

# Best Practices for Growing an Audience on YouTube

SkillTubers: Enhancing careers one video at a time

*Anna Barto, Video Producer @ Google Developer Studio*



YouTube is a great place  
to ~~discover~~ **hide** a video

**400**

Hours of video uploaded  
every minute

# ZERO VIEWS

GET v1.1.0

## Introducing **Zero Views** for iOS and tvOS

**Zero Views lets you enter the weird world of unseen YouTube videos.**

- Watch an endless cycle of YouTube videos that have no views.
- Share never before seen videos via text message, Twitter, and more.
- Be the first person to discover the next viral YouTube video.

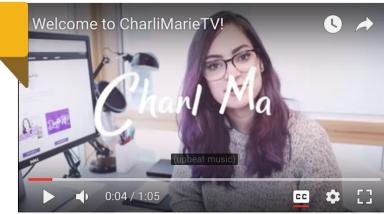
GET v1.1.0



## CHANNEL BANNER



## CHANNEL TRAILER



### Welcome to CharliMarieTV!

29,078 views • 1 year ago

A new trailer for my channel to introduce what it is that I do around here! Please remember to subscribe  
<http://bit.ly/1aE5UOT>

If we haven't met before, hi! I'm Charli. I make videos about design. You can get a taste for my content in this short little

[READ MORE](#)

### Start with these! [PLAY ALL](#)

Ten videos that give you a taste of what to expect from my channel :)



The Three Types of Design  
Jobs



Design workspace tour -  
Working from home



Designing a website -  
Episode 1: Planning & site...



Getting paid on time - Lesson  
One: Payment Schedules



The benefits of learning to  
code for designers! - with...

## CHANNEL SECTIONS

### Design tutorials [PLAY ALL](#)

How-to videos for web and graphic design projects, with tips and tricks for using design software in there too.



Advice for designing a  
company website - with...



5 tips for designing mobile-  
friendly websites



Designing a landing page in  
Sketch - Tutorial



Colour palette management  
tutorial



How I edit a vlog in Premiere  
Pro

## CHANNEL SECTIONS

## TUTORIALS



[Geek Gurl Diaries](#) created a step-by-step tutorial series about Raspberry Pi as well as coding in Minecraft Pi

## ANIMATED/ILLUSTRATED EXPLAINER



[Vi Hart](#) creates simple hand drawn illustrations to add a visual dimension to her explanations.

## LISTICLES



Chelsea from [The Financial Diet](#) uses listicles to give financial and business advice

## VLOGS



Graphic designer [Charli Marie](#) took her audience along with her to NYC where she attended an industry conference

## MUSIC VIDEOS



[Siraj Raval](#) makes videos about artificial intelligence - also music videos :)

