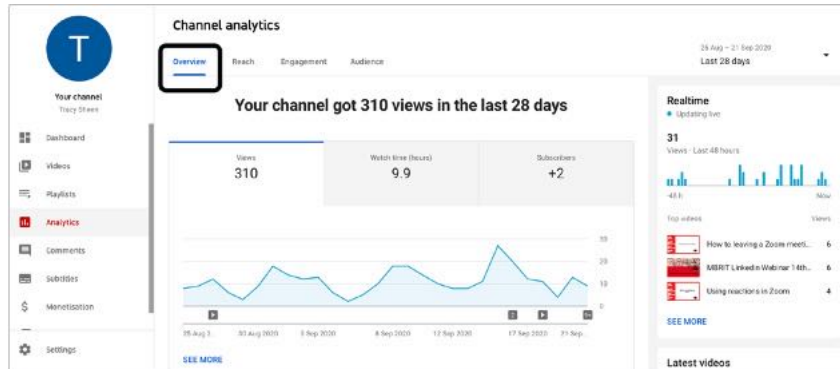


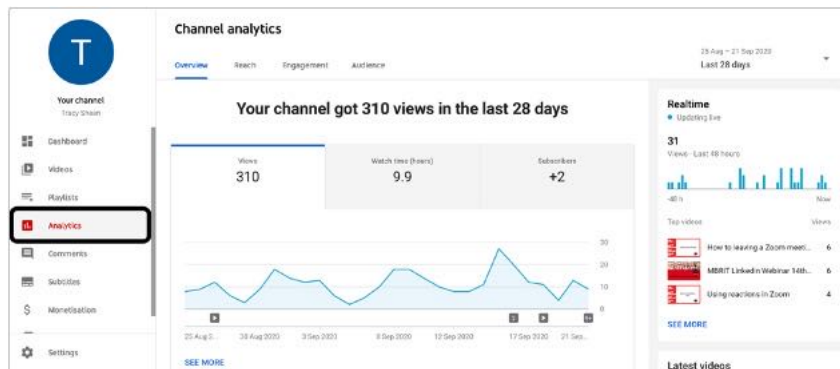
# The Digital Guide's Fact Sheet

## YouTube

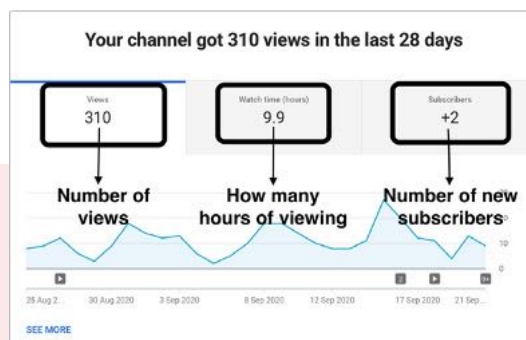
As you may have guessed what I find interesting in this platform (apart from the Google love that abounds) is the analytics you can access. To see your insights, you'll want to log into 'YouTube Studio': [Studio.youtube.com](https://studio.youtube.com) Once you're logged in, you'll be taken directly to your home screen and your insights 'overview'.



Everything around your insights will be found through the 'insights' tab on the left-hand side.



The first insight shows you how many views your channel has had over the past 28 days, how many hours of viewing and the number of new subscribers your channel has picked up.



# The Digital Guide's Fact Sheet

## Realtime insights

This option provides information on who has viewed your channel in the past 48 hours, along with a list of your top-performing videos.



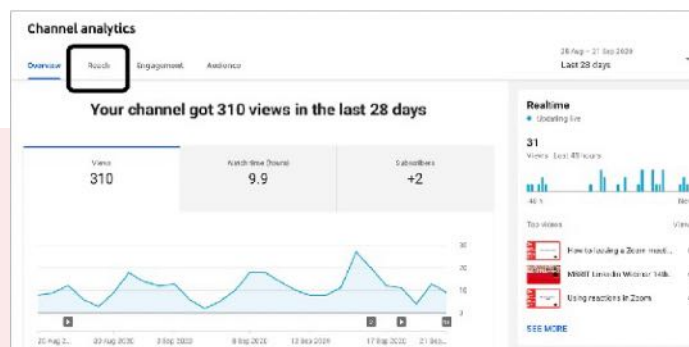
## Top videos for this period

This will provide a list of your top-performing videos over your set time period. It will also show you the average view time and the number of views.

