

YOUTUBE COMPETITOR ANALYSIS

Benchmark your channel

Pick 2 channels about your size, or a little bigger, that your viewers also watch. Fill this in once a month. It takes about 15 minutes.

STEP 1 · COMPARE

What to check	You	Rival 1	Rival 2
Channel	@handle	@handle	@handle
Subscribers			
Videos posted in the last 30 days			
Typical video length			
Average views, last 10 videos			
Best video this year (views)			
How fast they get to the point			
Thumbnail style			
Title style			

Tip: if a rival posts less than you but gets more views, look at their titles and thumbnails first.

STEP 2 · FIND YOUR GAPS

Their 10 best videos this year

Sort a rival's videos by Popular. Write down their top 10 from the past year. Check the box if you've made that topic. Every empty box is a gap. Make your version, in your style.

#	Their video (the topic)	Views	Made it?
1			☐
2			☐
3			☐
4			☐
5			☐
6			☐
7			☐
8			☐
9			☐
10			☐

STEP 3 · TRACK

Track your numbers every month

Write your own numbers on the same day each month, straight from YouTube Studio. Up is good. Flat for 3 months in a row means it's time to change something.

Your numbers	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Month	e.g. Oct	e.g. Oct	e.g. Oct	e.g. Oct	e.g. Oct	e.g. Oct
Subscribers	-----	-----	-----	-----	-----	-----
Views (last 28 days)	-----	-----	-----	-----	-----	-----
Average views per video	-----	-----	-----	-----	-----	-----
Videos posted	-----	-----	-----	-----	-----	-----
Click rate (Studio)	-----	-----	-----	-----	-----	-----
Average view duration	-----	-----	-----	-----	-----	-----
Best video this month (views)	-----	-----	-----	-----	-----	-----
Channel Health Score	-----	-----	-----	-----	-----	-----

Channel Health Score: get yours free at creatorcompassapp.com. Healthy is 200 to 250, Excellent is 250 and up.

STEP 4 · THE UPGRADE LOOP

This month's checklist


1. Watch

I looked at what my rivals posted this month.


2. Compare

I filled in the benchmark on page 1.


3. Find the gap

I picked one gap to go after.


4. Make it

I made my version, in my style.


5. Check it

I checked if it beat my normal video.


6. Repeat

I put next month's check-in on my calendar.

My one change this month:

SKIP THE 15 MINUTES

Get your free Channel Health Score

See what's winning in your niche, in your inbox in under 5 minutes.

SEE MY CHANNEL SCORE