



5 Hacks to Make the Most of YouTube

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5 HACKS

- 1 Get Discovered With Search
- 2 Retain to Sustain
- 3 Understand Your Viewers
- 4 Create Your Cadence
- 5 Hack Below the Fold

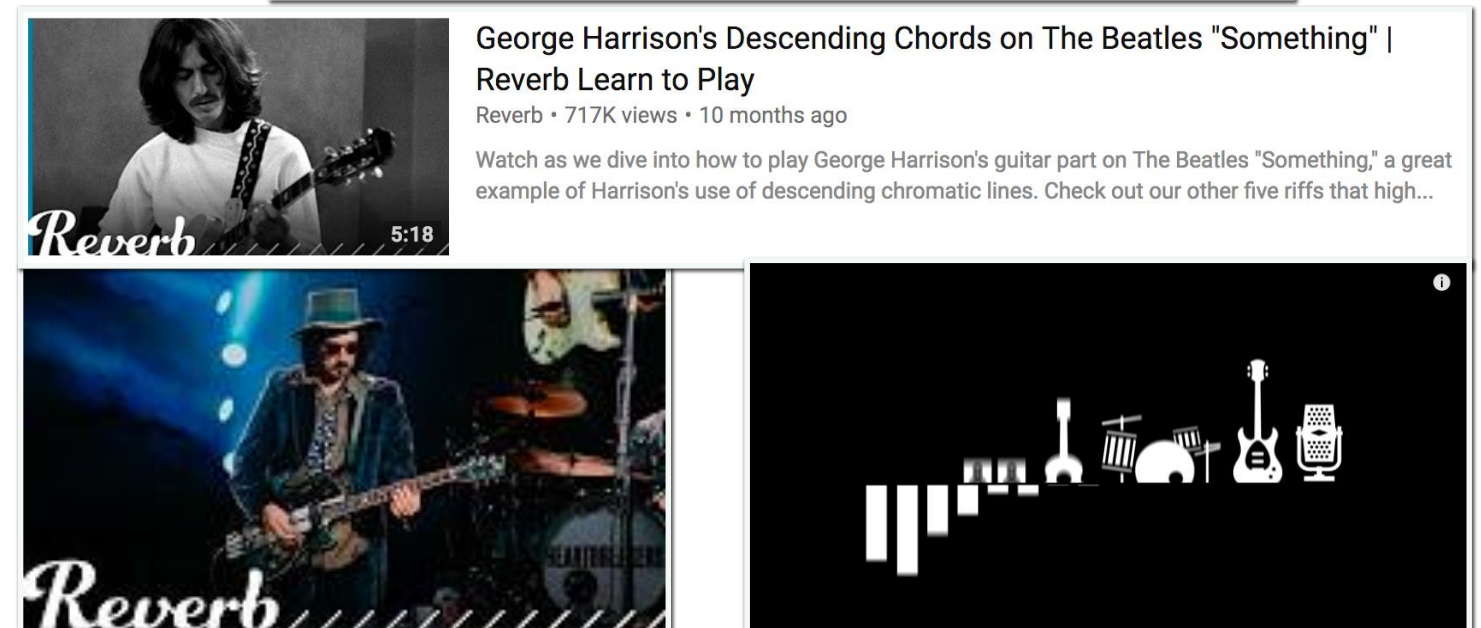
Get Discovered With Search

Master Metadata

- Title: Searchable terms first, distinguish format
- Description: Be specific and transcriptive
- Tags: 10 or fewer relevant tags
- Classification: Music vs entertainment

