COMMUNITY NEWSPAPERS · REPORT

YOUTUBE CHANNEL AUDIT

For: the Community Newspapers YouTube channel, @communitynewspapers1946
Report date: Nov 18, 2026 · **Prepared by** NeedAWebNow

One-page summary

- **85.7% of the last 28 days' views are tagged by YouTube as "YouTube advertising"** (229,210 of 267,493). YouTube search is 3.5%. Who runs these ads is not visible to us.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- **Most views come from outside Miami:** United States 29.8%, Bolivia 18.7%, Peru 14.9%, Nicaragua 7.6%, Honduras 7.0%, El Salvador 5.5%. The United States holds 47% of watch time.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- **82% of videos are in no playlist.** 25 playlists exist; 1,532 videos sit in one catch-all playlist; 8 of the 32 shows have a playlist of their own.
  YouTube Data API, full video catalog, Nov 18, 2026
- **958 videos carry a generic live-stream title**, and titles and descriptions are not written for search (median 34 views for those videos).
  YouTube Data API, full video catalog, Nov 18, 2026
- **One video accounts for 16.9% of all views ever** (a 45-second short from 2020), and 19.5% of the last 28 days.
  YouTube Data API, Nov 18, 2026; YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- **No channel trailer**, and the About section does not mention CNEWS TV.
  YouTube Data API, Nov 18, 2026
- **Real Shorts: 795 videos (9.4% of the channel)**, with a median of 19 views versus 609 for long videos.
  YouTube Data API, full video catalog, Nov 18, 2026, live Shorts check
- **Working well:** 53.6 uploads a week, 27,561 subscribers (+131 net in 28 days), a banner in place, and viewers from search watch about 4:35 per view.
  YouTube Data API, Nov 18, 2026; YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)

Tap a section to open it.

What is working

- A very large library: 8,467 videos and 12.1 million lifetime views.
  YouTube Data API, Nov 18, 2026
- Steady output: 2,788 uploads in the last 52 weeks, about 53.6 a week.
  YouTube Data API, full video catalog, Nov 18, 2026
- Subscribers: 27,561, net +131 in 28 days and about +2,600 in 365 days.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026); YouTube Studio Analytics, last 365 days to Nov 16, 2026
- Viewers who arrive from YouTube search stay longer: 4:35 average view versus 1:59 for views tagged as advertising.

YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)

- United States viewers are 29.8% of views but 47% of watch time.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- 32 recurring shows already exist and can be organised; a banner is set; nearly all videos (8,419 of 8,439 checked) can be embedded on your website.
  YouTube Data API, full video catalog, Nov 18, 2026
- Long-form videos: median 609 views, with 276 videos added in the last 30 days.
  YouTube Data API, full video catalog, Nov 18, 2026

What needs fixing, ranked

#1 Where views come from: mostly advertising, mostly outside Miami

These are facts from YouTube's own analytics for the date range shown. Who runs the advertising behind these views is not visible to us, and we draw no conclusion about it.

- Traffic sources: YouTube advertising 85.7% (229,210 views, average view 1:59); YouTube search 3.5% (9,357 views, average view 4:35); external websites 3.2%; Shorts feed 2.3%; direct or unknown 1.9%; browse features 1.8%; suggested videos 0.6%; channel pages 0.6%; playlists 0.2%.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- Views by country: United States 29.8%, Bolivia 18.7%, Peru 14.9%, Nicaragua 7.6%, Honduras 7.0%, El Salvador 5.5%.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- Average view length: United States 2:25, Peru 4:44, Bolivia 0:27.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- The most-viewed video in the period (52,207 views, 19.5%) had only 591 thumbnail impressions, which points to views delivered outside normal browse and search.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)

> **Not part of the five projects.** To look further, we would need to see which advertising account promotes the channel. We make no change to it.

#2 Little organic discovery

Search, browse, suggested videos and playlists together bring about 6% of views.

- YouTube search 3.5%, browse 1.8%, suggested 0.6%, channel pages 0.6%, playlists 0.2% of views.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)
- Thumbnail click-through: 2.2% overall; 4.9% from search.
  YouTube Studio Analytics, last 28 days (Oct 20 to Nov 16, 2026)

> **Covered by:** YouTube Channel optimization, Core package, step 3 (Playlists organized by show) and step 4 (Search metadata on 200 videos).

#3 Playlists do not match the shows

Most videos cannot be found by show.

- 82% of videos are in no playlist. 25 playlists hold 2,904 items; 1,532 of them are in one catch-all live playlist.
  YouTube Data API, full video catalog, Nov 18, 2026
- 32 shows identified in the catalog; 8 have their own playlist. Only 393 of 3,398 show episodes (11.6%) sit in any playlist.
  YouTube Data API, full video catalog, Nov 18, 2026

Covered by: YouTube Channel optimization, Core package, step 3 (Playlists organized by show: a playlist for each show, with coverage re-measured).

#4 Titles and descriptions are not built for search

Many titles are placeholders and metadata is thin on older videos.

