



YouTube Key Terminology Cheat Sheet (Glossary of Terms)

In this lesson, you will learn about:

- ★ All key terms for YouTube and their definitions
- ★ These have been divided into four categories:
 - Analytics
 - Design/Layout
 - Content
 - General Terms

Analytics

- ★ **APV** - "Average Percentage Viewed." On average how much of a video is watched. This is expressed in a percentage. So 50% is half of the video. > 50% = extremely good, 40-50% = good, 30-40% = ok, < 30% = bad
- ★ **AVD** - "Average View Duration". How long do viewers watch a video on average (in hours). A longer view duration will boost the rankings in the algorithm
- ★ **Ad** - Short for "advertisement". Ads can be shown before, during or after a video. YouTube also show text/image based ads in the recommend video section
- ★ **Audience Retention** - How much of your video (in % terms) do viewers watch? If every viewer watched your entire video, that would be an audience retention of 100%. If every viewer watches 2.5 minutes out of a 10 minute video, that's an audience retention of 25%. The algorithm will reward videos with an audience retention of around 50% or more
- ★ **CPM** - Cost per 1,000 impressions: the revenue (cost) per 1000 monetized views. In other words, the cost an advertiser needs to pay on YouTube for every 1,000 impressions their ads receive on your video. This varies per niche, depending on what advertisers will pay. Note the difference between RPM and CPM: RPM represents all views (monetised and unmonetised). CPM represents only monetised views
- ★ **CTA** - "Call To Action". A request for viewers to take some action. This could be to subscribe, watch another video, join your email list, like the video, leave a comment, etc
- ★ **CTR** - Click Through Rate in percentage terms. The number of viewers that click on your video when they see the thumbnail. YouTube says that half of the YouTube channels have a CTR of 2%-10%
- ★ **Channel authority** - Your channel's reputation on YouTube is measured in total accumulated watch time in minutes. Channels with a higher authority are more likely to be ranked higher
- ★ **RPM** - Revenue Per 1000 views, in other words: the revenue (cost) per 1000 views. The RPM varies per niche, depending on what advertisers are willing to pay. The difference between RPM and CPM is: RPM represents all views (whether they are monetised or unmonetised), CPM represents just the monetised views



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- ★ **Session watch time** - The amount of time that viewers watch videos on YouTube before leaving the platform. This is a ranking factor for your channel, as they will reward people who's videos keep viewers on the platform longer
- ★ **UVR** - "Unlisted Video Review". As a creator you are asked to certify your videos on ad eligibility. You can state whether your video includes strong language or sexual references, for example. If you're in doubt, you can ask YouTube to carry out a human review. This video needs to be marked as unlisted instead of private.
- ★ **Unweighted score** - (ranking). This is a representation of a new / clean YouTube account without any viewing history
- ★ **VPH** - "Views Per Hour". The amount of views in 1 hour that a video generates
- ★ **VTR** - "View Through Ratio" is a YouTube ads statistic. It's the number of completed views of a skippable ad over the number of initial impressions. $VTR = \frac{\text{Complete views (user did not skip)}}{\text{Impressions (ad rendered)}}$
- ★ **Video impressions** - The number of times YouTube showed your video thumbnail (and title) to users. The impressions can come from the YouTube homepage, in the recommended section, at the end of a video and a video card
- ★ **Watch page** - A page where you watch a video
- ★ **Watch time** - The amount of minutes that a video is watched. If 1 viewer watches 6 minutes out of a 10 minute video, the watch time for this video is 6 minutes. The algorithm ranks videos based on accumulated watch time minutes on a channel
- ★ **Weighted score** - (ranking) A weighted score takes in account your past viewing and search behaviour
- ★ **Youtube algorithm** - The formula (computer code) that YouTube uses to decide which video it should show to a viewer. There are a few different algorithms, for example: The recommended section on a YouTube watch page, the search algorithm and the homepage algorithm.

Design/Layout

- ★ **Branding Watermark** - A watermark which appears on a YouTube video on the bottom right corner. When you click on a branding watermark you'll subscribe to a channel. This is why a lot of watermarks say: "subscribe"
- ★ **Channel art** - Your channel art comprises your avatar, the banner above your channel homepage and branding watermark
- ★ **Channel header** - The graphic that's displayed on the top of your channel homepage
- ★ **Channel homepage** - When you click on a channel name (for example under a video on YouTube), you'll be taken to the channel home page. You can see the channel header, the community tab, the welcome video and the video tab
- ★ **Creator Studio** - If you're in Classic Mode you can still access YouTube Studio, which is the old YouTube Creator Studio. YouTube has recently updated to the new YouTube studio, with many new features



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- ★ **Community tab** - In this tab you can post pictures, texts, and polls that your subscribers will see in their video feed
- ★ **Profile picture** - See Avatar
- ★ **Recommended videos** - The videos that the YouTube algorithm recommends. This could be in the recommended section, at the end of a video or on the YouTube homepage
- ★ **Youtube homepage** - The first page you see when you enter YouTube.com
- ★ **YTA** - "YouTube Analytics". The part of YouTube Studio where you can access your channel analytics

