



# You Tube

## Optimizing Your YouTube Channel

**Jim Tuerk**

DIRECTOR OF BUSINESS DEVELOPMENT





*Above All Else...*

**Create Great Creative**



*Above All Else...*

## Create Great Creative

### Have A Purpose

*What's your goal and who's your audience?*

- Drive sales
- Entertain
- Build your brand
- Educate
- Monetize with ads

### Use Your Assets

*Be honest with what those assets are.*

- Talented players
- Good storytellers
- Voiceover talent
- Experts
- Unique Space



# Optimize Your Channel

*Your channel is your portfolio*

- Clear Icon and Banner
- Your Channel Name Should Match Your Brand
- Lead with a strong welcome video

**SELL YOUR GEAR ON REVERB**

Reverb.com View as: Yourself

Home Videos Playlists Channels Discussion About

For returning subscribers For new visitors

### Welcome To Nerville: Inside Joe Bonamassa's Museum and Vintage Guitar Collection

144,531 views 6 days ago

Check Out The Interactive Studio and Museum Tour on Reverb: <http://bit.ly/2htvsVK>

Joe Bonamassa is a talented guitarist, a blues aficionado, an advocate for the continuation of music education. But at his core, Joe Bonamassa is a collector. Our exclusive short film, "Welcome to Nerville: Inside Joe Bonamassa's Museum and Guitar Collection," gives gearheads the world over a never-before-seen view of Bonamassa's labyrinth of vintage gear.

Produced by Reverb.com  
Edited by Michael Lux...

#### Featured

- Welcome To Nerville: Inside Joe Bonamassa's Museum and Vintage Guitar Collection**  
Reverb.com  
6 days ago • 144,531 views  
Check Out The Interactive Studio and Museum Tour on Reverb: <http://bit.ly/2htvsVK>
- Drum Tricks with Mark Gulliana: Making Acoustic Drums Sound Electronic**  
Reverb.com  
1 year ago • 411,983 views  
Check out the full article on The Reverb Tank: <http://goo.gl/9nez21>
- How To Sound Like Tame Impala with Guitar Pedals | Potent Pedal Pairings**  
Reverb.com  
2 months ago • 64,718 views  
Kevin Parker has become one of the most influential sonic architects in the modern age, using gear and...
- Dweezil Zappa Teaches Frank Zappa's Improvisation Techniques | Reverb Interview**  
Reverb.com  
1 week ago • 94,899 views  
Dweezil Zappa is the first born son of famed guitarist and musical visionary Frank Zappa, and he has...
- The Synth Sounds of Stranger Things | Reverb.com**  
Reverb.com  
3 months ago • 182,167 views  
Netflix's "Stranger Things" has seemingly taken over popular culture, in no small part thanks to it's moody...
- The James Jamerson Motown Bass Sound | Reverb Bass Tricks**  
Reverb.com  
2 months ago • 68,022 views  
It is hard to speak of the bass guitar without mentioning the Motown recordings of the 1960's and 70's and the...

Show more

#### Tricks and Tips

- DWEEZIL ZAPPA
- GROWLING & SPLIT TONES
- USING ABLETON LIVE
- VIOLIN TECHNIQUES
- BASS TRICKS



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**ANDERTONS** Musicians TV Channel est. 1964  
www.andertons.co.uk

Andertons Music Co **220,634** Subscribed

Home Videos Playlists Channels Discussion About

**What to watch next**

- EPIC DEALS - Fender Squier Classic Vibe Stratocaster '60s in Burgundy Mist**  
by Andertons Music Co 23,267 views · 4 days ago
- Guitar Paradiso - Morgan MVP23 & PR5**  
by Andertons Music Co 18,323 views · 4 days ago
- The Captain Meets Bernie Marsden (Again!)**  
by Andertons Music Co 27,495 views · 3 days ago
- EPIC DEALS - Jackson Guitars - Sorry Miss Jackson, This is A Deal!!!**  
by Andertons Music Co 21,970 views · 5 days ago

**Recent activities**

- All About The Bass - Fender American Professional Basses ...**  
Andertons Music Co (E) 6,246 views · 17 hours ago
- Guitar Paradiso - Dawner Prince Pedals**  
Andertons Music Co (E) 5,195 views · 1 day ago
- Acoustic Paradiso - Hand-Built Dowina Guitars**  
Andertons Music Co (E) 5,134 views · 1 day ago
- Andertons Sessions - Chris Woods Groove - Saol**  
Andertons Music Co (E) 6,439 views · 2 days ago