- 958 videos have generic live-stream titles (126 are identical); together they have 137,000 views, median 34.
  YouTube Data API, full video catalog, Nov 18, 2026
- Titles: median length 74 characters, 55% longer than 70 characters (they are cut off in search results).
  YouTube Data API, full video catalog, Nov 18, 2026
- In a sample of 498 videos, tags appear on 35% of the newest 250 and 6% of older ones; chapters on 12% of the newest and 2% of older.
  YouTube Data API, Nov 18, 2026, sample of 498 videos
- 359 groups of videos share the same title; 24 Shorts carry a stray non-English word in the title; 10 uploads are stuck in an unfinished state.
  YouTube Data API, full video catalog, Nov 18, 2026

Covered by: YouTube Channel optimization, Core package, step 4 (Search metadata on 200 videos, reusable title and description templates, chapters on the 50 most-viewed). Placeholder titles beyond the first 200 videos would be listed for your approval; nothing is deleted or hidden.

#5 Dependence on a single video

One older short brings a large share of the channel's views, so totals say little about the rest of the library.

- One 45-second short from 2020: 2,049,961 views, 16.9% of all lifetime views. The top 20 videos hold 19.7%; the top 1,000 hold 58.2%.
  YouTube Data API, full video catalog, Nov 18, 2026
- Median video: 324 views; 30% of videos have under 50 views.
  YouTube Data API, full video catalog, Nov 18, 2026

Covered by: YouTube Channel optimization, Core package, step 2 (Analytics access and

baseline: a dated baseline report saved before any change).

#6 Channel foundation: trailer and About section

The channel page does not yet introduce the channel to a first-time visitor.

- No channel trailer is set.
  YouTube Data API, Nov 18, 2026
- The About section mentions CommunityNewspapers.com but not CNEWS TV or its website. It also says "since 1960" while the channel handle says 1946; please confirm which is intended.
  YouTube Data API, Nov 18, 2026
- Thumbnails are mostly raw video frames, with no consistent look (24-video check).
  YouTube Data API, Nov 18, 2026, newest long-form sample

Covered by: YouTube Channel optimization, Core package, step 1 (Channel foundation: banner and channel art, channel trailer, About section, channel settings).

#7 Shorts are few and reach little

Real Shorts are a small part of the channel and are posted in bursts.

- 795 real Shorts of 8,467 videos (9.4%); 173,175 total views; median 19 views. Long-form: 7,644 videos, median 609 views.
  YouTube Data API, full video catalog, Nov 18, 2026, live Shorts check
- Posting is uneven: 2 to 18 Shorts in most months, then 243 in July 2026.
  YouTube Data API, full video catalog, Nov 18, 2026
- Length alone does not identify a Short: in a live check, 11 of 24 videos of 3 minutes or less were not Shorts.
  YouTube Data API, Nov 18, 2026, live check

Not part of the five projects. A Shorts plan can be scoped separately.

What we would do about it

FINDING	WHAT WE WOULD DO	COVERED BY
1. Views mostly advertising, mostly outside Miami	Look at the advertising source only if you wish; no change made	Not part of the five projects
2. Little organic discovery	Playlists by show and search-built metadata	YouTube Channel optimization, Core package, steps 3 and 4

3. Playlists do not match shows	A playlist per show, at least 90% of show episodes placed	YouTube Channel optimization, Core package, step 3
4. Titles and descriptions	Rewrite titles, descriptions and tags on 200 videos; reusable templates; chapters on top 50	YouTube Channel optimization, Core package, step 4
5. Single-video dependence	Dated baseline of views, watch time and subscribers	YouTube Channel optimization, Core package, step 2
6. Trailer and About	Banner and art, trailer, About section, settings	YouTube Channel optimization, Core package, step 1
7. Shorts	Shorts plan, scoped separately	Not part of the five projects

What this report could not read

These items could not be read with the access we had, so this report makes no statement about them:

- Who runs the advertising behind the views tagged "YouTube advertising", and its settings.
- Search terms people used to find videos, retention, full age and gender breakdown, and when viewers are on YouTube.
- Traffic sources and countries for periods longer than 28 days.
- End screens, cards, pinned comments and the Community tab.
- Private and unlisted videos (not visible in public data).
- Rates based on a sample of 498 videos (tags, chapters, links, kids setting, comments) are estimates for the whole channel.
- Show membership is our grouping of videos by show, based on titles and existing playlists.

How the numbers were read

Catalog numbers come from YouTube's public data for the channel. Views by source and country come from YouTube Studio Analytics, read-only, for the last 28 days to Nov 16, 2026. Nothing on the channel was changed. Each figure carries its source and date range in small grey text.

SOURCE LABEL	WHAT IT COVERS
YouTube Data API, Nov 18, 2026	Channel counters, catalog, playlists, titles
YouTube Studio Analytics, last 28 days to Nov 16, 2026	Views by source, country, top videos, subscribers

YouTube Studio Analytics, last 365 days to Nov 16, 2026	Subscriber change over a year

Next step. These findings are addressed by the YouTube Channel optimization project in your five-project proposal.