**Viewer Engagement Cheat Sheet**

**The Number One Rule Of Viewer Engagement:**

**If You Want A Viewer To Do Something Then Ask Them To Do It, And Tell Them How To Do IT!**

**Viewer Engagement Tips:**

1. **Write your video scripts so they encourage viewer engagement.**
2. **Add Call To Action Annotations To Your Videos Encouraging Them To Interact With Your Content.**
3. **Add Call To Action Annotations Links That Make It Easier For Them To Watch More Of Your Content.**
4. **Insert An Annotation Just Before The Spot Where Your Average Viewer Stops Watching Your Video That Encourages Them To Engage With Your Video Or To Continue Watching It.**
5. **Track Your Annotation Click Through Rates (CTR) And Try To Improve Them.**
6. **Design Your Annotations So They Stand Out From The Page So Viewers Can Easily Spot Them.**
7. **Insert Engagement Calls To Actions And Engagement Links In Your Video Descriptions.**
8. **The Most Important Engagement Actions are Comments, Likes, Shares, and Subscribes.**

**Action Items**

1. **Log into your “Engagement Reports” section of your YouTube Analytics.**
2. **List the Title and the URL of the video that has the highest overall level of Engagement for Subscribers, Likes, Comments and Sharing.**

Click here to list the title and the URL of the video that has the highest overall level of engagement.

1. **List the Title and the URL of the video that has the lowest overall level of Engagement for Subscribers, Likes, Comments and Sharing.**

**Note:** If you can't figure out the "overall" level of Engagement then simply pick the videos that have the highest and lowest number of Likes.

1. **Watch the video that has the highest overall Engagement and make notes on the type of Engagement Calls To Action (CTA) it uses, and the placements of those CTA.**

Click here to enter your notes.

1. **Watch the video that has the lowest overall Engagement and make notes on the type of Engagement Calls To Action (CTA) it uses, and the placements of those CTA.**

Click here to enter your notes.

1. **Analyze the differences between the lowest engagement and highest engagement videos and take notes.**Click here to enter your notes.
2. **Look at the “Viewer Engagement Tips” above and list three things you can do to improve the Viewer Engagement of these 2 videos and then apply them to the videos.**Click here to list three things you can do to improve viewer engagement.
3. **Apply at least 3 Viewer Engagement Tips to all of your videos (when you have the time. Tip: enter it as a recurring task or appointment on your calendar so you don't forget to apply viewer engagement tips to each of your videos).**

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