

YouTube Analytics - formerly known as Insight - is an extremely powerful set of tools that can provide you with a lot of information about your videos, your audience, and your customers.



Clicking on 'Analytics' will bring you to the Overview page.

The screenshot shows the YouTube Analytics Overview page for the channel 'infomarketingexperts'. On the left is a sidebar with navigation options: 'Overview', 'Views reports' (Views, Demographics, Playback locations, Traffic sources, Audience retention), and 'Engagement reports' (Subscribers, Likes and dislikes, Favorites, Comments, Sharing). The main content area is titled 'Overview' and includes a 'Download report' button. Below this are filters for 'Content' (Search for content), 'Geography' (Search for locations), and 'Date range' (Last 30 days). The channel name and date range are displayed. The 'Performance' section features two line charts: 'Views' with a value of 5,369 and 'Subscribers net change' with a value of 12. The 'Engagement' section shows six metrics: Likes (20), Dislikes (1), Comments (7), Shares (2), Favorites added (16), and Favorites removed (4). At the bottom, there is a 'Top 10 videos' section with a 'Browse all videos' link.

This page provides high level, general categories such as 'Performance', 'Engagement', 'Top 10 videos', 'Demographics', 'Discovery', and more. You can also view by 'Content', 'Geography', and 'Date Range'. The default date range is the last 30 days.

The large section of the Overview page will provide you with some of the most used widgets. The smaller, left hand section also contains these widgets but in a different order. This left hand section breaks down the widgets into two larger sections: **Views reports** and **Engagement reports**.

A close-up of the data filter section at the top of the Analytics page. It contains three main sections: 'Content' with a search box labeled 'Search for content', 'Geography' with a search box labeled 'Search for locations', and 'Date range' with a dropdown menu set to 'Last 30 days' and a calendar icon for the 31st.

**Data Filters** are available for all reports. This lets you search for content, such as a specific

video; geography, such as a certain country; or by date range. You can check these numbers by daily, weekly, monthly, yearly, or custom metrics. Using data filters will change the results on your overview page.

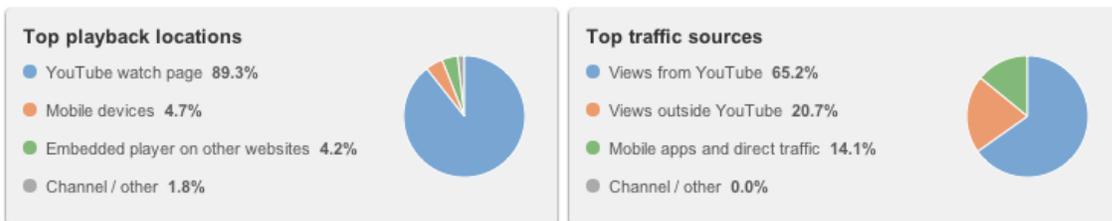
**Top 10 videos** [Browse all videos](#)

Video	Views ↓	Likes	Comments
1. <a href="#">How to create CD Labels for Free</a>	1,926	3	1
2. <a href="#">How to do Fade in and Fade out in Adobe Premeire</a>	543	3	1
3. <a href="#">How To Burn a CD in Windows 7 Tutorial</a>	369	1	0
4. <a href="#">How to do Fade ins and Fade outs in Final Cut - Netaim</a>	342	0	0
5. <a href="#">How to do Basic Cuts in Adobe Premiere</a>	293	2	0
6. <a href="#">How to Create Lower Thirds in Adobe Premiere - Netaim</a>	186	0	0
7. <a href="#">Tom Antion's Youtube Secrets Webinar Part 1</a>	141	n/a	n/a
8. <a href="#">Garageband - How to create a podcast on a Mac</a>	141	0	0
9. <a href="#">How to Set Up and Use The New Wildfire iFrames Ap...</a>	121	0	0
10. <a href="#">Adding Content To a Squidoo Lens to Get the Most T...</a>	101	0	0

**Demographics**

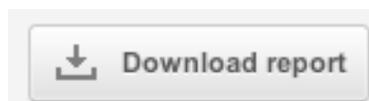


**Discovery**



Each section - called widgets - is click-able. When you click on a widget, you get your reports for that section.

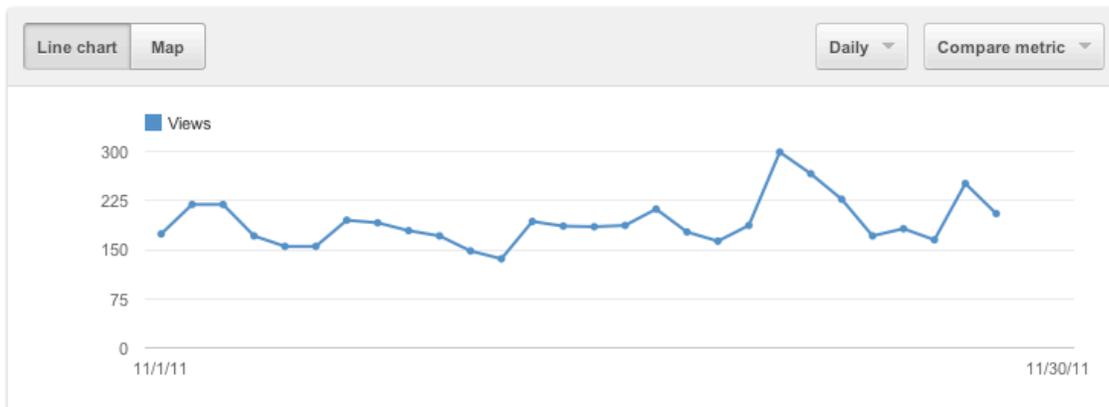
Also, every report that is provided to you is available to download for your records. Once clicked, you will receive a .csv file you can keep in a spreadsheet or print out.



The first widget available on the overview page is for 'Views'. It is located under a larger **Performance** category. Clicking on the 'Views' widget will bring up more details concerning your views.

