

5 Ways to Increase Watch Time on Your YouTube Videos

Youtube is one of the best social platforms for watching videos. It has a huge user base consisting of people all around the world.

People belonging to different demographics are present here. Creators put a lot of effort to gain more Youtube views. They try to create top-quality content that will help them to rise the Youtube rankings. You can buy Youtube subscribers among other methods to gain views. Despite a lot of effort many of the creators fail to attract a large audience. This is because they do not know about the various techniques that are available to them. We have listed below the top 5 methods to increase watch time.

Picture 1 of 5 Ways to Increase Watch Time on Your YouTube Videos

1. Introduction is important

Having a good introduction helps you to make your videos more attractive to viewers. Many Youtube creators swear by the fact that the first 10 seconds of a video are the most important. This short period decides whether your viewers switch or stick to your video. You have to be impactful and grab their attention. If you can engage with your audience in the first few seconds they will tend to stick around. This gains you a high watch time. One of the methods to achieve this is by interacting with the viewer directly.

Talk to the camera and pique their interest. You will have to generate interest in your video within the first 10 seconds. You could ask them a question to engage them with your video. This makes them want to stick around to find the answer to it. Another great method involves you giving a small sneak peek into the content they will find in the video. The anticipation of viewing your video leads them to stick around. These strategies are consistently used by top youtube creators. They keep using one or the other strategy in all of their videos to keep their audience hooked. A good intro will help you to gain more Youtube views.

2. Multi-part series

In the current algorithm and format, it is evident that short youtube videos perform well on the platform. A sub-10-minute video has a greater chance of success than those which are necessary;y long. To gain a higher watch time you should create a series. There are predominantly two types of series that you can create. The first one is where you find the main topic and create videos on various subtopics. This format of videos has ample content for you to be creative with. Italos jeeps your series fresh as your audience gets to see a different aspect of the topic with each video. You aim to get your viewers to watch the entire series.

You could even buy youtube subscribers to make your profile look more attractive. The second form of video requires you to divide a single content into multiple videos. To succeed in this format you need to have a great piece of content that you can divide. To maximize the potential of this technique you should finish all of your videos on a cliffhanger. This keeps the audience interested in your videos and they wait for the next one to be published. Keeping your audience hooked is the best way to generate a higher watch time and creating a series helps you do that.

3. Honest title and thumbnail

One of the major reasons why people click away from videos is because of misleading titles and thumbnails. The title and thumbnail are very important for your videos. It is one of the primary ways to attract people to watch your videos. Creating good and attractive videos is important and the title and thumbnail help you do that. However, they should not be misleading your audience. Everyone exaggerates on the title and thumbnail.

But there is a fine line between exaggeration and misleading your audience. When they click on a video they expect the promises made on the title and thumbnail to be met. When people see that you have remained true to your promises they will stick around. People click because of the promises delivered through the title and the thumbnail. Unless they see you fulfilling them they will stop watching your video leading to lower watch times.

4. Create playlists

Creating playlists is a great way to get more Youtube views. Youtube provides you the option to create playlists. A playlist is essentially a bunch of videos grouped. You can assign the serial order in which these videos will be displayed. The playlists can be made at your discretion. You get to choose the name of the playlist and the videos that will be on it. A playlist generally has similar types of videos together. When a viewer starts watching a playlist there is a higher chance of them watching more videos as they find similar content. As an example, if you have reaction videos group them. This will lead to better watch times.

5. Use Info cards and end screen elements

Info cards and end screen elements are great tools to gain more engagement. Info cards allow you to add the links to your videos inside a Youtube video. On clicking this button they are taken to those linked videos. This feature is popularly used when making a video on similar topics. The end screen elements help you to add video cards to the end of your videos. Clicking on these cards redirects them to the video. Many creators use these to link their previous video and a popular video. Being able to view similar content with such ease makes them view many more videos.

Conclusion

The entire list of methods has been brought together after a lot of research. Studies have shown these methods to have a significant impact on the watch time of creators. You can buy youtube subscribers or choose from other methods listed above. All of these methods increase watch time in their way. Try to combine a few of these methods to be able to get the maximum benefit.

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