



Video #4 of Step 5

How To Increase Your “Watch Time” For More Free Traffic!

Jeff Johnson

Here's What To Expect From Today's Video

- **What is watch time**
- **Why is watch time important**
- **How to measure your watch time**
- **How to increase your watch time**

Definition: Watch Time

- **The amount of time a viewer spends watching videos on YouTube per session (per visit to YouTube).**
- **Not just your video, all the videos they watch on YouTube after their start watching yours.**

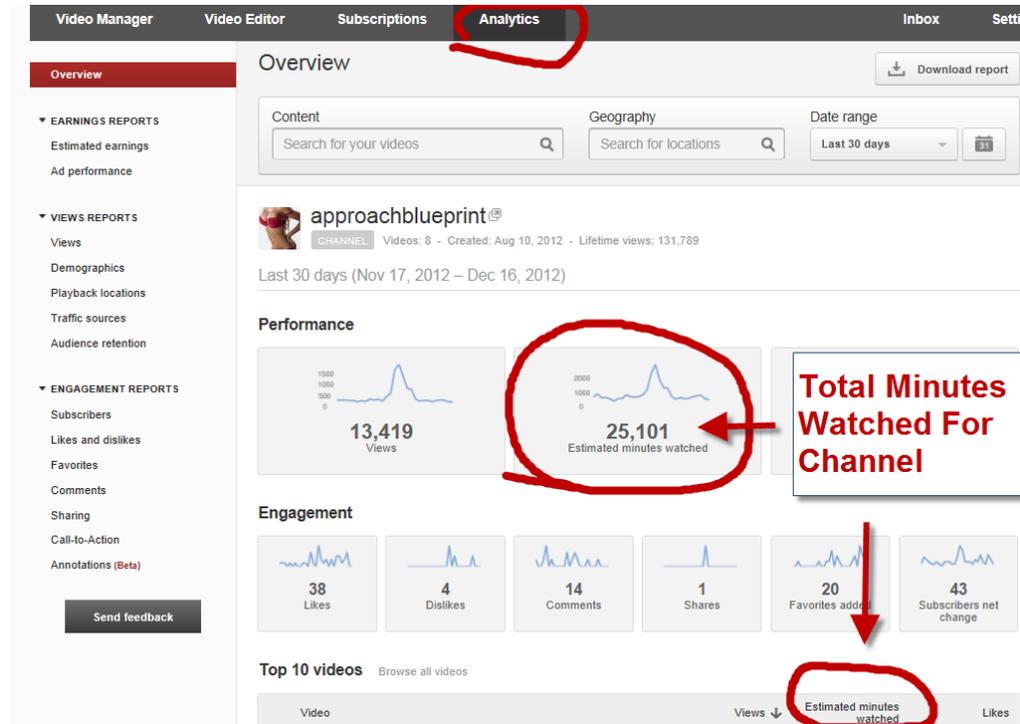
Quick Note:

- **Creating longer or shorter videos to raise your overall retention rate is a good practice.... But it's not what they mean by "time watched"... they are looking for how much total time your viewer spends watching videos on YouTube.**

Why Watch Time Is Important!

- **Since March 2012.... Watch Time is now part of the Suggested Videos Algorithm**
- **Since October 2012... Watch Time is now part of the Search Algorithm.**