Lifetime views for this channel 25,866 [?](#)

Views [?](#)  
**5,369**



Video | Geography | Date

Video	Views ↓
1. <a href="#">How to create CD Labels for Free</a>	1,926
2. <a href="#">How to do Fade in and Fade out in Adobe Premeire</a>	543
3. <a href="#">How To Burn a CD in Windows 7 Tutorial</a>	369
4. <a href="#">How to do Fade ins and Fade outs in Final Cut - Ne...</a>	342
5. <a href="#">How to do Basic Cuts in Adobe Premiere</a>	293
6. <a href="#">How to Create Lower Thirds in Adobe Premiere - Ne...</a>	186
7. <a href="#">Tom Antion's Youtube Secrets Webinar Part 1</a>	141
8. <a href="#">Garageband - How to create a podcast on a Mac</a>	141
9. <a href="#">How to Set Up and Use The New Wildfire iFrames ...</a>	121
10. <a href="#">Adding Content To a Squidoo Lens to Get the Most...</a>	101

Only top 10 videos available. ⏪ ⏩ 1 - 10 of 10 ⏪ ⏩

You will be able to see your videos listed by views as well as geographical information and dates. In order to access geographical information or dates, click on the corresponding tab.

Video	Geography	Date
Geography		Views ↓
1.	<a href="#">United States</a>	2,589
2.	<a href="#">United Kingdom</a>	450
3.	<a href="#">Canada</a>	297
4.	<a href="#">Australia</a>	194
5.	<a href="#">Philippines</a>	121
6.	<a href="#">India</a>	113
7.	<a href="#">Malaysia</a>	94
8.	<a href="#">Netherlands</a>	67
9.	<a href="#">Brazil</a>	66
10.	<a href="#">Norway</a>	58
11.	<a href="#">Germany</a>	52
12.	<a href="#">Greece</a>	48
13.	<a href="#">Pakistan</a>	43
14.	<a href="#">Mexico</a>	41
15.	<a href="#">Italy</a>	39
16.	<a href="#">Singapore</a>	38
17.	<a href="#">Indonesia</a>	38
18.	<a href="#">Sweden</a>	37

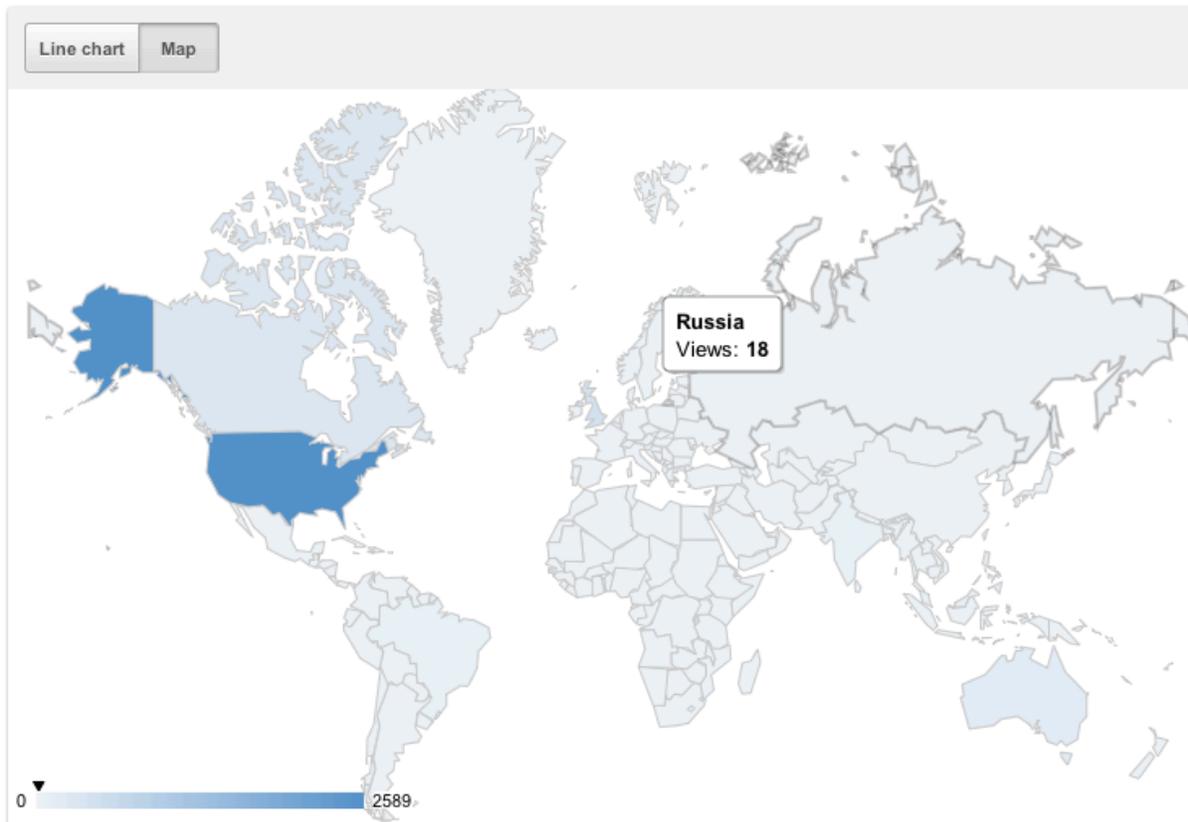
*Geography tab.*

Video	Geography	Date
		Date ↓ <span style="float: right;">Views</span>
1.	Nov 28, 2011	205
2.	Nov 27, 2011	251
3.	Nov 26, 2011	165
4.	Nov 25, 2011	182
5.	Nov 24, 2011	171
6.	Nov 23, 2011	227
7.	Nov 22, 2011	266
8.	Nov 21, 2011	299
9.	Nov 20, 2011	187
10.	Nov 19, 2011	163
11.	Nov 18, 2011	177
12.	Nov 17, 2011	212
13.	Nov 16, 2011	187
14.	Nov 15, 2011	185
15.	Nov 14, 2011	186
16.	Nov 13, 2011	193
17.	Nov 12, 2011	136
18.	Nov 11, 2011	148
19.	Nov 10, 2011	171
...	...	...

*Date tab.*

All of these results are important to pay attention to. First, you can use this information to determine what countries are interested in your video. If you find that more people are watching your video from Brazil, it might make sense to translate your captions or transcript into Portuguese; thereby capturing an even larger audience from that country. You should also pay attention to the dates that views either increase or decrease. Of course views are going to fluctuate, but if you notice a large difference between particular days you may want to make a note of anything that could have caused that large fluctuation, such as whether it was a weekend, holiday, you made a change in tags on that day, etc.

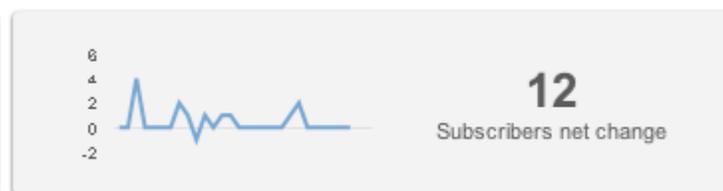
Not only can you see your views with a line graph, you can also see them by geographical location. Clicking the 'Map' button will provide you with a map of the world. Holding your mouse over any area will give you the number of views that came from that area.



