

YouTube Competitor Analysis Template

Discover competitors, benchmark, log outlier videos, find content gaps, and plan your next 5 videos.

1. Competitor Discovery

List 10 channels competing for your exact viewer — not just your topic. Include 2–3 channels one size class above you.

Channel	Subs	Avg views	Videos/month	Why viewers choose them

2. Benchmarking — You vs Top 3

Fill the same metrics for your channel and your three closest competitors. Gaps = opportunities.

Metric	You	Competitor 1	Competitor 2	Competitor 3
Subscribers				
Avg views (last 20 videos)				
Uploads per month				
Avg CTR (yours only)				
Median video length				
Shorts share of uploads				
Top traffic source				
Engagement rate (likes+comments/views)				

3. Outlier Videos — Top 10 in the Niche

Videos performing 5–10x above their channel's average. These reveal what the audience wants more of.

Video title	Channel	Views	Channel avg	Multiple (e.g. 8x)	Why it worked

4. Content Gaps

Topics with proven demand (outliers + comment requests) that nobody covers well yet.

Gap / topic	Evidence of demand	Difficulty for you (1–5)	Priority

5. Sponsors & Monetization

Who pays in this niche, and how competitors monetize beyond AdSense.

Channel	Sponsors spotted	Other revenue (product/affiliate/course)	Notes

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6. Action Plan — Next 5 Videos

Turn the analysis into uploads: title, target keyword, the outlier pattern it borrows, and the hook.

#	Working title	Keyword	Outlier pattern borrowed	Hook