YouTube Analytics



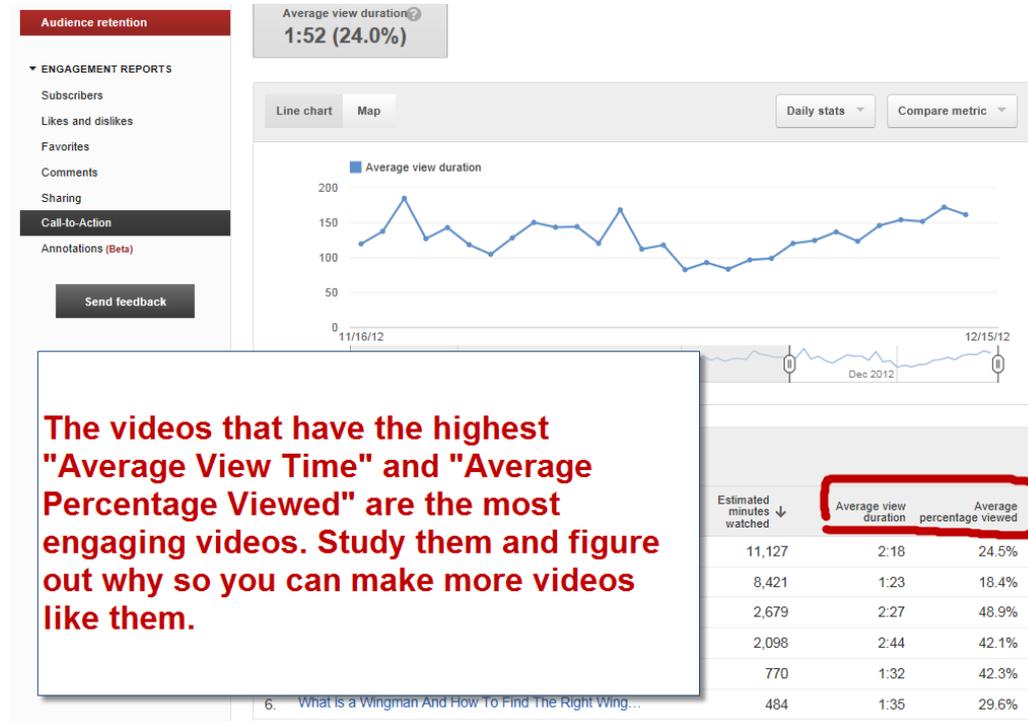
YouTube Analytics: View Reports

The screenshot displays the YouTube Analytics dashboard. The top navigation bar includes 'Video Manager', 'Video Editor', 'Subscriptions', 'Analytics' (circled in red), 'Inbox', and 'Settings'. The left sidebar lists various report categories: 'Overview', 'EARNINGS REPORTS' (Estimated earnings, Ad performance), 'VIEWS REPORTS' (circled in red, with 'Views' highlighted), and 'ENGAGEMENT REPORTS' (Subscribers, Likes and dislikes, Favorites, Comments, Sharing, Call-to-Action, Annotations (Beta)). The main content area is titled 'Overview > Views' and features a 'Download report' button. Below this are filters for 'Content' (Search for your videos), 'Geography' (Search for locations), and 'Date range' (Last 30 days). A large white box with red text is overlaid on the chart area, reading: 'Log into your YouTube Account and Click on "Analytics"'. At the bottom, there is a line chart for 'Views' with a 'Daily stats' dropdown and a 'Compare metric' dropdown. The chart shows a peak in views around the middle of the period.

Log into your YouTube Account and Click on "Analytics".

Day	Views
1	1,000
2	1,500
3	1,800
4	1,400
5	1,000
6	900

Audience Retention Report



The videos that have the highest "Average View Time" and "Average Percentage Viewed" are the most engaging videos. Study them and figure out why so you can make more videos like them.

#1 Watch Time Rule!

- **Don't let YouTube steal your viewer by sending them to someone's else's video... use Annotations, Description "calls to action" and Playlists to keep them watching more of your videos.**

Increase Watch Time Tip #1

- **Hook Your Audience in The First 10 or 20 Seconds Of The Video To Keep Them Watching**
 - Reveal Your Best Tip First
 - Make Your “Big Promise” For The Video
 - Preview The Rewards or Benefits They’ll Receive By Watching Your Video

