How to Analyze your YouTube Channel

1. After logging onto your YouTube account, click the “My Channel” tab in far left column.

2. Now click on “Video Manager” tab above your banner and below the search bar.

3. Choose “Analytics” on the far left column.

4. This page displays how many people viewed your videos, how long they watched, and the engagement rate from the last 28 days. To view a different time segment, click the drop down menu that currently says “Last 28 Days” in the upper right portion of the screen. To look at a specific month, you can enter those dates in the calendar option just to the right of this menu.
5. Please record (on a yearly basis):
   a. How many total views
   b. How many total minutes watched
   c. Total number of subscribers