

WATCH TIME

What: Total time viewers spend watching content. **Why:** YouTube values longer watch times, enhances visibility. **Where:** Analytics > Overview > Watch Time

AVERAGE PERCENTAGE VIEWED

What: Percentage of a video watched by viewers. **Why:** YouTube ranks engaging videos higher in searches, recommendations. **Where:** Analytics > Overview > Watch time > See More > Content > Watch time > More Metrics > Overview > Average percentage viewed

AVERAGE VIEW DURATION

What: Average time viewers spend watching video. **Why:** YouTube ranks engaging videos higher in searches, recommendations. **Where:** Analytics > See More > Watch time > More Metrics > Overview > Average view duration

CLICK THROUGH RATE (CTR)

What: Percentage of viewers who click on video after seeing thumbnail. **Why:** CTR signals how compelling title & thumbnail are. **Where:** Content>Select Video>Analytics > Reach > Impressions click-through rate

SUBSCRIBERS

What: Number of new subscribers gained over a specific period. **Why:** Increasing subscribers signify resonating content with audiences over time. **Where:** Analytics > Audience > Subscribers

TRAFFIC SOURCE

What: Where your viewers come from. **Why:** Understanding content discovery aids promotion and distribution strategies. **Where:** Analytics > Audience > Subscribers > See More > Traffic Source

AUDIENCE

What: Information about age, gender, location, and other characteristics of audience. **Why:** Audience insights refine content, strategy, fostering channel success. **Where:** Analytics > Audience

ENGAGEMENT

What: Likes, Comments, Shares–Indicators of audience interaction and involvement with content. **Why:** Greater engagement fosters audience connection, enhancing visibility. **Where:** Content>Select Video>Analytics > Engagement