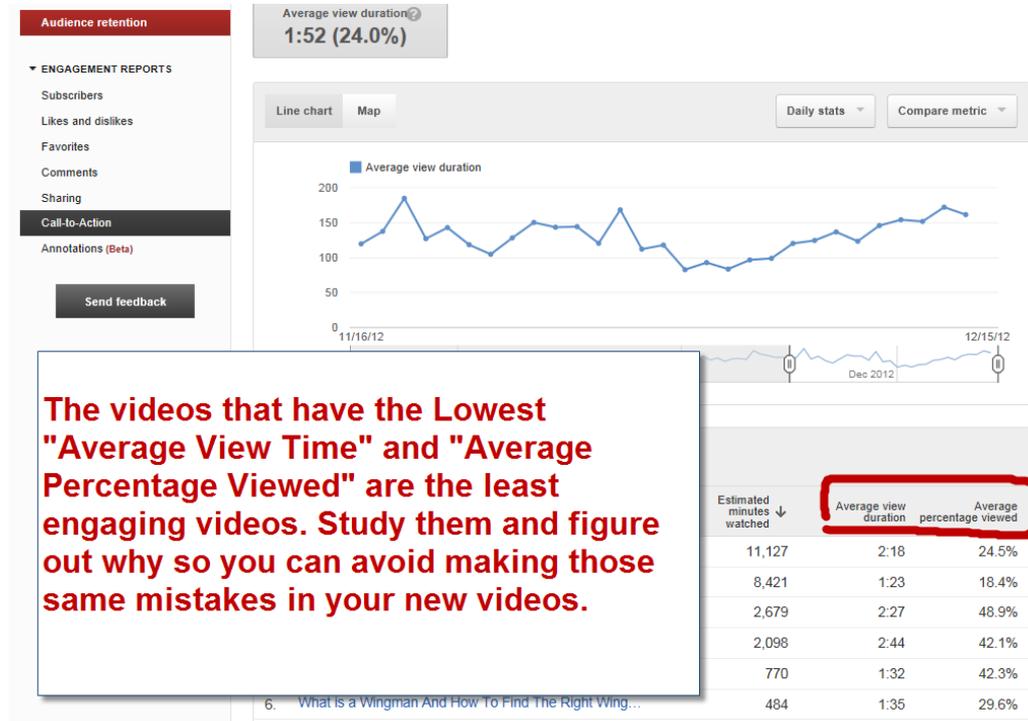
Increase Watch Time Tip #2

- **Keep Your Branding Or Fancy Graphics “Intro” Screens To Less Than 3 Seconds.**
 - **Probably best to just save your branding for later in order to make sure you hook them first.**

Increase Watch Time Tip #3

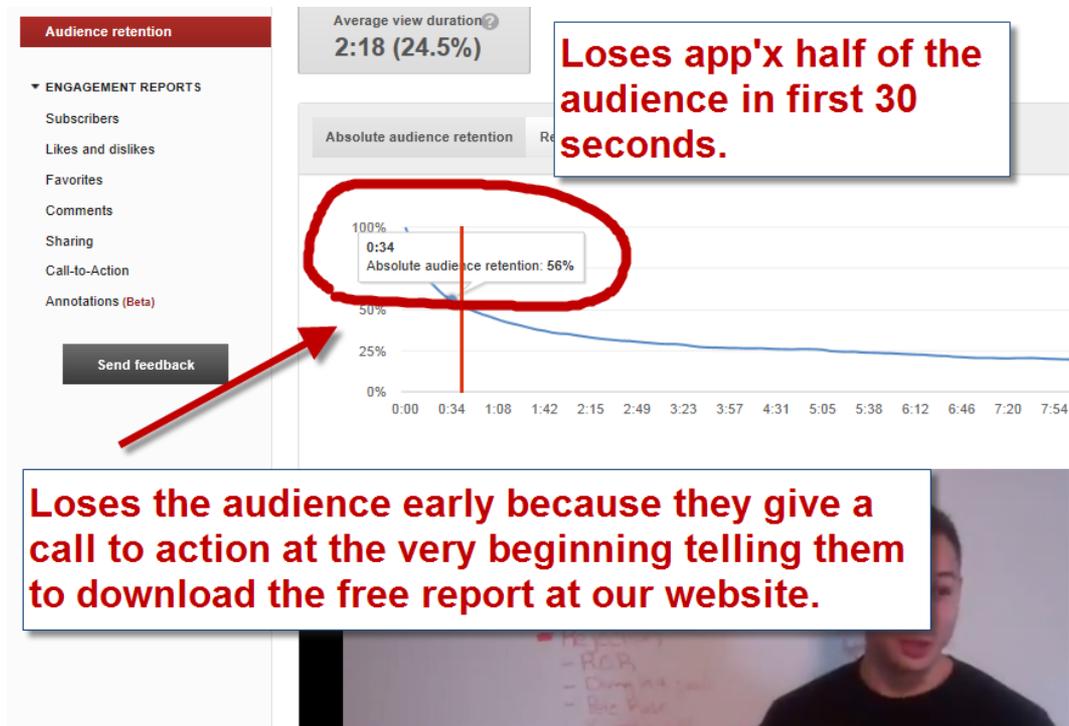
- **Don't Use A Call To Action At The Beginning That Asks Them To Do Something That Requires That They Stop Watching Your Video.**

Audience Retention Report



The videos that have the Lowest "Average View Time" and "Average Percentage Viewed" are the least engaging videos. Study them and figure out why so you can avoid making those same mistakes in your new videos.

