

# YouTube Analytics Checklist

## 1. Accessing YouTube Analytics

- **Open YouTube Studio:** Go to your YouTube channel and click on your profile picture. Select "YouTube Studio."
- **Navigate to Analytics:** In the left-hand menu, click on "Analytics."

## 2. Overview

- **Channel Summary:** Check the key metrics such as views, watch time, subscribers, and estimated revenue for the selected period.
- **Change Time Frame:** Use the drop-down menu to select different time frames (last 7 days, last 28 days, last 90 days, custom).

## 3. Reach

- **Impressions:** Look at how many times your video thumbnails were shown to viewers on YouTube.
- **Click-Through Rate (CTR):** Check the percentage of impressions that turned into views.
- **Traffic Sources:** Identify where your views are coming from (YouTube search, suggested videos, external, etc.).
- **Impressions and How They Led to Watch Time:** Understand the relationship between impressions, click-throughs, and watch time.

## 4. Engagement

- **Watch Time:** Review the total minutes watched on your channel.
- **Average View Duration:** Check how long viewers are watching your videos on average.
- **Top Videos:** Identify which videos have the highest watch time and engagement.
- **Top Playlists:** See which playlists are performing the best.

## 5. Audience

- **Unique Viewers:** Look at the number of individual users who have watched your content.
- **Returning Viewers:** Check how many viewers are coming back to your channel.

- **Subscriber Growth:** Monitor how many subscribers you have gained or lost over time.
- **Audience Demographics:** Review age, gender, geography, and other demographic data.
- **Watch Time by Subscribers:** Compare watch time from subscribers vs. non-subscribers.

## 6. Revenue (if applicable)

- **Estimated Revenue:** Check the estimated revenue for the selected period.
- **Revenue Sources:** Understand where your revenue is coming from (ads, YouTube Premium, Super Chat, etc.).
- **RPM and CPM:** Review your revenue per thousand views (RPM) and cost per thousand impressions (CPM).

## 7. Interactive Content

- **End Screens:** Analyze how effective your end screens are at driving viewers to other videos.
- **Cards:** Check the performance of cards in your videos and how many clicks they receive.

## 8. Video Performance

- **Individual Video Metrics:** Dive into analytics for individual videos to see views, watch time, and audience retention.
- **Audience Retention:** Look at where viewers are dropping off in your videos.
- **Engagement Metrics:** Review likes, dislikes, comments, and shares on individual videos.

## 9. Advanced Mode

- **Custom Reports:** Create custom reports to dive deeper into specific metrics.
- **Compare Metrics:** Use the compare feature to see how different videos or time periods perform against each other.

## 10. Actionable Insights

- **Identify Patterns:** Look for patterns in your analytics that can inform your content strategy.

- **Experiment and Test:** Based on your findings, create hypotheses and test new content strategies.
- **Optimize Posting Times:** Adjust your posting schedule based on when your audience is most active.
- **Engage with Comments:** Respond to viewer comments to increase engagement and build community.

## 11. Regular Monitoring

- **Set a Schedule:** Decide how often you will review your analytics (weekly, monthly, etc.).
- **Track Progress:** Keep a log of key metrics and any changes you make to your content strategy.