



THE FREE AUDIT /'כּ:דִּיט/

# [Channel name]

A bird's-eye preliminary read of the channel, and of the route from content to an enquiry

[Month, year]

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## BRAND

[domain] · [main channel]

## SCOPE

Public surfaces and full transcripts of selected videos

## PREPARED BY

BUBI Productions



## What is in this document

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# [Channel name], scored

Six themes, scored out of ten. The good scores are explained as well as the bad, so you learn what already works and why. Scores follow the published scoring criteria. No quote is given before this page exists.

| THEME                                                                                                                                                                                                                               | SCORE · 10     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|  <b>Packaging: thumbnails and titles</b><br>What the packaging promises, and whether the video keeps that promise.                                 | [pending] / 10 |
|  <b>Openings: hooks and the first minute</b><br>How long the viewer waits for the promise, and what the first minute spends that wait on.          | [pending] / 10 |
|  <b>Retention: pacing, breaths, chapters</b><br>Whether the structure is built to keep someone, or simply to finish.                               | [pending] / 10 |
|  <b>Audio: clarity, loudness, the room</b><br>The part nobody praises and everybody feels.                                                         | [pending] / 10 |
|  <b>The route: calls to action and where they point</b><br>Where the attention is invited to go next, and whether anything measures the journey. | [pending] / 10 |
|  <b>The system: formulas, cadence, repurposing</b><br>Whether the channel runs on a rhythm that survives a busy month.                           | [pending] / 10 |

## WHAT ALREADY WORKS, AND WHY

*[The three strengths worth protecting; a good score you cannot explain is only a compliment.]*

## MOST EFFECT FOR LEAST EFFORT

*[The three priority opportunities, ordered by expected effect on the one target you name.]*

## WHAT A DESK AUDIT CANNOT SEE

*Retention curves, traffic sources or the number of enquiries. Everything here is what public data can carry; the rest is a conversation.*



## What we examined, and how

[The exact record: capture date, channel statistics, how many uploads were reviewed, which videos were transcribed and read in full, with titles, descriptions and tags.]

Secondary surfaces are read only to follow the route out of the main channel. Website findings are verified in a rendered browser view. No general verdict is drawn from a single post; we look for repeating patterns, and we never pretend to see private analytics.

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## How we read the brand

[The business model and the expected result, stated plainly: who the brand serves, what its content is for, and the one measure every finding in this document is tied to.]



[The real problem, named]

|                                                                                  |                                                                       |                                                                                 |                                                                            |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <div>Subscribers</div> <div>[pending]</div> <div>[videos · lifetime views]</div> | <div>Last upload</div> <div>[pending]</div> <div>[how long ago]</div> | <div>Last 30 days</div> <div>[pending]</div> <div>[uploads · views added]</div> | <div>Strongest video</div> <div>[pending]</div> <div>[views · month]</div> |
|----------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------|

The channel's public numbers · as of [date pending]

[The verdict in two sentences: not a list of symptoms, the actual problem underneath them.]

[Why the surface reading is wrong or incomplete, and what the evidence actually says. The strongest single piece of evidence appears here once, fully told.]

[The second thread: what the channel's own history proves is possible, and what stands between the brand and that result.]

The three opportunities are on page 11; the single next step is on page 12.



# Three things worth protecting

No new plan should sacrifice these.

|                                                                                                                                   |                                                                                                                                   |                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>[Strength one]</b></p> <p><i>[What it is, and the mechanism: why it works for this audience, with a dated example.]</i></p> | <p><b>[Strength two]</b></p> <p><i>[What it is, and the mechanism: why it works for this audience, with a dated example.]</i></p> | <p><b>[Strength three]</b></p> <p><i>[What it is, and the mechanism: why it works for this audience, with a dated example.]</i></p> |
|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|



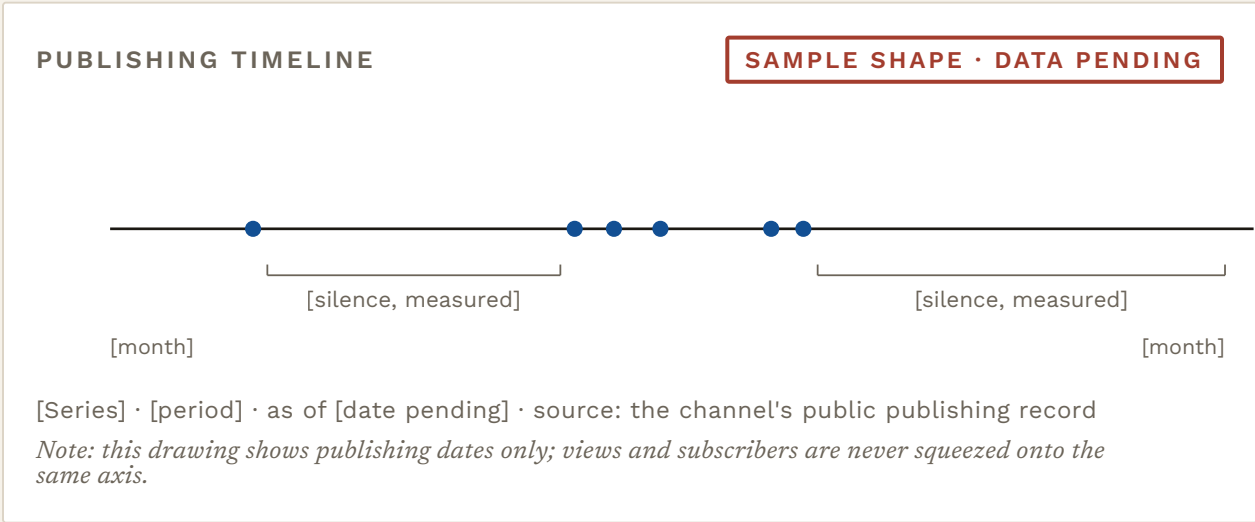
[The finding, as a headline]

