Analytics Review Routine

Check on a schedule, not constantly. Compare each video with your own channel's typical numbers.

1. WEEKLY REVIEW (about 15 minutes) Day: _____

- ☐ CTR and average view duration vs. my typical numbers
- ☐ Biggest dip on my newest long-form video at: _____
- ☐ Low-CTR video to A/B test: _____
- ☐ Replied to comments; video ideas noted

2. MONTHLY REVIEW (about 45 minutes) Date: _____

- ☐ Watch time, subscribers, returning viewers vs. last month
- ☐ Search terms and traffic sources reviewed
- ☐ Content calendar updated for the next 4–6 weeks
- ☐ Top 3 and bottom 3 videos; patterns found with AI
- ☐ Partner Program progress (or revenue and RPM)
- ☐ Research tab checked for outliers in my topic

My ONE improvement for next month: _____

3. READ THE NUMBERS IN PAIRS

High impressions, low CTR	→ Try new packaging (title and thumbnail)
Low impressions, good CTR and retention	→ Give it time; strengthen keywords, playlists, end screens
High CTR, low retention	→ Match the hook to the title; fix the first 30 seconds
Good CTR and retention, few subscribers	→ Strengthen the channel promise and subscribe invitation
Strong numbers across the board	→ Do more of it (Chapter 16's doubling down)

4. RETENTION GRAPH PATTERNS

Steep drop in first 30 seconds	→ Slow intro or hook doesn't match the title
Gradual, steady decline	→ Normal; the flatter, the better
Sudden dip mid-video	→ Tangent, repetition, audio change, static visuals, false ending
Spike	→ Rewatched or skipped-to moment; your most valuable content
Drop long before the end	→ Outro too long; move the call to action earlier

5. SUSTAINABLE RHYTHM

- ☐ A pace I can keep during a hard month
- ☐ 2–3 finished videos scheduled ahead
- ☐ Planned break on the calendar: _____
- ☐ Batching scripts, narration, editing
- ☐ Templates saved (prompts, script, edit, thumbnail)
- ☐ Room for videos I simply want to make

6. FINAL MILESTONE 11: WORKING CHANNEL + REPEATABLE SYSTEM

- ☐ Live channel with a one-sentence promise (Ch 2–3)
- ☐ Optimized videos + WordPress.com site (Ch 11–12)
- ☐ Content calendar and 90-day plan (Ch 16)
- ☐ Source record + human-in-the-loop checklist (Ch 19)
- ☐ Shorts and long-form from my AI pipeline (Ch 4–10)
- ☐ Formats, repurposing routine, toolkit (Ch 13–15)
- ☐ Monetization path + one more income stream (Ch 17–18)
- ☐ Weekly/monthly reviews + one improvement (Ch 20)

Completed: _____ (date) Check off Milestone 11 on your Channel Build Tracker.

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