Lower Retention Rate



Higher Retention Rate



Increase Watch Time Tip #4

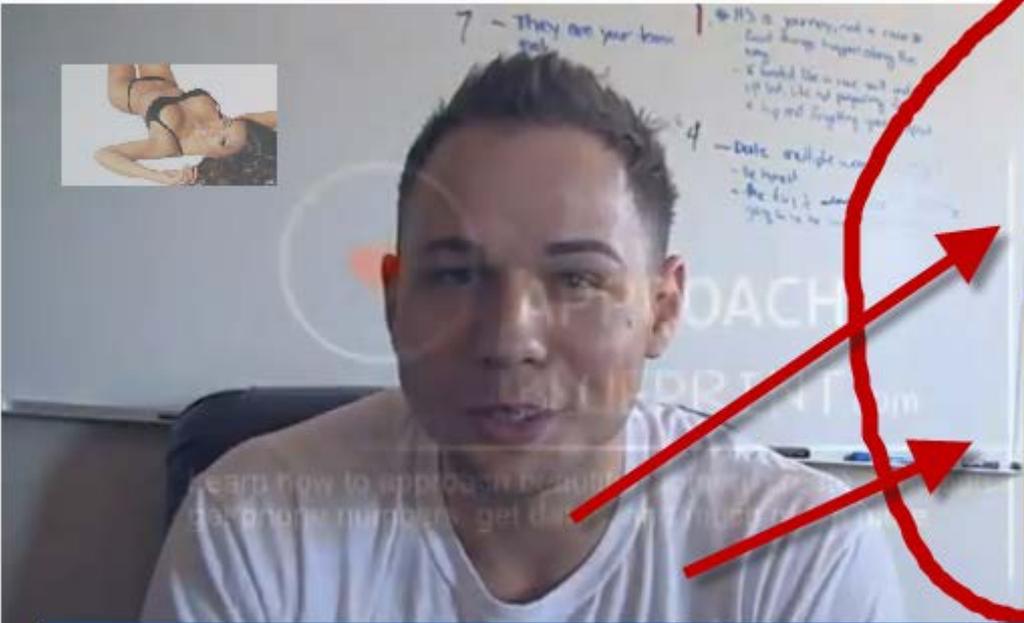
- **Use Thumbnails That Get Higher Clicks.**
 - But don't mislead them about the video contents... will lead to lower time watch metrics and is a violation of YouTube's Terms of Service.

Increase Watch Time Tip #5

- **Write Video Titles That Are Keyword Rich And Offer Benefits Or Rewards.**
 - Increase Click Rates
 - Increases Search Engine Traffic
 - Increases “Suggested Videos” Traffic

Increase Watch Time Tip #6

- **Use Annotations In Your Videos To Link To Your Playlists Or Most Popular Videos.**
 - Figure out where you are losing your audience in each video (average view duration) and just before that point in the video insert annotations that link to your other more popular videos.



Increase Your Chances Of Getting A Girlfriend By Learning About How To Find The Right Wingman - Click Here

Or View All of Our Advanced Dating and "Girl-Getting" Videos To Finally Learn How To Get, Attract, And Keep Beautiful Women - Click Here

Annotation links to your other videos or playlists

Annotation Link To Part 1

“Next Big Thing”

They start watching Part 2 and I Use An Annotation To Tell Them To Watch Part 1 First.

Million
or xbox
Big

- Getting a **ton of press exposure** on TV, Newspaper, Magazines, and the Internet which drives search traffic and influences buying decisions.
- Large retailers like Gamestop and Best Buy **seeing increase in store traffic** searching for new devices
- Will lead to **additional purchases** like “motion capture” games, more hand controllers, game microphones, HDMI cables, etc.
- Will actually **bring new buyers into the market** for ps3 and xbox systems
- Xbox and PS3 sales **drive High Def TV upgrade cycles**
- **Holiday Selling Season Spike**
- **Also ties into current “Best Sellers”**



You are currently watching Part 2. Please Click Here If You'd Like To Watch Part 1 first.

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Increase Watch Time Tip #7

- **In Longer Videos Periodically Update Them On “What’s Coming Up” In Your Video And Use Annotations To Allow Them To Jump To That Topic In Your Video.**
 - **(it’s basically a table of contents for your video)**

“Jump To The Next Topic”

During long videos add Annotations that preview the topics that are coming up later and link directly to the time that topic starts in your video by using the "start linked video at" featur in the annotations editor.