[Theme one]

[Every finding follows one grammar: the observation, the dated evidence behind it, why it matters for this brand, and the likely effect. No prescription; direction lives on page 11.]

[Theme two]

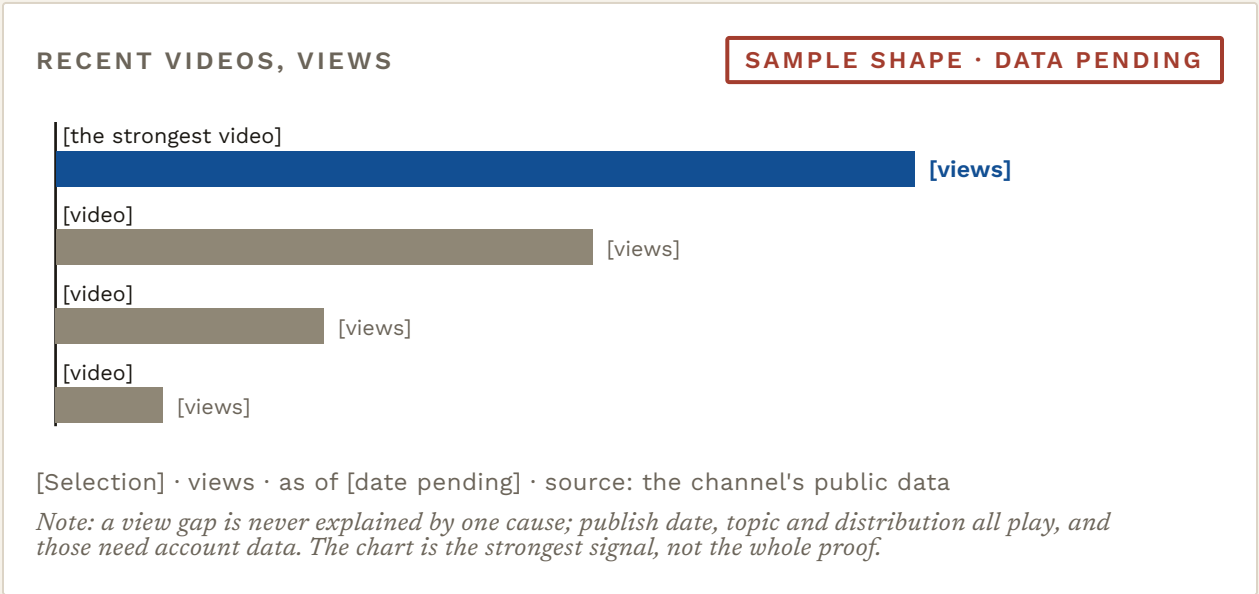
[Where a finding rests on the channel's own record, the record is drawn rather than described.]





# The evidence is in the archive

[When the channel's own history contains its strongest lesson, we draw it: the channel's videos side by side, its best example in accent. No external comparison is borrowed when the channel's own record carries the point.]



[What the accent bar has in common with nothing else on the chart, stated as the pattern worth repeating.]



## [The finding, as a headline]

### [Theme three]

[Packaging read against the channel's own best example: openings, titles, chapters, and what the first minute is spent on.]

### [Theme four]

[The route walked end to end, as a viewer: what the content invites, where every link points, what measures the journey, and where it breaks.]

[What that costs, tied to the one measure this audit is built on.]



## [The finding, as a headline]

### [Theme five]

[The proof the brand already owns, and the written form it has or has not taken.]

### [Theme six]

[Whether the production rhythm survives a busy month, read from the record rather than asserted.]



## Most effect for least effort

We give direction; implementation design is not this document's job.

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### 1 [Opportunity one]

[The direction, the expected change, and roughly what it costs to act on. Ordered by effect on the one target you name, never by ease.]

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### 2 [Opportunity two]

[The direction, the expected change, and roughly what it costs to act on.]

---

### 3 [Opportunity three]

[The direction, the expected change, and roughly what it costs to act on.]

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A note on measurement: expected changes are not guarantees; they are metrics with a recorded starting point, watched on a schedule.



## QUESTIONS WORTH SITTING WITH

This section expects no reply; if we talk, we start here.

[A question about a decision the brand actually made, consciously or not.]

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[A question that hands us more than any finding could, with minimum steering.]

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[A question the answer to which would change the priority order above.]

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[A question about who owns the thinking work today.]

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### THE NEXT STEP

[One concrete action, with its mechanism, that the brand can take with or without us. Not a meeting; a move. When it is taken, everything else in this document becomes measurable.]



This document, and its priorities, are yours to keep.

If a findings conversation would help, we are here; if not, the next step is still yours to take.

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as of [date pending]