Clickworthy Visuals

- Thumbnails
- First 3 seconds of video
- Channel and banner image



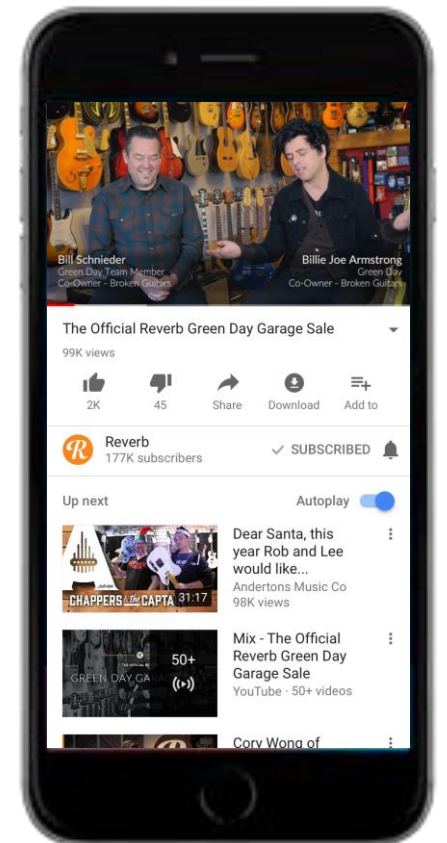
Retain to Sustain

Put Content in Context

- Get to the point
- Context is everything
- Quality is subjective
- Converse and collaborate
- Short-form video, long-term vision

Prioritize the Right Metrics

- Watchtime and audience retention
- Traffic sources
- Card clicks
- Playlist views



