



BOOST YOUR YOUTUBE CHANNEL

FOCUSED? ○
LET'S GET IT DONE

This is a view only file, so grab a pen, download the file, print it off and let's get started.





THINK LIKE YOUTUBE

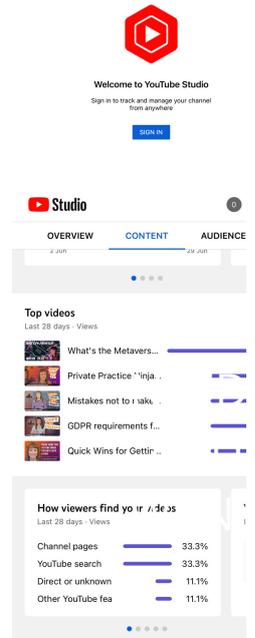
EFFECTIVE ANALYTICS FOR MEASURING SUCCESS

Download YT Studio app (iPhone and iPad)

YouTube wants you to click, watch, stay and not leave
YouTube cares about **CTR & AVD**

Metrics:

How well your video is doing out of your top ten videos:
Impressions click-through rate
Average view duration



YOUTUBE SHOWS THE WAY...

Use YT Studio to understand how people came to see your video.
YouTube is showing your video to people it thinks will want to see your work. This is for free!

How viewers find this video

Since published · Views



*YouTube has stated... "You can increase the chance of YouTube suggesting your content by increasing your click-through rate and your video watch time".
YouTube is literally telling us how to please the platform.*

**YouTube is owned by Google
Your videos can show up in
Google search**



RECIPE FOR SUCCESS



FOUR ELEMENTS

**BIG
IMPRESSION**

HOOK

**VIDEO
CONTENT**

TRANSITION

**BIG
IMPRESSION**

**Your Topic
Your Title
Your Thumbnail**

The topic has to be a topic that people really want to watch – that the ideal patient really wants to watch. The thumbnail needs 'eyes' and facial emotion- these get more clicks.

How strong is this idea- is the video even worth making.?

In the thumbnail don't echo the same text as in the title. Use related, but different words on the thumbnail.

You should have the title pretty much distilled before you even hit record, and your thumbnail in mind.

'Versus' video works well... e.g. Physio vs Osteo

RECIPE FOR SUCCESS



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TRANSITION

HOOK

Hook=first 30 seconds.

DON'T:

- 1) Waste time introducing yourself (do that later)
- 2) Have a long music intro or long video 'bumper'
- 3) Forget to plan out the hook

Make the hook more powerful by:

Opening with a qualifying question: (e.g. 'Are you frustrated by IT band pain every time you go for a run?')

Give them a reason to watch through to the end: (e.g. 'In this video I'll be sharing with you the three best exercises to end ITband pain, and stick around 'till the end, and I'll share with you my top tip for maintaining a faster pace on race day').

Show and tell: Can you play a small amount of video within the 30 sec intro or use visuals (e.g. happy marathoner with a medal)

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Make the content more powerful by:

Trimming the fluff - quickly deliver on what you promised in the title.

Prepare and outline your key points: e.g. three points, succinctly delivered. Don't script, but do prepare well, and use visuals where you can, to keep the viewer watching.

In the video edit: add interest with jump cuts, quick transitions, graphics and splicing in extra video clips (e.g. demonstrating gait analysis of a runner).



RECIPE FOR SUCCESS



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TRANSITION

TRANSITION

AVPV - Average views per viewer (advanced analytics)

DON'T:

- 1) Spend loads of time asking to like and subscribe
- 2) Send viewers off platform - send to another video
- 3) Forget to give a clear and compelling CTA

Make the transition more powerful by:

Using end cards -You have 20 seconds of outro - as soon as you've delivered the content go immediately into the outro

Don't let them know you're ending - don't say 'thanks for watching' or 'my final tip' - you want them to watch another..

Agitate the next problem in the outro- (e.g. 'have you thought about how you'll prepare for your first ultra? Watch this video...')

Give a clear CTA - 'Click or tap the screen to watch the next video'