

NINE 9 MEDIA - High CTR (Cheat Sheet)

Many influencers are unaware of what CTR (Click-Through Rate) is, how to improve it, and its crucial role in driving video views.

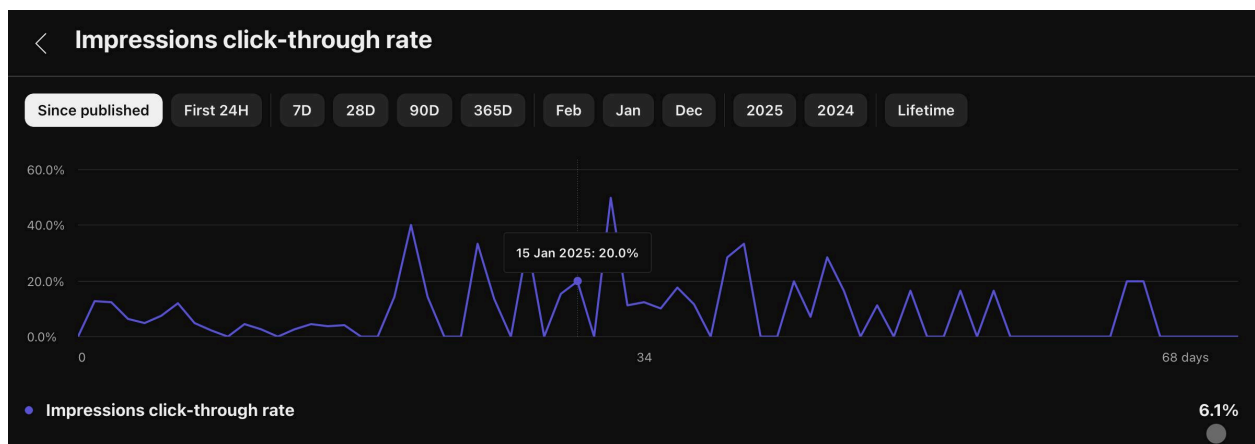
In this cheat sheet, we'll cover all of the above in detail.

What is CTR?

CTR, or Click-Through Rate, measures the percentage of people who click on your video compared to the total number of impressions it receives.

YouTube tracks how often your video appears in users' feeds or search results and how many people actually click on it. If your video is shown frequently but receives few clicks, your CTR will decrease.

You can find this data in your video analytics, which typically looks like this:



How Does CTR Affect Your Video's Performance?

It's well known that a higher Click-Through Rate (CTR) leads to better video performance—but why is that?

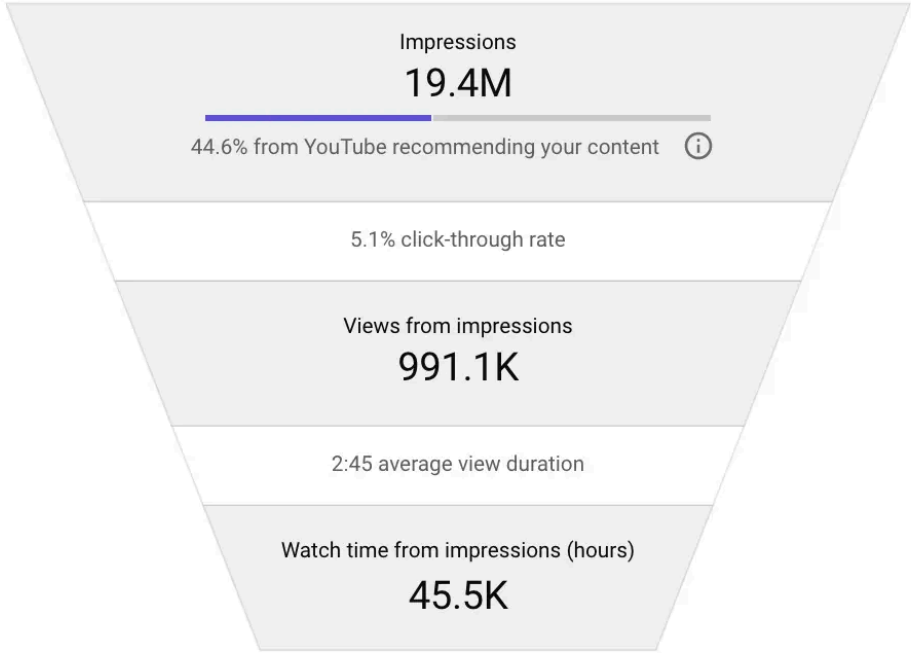
Since YouTube's algorithm isn't human and can't judge video quality by watching it, it relies on measurable data, with CTR being one of the key indicators.