Content

- ★ **A-roll** - The footage of the main storyline of a video
- ★ **AMA** - "Ask Me Anything". A phenomenon where a YouTuber answers questions set by viewers
- ★ **Avatar** - The image that represents a YouTube channel. Often YouTubers will use a photo of their face or the logo of their company
- ★ **B-roll** - B-roll is the supporting footage for the a-roll. It gives extra context/interest to the video. B-roll can be anything visual: video footage, a photo, a graph, screenshot of a website or a newspaper, which is cut in the edit to overlay the a-roll at certain points
- ★ **Blog** - Short for "weblog", a website log. Originally a blog was a personal log, but over time the term has been used to describe informational content on a website.
- ★ **CC** - see "Closed Captions". Captions that are "closed" have a black (or any other colour) box background to help improve readability
- ★ **Captions** - Captions (or closed captions) are transcriptions of a video. Companies like Rev offer transcription services for YouTube creators
- ★ **Closed captions** - See CC
- ★ **DITL** - "A Day In The Life of". A video where you follow a YouTuber for a day
- ★ **Evergreen videos** - Videos are timeless in their relevance and have the ability to drive views for a long period. Evergreen videos are crucial to growing your YouTube channel
- ★ **GRWM** - "Get Ready With Me". A walkthrough of a YouTuber getting ready for a certain task
- ★ **Haul** - Where a YouTuber shares what they've bought from a certain shop or shopping trip. One of the most common forms is a clothing haul where a YouTuber tries on multiple outfits
- ★ **Long tail keywords** - In SEO, long tail keywords vs short tail keywords determine how long your target keyword phrase is. Long tail keyword phrases are more specific, less competitive and so are easier to rank for. "Spanish holidays" (short tail) is a competitive keyword phrase, "Vegetarian Spanish holidays with a toddler" (long tail) is much more specific and so, less competitive.
- ★ **OOTD** - "Outfit Of The Day". A YouTuber shares the outfit they are wearing



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- ★ **Shorts** - YouTube Shorts is a new feature in beta testing that allows you to record (upto) 60 second video shorts. You can record in 15-second intervals with several tools to edit your videos.
- ★ **Short tail keywords** - See long tail keywords
- ★ **Subtitles** - The text shown on the bottom or top of a video to translate the spoken language in the native language of the viewer. Subtitles are often confused with captions, but captions include other audible information too
- ★ **Tags** - On the video details page you can input tags. The relevancy of tags has declined considerably over the last few years.
- ★ **Thumbnail** - the graphics that represents your video. You will have a custom thumbnail for each of your videos
- ★ **Unboxing** - A video showing someone open a box and showing what's inside. Often combined with a product review
- ★ **Vlog** - The video version of Blog. A Vlog is a personal video diary of a YouTuber, often a day or week of their lives.
- ★ **Video card** - YouTube shows an 'i' icon in the top right corner of videos. In the video editor in YouTube Studio you can add text (the 'card') that's shown when a video is playing. Those cards can contain a link to a website, link to a video, a link to a playlist or even a poll
- ★ **Video content** - Content = video + title + description + thumbnail
- ★ **Vlogmas** - Many YouTubers create daily Vlogs around Christmas time, because there are generally more viewers on YouTube during this time

General terms

- ★ **Creative Commons** - A Creative Commons license means that someone can freely use this copyrighted content under certain conditions.
- ★ **Clickbait** - When a title, thumbnail or description doesn't truly represent the content of a video, with the intention of attracting more views. YouTube will not push out clickbait videos by not ranking or suggesting them anymore. The formula that YouTube uses for detecting clickbait: clickbait = high CTR + low audience retention.
- ★ **Collab** - "Collaboration". When people work together on a certain task or project. When thinking of YouTube collabs this is often a YouTuber collaborating with another YouTuber or a brand
- ★ **DSLR** - "Digital Single Lens Reflex", a digital evolution of the SLR photo camera where the photographer sees through the viewfinder the exact image of the photo due to the use of a mirror
- ★ **IRL** - "In Real Life". What's happening away from a YouTubers 'YouTube life'
- ★ **Influencer** - Someone who has a large social media following or a large amount of subscribers
- ★ **SEO** - Search Engine Optimisation. The process of optimising content to be found by search engines



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- ★ **Sub for sub** - Channel owners sometimes agree to follow each other's channel in order to grow. Be aware that 'sub for sub' will hurt the growth of a YouTube channel more than it gains, as you will gain subscribers who aren't genuinely interested in your content
- ★ **Trending** - Which video content are currently getting a lot of views. This is what's trending
- ★ **USP** - "Unique Selling Point". Why should people consume your content or buy your product over someone else's? The thing that makes you/your brand/your product or service unique
- ★ **Viral** - A video that gets a lot of views in a short amount of time
- ★ **YPP** - "YouTube Partner Program". You can earn money from your YouTube channel if you join the Partner Program
- ★ **YT** - "YouTube"
- ★ **YouTube Studio** - The private admin panel for YouTube creators on YouTube's site. This is where you can upload videos, edit video details, see analytics etc
- ★ **Youtuber** - The host of a YouTube channel