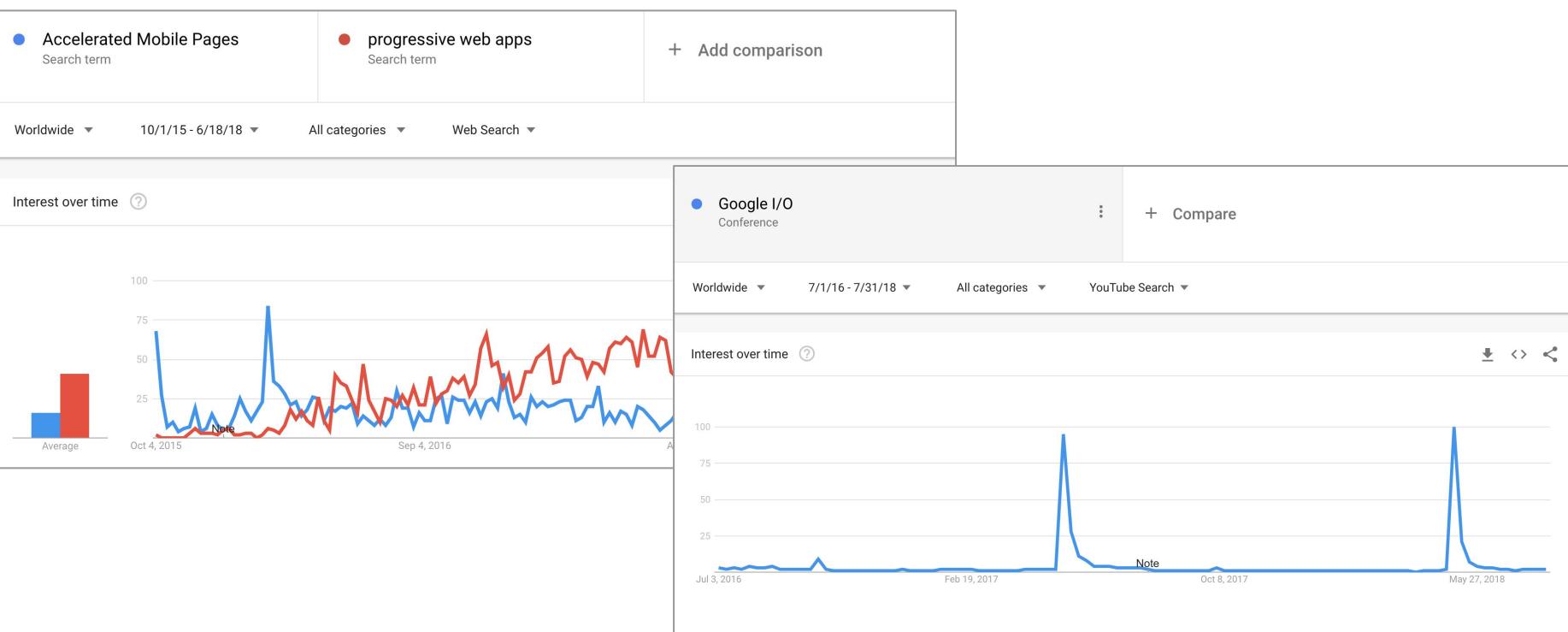
## SKETCHES



"Blonde Dictionary" series: Masha from [The Coding Blonde](#) uses mini sketches to explain computer terminology



# GOOGLE TRENDS



## YOUTUBE SEARCH BOX

accelerated mobile pages



- accelerated mobile pages
- accelerated mobile pages in hindi
- accelerated mobile pages tutorial
- accelerated mobile pages wordpress
- accelerated mobile pages tutorial in hindi
- accelerated mobile pages wordpress plugin
- accelerated mobile pages project
- accelerated mobile pages demo



Official Trailer  
n, Kristen...

Check the “**YouTube Search Box**” to understand which keywords and phrases audiences are searching for most.

## YOUTUBE SEARCH REPORT

Top level > YouTube search

Traffic source Geography Date More ▾

Traffic source

html5 특징

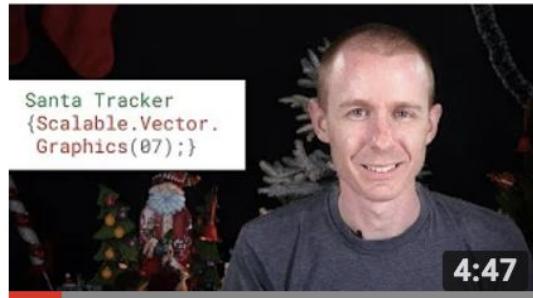
introduction to html5 google developers

ajax html5 -jquery

introduction to html5

Monitor “**YouTube Search**” in your YouTube Analytics to understand which search terms are driving viewership to your content.

Thumbnail	Title	Description
	<h2>REACT JS TUTORIAL #1 - Reactjs Javascript Introduction &amp; Workspace Setup</h2>	<p>LearnCode.academy • 635K views • 1 year ago</p>
	<p>This React JS Course will help you get quickly up to pace with React.js development. React is an AMAZING Javascript framework ...</p>	
	<h2>Mobile Web Design - Coding Workflow For Mobile Websites</h2>	<p>LearnCode.academy • 38K views • 2 years ago</p>
	<p>In this video, I'm going to cover some ways to help your mobile development workflow as you design and develop responsive ...</p>	
	<h2>Web Development Tutorial for Beginners (#1) - How to build webpages with HTML, CSS,</h2>	<p>LearnCode.academy • 1.8M views • 3 years ago</p>



