

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

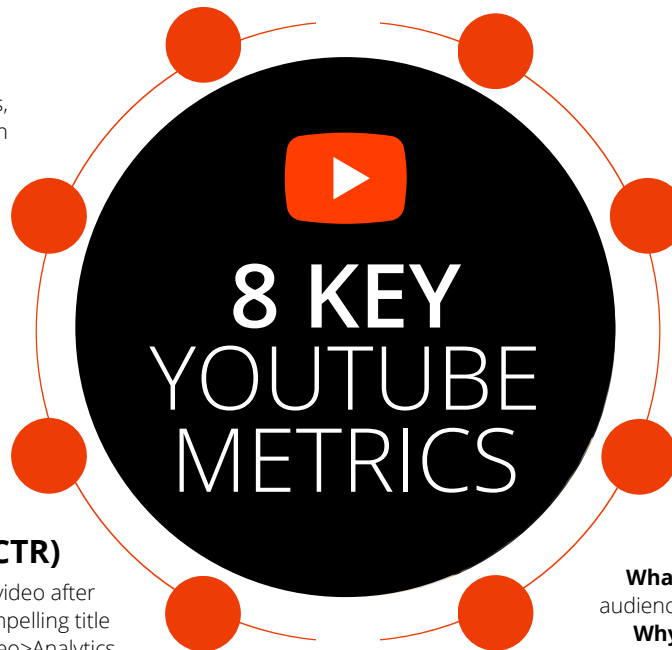
What: Where your viewers come from. **Why:** Understanding content discovery aids promotion and distribution strategies. **Where:** Analytics > Audience > Subscribers > See More > Traffic Source

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





IDENTITY & BRANDING

OF YOUR YOUTUBE CHANNEL

NAME

Title or the name of the channel. It's the identifying label by which viewers recognize your channel.

PICTURE

Profile picture or avatar associated with the YouTube channel. It's a small image that represents the channel and typically appears next to comments, on the channel homepage, or beside videos uploaded by the channel.

HANDLE

Unique identifier associated with the channel that starts with the "@" symbol. This is used to find and interact with other users.

CHANNEL ART

Large header image that spans the top of the YouTube channel homepage. Also known as cover photo. It's a prominent visual element that allows creators to showcase their brand, style, or content focus. This image is often used to display channel branding, upload schedules, social media links, or a visual representation of the channel's content.

CHANNEL DESCRIPTION

A brief overview or summary of what your channel is about. It's located on the About section of your channel and provides viewers with information about your content, goals, and sometimes, upload schedules.

CHANNEL URL

Unique web address that directs users to your YouTube channel. It's typically in the format of "youtube.com/c/YourChannelName" or "youtube.com/user/YourChannelName".

LINK TO EXTERNAL SITES

YouTube allows creators to link their channel to external websites or social media platforms through the associated websites section on the channel's About page.

CONTACT INFORMATION

Creators can provide contact information, such as an email address, for business inquiries or other communications. This information can be displayed on the About section or in the video descriptions to facilitate contact with the creator.

Presentation: How to Start a YouTube Channel
in 2024 & The Basics of the YouTube Algorithm

Presenter:
Jason Webster of

Webster CONCEPT

Choosing
MY HEALTH

YOUTUBE CONTENT FORMATS



VIDEOS

On YouTube, "videos" is a general term used to refer to any content uploaded by creators, including a wide range of formats such as vlogs, tutorials, entertainment, educational content, edutainment, music videos, etc.



SHORTS

YouTube Shorts are brief, vertical videos that can be up to 60 seconds long and are primarily designed for mobile viewing. These short-form videos often feature music, creativity, and quick, engaging content.



LIVE

Refers to live streaming, allowing creators to broadcast content in real-time. Viewers can watch live events, Q&A sessions, gaming, or any live-streamed content as it happens. Great for audience interaction.



PODCASTS

While YouTube primarily focuses on video content, creators can upload video "podcasts" to playlists on a dedicated podcast tab. The podcast is in video format, and can also be shared in audio form on YouTube Music.

Presentation: Exploring YouTube's Content Formats: Videos, Shorts, Lives, and Podcasts

Presenter:
Jason Webster of

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YOUTUBE CREATOR GEAR PACKAGES



BUDGET CREATOR KIT

Designed for aspiring YouTubers on a limited budget. Basic equipment for content creation without breaking the bank.

Includes:

Smartphone OR Camera w/
Interchangeable lens
Simple external microphone,
Budget-friendly lighting
Basic tripod

\$200 - \$300
price if using smartphone

\$1200 - \$1300



STARTER CONTENT CREATOR BUNDLE

Ideal for beginners taking the first step into YouTube content creation. Upgraded from the budget kit, offering better quality and versatility.

Includes:

DSLR or mirrorless camera
Interchangeable Lens(s)
Basic external microphone
Simple lighting
Tripod w/additional features

\$1400 - \$1600



ESSENTIALS CREATOR PACKAGE

A comprehensive set for serious beginners or growing channels. Covers essential tools for improved video and audio quality.

