

# YOUTUBE FEATURES TO BOOST ENGAGEMENT & WATCH TIME



## PLAYLISTS

Create themed playlists grouping similar videos together. Encourages viewers to watch multiple videos in one session, increasing watch time and engagement.



## END SCREENS

Utilize end screens in the final moments of your video to direct viewers to more of your content, encouraging them to watch another video, subscribe to your channel, or visit external links.



## CARDS

Insert interactive cards during video, prompting viewers to explore related videos, playlists, merchandise, or websites.



## SUBSCRIBER NOTIFICATIONS

Encourage viewers to hit the notification bell icon to receive alerts whenever you upload new content. This helps maintain viewer interest and prompts immediate engagement.



## COMMUNITY POSTS

Share updates, behind-the-scenes content, polls, and exclusive material with your subscribers, fostering a stronger connection and encouraging regular engagement.

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## SUBTITLES & CLOSED CAPTIONS

Text overlays that display spoken content of a video. Enhances searchability, viewer engagement, and overall watch time by making content accessible to a broader audience, including those who are hearing impaired, non-native speakers, or watching in noisy environments.



## LIVESTREAMS

Conduct live sessions to directly interact with your audience in real-time. Live videos often garner high engagement rates and longer watch times.



## POLLS

Engage your audience by adding polls within your videos. Polls encourage viewer participation, fostering a sense of community and increasing interaction.



## COMMENTS SECTION

Actively engage with your audience by responding to comments. This interaction not only boosts engagement but also encourages viewers to stay connected with your content.