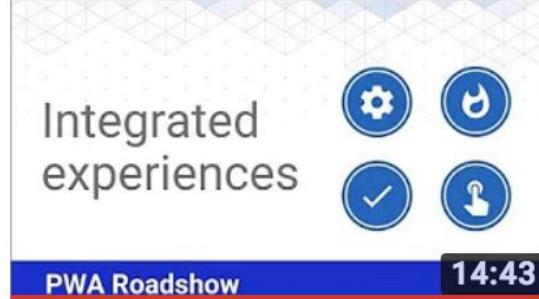


PWA Roadshow

21:51

## Progressive Web Apps - PWA Roadshow

vs



PWA Roadshow

14:43

## Integrated Experiences - PWA Roadshow



## PLAYLISTED LESSON PLANS

How to Make an App for Beginners (Xcode 9, Swift 4)

CodeWithChris - 1 / 11

≡+

- 1 How to Make an App For Beginners (2018) - Lesson 1  
CodeWithChris
- 2 How to Make an App For Beginners - Auto Layout (2018, Xcode 9) - Lesson 2  
CodeWithChris
- 3 How to Make an App For Beginners - Lesson 3 (Stack Views)  
CodeWithChris
- 4 How to Make an App For Beginners - Lesson 4 (War UI)  
CodeWithChris
- 5 How to Make an App For Beginners - Lesson 5 (Swift Programming Basics)  
CodeWithChris
- 6 How to Make an App For Beginners - Lesson 6 (Functions)  
CodeWithChris

## PLAYLISTED SIMILAR CONTENT

### Talks to watch before a job interview

TED - 1 / 6

- 1 How to stay calm when you know you'll be stressed | Daniel Levitin  
TED
- 2 Your body language may shape who you are | Amy Cuddy  
TED
- 3 How to speak so that people want to listen | Julian Treasure  
TED
- 4 10 ways to have a better conversation | Celeste Headlee  
TED
- 5 What makes us feel good about our work? | Dan Ariely  
TED
- 6 Why the best hire might not have the perfect resume | Regina  
TED

## CURATED PLAYLIST



### Coding is a superpower! #CSforAll

by Klossy • 20 videos • 236,607 views • Last updated on

Coding is a superpower! Here are some videos that show videos, maybe you'll make it YOUR superpower :)



Computer Science is a Superpower! | #CSforAll | Karlie Kloss  
by Klossy



Happy Birthday Ada!  
by actoutgames



Dressed in Code: Maddy Maxey & Zac Posen Light Up the Runway  
by Made with Code



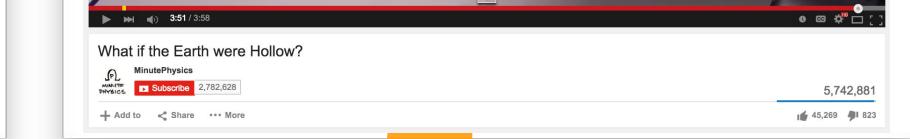
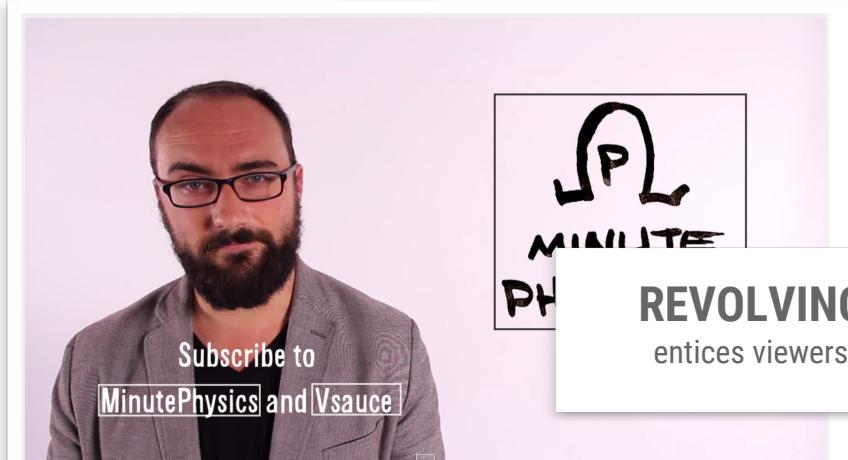
Computer Science Explained in less than 3 minutes  
by Shaun Lane