Understand Your Viewers

ANALYTICS

Overview

Realtime

Revenue reports

Revenue

Ad rates

Watch time reports

Watch time

Audience retention

Demographics

Playback locations

Traffic sources

Devices

Translations

Interaction reports

Subscribers

Likes and dislikes

Videos in playlists

Comments

Sharing

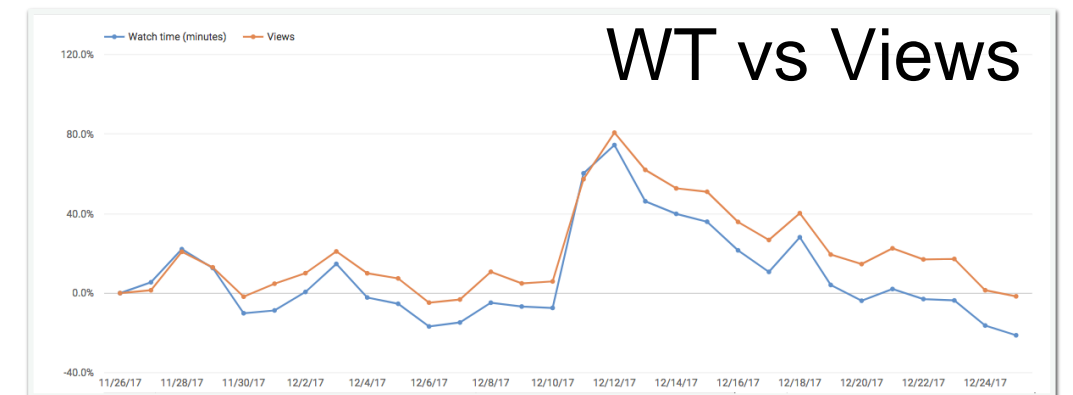
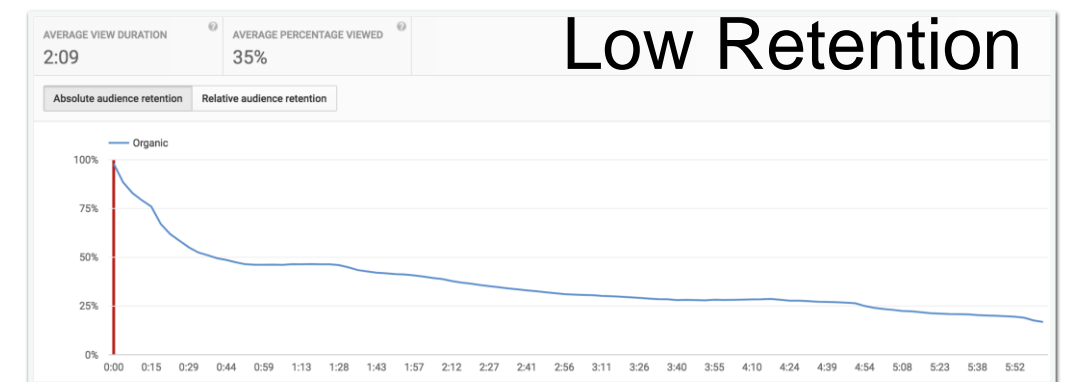
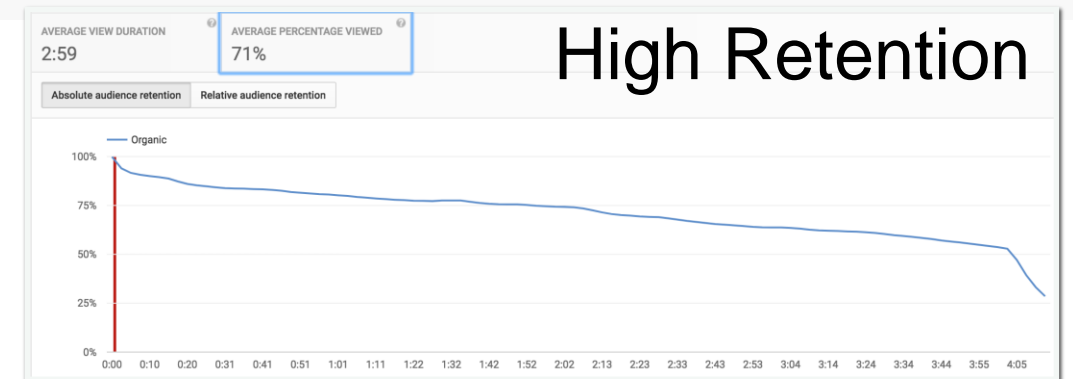
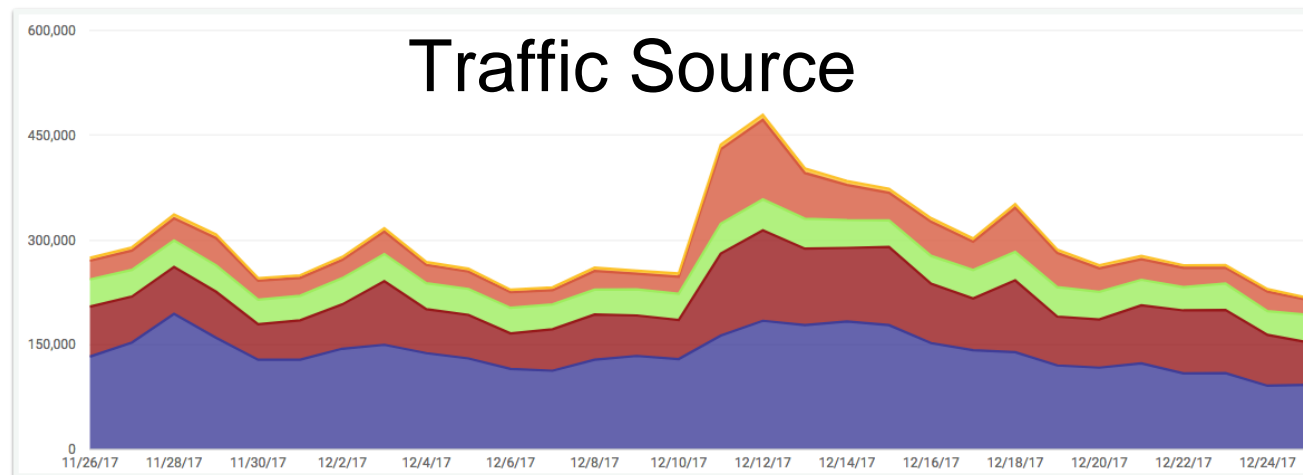
Annotations

Cards






End screens

Key Metrics






- Watchtime & Retention
- Source: Traffic, Device
- Engagement: Likes, Shares, Comments
- Clicks
- Subscribers
- Geographic
- Video vs Channel vs Playlist