**Sound Like... Without Busting The Bank...**  
Find out how to sound like your favorite guitar player on a budget.

- Sound Like U2 - Without Busting The Bank**  
Andertons Music Co (E) 72,223 views · 6 days ago
- Sound Like John Mayer - By Busting The Bank**  
Andertons Music Co (E) 131,015 views · 1 week ago
- Sound Like Aerosmith - Without Busting The Bank**  
Andertons Music Co (E) 87,129 views · 1 month ago
- Sound Like John Frusciante - BY Busting The Bank**  
Andertons Music Co (E) 147,098 views · 1 month ago

**Featured channels**

- Rob Chapman (E) Subscribed
- Peter Honoré Subscribe
- Rabea Messaad Subscribe
- Matt Hornby Subscribe

**Related channels**

- Phillip McKnight Subscribe
- Phillip McKnight Subscribe
- Normans Rare Guit... Subscribed
- Premier Guitar Subscribe
- Music is Win Subscribe



# Optimize Your Channel

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The screenshot shows the YouTube channel page for 'That Pedal Show'. At the top is a banner image with the channel's logo on the left and the name 'That Pedal Show' in a large, orange, handwritten-style font on the right. Below the banner, the channel name 'That Pedal Show' is displayed, followed by a 'Subscribed' button and a subscriber count of 62,554. Navigation tabs for 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About' are visible. The main content area features a 'What to watch next' section with a large video thumbnail for 'TPS AB Comparisons - MXR M300 Reverb & Neunaber Immerse Reverberator' and several smaller video thumbnails. To the right, a 'Related channels' sidebar lists other guitar-related channels like 'Andertons Music Co.', 'Rob Chapman', and 'Daniel TheGigRig'.



# Optimize Your Channel

*Your channel is your portfolio*

- Clear Icon and Banner
- Your Channel Name Should Match Your Brand
- Lead with a strong welcome video
- Organize your content for easy navigation
- Use channel links to promote your most important sites

**Ernie Ball**  Subscribed 37,567

Home Videos Playlists Channels Discussion About

**Ernie Ball: The Pursuit of Tone**  
Ernie Ball  
Ernie Ball: The Pursuit of Tone - Butch Walker "E... 3:59  
Ernie Ball: The Pursuit of Tone - Butch Walker "C... 2:50  
View full playlist (42 videos)

**Ernie Ball Originals**

- Ernie Ball: The Pursuit of Tone** Ernie Ball (42 VIDEOS)
- Ernie Ball: String Theory** Ernie Ball (20 VIDEOS) Updated 6 days ago
- Ernie Ball: The Sound of Warped** Ernie Ball (15 VIDEOS)

**Ernie Ball Music Man Signature Artist Demos**

- Ernie Ball Music Man John Petrucci Product Demos** Ernie Ball (13 VIDEOS)
- Ernie Ball Music Man St. Vincent guitar** Ernie Ball (16 VIDEOS)
- Ernie Ball Music Man Steve Lukather Product Demos** Ernie Ball (4 VIDEOS)

**Ernie Ball Music Man Product Demos**

**Related channels**

- Andertons Music Co.  Subscribed
- Premier Guitar  Subscribed
- Rob Chapman  Subscribed
- Fender  Subscribed
- Normans Rare Guit...  Subscribed
- Reverb.com  subscribed
- Reverb.com  Subscribe



## Optimize Your Videos

- Write compelling titles with keywords and context. Put the searchable terms near the beginning.

Welcome To Nerdville: Inside Joe Bonamassa's Museum and Vintage Guitar Collection

Reverb.com

Channel settings

146,801 views

+ Add to Share More

3,099 19

Published on Dec 13, 2016

Check Out The Interactive Studio and Museum Tour on Reverb: <http://bit.ly/2htvsVK>

Joe Bonamassa is a talented guitarist, a blues aficionado, an advocate for the continuation of music education. But at his core, Joe Bonamassa is a collector. Our exclusive short film, "Welcome to Nerdville: Inside Joe Bonamassa's Museum and Guitar Collection," gives gearheads the world over a never-before-seen view of Bonamassa's labyrinth of vintage gear.