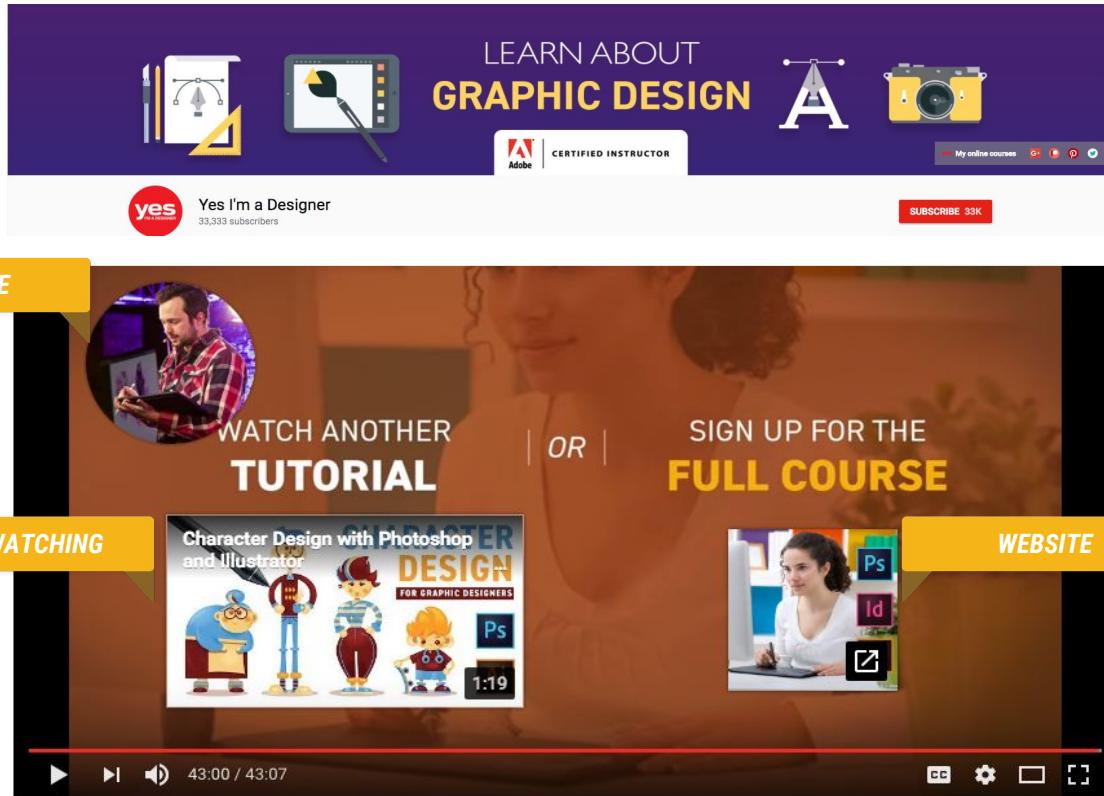


BBC Learning - What Is Coding  
by RUMPUSt!



What Does A.I. Have To Do With This Selfie?  
by Nat and Friends





Learn to Draw Anything with Adobe Illustrator CC

122,350 views

4K 33 SHARE ...

?