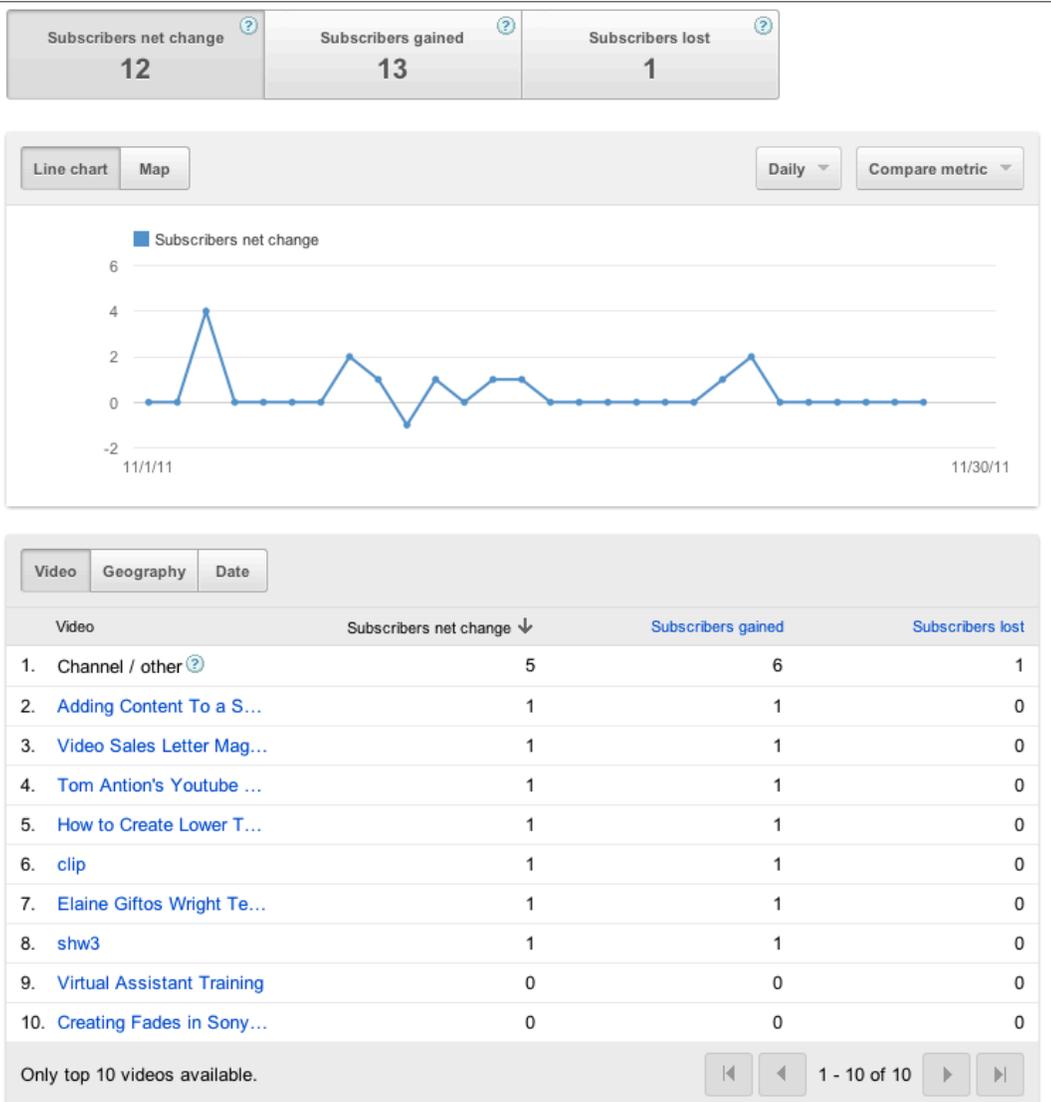
*In Russia, views count **you!***

The next widget under the **Performance** category is for 'Subscribers net change'. This is the change in total subscribers found by subtracting subscribers you lost from the subscribers you gained in that selected date or region.

Subscribers gained - Subscribers lost = Subscribers net change



Clicking this widget will show you the 'Subscribers net change', 'Subscribers gained', and 'Subscribers lost'



reports.

Just like with other widgets, you have data filters, options for either a line graph or map, and ways to sort by 'Video', 'Geography', or 'Date'. Also, individually clicking on the 'Subscribers net change', 'Subscribers gained', or 'Subscribers lost' widgets will bring up information related to only that widget.

It is important to look at what videos are getting subscribers. You may also see one of the options as 'Channel / other'. This means there wasn't any particular video that got a subscriber; but you got one nonetheless.

Video	Subscribers net change ↓
1. Channel / other <sup>?</sup>	5
2. Adding Content To a S...	1
3. Video Sales Letter Mag...	1
4. Tom Antion's Youtube ...	1
5. How to Create Lower T...	1

One other important thing to know is if you search your subscribers using the 'Map' option, the results will show a number based on 1000 views.

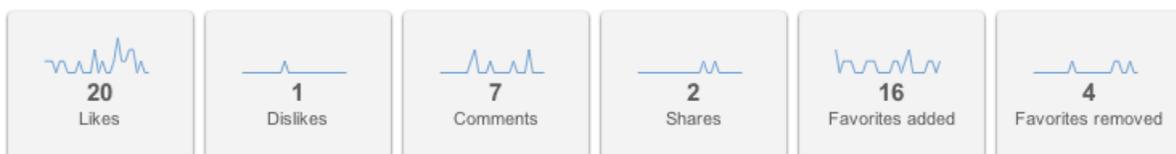


You can change these settings by clicking the drop down box on the right side of the map widget.



Back on the 'Overview' page, you will see widgets for the **Engagement** category. Engagement widgets cover 'Likes', 'Dislikes', 'Comments', 'Shares', 'Favorites added', and 'Favorites removed'.

