

# YouTube Performance – Client Summary (7 Days)

## Key Findings

- Content quality is strong, supported by high click-through rate (CTR) and solid watch time.
- Average CTR is 68%, indicating effective titles and thumbnails.
- Total views are low primarily due to limited impressions, not content issues.
- Viewers who click the videos tend to stay and watch, showing healthy engagement.
- Higher audience retention directly contributes to subscriber growth.

## Best Time to Upload

- Best-performing upload window is between 12:00 AM and 12:15 AM.
- Videos uploaded during this period generate higher watch time.
- This time window shows stronger algorithm support and reach.

## Key Improvement Areas

- Increase impressions through improved SEO (titles, descriptions, and tags).
- Maintain consistent upload schedule, preferably around midnight.
- Strengthen the first 10 seconds of videos to further improve retention.
- Post 3–4 videos per week to support algorithm consistency.
- Encourage early engagement through likes, comments, and shares.

## Final Recommendation

- Primary growth focus should be on increasing reach and impressions.
- Continue using the current thumbnail and title style due to strong CTR.
- Follow data-driven upload timing to maximize performance.