Increase Your Chances Of Getting A Girlfriend By Learning About How To Find The Right Wingman - Click Here

Start 0:07:05.0 End 0:07:35.2

Link Video

<http://www.youtube.com/watch?v=taamwfYIbl>

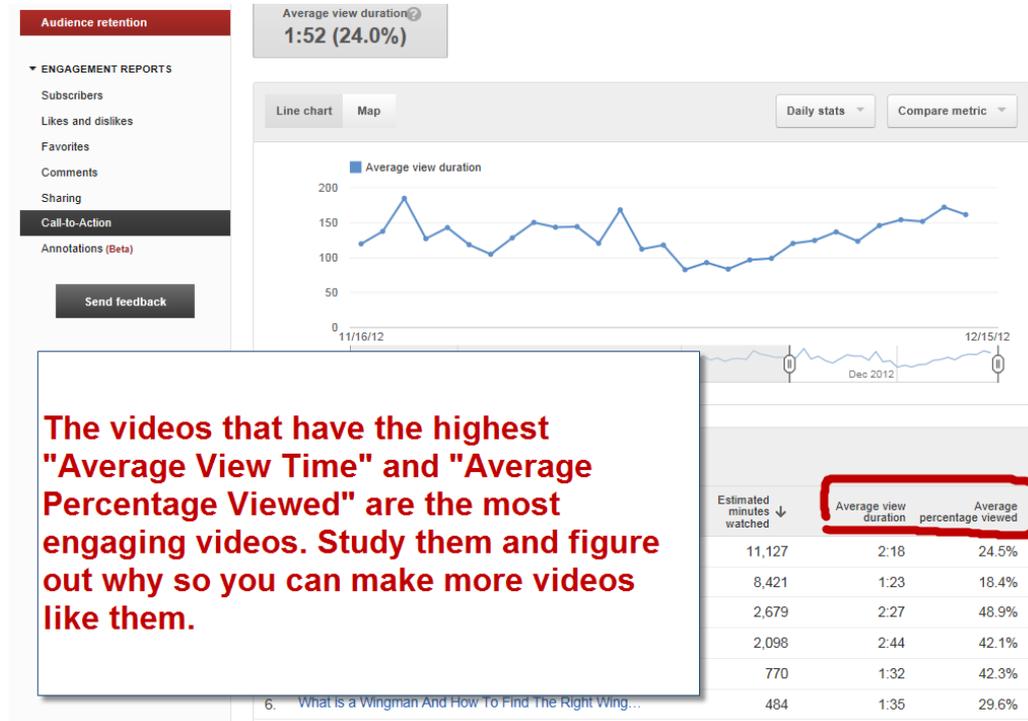
Start linked video at: 0:00:00.0

Open link in a new window

Increase Watch Time Tip #8

- **Use Your “Audience Retention” Reports To Improve Your Editing Skills And Structures of Your Videos.**

Audience Retention Report



The videos that have the highest "Average View Time" and "Average Percentage Viewed" are the most engaging videos. Study them and figure out why so you can make more videos like them.

Increase Watch Time Tip #9

- **Use “InVideo Programming” To Insert Your Most Popular Video Into All Of Your Videos.**

InVideo Programming

Use "InVideo Programming" "Featured Video" To Insert Your Most Popular Video In All Of Your Videos

Settings

InVideo Programming

Drive viewership to a specific video and reinforce channel branding using InVideo Programming across all your videos.

InVideo Programming

Associated Website

Featured Video

Position: Top left

Display time: Custom start time

Start time (mm:ss): 00:55

Duration (mm:ss): 10:00

Save Remove

Win A Free Copy of David DeAngelo's Become Mr Right - A \$297 Value

Increase Watch Time Tip #10

- **Use Your Video Description To Provide Links To Subscribe To Your Channel, Watch Playlists, Or Watch Your Other Videos.**

Increase Watch Time Tip #11

- **Increasing Viewer Engagement can also help increase your Time Watched numbers.**
 - **Subscribers**
 - **Comments**
 - **Shares**
 - **Likes**

Coming Up Next...

- **Video # 5 “Simple Ways To Increase Viewer Engagement ”**

Action Steps For Today's Video

- Spend 15 minutes Poking Around Your YouTube Analytics “Audience Retention” Reports.
- Fill Out Your “Watch Time Cheat Sheet”.



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