#### Engagement

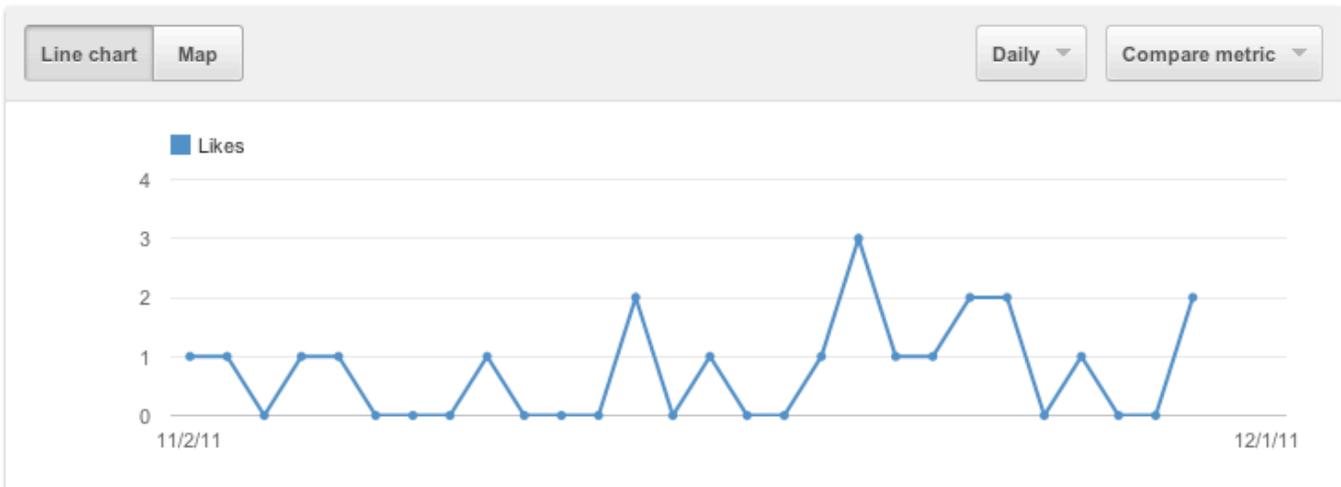


Clicking the 'Likes' widget will bring you to that report page.

## Channel: infomarketingexperts

Last 30 days (Nov 2, 2011 – Dec 1, 2011)

Total ratings <b>22</b>	Likes <b>21</b>	Dislikes <b>1</b>
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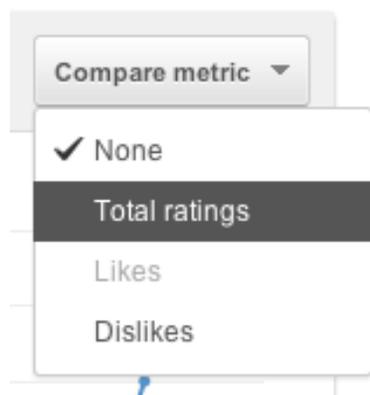
Video | Geography | Date

Video	Total ratings ↓	Likes	Dislikes	Likes / Dislikes
1. <a href="#">How to create CD...</a>	3	3	0	█
2. <a href="#">How to do Fade in...</a>	3	3	0	█
3. <a href="#">Viral Video - Clos...</a>	2	2	0	█
4. <a href="#">Good Example of ...</a>	2	2	0	█
5. <a href="#">How to do Basic ...</a>	2	2	0	█
6. <a href="#">How To Burn a C...</a>	1	1	0	█
7. <a href="#">How To Create A ...</a>	1	1	0	█
8. <a href="#">How to Use Keyw...</a>	1	1	0	█

This report page has all of the same options as 'Views', 'Subscribers', and others, so there's no need to go over every option you can use. However, there is one metric that hasn't been covered yet, and that is the 'Compare metric'.



The 'Compare metric' will let you see extra information displayed on your line chart. It's not available for every report, but for the reports that do have it, the metric will be a little different.



*Compare metric for 'Likes' and 'Dislikes'.*



*Choosing a compare metric will display extra information.*

You can see reports and their compare metrics for your entire YouTube channel or for individual videos.

On the Overview page, below the **Engagement** category, you will see a list of your **Top 10 Videos**.

## Top 10 videos [Browse all videos](#)

Video	Views ↓	Likes	Comments
1. <a href="#">How to create CD Labels for Free</a>	1,956	3	2
2. <a href="#">How to do Fade in and Fade out in Adobe Premeire</a>	555	3	1
3. <a href="#">How To Burn a CD in Windows 7 Tutorial</a>	362	1	0
4. <a href="#">How to do Fade ins and Fade outs in Final Cut - Netaim</a>	346	0	0
5. <a href="#">How to do Basic Cuts in Adobe Premiere</a>	303	2	0
6. <a href="#">How to Create Lower Thirds in Adobe Premiere - Netaim</a>	183	0	0
7. <a href="#">Tom Antion's Youtube Secrets Webinar Part 1</a>	145	1	0
8. <a href="#">Garageband - How to create a podcast on a Mac</a>	136	0	0
9. <a href="#">How to Set Up and Use The New Wildfire iFrames Ap...</a>	123	0	0
10. <a href="#">Adding Content To a Squidoo Lens to Get the Most T...</a>	99	0	0

The top 10 videos are listed in order of views. You can also choose to browse all of your videos.

### Browse all content

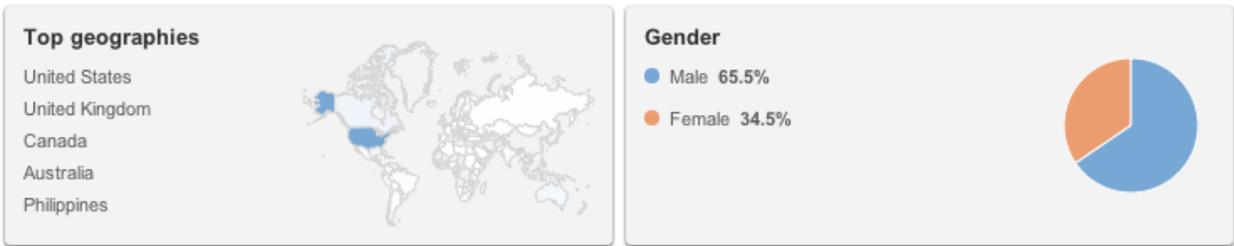
View: **Videos** [Shows](#) 1 - 15 of 92 [Next](#)