CREATOR STUDIO

Overview > Audience retention

Groups  Download report

DASHBOARD

VIDEO MANAGER

COMMUNITY

CHANNEL

ANALYTICS

Overview

Realtime

Earnings reports

Estimated earnings

Ad performance

Watch time reports

Watch time

**Audience retention**

Demographics

Playback locations

Traffic sources

Devices

Engagement reports

Subscribers

Likes and dislikes

Videos in playlists

Comments

Sharing

Annotations

Cards BETA

CREATE

Send feedback

AVERAGE VIEW DURATION ?  
4:20 (38%)

Absolute audience retention    Relative audience retention

Organic

Time (min)	Audience Retention (%)
0:00	95
0:30	65
1:09	55
2:17	58
3:26	58
4:34	55
5:43	55
6:52	58
7:00	35
8:00	15
9:09	10
10:17	10

CC

# WHY HUMAN ANCESTRY MATTERS

05

S2

The figure shows a screenshot of the YouTube Creator Studio Analytics dashboard. The left sidebar lists various metrics under 'ANALYTICS' such as Overview, Realtime, Earnings reports, Estimated earnings, Ad performance, Watch time reports, Watch time (selected), Audience retention, Demographics, Playback locations, Traffic sources, Devices, Engagement reports, Subscribers, Likes and dislikes, Videos in playlists, Comments, Sharing, Annotations, Cards (BETA), CREATE, and Send feedback. The main area displays a dual-axis chart comparing 'Watch time (minutes)' (blue line) and 'Videos published' (orange bars) over time. The x-axis spans from 9/15/16 to 11/29/16. The y-axis for watch time ranges from 0 to 2,000,000 minutes. The y-axis for videos published ranges from 0 to 1. Both metrics show significant fluctuations, with notable peaks in late September, October, and November.

Date	Videos published	Watch time (minutes)
9/15/16	2,000,000	800,000
9/16/16	0	200,000
9/17/16	0	100,000
9/18/16	0	1,000,000
9/19/16	0	300,000
9/20/16	0	200,000
9/21/16	0	100,000
9/22/16	0	1,000,000
9/23/16	0	200,000
9/24/16	0	100,000
9/25/16	0	1,000,000
9/26/16	0	200,000
9/27/16	0	100,000
9/28/16	0	100,000
9/29/16	0	200,000
9/30/16	0	100,000
10/1/16	0	300,000
10/2/16	0	1,000,000
10/3/16	0	200,000
10/4/16	0	100,000
10/5/16	0	300,000
10/6/16	0	100,000
10/7/16	0	100,000
10/8/16	0	1,000,000
10/9/16	0	200,000
10/10/16	0	100,000
10/11/16	0	1,000,000
10/12/16	0	200,000
10/13/16	0	100,000
10/14/16	0	1,000,000
10/15/16	0	200,000
10/16/16	0	1,500,000
10/17/16	0	600,000
10/18/16	0	1,000,000
10/19/16	0	200,000
10/20/16	0	100,000
10/21/16	0	200,000
10/22/16	0	100,000
10/23/16	0	200,000
10/24/16	0	100,000
10/25/16	0	200,000
10/26/16	0	100,000
10/27/16	0	1,000,000
10/28/16	0	200,000
10/29/16	0	1,500,000
10/30/16	0	200,000
10/31/16	0	1,000,000
11/1/16	0	200,000
11/2/16	0	100,000
11/3/16	0	1,000,000
11/4/16	0	200,000
11/5/16	0	100,000
11/6/16	0	1,000,000
11/7/16	0	200,000
11/8/16	0	100,000
11/9/16	0	100,000
11/10/16	0	1,000,000
11/11/16	0	200,000
11/12/16	0	100,000
11/13/16	0	1,000,000
11/14/16	0	200,000
11/15/16	0	100,000
11/16/16	0	1,000,000
11/17/16	0	200,000
11/18/16	0	100,000
11/19/16	0	1,000,000
11/20/16	0	200,000
11/21/16	0	100,000
11/22/16	0	1,000,000
11/23/16	0	200,000
11/24/16	0	100,000
11/25/16	0	1,000,000
11/26/16	0	200,000
11/27/16	0	100,000
11/28/16	0	1,000,000
11/29/16	0	200,000



YouTube Help



How can we help you?



## YouTube Space New York

Chelsea Market 75  
9th Avenue, 6th Floor  
New York, NY 10011

**THANK YOU**

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