PUZZLEPOUTALON STUDIO

Performance Tracker

VidNova - Printable Template

Print it. Fill it in. Ship the video.

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Video Performance Tracker

Log every video 7 days after publishing (numbers before that are noise) and again at 28 days. Judge topics, titles, and hooks — not your worth.

How to Read Your Numbers

Click-through rate (CTR %). The share of people who saw your thumbnail and clicked. Reference range for browse traffic on established channels is often around 2–10% — reference only, not a guarantee. A low CTR with a strong average view duration usually means fix the title/thumbnail, not the video.

Average view duration. How long viewers stay, on average. Compare it against video length: keeping viewers past the first 30 seconds and reaching roughly 40–50% of total length are common working references — reference only, not a guarantee. A sharp drop in the first 30 seconds points to a weak hook or a title the opening does not pay off.

Watch hours. Total hours watched. This is the number that builds toward monetisation eligibility thresholds and the clearest signal of which topics YouTube keeps recommending. Compare watch hours per topic pillar, not per video alone.

Returning viewers. People who watched you before and came back. A rising share of returning viewers (visible in YouTube Analytics > Audience) means the channel is becoming a habit, not a one-off click — reference only, not a guarantee of growth. New viewers only, every video, usually means topics are disconnected from each other.

Read the four together: CTR gets the click, average view duration keeps it, watch hours compound it, returning viewers prove it sticks.

Tracker

#	Title	Published	Views	CTR %	Avg View Duration	Watch Hours	New Subs	Notes
1								
2								
3								
4								
5								
6								
7								
8								

#	Title	Published	Views	CTR %	Avg View Duration	Watch Hours	New Subs	Notes
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Monthly review: copy your top 3 and bottom 3 rows, write one sentence on what the top 3 share (topic, hook, or title pattern), and feed that into next month's Content Calendar.

PUZZLEPOUTTALON STUDIO

Enjoying This System? Complete Your Library

Thank you for building with us! Here is what to explore next. Support: puzzle-pout-talon@duck.com - we reply within 1-2 business days.

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Printable murder-mystery case dossiers: evidence logs, suspect boards & transcripts.
https://cold-case-studio.pages.dev/

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