Video	Upload date	Lifetime views ↓
<a href="#">How to create CD Labels for Free</a>	8/6/10	12,094
<a href="#">How to do Fade in and Fade out in Adobe Premeire</a>	11/30/10	1,457
<a href="#">How to Create Lower Thirds in Adobe Premiere - Netaim</a>	11/30/10	1,112
<a href="#">How to do Fade ins and Fade outs in Final Cut - Netaim</a>	11/30/10	1,083
<a href="#">How To Burn a CD in Windows 7 Tutorial</a>	6/23/11	961
<a href="#">Ke\$ha - Run Devil Run - Keshha Lyrics Unreleased</a>	7/28/11	764
<a href="#">How to do Basic Cuts in Adobe Premiere</a>	11/30/10	683
<a href="#">How to Create Website Banners for Free using Splashup.com</a>	8/3/10	504
<a href="#">How to Set Up and Use The New Wildfire iFrames Application For Facebook Pages Tutorial</a>	6/23/11	463
<a href="#">How to Import Music Into Adobe Premiere</a>	11/30/10	456
<a href="#">Garageband - How to create a podcast on a Mac</a>	1/27/11	453
<a href="#">How To Sign Up and Make Money With the Amazon Affiliate Program Tutorial</a>	6/23/11	355
<a href="#">Viral Video - Close Encounters of the Redneck Kind</a>	6/23/11	345
<a href="#">Best Online Video Techniques - Cutting Out Wind Noise For Your Microphones</a>	4/20/11	284
<a href="#">Making Cuts in Sony Vegas Movie Studio</a>	2/1/11	243

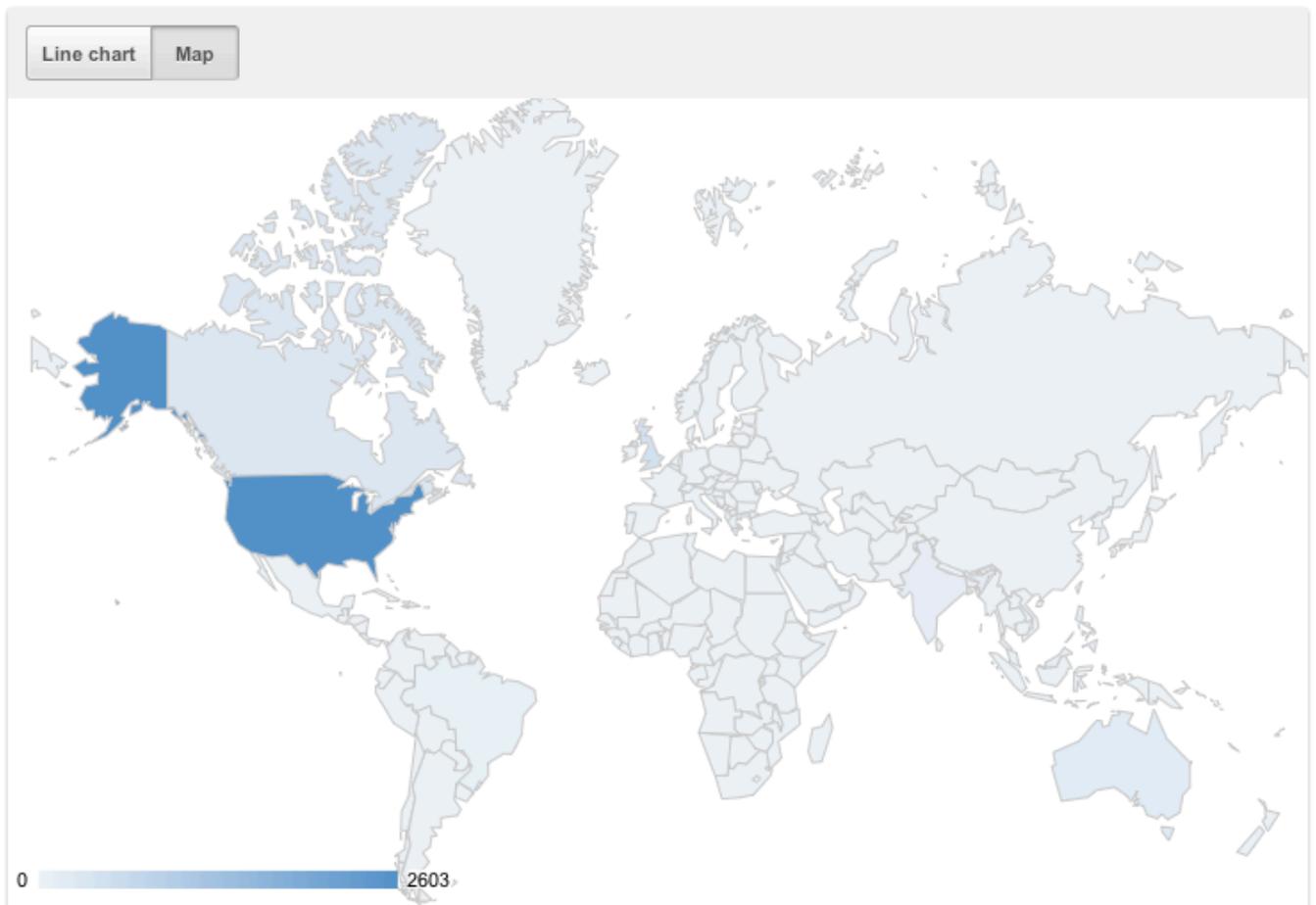
When browsing all of your content, you can arrange the results by 'Upload date' or 'Lifetime views'. Clicking on any title of a video will give you an overview page for only that video.

Below the **Top 10 videos** category is the **Demographics** category.

## Demographics



Clicking the 'Top geographies' widget will show you what countries are providing the most views. A list of the countries in order of views will also be available.



1.	<a href="#">United States</a>	2,603
2.	<a href="#">United Kingdom</a>	456
3.	<a href="#">Canada</a>	298
4.	<a href="#">Australia</a>	193
5.	<a href="#">Philippines</a>	124
6.	<a href="#">India</a>	116
7.	<a href="#">Malaysia</a>	92
8.	<a href="#">Netherlands</a>	70
9.	<a href="#">Brazil</a>	66
10.	<a href="#">Norway</a>	58
11.	<a href="#">Germany</a>	56
12.	<a href="#">Greece</a>	47
13.	<a href="#">Pakistan</a>	42
14.	<a href="#">Italy</a>	42
15.	<a href="#">Singapore</a>	41
16.	<a href="#">Indonesia</a>	38
17.	<a href="#">Sweden</a>	37
18.	<a href="#">Romania</a>	36
19.	<a href="#">Mexico</a>	36
20.	<a href="#">Poland</a>	35
21.	<a href="#">Thailand</a>	33
22.	<a href="#">Hong Kong</a>	33
23.	<a href="#">Ireland</a>	33
24.	<a href="#">Portugal</a>	32
25.	<a href="#">Japan</a>	31

Clicking on the name of a country will show you information on only that country.