Includes:

DSLR or mirrorless camera
Interchangeable lens(s)
Quality external microphone
Versatile tripod
Basic lighting options
Camera remote
Continuous power supply
Teleprompter

\$1800 - \$2000



StudioFX Softbox Lighting Kit
Beginner- and budget-friendly option to improve lighting conditions & enhance video quality



Newer Dimmable Bi-Color LED Video Light Kit
Adjustable, consistent LED lighting for video and photography



SD Card Reader
Reads SD cards via USB-C for data transfer



SanDisk Memory Card
Great for fast write speeds, reliability, ample storage capacity, and compatibility



Sennheiser Headphones
Accurate audio, noise isolation, ideal for precise editing



Canon Wireless Remote
Wireless shutter control, useful for hands-free YouTube video recording



Quick Release Plates
Quickly attach/detach cameras from tripods, for convenient camera swaps



Canon EOS 5D Mark IV
High-quality video, versatile, excellent autofocus, full-frame sensor, reliable for YouTube content



Continuous Power
Eliminates dependence on battery operation



Canon LP-E6N Battery
Power source for compatible Canon cameras



Manfrotto Carbon Fiber Tripod
Stable support for professional-grade cameras



Manfrotto XPRO Fluid Head
Smooth panning for video camera stabilization



Rode VideoMic Pack
Enhanced audio quality, minimizes handling noise, perfect for YouTube video recording



Adjustable Boom Height Microphone Stand
Stable stand for Rode PSM1 shotgun microphone



Rode SmartLav+ Lavalier Microphone
Quality audio for YouTube videos using smartphones to DSLR's (with TRS-TRRS adapter)



Rode TRS-TRRS Adapter
Converts professional mics to mobile device-compatible or DSLR mic input



RØDE Wireless Go II Dual Channel
Wireless microphone functionality, quality audio and flexibility for many recording needs



Canon EF 12 II Extension Tube
Enables closer focusing for detailed macro shots—great for food photography



Canon EF 50mm f/1.4
Versatile, sharp, excellent low-light performance for photography & videography



Sigma 105mm F2.8 Macro
Excellent for close-up shots, sharp details, stabilization



Sony Alpha a6400 Mirrorless Camera

Favored for livestream due to image quality, fast autofocus, flip screen, clean HDMI output and more



Continuous Power Supply

Eliminates dependence on battery operation



Sigma 16mm f/1.4 DC DN Contemporary Lens for Sony

Loved because it delivers sharp images in various lighting (including low-light), and boasts a wide field of view



Rode Procaster

Popular among livestreamers for quality sound, noise reduction, durability



Rode PSM1 Microphone Shock Mount (PSM1d3)

Isolates and reduces unwanted noise and vibrations, contributing to cleaner and higher-quality audio recordings



Rode PSA1 Microphone Arm

Sturdy, flexible, and reliable microphone arm for versatile positioning and broadcast-quality recordings



Amazon Basics XLR Microphone Cable

Generally reliable and budget-friendly for connecting microphones to audio interfaces



Ecamm Live

Live streaming software enabling multi-platform broadcasts with professional features and ease of use



Elgato Stream Deck XL

All time favorite: great customization & multi-functionality, easy to use for advanced streaming and workflow control



Elgato Cam Link 4K

High-quality camera input for streaming or recording on computers via USB.



CalDigit TS3 Plus

Versatile connectivity, ideal for multiple devices



Focusrite Scarlett 2i2 3rd Gen USB Audio Interface

Solid choice-reliable, versatile audio interface ideal for home studios and podcasting



Mac Mini

Powerful, versatile, reliable, compact - ideal for dependable livestreaming setups



StudioFX Softbox Lighting Kit

Beginner- and budget-friendly option to improve lighting conditions & enhance video quality



Weeylite RB9 RGB Camera Video Light

Produces wide spectrum of color options to enhance livestream set/background.



Camera Desk Mount

Securely mounts camera on desk without adding tripod bulk for optimal angle during Livestreams



Adobe Creative Cloud
Software used for graphic design, video editing, photo editing and more



Adobe Premiere Pro
Part of the Creative Cloud Suite used for video editing



Frame.io
Collaborative platform for video review & feedback (Also part of Adobe Creative Cloud)



Ecam Live
Live streaming software enabling multi-platform broadcasts with professional features and ease of use



Notion
All-in-one workspace for project management, notes, tasks, databases, and collaboration, offering versatile productivity tools



YouTube Studio
Mobile tool for creators managing channels, analytics, and video uploads efficiently on-the-go



Google Drive
Cloud storage service for files, collaboration, and easy document management



Descript
Simple audio and video editing software with transcription and collaborative features



VID IQ
YouTube optimization tool for analytics, SEO, and audience growth strategies



Canva
Graphic design platform for creating presentations, social media, and marketing visuals



Slack
Messaging platform for teams, collaboration, and workflow management tool



Kajabi
All-in-one platform offering tools for online courses, landing pages, sales funnels and more for creators and entrepreneurs