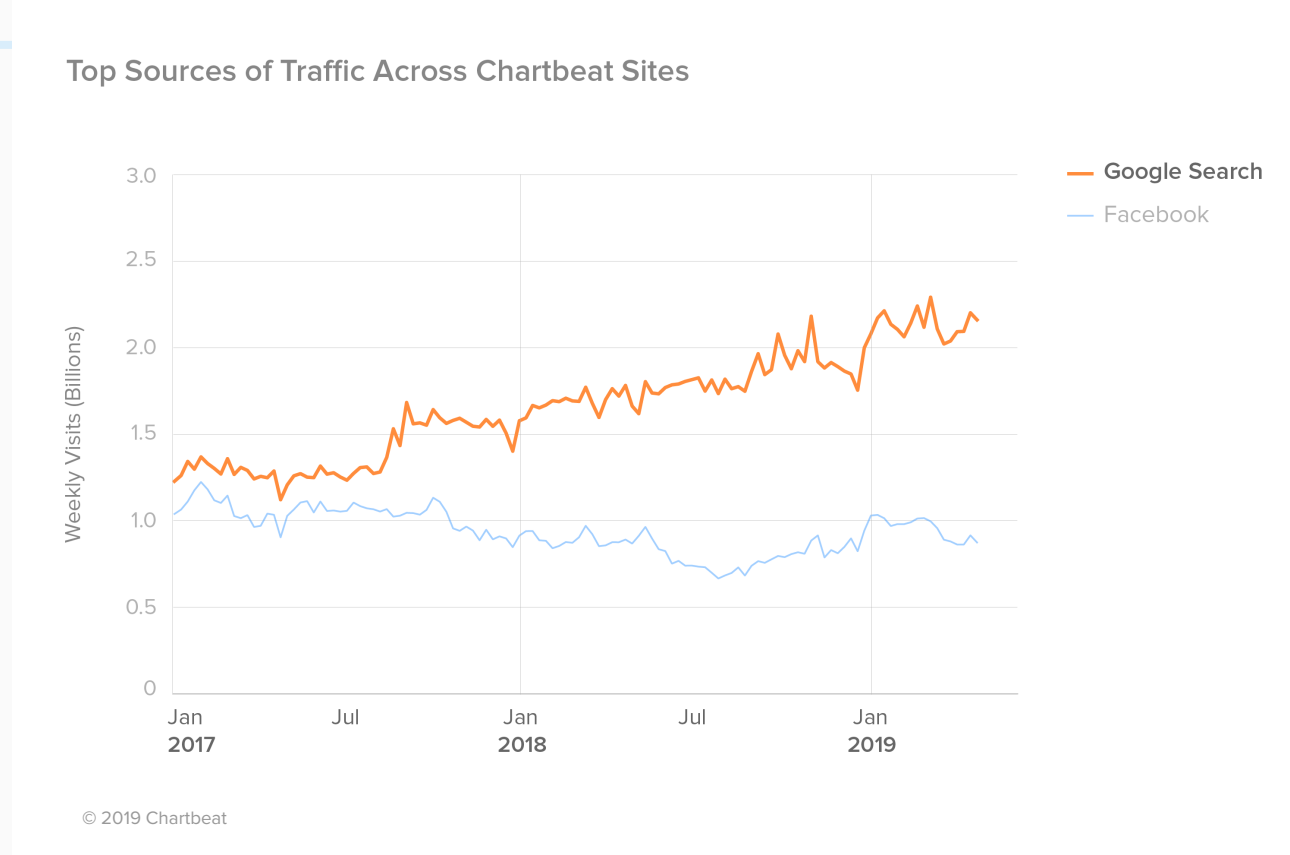
1. Filter the dashboard on New/Mobile and choose the piece of content you want to curate.
2. Click on the story in the Top Pages module to view its targeted metrics.
3. Click on the headline to automatically open the story in a new browser window.
4. Right-click on any element of the page and choose "Inspect" or "Inspect element."
5. Once the tool panel is open, click on the device toggle in the upper left corner (left). This will simulate the mobile experience in your desktop browser window.
6. Refresh the page and click the "mobile" pivot on the Heads Up Display dock. Now you're viewing engagement and recirculation data (and most importantly scroll depth) for your mobile readers.

Notice how the mobile experience strips away the right rail and other recirculation opportunities. Inline links need to be closer to the top of the page than on desktop, as a user generally has to scroll a longer way to reach the bottom of a mobile page. **Think about placing inline links before mid-page galleries and ads as these are natural drop off points for readers.** Also, look for areas where mobile readers are dropping off. Often it's a disruptive visual element or other blocker to mobile reading. Tweak the layout of the page to encourage deeper engagement.

Be mindful of emerging sources of traffic outside social

Despite volatility driven by algorithm shifts and intense news cycles, user demand for content (represented by traffic across the web) is quite stable, yet the sources of that traffic are anything but.

For instance, mobile traffic has seen double-digit growth and surpassed desktop, which saw double-digit declines. On mobile, Facebook is down nearly 40% between January 2017 and July 2018, before partially recovering in early 2019. In contrast, Google Search has grown nearly 2x since January 2017, driven by an increase in mobile traffic.



Complement social with mobile-first referrers

A new category of referrers has emerged: mobile-first aggregators, all of which have grown over 2x in the past two years. Use Chartbeat to identify your main sources of traffic outside of traditional content strategies.

