



# Understanding YouTube

THE ALGORITHM & MORE



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# The Algorithm Explained

## Watch Times

Every platform has a sweet spot for video views and watch times, YouTube is no different. The average length of videos viewed on YouTube is 4 minutes and 20 seconds, but it's important to know your audience. For example, if you're in the gaming community, they typically respond well to longer videos. The key is to make sure your audience is actually watching because the more they watch, the higher your channel will rank within the algorithm.

## Subscribers

While not all of your subscribers will see your videos in their subscriptions, having a large following is important on YouTube because it helps them gauge people's interest in your content and shows long-term viewer engagement. But, to make subscriptions as beneficial as possible it is important that you urge your followers to "click the bell" and receive notifications whenever you post.

## Sessions

Just as long-term viewer engagement is key, the videos that drive people to watch more videos and stay on the YouTube site longer are seen as quality content. The goal is to keep people on the YouTube site by watching more of your videos.

# Increase Organic Reach

## Playlists

Playlists are a great way to direct people to similar content that they'll enjoy if they enjoyed a particular video of yours. Whether it's "What I Eat In a Day" videos, or videos dedicated to discussing tech, those should all be grouped into their own playlists so that your audience or visitors can binge on similar content from you that they enjoy.

## Clickbait

Clickbait is overexaggerated and dramatic titles that catch people's attention. Think of it as the "trailer" for your video. You have to draw people in with a catchy title, so make it good! Another way to do this is by searching YouTube videos with content similar to the one you're about to post. Typically YouTube will add suggestions to your search and that can better inform what your title should be because that's what people are searching for.

## Thumbnails

The days of static and boring thumbnails are far behind us. Make sure your thumbnail makes the audience wonder, "What will I miss if I don't click on this." Ultimately, your thumbnail should act as a cliffhanger that begs the audience to click the video to find out more.

# Optimize The Viewer's Experience

## Cards

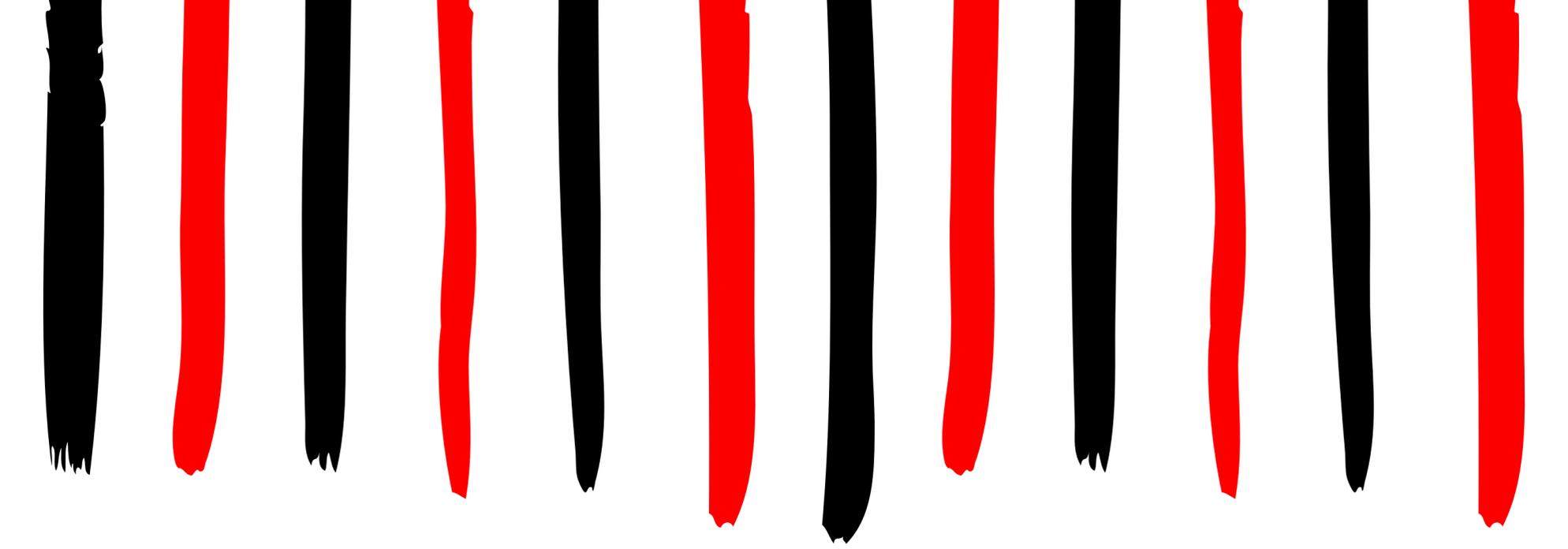
YouTube cards can appear at any point in your video and can include images, outside links, and even content that downloads when viewers click. YouTube cards are interactive and can act as clickable CTAs that take viewers to another video, channel, or site. This is great for increasing engagement and linking people to supplemental content.

## Description Box

Your description box is your place to put any and all content you feel your views should have access to after watching your video. But that doesn't mean you should leave a novel. Be sure to break up the content with lines, spaces, and paragraphs. Add a channel subscription link, links to your social, related ebooks, your website, a blurb about your channel as a whole, contact info, and other worthy content. But most importantly, leave a few lines describing what this specific video is about. That's so important for the YouTube algorithm.

## End Screens

You can build viewership with powerful end screens on your videos, which show on desktop and mobile devices. Use end screens at the end of a video to: point viewers to other videos, playlists, or channels on YouTube.



**If you found this ebook helpful and are interested in growing your presence on YouTube, better engaging your subscribers, or are looking for a strategic digital content plan specific to your company, sign up [here](#), or reach out to Sydney Umeri ([sydumeri@gmail.com](mailto:sydumeri@gmail.com)), a Digital Marketing Consultant.**