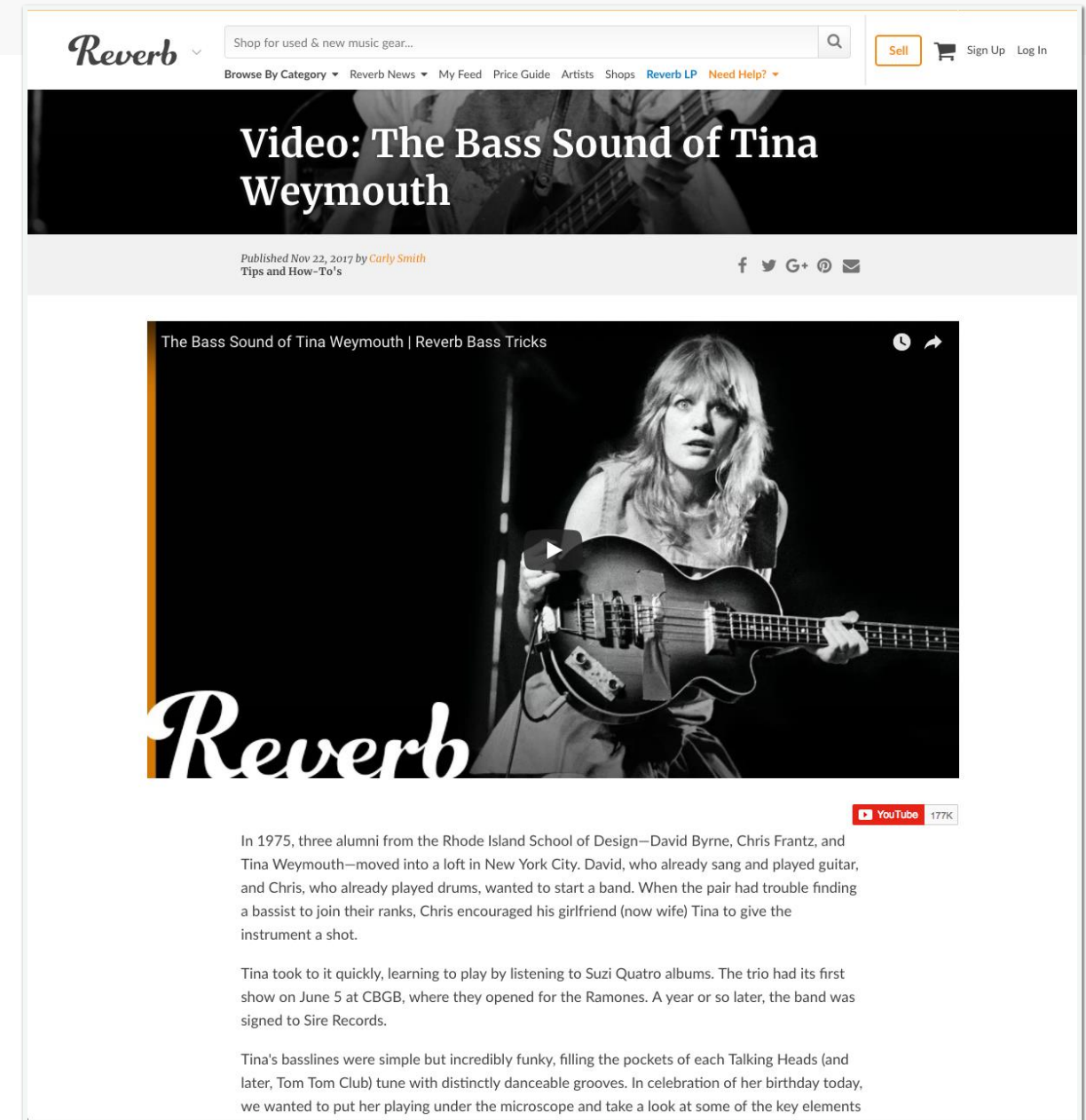


Create Your Cadence

-  Drive a Reason to Come Back
-  Create Content You Can Repeat
-  Establish a Reliable Perspective
-  Stay Relevant and Timeless
-  Keep the Engine Warm

Hack Below the Fold

-  Eye Contact & Say “You”
-  Make the Most of CTAs
-  Share Playlists
-  Prioritize Embeds
-  Third Party Resources
(TubeBuddy, vidIQ)



The screenshot shows a Reverb article page. At the top, there's a navigation bar with the Reverb logo, a search bar, and links for 'Sell', 'Sign Up', and 'Log In'. Below the navigation is a dark banner with the text 'Video: The Bass Sound of Tina Weymouth'. Underneath the banner, it says 'Published Nov 22, 2017 by Carly Smith' and 'Tips and How-To's'. There are social media icons for Facebook, Twitter, Google+, and Email. The main content area features a video embed titled 'The Bass Sound of Tina Weymouth | Reverb Bass Tricks'. The video thumbnail shows Tina Weymouth playing a bass guitar. Below the video, there's a YouTube logo and a view count of 177K. The article text below the video discusses the formation of the band Talking Heads and Tina Weymouth's role as a bassist.



Questions?



Thanks
