

YOUTUBE 101 FOR ARTISTS

ANALYTICS FOR ARTISTS CHECKLIST

New to Analytics for Artists or need a refresher?

Take a look at this checklist as we share the best practices on using Analytics for Artists on/off release cycle!

LOW RELEASE CYCLE

- Visit the **Overview Tab & Advanced Mode** to understand how your channel is performing **at least once a week**.
- Take a look at the **Engagement Tab** to find out what other fan videos/Shorts that featured your music.
 - Engage with them via comments.
 - Share their videos on your Community Tab/Social platforms.
- Dive into the **Reach Tab** to explore what traffic sources bring viewers to your channel
 - Optimise your content based on the data i.e. use popular Search queries as a guide for new content planning.
 - Incorporate these keywords in marketing campaigns.
- Check out the **Audience Tab** to identify your audience demographic. Ask questions like:
 - Am I attracting new audience?
 - Do I need to adjust my content to be more appealing to my current audience?
- Use **Advanced Mode** to understand how playlists are performing:
 - Which playlist performs best? Do I need to create similar playlists or curate different playlists?
- Find out what other videos your audience is watching from the Audience Tab for content brainstorming & collaboration opportunities!
- Identify **key cultural trends/moments** using **Google Trends** for content planning.

DURING THE RELEASE CYCLE

- Check your realtime performance on the **Overview Tab** and dive in with the **Advanced Mode feature**.
- Check the performance of your Premieres, Livestream & latest videos using the **Advanced Mode**.
- Use **Shorts Performance Cards** on the **Engagement Tab** to find Top Shorts with your new music, and engage with them via comments/likes/shares.
- Use **Audience Tab** to find the suitable hours to engage with your fans
 - Upload official content, Shorts, Premieres when they are most active.
 - Consider to use this insight for your next release.
- Use **Advanced Mode** to understand how playlists are performing:
 - Which playlist performs best? Do I need to create similar playlists or curate different playlists?
- Use **Reach Tab** to identify what traffic sources bring viewers to your new music.
 - Use these insights to optimise your marketing/promotional campaigns.
- Identify your demographic changes in **Audience Tab**
 - Optimise your video metadata, i.e. use translated subtitles if necessary.

Looking for more resources?

- For best practices designed for artists, visit www.artists.youtube.com
- For all technical questions related to YouTube, check out our [Help Center](#)
- Subscribe to [YouTube Creators](#) channel & visit [YouTube Official Blog](#) for other official updates, news & education stories.