Views ?  
**36**



Video Geography Date

Geography		Views ↓
1.	<a href="#">Mexico</a>	36

Clicking the 'Video' tab for that country will show you the exact videos that received views from that country.

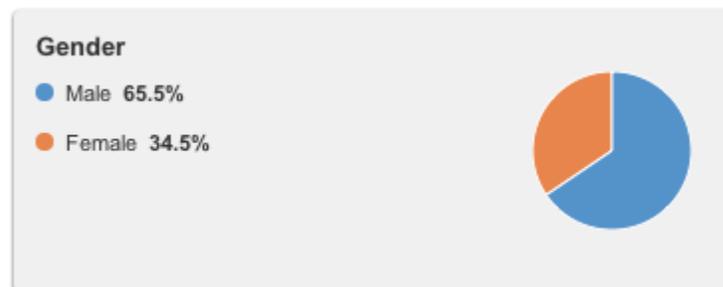
Video	Views ↓
1. <a href="#">How to create CD Labels for Free</a>	15
2. <a href="#">How to do Fade in and Fade out in Adobe Premeire</a>	6
3. <a href="#">How to do Fade ins and Fade outs in Final Cut - Ne...</a>	4
4. <a href="#">How to Create Lower Thirds in Adobe Premiere - Ne...</a>	2
5. <a href="#">How to do Basic Cuts in Adobe Premiere</a>	2
6. <a href="#">shw3</a>	1
7. <a href="#">Viral Video - Close Encounters of the Redneck Kind</a>	1
8. <a href="#">How to Write an Author Resource Box Bio That Incr...</a>	1
9. <a href="#">How to Upload a Video To Facebook</a>	1
10. <a href="#">How To Burn a CD in Windows 7 Tutorial</a>	1

Only top 10 videos available.

Navigation: ⏪ ⏩ 1 - 10 of 10 ⏪ ⏩

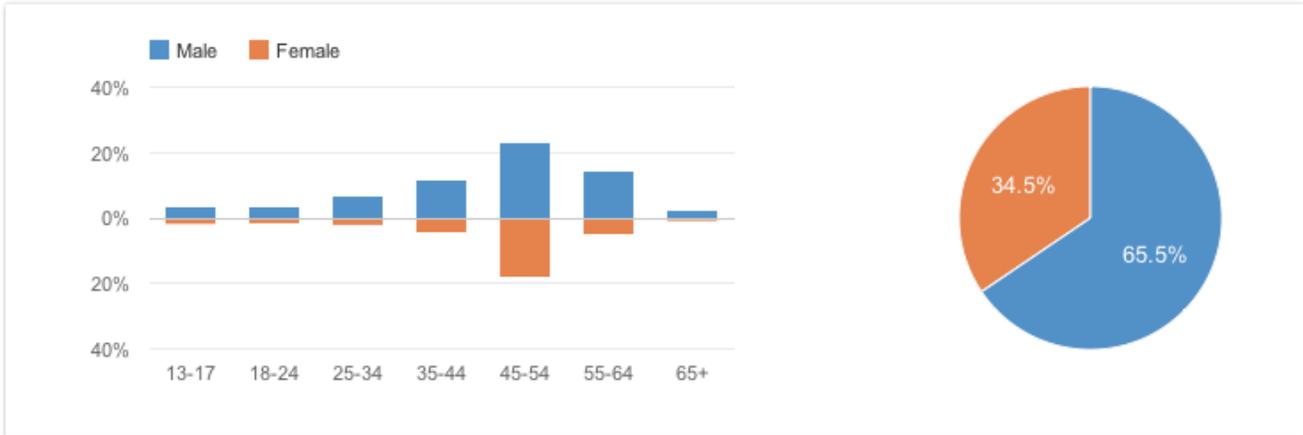
If you find a country that likes a particular video, you may want to create one tailored specifically for that country, or at least add transcripts in that country's language to increase even more views.

The next widget located under the **Demographics** category is for gender.



Clicking on this widget will provide you with gender, age, and location information about your viewers.

All <b>100.0%</b>	Male <b>65.5%</b>	Female <b>34.5%</b>
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Top locations by views	Views	13-17	18-24	25-34	35-44	45-54	55-64	65+	Gender
1. <a href="#">United States</a>	2,603	2.9%	3.7%	5.9%	15.2%	45.6%	23.8%	2.9%	
2. <a href="#">United Kingdom</a>	456	7.4%	7.9%	8.9%	16.4%	47.8%	8.9%	2.6%	
3. <a href="#">Canada</a>	298	5.8%	6.3%	7.2%	15.1%	55.4%	4.8%	5.4%	
4. <a href="#">Australia</a>	193	4.0%	9.1%	4.4%	15.7%	31.2%	30.1%	5.6%	
5. <a href="#">Philippines</a>	124	14.8%	12.9%	14.5%	18.8%	14.8%	24.1%	0.0%	
6. <a href="#">India</a>	116	0.0%	15.2%	30.0%	54.8%	0.0%	0.0%	0.0%	
7. <a href="#">Malaysia</a>	92	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
8. <a href="#">Netherlands</a>	70	6.4%	16.5%	12.9%	39.6%	11.2%	13.4%	0.0%	
9. <a href="#">Brazil</a>	66	6.4%	20.6%	35.2%	16.5%	21.2%	0.0%	0.0%	
10. <a href="#">Norway</a>	58	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

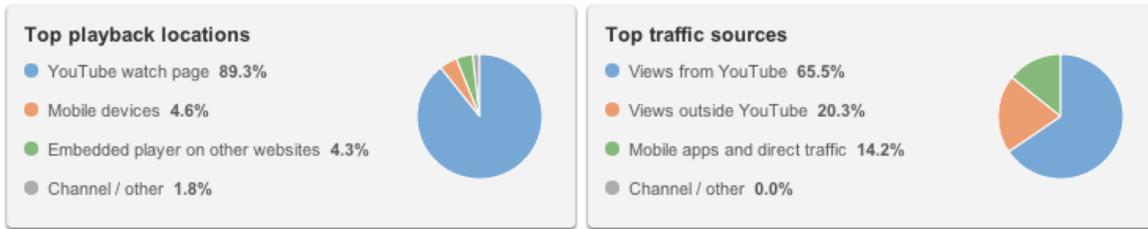
Only top 10 locations available.