Produced by Reverb.com  
Edited by Michael Lux  
Interview Conducted by Jim Tuerk  
Camera Operators: Michael Lux & John Gagen  
Motion Graphics: John Gagen  
Titles: Eric Slager

Category Music  
License Standard YouTube License



## Optimize Your Videos

- Write compelling titles with keywords and context. Put the searchable terms near the beginning.
- Produce relevant descriptions with a trackable links in the first two lines of copy and throughout

Welcome To Nerdville: Inside Joe Bonamassa's Museum and Vintage Guitar Collection

Reverb.com Channel settings 146,801 views

+ Add to Share More 3,099 19

Published on Dec 13, 2016  
Check Out The Interactive Studio and Museum Tour on Reverb: <http://bit.ly/2htvsVK>

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License Standard YouTube License



## Optimize Your Videos

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- Produce relevant descriptions with a trackable links in the first two lines of copy and throughout

Learn To Play: Riffs in the Key of Frank Zappa Lesson on Guitar

Reverb.com

45,598 views

398 likes 5 comments

Published on Jul 23, 2015

Learn more about Frank Zappa's guitars, effects, and gear: <https://goo.gl/k9BV6j>

In the video lesson above, Joe looks at three meat-and-potatoes Zappa-esque riffs to give just a brief introduction to his varied style. Take a look at the lesson to master some Zappa basics. Then explore his discography with a new perspective of how his core guitar skill finds its way into even his most elaborate arrangements.

Hosted by Joe Shadid

Guitar: 1973 Gibson SG Deluxe <https://goo.gl/6EUbq4>  
Amp: Marshall 18W <https://goo.gl/28GNlr>  
Pedals:  
Dunlop Crybaby Wah 535Q <https://goo.gl/yVosut>  
Daredevil Pedals Atomic Cock <https://goo.gl/vC0Xcc>



# Optimize Your Videos

- Write compelling titles with keywords and context. Put the searchable terms near the beginning.
- Produce relevant descriptions with a trackable links in the first two lines of copy
- A good video thumbnail is like an album cover — spend time to make it great





## Optimize Your Videos

- Write compelling titles with keywords and context. Put the searchable terms near the beginning.
- Produce relevant descriptions with trackable links in the first two lines of copy and throughout
- A good video thumbnail is like an album cover — spend time to make it great
- Upload often. No one will subscribe to your channel if they can't count on you as a channel





## **How to judge the success of a video with Youtube Analytics**



# They're Your Numbers

Analytics tell the brutally honest story of your channel.

CREATOR STUDIO

- DASHBOARD
- VIDEO MANAGER
- LIVE STREAMING
- COMMUNITY
- CHANNEL
- ANALYTICS

- Overview
- Realtime
- Revenue reports
- Revenue
- Ad rates
- Watch time reports
- Watch time
- Audience retention
- Demographics
- Playback locations
- Traffic sources
- Devices
- Translations NEW
- Engagement reports
- Subscribers
- Likes and dislikes
- Videos in playlists
- Comments
- Sharing
- Annotations
- Cards

TRANSLATIONS & TRANSCRIPTIONS

CREATE

YOUR CONTRIBUTIONS

Help and feedback

## Overview

Search for content
Search for locations
Last 28 days

Videos
Subscribed & not subscribed
All YouTube products
All devices
Original language & translated

Created: Dec 29, 2012 • Videos: 1,052

Last 28 days (Nov 21, 2016 – Dec 18, 2016)