If your video fails to grab attention and generate clicks, the algorithm assumes it isn't engaging and limits its reach. Conversely, if your video receives a high number of impressions and clicks, the algorithm recognizes it as valuable content and pushes it to a wider audience.

The primary goal of any social media platform is to maximize user retention, increasing ad revenue. If your video has a low CTR, YouTube is less likely to promote it, as it aims to keep users engaged with content that keeps them on the platform longer.

Impressions and how they led to watch time

Data available May 17 – Jun 13, 2021 (28 days)



How Do You Achieve a High CTR?

Two primary elements influence your video's Click-Through Rate (CTR): The thumbnail and the title. If these components are not high quality and optimized to capture attention, your CTR will suffer.

It's essential that your thumbnails and titles work together to encourage clicks.

The thumbnail should capture the viewer's attention while clearly conveying the video's content. Avoid excessive text on the image, as this can discourage engagement. Moreover, ensure that your thumbnails accurately represent the video's content rather than relying on clickbait tactics, which can ultimately harm watch time.

Some guidelines to follow when creating thumbnails include:

- Use a maximum of four words—the fewer, the better.
- Employ bright, vibrant colors to catch the viewer's eye.
- Accurately reflect the video content (no clickbait).
- Focus on evoking emotions that resonate with your audience.
- Keep the design clear and uncluttered.

As previously mentioned, the title must complement the thumbnail to encourage clicks. It should effectively convey the video's content while maintaining brevity, clarity, and intrigue. A compelling title addresses the viewer's pain points, evoking emotion and prompting action.

Here are some key guidelines for crafting an attention-grabbing title:

- Keep it short and to the point.

- Ensure it accurately reflects the video's content (avoid clickbait).
- Create a sense of urgency.
- Address the viewer's pain points.
- Tailor the title to your target audience.

An Example



I Spent 100 Hours Inside The Pyramids!

137M views · 2 weeks ago

MrBeast

I can't believe we were allowed to do this Season 2 of swarms is out now! You can even find a Gold Swarm worth \$10000!

4K Subtitles

The thumbnail effectively complements the title, creating a cohesive and engaging presentation. Featuring Mr. Beast's widely recognized face, it attracts millions of viewers. Additionally, the vibrant colors and clear messaging allow viewers to grasp the video's content even without reading the title.

Once viewers glance at the title, they can immediately understand the video's subject. It is direct and straightforward, avoiding any clickbait. The title is concise yet precise, and most importantly, it works seamlessly with the thumbnail, which is key to driving clicks.

Why does this work?

The thumbnail and title must work in tandem because, when a viewer lands on YouTube's home screen, their attention is immediately drawn to the thumbnails. The ones that stand out the most to the individual viewer are often the first they notice. Based on the thumbnail, the viewer forms an initial guess about the video's content, and then moves on to read the title to confirm their assumption and gain a clearer understanding of what the video is about.

This is why it's essential for both the thumbnail and title to complement each other. If they don't align, it can mislead the viewer, resulting in fewer clicks and ultimately affecting the video's reach and virality.

In simple terms, the thumbnail captures the viewer's attention, while the title compels them to click. If either element is lacking in quality, the video's performance will likely suffer.

Important knowledge to keep in mind

Click-through rate (CTR) is crucial for increasing the number of viewers your video attracts.

However, it's important to recognize that it isn't the only factor that can propel your video to millions of views. Other key metrics, such as high watch time and strong viewer retention, are essential in achieving widespread success.

If people aren't clicking on your video, it's a sign that you need to improve your title and thumbnail. However, if your video has a low watch time because viewers become bored or feel that the content doesn't align with what the title and thumbnail promised, they will likely swipe away. This will ultimately affect the overall performance and reach of your video.