Video	Average view duration	Views
1 <b>How to leaving a Zoom meeting</b> 10 Aug 2020	0:35 (60.4%)	103
2 <b>Using reactions in Zoom</b> 10 Aug 2020	0:27 (31.6%)	57
3 <b>#68 Delete LinkedIn messages</b> 2 Jun 2020	0:56 (31.1%)	44
4 <b>Muting &amp; unmuting yourself on Zoom</b> 10 Aug 2020	0:28 (18.4%)	18
5 <b>ASBAS Legan Webinar Content Marketing</b>	11:04 (17.7%)	16

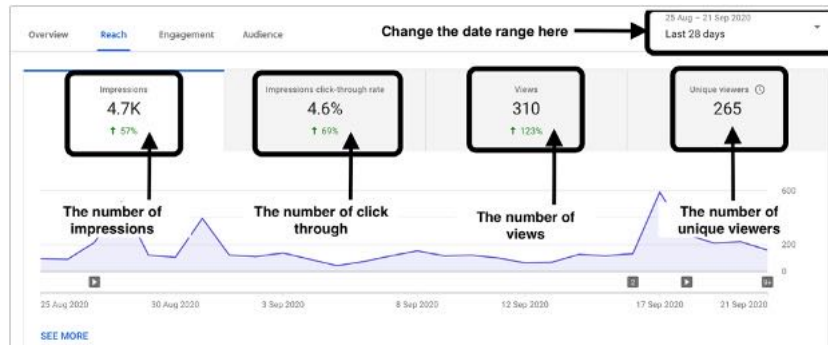
## Channel analytics: reach

Now click on the 'Reach' tab next to 'Overview'. This will take us through all the information on the reach of our YouTube channel.



# The Digital Guide's Fact Sheet

What does it all mean?



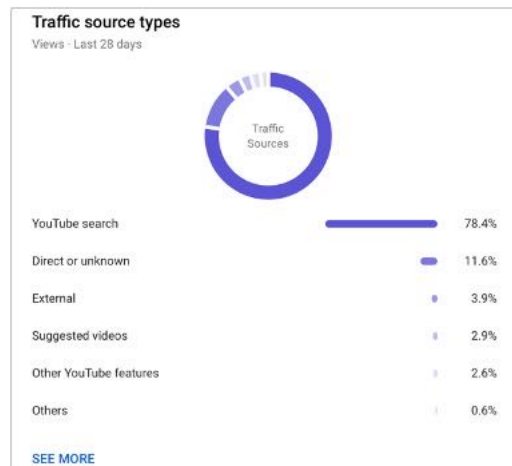
## Reach overview

The reach analytics provide us with the following data:

- Impressions: This is when your video thumbnail is shown to someone on YouTube.
- Impressions click through: The number of people who clicked on the thumbnail to watch the video.
- Views: The number of people who watched your video.
- Unique viewers: The estimated number of people who watched your videos during the selected time period.

## Traffic source types

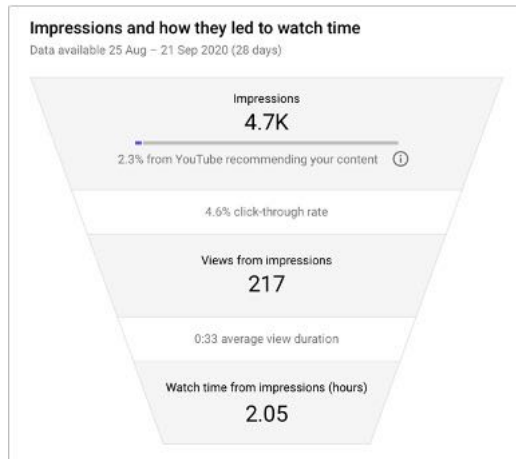
This tells you how people are finding your content. Ideally you want people finding you by searching in YouTube, purely because you'll be getting that additional Google love through YouTube searches.



# The Digital Guide's Fact Sheet

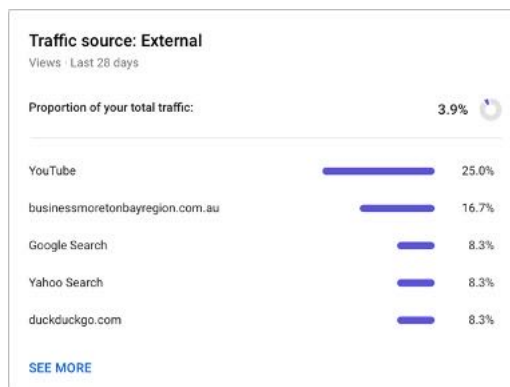
## Impressions and how they led to watch time

This gives you a visual representation of how many people saw your video thumbnail and then went on to watch it.



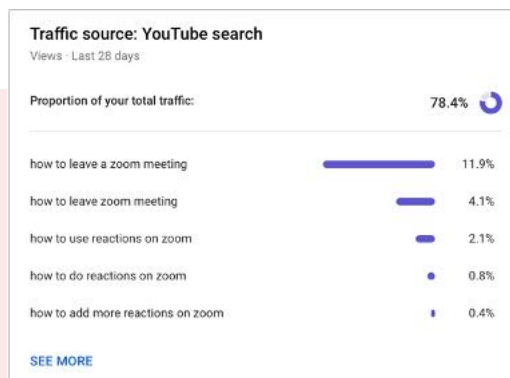
## Traffic sources: external

This is an insight I like to keep an eye on. It shows who the top referring sites are, and how people are finding your content outside of YouTube.