Navigation: 1 - 10 of 10

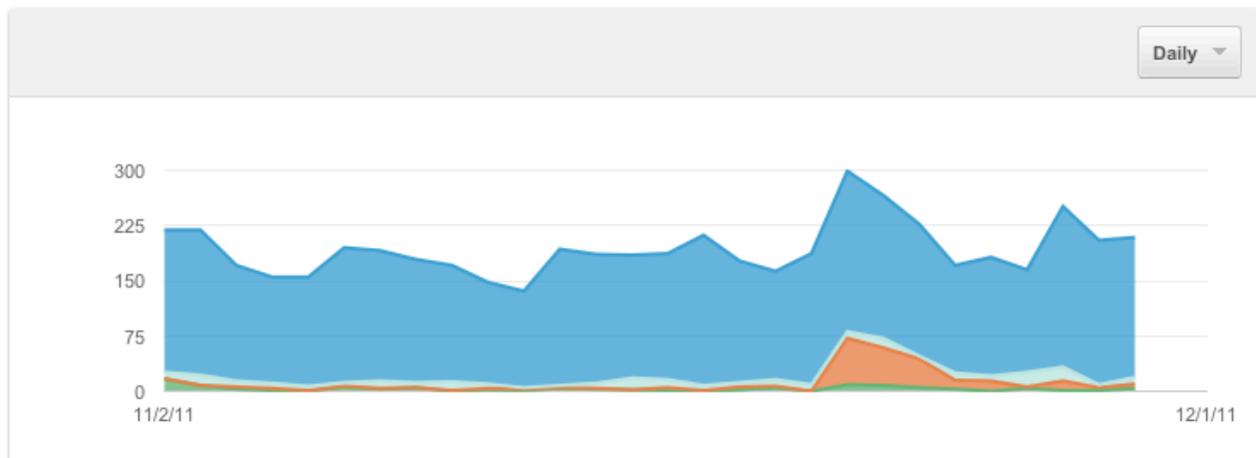
Pay attention to this information. If you have a particular video that is getting a lot of attention from a specific gender, location, or age group, you may want to create more videos like that one. Also, if you have a product or service that fits a specific demographic, this will let you know what videos are reaching your desired audience.

The **Discovery** category contains two very useful widgets, 'Top playback locations' and 'Top traffic sources'.

## Discovery



'Top playback locations' will show you a graph and information on your views and where they are coming from.



<input checked="" type="checkbox"/> Playback location <a href="#">?</a>	Views ↓	% of total views
<input checked="" type="checkbox"/> YouTube watch page <a href="#">?</a>	4,826	89.3%
<input checked="" type="checkbox"/> Mobile devices <a href="#">?</a>	249	4.6%
<input checked="" type="checkbox"/> Embedded player on other websites	231	4.3%
<input checked="" type="checkbox"/> YouTube channel page <a href="#">?</a>	98	1.8%

1 - 4 of 4

The Playback location will tell you where your views are coming from. The location entitled "Embedded player on other websites" won't tell you what the other sites are unless you are looking at the locations for specific videos.

<input checked="" type="checkbox"/> Playback location <sup>?</sup>	Views ↓	% of total views
<input checked="" type="checkbox"/> YouTube watch page <sup>?</sup>	1,784	91.2%
<input checked="" type="checkbox"/> Mobile devices <sup>?</sup>	98	5.0%
<input checked="" type="checkbox"/> YouTube channel page <sup>?</sup>	69	3.5%
<input checked="" type="checkbox"/> Embedded player on other websites	5	0.3%

*Playback location for a specific video.*

If you look at the Playback location reports for a specific video, you can click on the “Embedded player on other websites” link to see where that video is embedded.

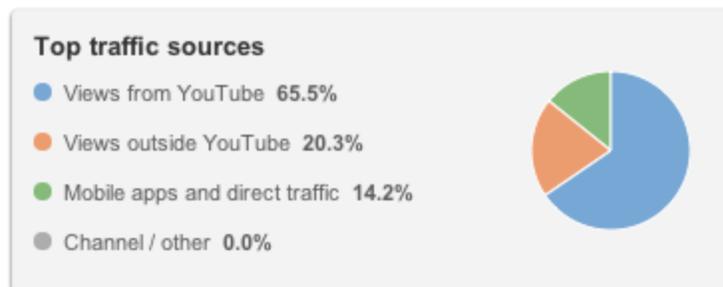
<input checked="" type="checkbox"/> Playback location <sup>?</sup>	Views ↓	% of total views
<input checked="" type="checkbox"/> googleusercontent.com	2	0.1%
<input checked="" type="checkbox"/> Yahoo	1	0.1%
<input checked="" type="checkbox"/> gstatic.com	1	0.1%
<input checked="" type="checkbox"/> ask.com	1	0.1%

[Show top level](#)

1 - 4 of 4

Looking at the other websites your video is embedded on will let you know exactly where your video is playing. Also, you may find sites that you could contact and try to send more videos to, or offer other options such as submitting articles for them or placing a banner ad on their site. This can increase traffic to your site and increase sales of your products.

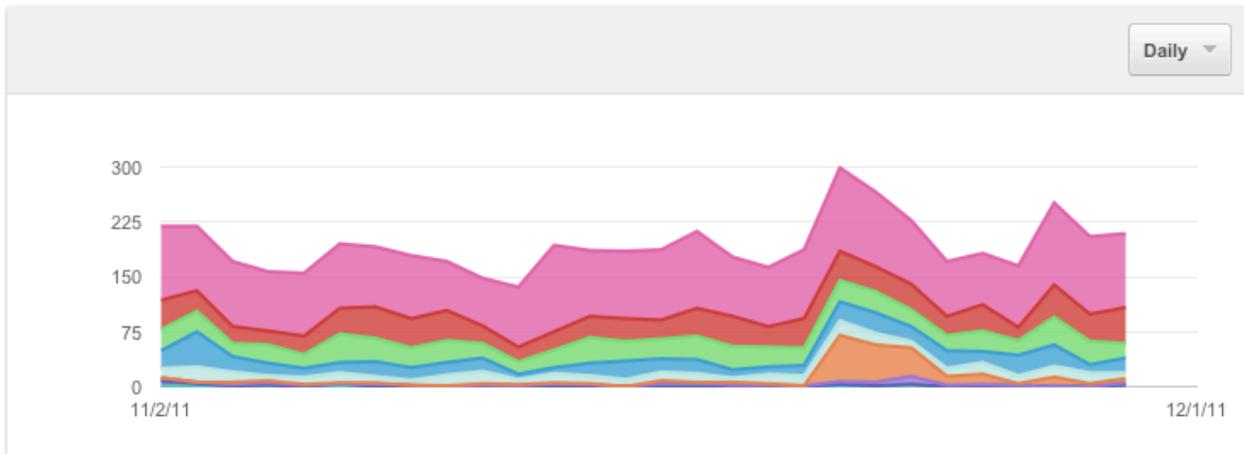
The ‘Top traffic sources’ widget is also very helpful, it is located under the **Discovery** category.



