



Metric Heaven

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Introduction

Welcome to Metric Heaven. It might surprise you to know that I don't actually pay much attention to YouTube metrics. This is because the true representation of your videos unfolds after a few years, and it's not fair to assess the effectiveness of a single video in a short time horizon.

I just focus on value. This is the only system for client acquisition that I've built that does not have a comprehensive built-in metric tracking system. This is because the variables are simply too hard to track and measure.

KPI's

CTR: 4% or above

Watch %: 15% or above

^ if a video achieves this, it's generally considered a 'good' video.

CTR: 7% or above

Watch %: 25% or above

** if you want to make decisions on videos, you need to give them time.

You can organise all of your content by CTR and average % viewed (or view time) to inspire future content ideas and creation.

The main thing to concern yourself with is the amount of traffic you are sending to your funnel and the amount of appointments you book.

My channel generates 20-30 calls a day consistently, so I'm not going to be looking at any other metric or change what I'm doing in the slightest. You can over-optimize if you're not careful.

Analytics Overview (where to find what)

Let's dive in!

Socialblade

Let's dive in!