




TechBug Journal

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Youtube Analytics [March 2020 – March 2021]

Traffic source 	 Views 	Watch time (hours)	Average view duration	Impressions 	Impressions click-through rate 
<input type="checkbox"/> Total	10,424	342.4	1:58	170,284	4.6%
<input type="checkbox"/> YouTube search	6,053 58.1%	197.8 57.8%	1:57	98,198	5.7%
<input type="checkbox"/> Browse features 	1,195 11.5%	42.2 12.3%	2:07	17,329	5.5%
<input type="checkbox"/> Suggested videos	1,188 11.4%	34.9 10.2%	1:45	45,947	2.0%
<input type="checkbox"/> External	859 8.2%	33.2 9.7%	2:19	—	—
<input type="checkbox"/> Channel pages	456 4.4%	12.9 3.8%	1:41	8,262	4.1%
<input type="checkbox"/> Other YouTube features	235 2.3%	6.2 1.8%	1:35	—	—
<input type="checkbox"/> Direct or unknown	224 2.2%	7.4 2.2%	1:58	—	—
<input type="checkbox"/> End screens	141 1.4%	4.3 1.3%	1:49	—	—
<input type="checkbox"/> Notifications	28 0.3%	1.6 0.5%	3:29	—	—
<input type="checkbox"/> Playlists	24 0.2%	1.0 0.3%	2:30	198	6.1%
<input type="checkbox"/> Playlist page	14 0.1%	0.3 0.1%	1:09	350	3.4%

Your channel has gotten 10,424 views so far

Views
10.4K

Watch time (hours)
342.4

Subscribers
+240



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