This widget will show you how people discovered your video. There’s many ways people find videos: they search for them on YouTube, Google, or other search engines; they click

on Suggested videos, or they can follow links from social networking sites such as Twitter or Facebook.

Views from all traffic sources <a href="#">?</a>	Views from YouTube <a href="#">?</a>	Views outside YouTube <a href="#">?</a>	Mobile apps and direct traffic <a href="#">?</a>
<b>5,406</b>	<b>3,539</b>	<b>1,098</b>	<b>769</b>



<input checked="" type="checkbox"/> Traffic source <a href="#">?</a>	Views ↓	% of total views
<input checked="" type="checkbox"/> YouTube suggested video	2,523	46.7%
<input checked="" type="checkbox"/> YouTube search	915	16.9%
<input checked="" type="checkbox"/> Google search	752	13.9%
<input checked="" type="checkbox"/> Mobile apps and direct traffic (unknown sources) <a href="#">?</a>	538	9.9%
<input checked="" type="checkbox"/> External website	346	6.4%
<input checked="" type="checkbox"/> Embedded player (unknown sources) <a href="#">?</a>	231	4.3%
<input checked="" type="checkbox"/> YouTube features	67	1.2%
<input checked="" type="checkbox"/> YouTube channel page <a href="#">?</a>	28	0.5%
<input checked="" type="checkbox"/> YouTube subscription modules	4	0.1%
<input checked="" type="checkbox"/> YouTube featured video	2	0.0%

*Traffic sources for entire channel.*

The traffic sources can be displayed for either your whole channel or individual videos. Individual videos will provide you with even more information.

<input checked="" type="checkbox"/> Traffic source <sup>?</sup>	Views ↓	% of total views
<input checked="" type="checkbox"/>  YouTube suggested video	710	36.3%
<input checked="" type="checkbox"/>  Google search	522	26.7%
<input checked="" type="checkbox"/>  YouTube search	328	16.8%
<input checked="" type="checkbox"/>  External website	284	14.5%
<input checked="" type="checkbox"/>  Mobile apps and direct traffic (unknown sources) <sup>?</sup>	182	9.3%
<input checked="" type="checkbox"/>  YouTube features	16	0.8%
<input checked="" type="checkbox"/>  Embedded player (unknown sources) <sup>?</sup>	5	0.3%
<input checked="" type="checkbox"/>  YouTube channel page <sup>?</sup>	2	0.1%

Traffic sources for individual videos. Note: 'YouTube suggested video' and other links are now click-able.

When you look at traffic sources for individual videos, some of those sources will be click-able. If it is available for your particular video, the 'YouTube suggested video' link is extremely useful.

<input checked="" type="checkbox"/> Traffic source <sup>?</sup>	Views ↓	% of total views	<a href="#">Show top level</a>
<input checked="" type="checkbox"/>  <a href="#">How to make a CD cover</a> 	124	6.3%	
<input checked="" type="checkbox"/>  <a href="#">Design &amp; print your own CD Label &amp; Cover: Mixtape/D...</a>	101	5.2%	
<input checked="" type="checkbox"/>  <a href="#">How To Create CD Labels</a> 	90	4.6%	
<input checked="" type="checkbox"/>  <a href="#">Photoshop-Tutorial - CD-Label erstellen</a> 	41	2.1%	
<input checked="" type="checkbox"/>  <a href="#">How to print DVD/CD labels</a> 	22	1.1%	
<input checked="" type="checkbox"/>  <a href="#">How To Create A Disk Label</a> 	21	1.1%	
<input checked="" type="checkbox"/>  <a href="#">Mac CD/DVD Label Maker, CD, DVD Label Software f...</a>	21	1.1%	
<input checked="" type="checkbox"/>  <a href="#">Free DVD / CD Cover Editor for Mac OS X</a> 	21	1.1%	
<input checked="" type="checkbox"/>  <a href="#">How to create CD Labels for Free</a> 	18	0.9%	
<input checked="" type="checkbox"/>  <a href="#">How to use Cd Cover/Labal Tamplet with Photoshop</a> 	17	0.9%	

Clicking on this link will show you other people's videos that had yours in the suggested videos column on the right hand side of YouTube.

**Design & print your own CD Label & Cover: Mixtape/Demo**

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How to make cd labels on NON label-able CD's  
by HSmasteryoda  
9,102 views

How To Make Labels - The Easy Way  
by coastalscents  
56,710 views

Screen Printing on CDs  
by FLEAHEARTBKLYN  
2,375 views

How To Create CD Labels  
by instantcdproduct  
28,887 views

How to create CD Labels for Free  
by infomarketingexperts  
12,087 views

91,133

431 likes, 6 dislikes

Video Responses

This video is a response to [cd/dvd label maker tutorial](#)

All Comments (298)

Respond to this video ...

My video

This means people went to this video first, then saw mine in the suggested videos column and clicked on that. If I want to increase my views from this other person's video, I might go and add comments or video responses to their video, possibly even suggesting to others that they will find additional or helpful information in my video. I can do this for every video that shows up in my traffic source list.

Your traffic source list may show that you got views from Google or YouTube search as well.

Google search

YouTube search

Clicking on these links will provide you with a list of search terms people typed in that resulted in them clicking your video.

✓  how to make cd labels	80	4.1%
✓  making cd labels	37	1.9%
✓  cd labels free	28	1.4%
✓  how to make a cd label	26	1.3%
✓  make cd labels	23	1.2%
✓  how to make cd covers	21	1.1%
✓  how to make cd label	19	1.0%
✓  make cd labels free	17	0.9%
✓  create cd labels	17	0.9%
✓  create cd labels free	16	0.8%
✓  make a cd label	13	0.7%
✓  how to make labels for cds	12	0.6%
✓  how to create cd labels	9	0.5%
✓  make free cd labels	7	0.4%
✓  free cd labels	7	0.4%

You can look at these search terms and get ideas for other videos (or articles) you may want to create in the future. Creating more content with these search terms will show you as an expert in your field, adding credibility to your business and getting additional views as well.

## Conclusion

That's all of the features of YouTube's analytics. Don't let it scare you, it is provided to help you and your business. Poke around all of the features and use this guide to help you pinpoint where, how, and why you're getting views. Then make more videos and do it all over again, probably with better results, thanks to the information you now know how to get and use.