## Traffic Source: YouTube search

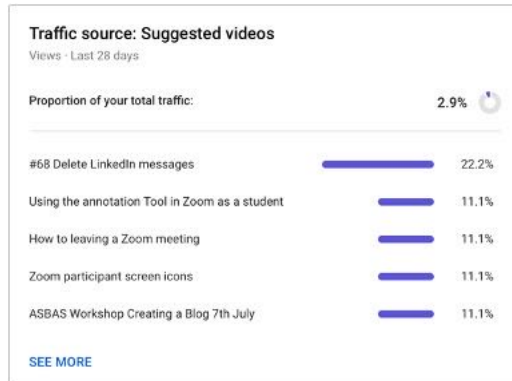
This will tell you what content people are searching for when they find your answers (very helpful when it comes to content creation ideas). It also shows you what percentage of your total YouTube traffic is made from YouTube searches.



# The Digital Guide's Fact Sheet

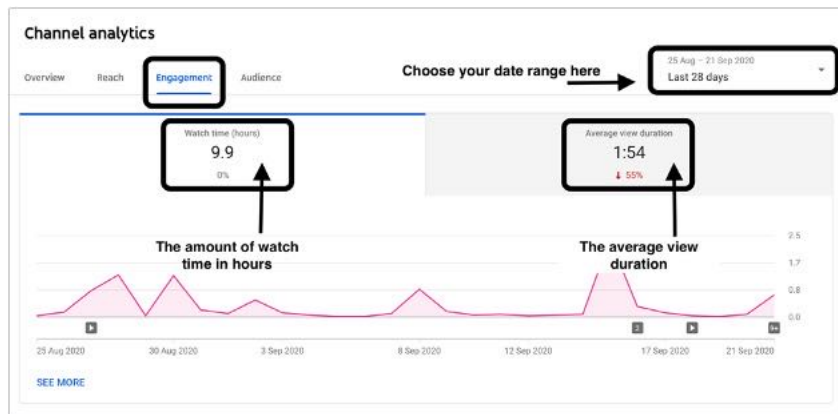
## Traffic Source: Suggested videos

This shows what traffic is being driven by the other 'suggested videos' that come up at the end of viewing a video on YouTube. It will also show you what percentage of your overall YouTube traffic is driven by suggested videos.



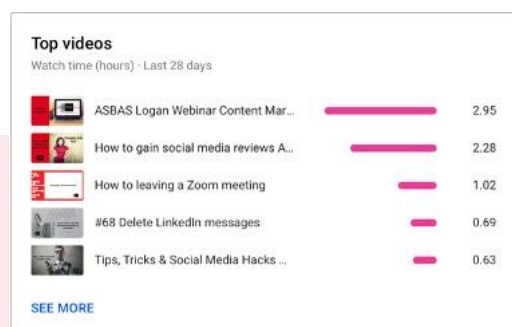
## Channel Analytics: engagement

This section tells you how long people are engaging (hanging around watching) with your videos.



## Top videos

This tells you the top-performing videos on your channel according to how long people are watching them in hours over your selected time frame.



# The Digital Guide's Fact Sheet

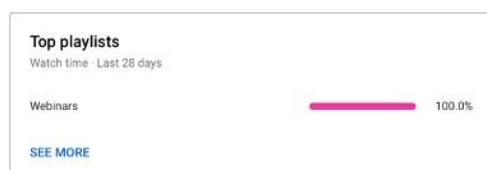
## Top videos by end screen

If you have chosen to put an 'end screen' on your YouTube videos, this will show you the top performing videos from your end screens.



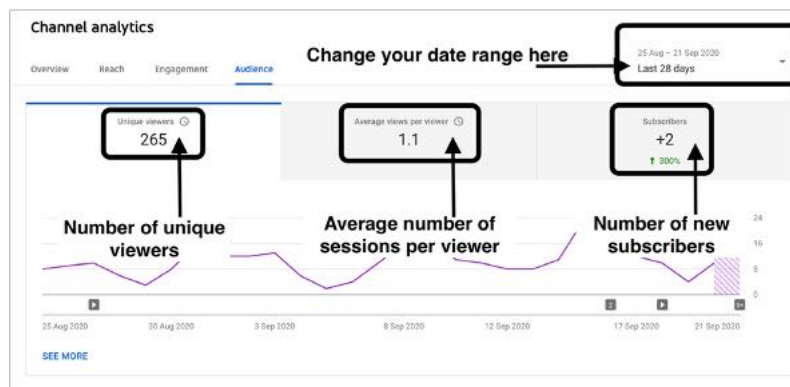
## Top playlists

If you have various playlists within your YouTube channel, this will showcase your highest performing playlists.



## Channel analytics: audience

Shares information on the audience engaged with your YouTube Channel.



- Number of unique views: The estimated number of people who engaged with your content during the selected date range.
- Average views per viewer: The average number of times a person watched any video on your channel.
- Subscribers: The number of new subscribers (followers) to your channel over the selected date range.

There are a range of other metrics available for your YouTube channel which may show 'not enough data'. This means your channel does not currently have enough viewers for YouTube to provide that information, or your audience is predominantly viewing your videos from a device that is not signed into YouTube. Some of these reports will include:

- when your viewers are on YouTube
- other videos that your audience watched
- viewer age and gender
- top countries
- top subtitles.