**Watch time**

Minutes

5,301,099 ▲

**Average view duration**

Minutes

3:45 ▲

**Views**

1,408,067 ▲

**Your estimated revenue \***

\$0.00

**Likes**

15,397 ▲

**Dislikes**

502 ▲

**Comments**

1,306 ▲

**Shares**

6,974 ▲

**Videos in playlists**

14,673 ▲

**Subscribers**

8,068 ▲

**Top 10 Videos** [Browse all content](#)

Video	Watch time (minutes)	Views	Your estimated revenue*	Your YouTube
<a href="#">Welcome To Nerdville: Inside Joe...</a>	1,847,348 35%	132,944 9.4%	\$0.00 0.0%	
<a href="#">Dweezil Zappa Teaches Frank Za...</a>	457,704 8.6%	88,282 6.3%	\$0.00 0.0%	
<a href="#">Whammy Bar Tricks with John P...</a>	285,114 5.4%	93,583 6.6%	\$0.00 0.0%	
<a href="#">How to Stack Fuzz and Drive Ped...</a>	262,255 4.9%	81,347 5.8%	\$0.00 0.0%	
<a href="#">Michael League of Snarky Puppy ...</a>	173,068 3.3%	42,902 3.0%	\$0.00 0.0%	
<a href="#">The Synth Sounds of Stranger Th...</a>	135,304 2.6%	30,520 2.2%	\$0.00 0.0%	
<a href="#">Lou Barlow of Dinosaur Jr. on Pla...</a>	122,229 2.3%	40,485 2.9%	\$0.00 0.0%	
<a href="#">The Carol Kaye Bass Sound &amp; Te...</a>	108,731 2.1%	30,596 2.2%	\$0.00 0.0%	
<a href="#">The James Jamerson Motown B...</a>	54,091 1.0%	16,478 1.2%	\$0.00 0.0%	
<a href="#">Brian Fallon of Gaslight Anthem ...</a>	45,776 0.9%	9,499 0.7%	\$0.00 0.0%	



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## FILTERS

- Time Series (month, last 28 days, etc)
- Subscribed vs. Not Subscribed
- Web vs. Mobile
- Real time

**CREATOR STUDIO**

- DASHBOARD
- VIDEO MANAGER
- LIVE STREAMING
- COMMUNITY
- CHANNEL
- ANALYTICS**
  - Overview**
  - Realtime
  - Revenue reports
    - Revenue
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  - Watch time reports
    - Watch time
    - Audience retention
    - Demographics
    - Playback locations
    - Traffic sources
  - Devices
  - Translations **NEW**
  - Engagement reports
    - Subscribers
    - Likes and dislikes
    - Videos in playlists
    - Comments
    - Sharing
    - Annotations
    - Cards
  - TRANSLATIONS & TRANSCRIPTIONS
  - CREATE
  - YOUR CONTRIBUTIONS
- Help and feedback

**Overview** Comparison... Groups Export report Settings

Search for content  Search for locations  Last 28 days Calendar

Videos Subscribed & not subscribed All YouTube products All devices Original language & translated

**Reverb.com** Created: Dec 29, 2012 • Videos: 1,052

Last 28 days (Nov 21, 2016 – Dec 18, 2016)

<b>Watch time</b> Minutes	<b>Average view duration</b> Minutes
5,301,099 ▲	3:45 ▲
<b>Views</b>	<b>Your estimated revenue *</b>
1,408,067 ▲	\$0.00

<b>Likes</b> 15,397 ▲	<b>Dislikes</b> 502 ▲	<b>Comments</b> 1,306 ▲	<b>Shares</b> 6,974 ▲	<b>Videos in playlists</b> 14,673 ▲	<b>Subscribers</b> 8,068 ▲
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**Top 10 Videos** Browse all content

Video	Watch time (minutes)	Views	Your estimated revenue*	Your YouT
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# They're Your Numbers

Analytics tell the brutally honest story of your channel.

## KEY DATA POINTS

- **VIEWS** Monitor to see spikes and dips to isolate high and low performing content
- **WATCH TIME** Is your channel a snowball?
- **NEW SUBSCRIBERS** What videos are driving channel growth?

The screenshot shows the YouTube Creator Studio interface. On the left is a navigation menu with 'ANALYTICS' selected. The main area displays the 'Overview' for the channel 'Reverb.com', which was created on Dec 29, 2012, and has 1,052 videos. The data is for the last 28 days (Nov 21, 2016 - Dec 18, 2016). Key metrics are highlighted with blue boxes:

- Watch time:** 5,301,099 minutes (up arrow)
- Views:** 1,408,067 (up arrow)
- Subscribers:** 8,068 (up arrow)

Other metrics shown include Average view duration (3:45, up arrow), Your estimated revenue (\$0.00), Likes (15,397, up arrow), Dislikes (502, up arrow), Comments (1,306, up arrow), Shares (6,974, up arrow), and Videos in playlists (14,673, up arrow). A 'Top 10 Videos' table is also visible at the bottom.

Video	Watch time (minutes)	Views	Your estimated revenue*	Your YouTube
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# Per Video Analytics

Monitoring views, watch time, and new subscribers per channel is important. Drilling into those numbers per video can inform how your channel creative should move forward.

The screenshot shows the YouTube Studio interface. On the left is a navigation menu with options like VIDEO MANAGER, LIVE STREAMING, COMMUNITY, CHANNEL, ANALYTICS, TRANSLATIONS & TRANSCRIPTIONS, CREATE, and YOUR CONTRIBUTIONS. The 'ANALYTICS' section is expanded to show 'Audience retention'.

The main content area displays the video title and its metadata: 'Welcome To Nerdville: Inside Joe Bonamassa's Museum and Vintage Guitar Collection', created on Nov 23, 2016, and published on Dec 13, 2016. The video duration is 25:10. The analytics for the video show an average view duration of 13:49 and an average percentage viewed of 55%.

Below the video title is a line graph showing audience retention over time. The x-axis represents time from 0:00 to 24:10. The y-axis represents the percentage of the audience, from 0% to 120%. Two lines are plotted: a blue line for 'Organic' retention and a green line for 'Skippable video ad' retention. Both lines start at 100% at 0:00 and decrease over time. A vertical red line is positioned at approximately 9:04. The 'Organic' line ends at approximately 45% at 24:10, while the 'Skippable video ad' line ends at approximately 15%.

Below the graph is a video player showing a man in a blue shirt and a white cap playing a white electric guitar. The video progress bar shows 8:42 / 25:09.

At the bottom of the analytics page, there is a table with columns for Geography, Date, Subscription status, More, Watch time (minutes), Average view duration, and Average percentage viewed. The table shows data for two locations: Svalbard & Jan Mayen and Grenada.

Geography	Watch time (minutes)	Average view duration	Average percentage viewed
Svalbard & Jan Mayen	26	25:46	102%
Grenada	76	25:21	101%



# Per Video Analytics

Monitoring views, watch time, and new subscribers per channel is important. Drilling into those numbers per video can inform how your channel creative should move forward.

## KEY DATA POINTS

- **VIEWS, WATCH TIME, NEW SUBSCRIBERS** What videos are driving channel growth?
- **RETENTION RATE** Probably the most important number to watch.

**Overview > Audience retention**

Welcome To Nerville: Inside Joe Bonamassa's Museum and Vintage Guitar Collection

Created: Nov 23, 2016 - Published: Dec 13, 2016 - Duration: 25:10 - Privacy setting: Public

Lifetime (Nov 23, 2016 - Dec 18, 2016)

AVERAGE VIEW DURATION: 13:49 | AVERAGE PERCENTAGE VIEWED: 55%

Absolute audience retention | Relative audience retention

— Organic — Skippable video ad

0:00 1:00 2:01 3:01 4:02 5:02 6:02 7:03 8:03 9:04 10:04 11:04 12:05 13:05 14:06 15:06 16:06 17:07 18:07 19:08 20:08 21:08 22:09 23:09 24:10

Absolute audience retention helps you see how often each moment of your video is being watched as a percentage of total views. Rewinding and re-watching can result in values higher than 100%. [Learn more](#)

Geography	Watch time (minutes)	Average view duration	Average percentage viewed
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# Per Video Analytics

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## KEY DATA POINTS

- **VIEWS, WATCH TIME, NEW SUBSCRIBERS** What videos are driving channel growth?
- **RETENTION RATE** Probably the most important number to watch.

The screenshot shows the YouTube Studio interface for a video titled "Greenchild Tribus Drive Pedal Demo". The video is from the channel "Reverb.com" and was created on July 16, 2015, with a duration of 8:08. The analytics shown are for the lifetime period from July 16, 2015, to December 18, 2016.

**Average View Duration:** 3:19  
**Average Percentage Viewed:** 41%

The chart displays "Absolute audience retention" over time, showing three data series: Organic (blue), Video discovery ad (orange), and Skippable video ad (green). The organic retention starts at 100% at 0:00 and gradually declines to approximately 15% by 7:48. The video discovery ad retention starts at 100% and drops to about 10% by 0:30. The skippable video ad retention starts at 100% and drops to about 5% by 0:30.

Below the chart is a video player showing the video content. The video is currently at 0:09 / 8:07.

A note below the video player states: "Absolute audience retention helps you see how often each moment of your video is being watched as a percentage of total views. Rewinding and re-watching can result in values higher than 100%. [Learn more](#)

At the bottom, there is a table showing the retention data by geography:

Geography	Watch time (minutes)	Average view duration	Average percentage viewed
Guatemala	8	8:07	100%
Guam	8	7:36	94%
Panama	7	7:27	92%



**Driving traffic to outside sources  
with annotations, links, Cards**



**[examples and best practices]**



**You**  **Tube**

vs

**facebook**



# Youtube vs. Facebook

What's the difference?

- Differentiated content, optimized for how users interact with content per platform.
- Views are tracked differently
- Reach and engagement numbers
- Facebook Live
- Snapchat and Instagram



**Questions?**