

Understanding The Algorithm

[2. Idea Creation & Why Videos Go Viral](#)

The algorithm is the machine between you and any viral video you post. In this video we go over:

- How the algorithm works
- The most important metric your videos should be optimized for in order to go viral
- How to tell what stage of virality you are in
- Easiest way to increase your watch time

I'll cut right to the chase. The most important metric to optimize your video for is watch time. The amount of time people watch your video for. This is because over 70% of people don't like, share or comment on a video and so the watch time is the only metric the algorithm has to go off of. So your goal is to optimize your videos to maximize watch time and this will lead to going viral.

The algorithm has 3 stages.

Stage 1: The video is shown to mostly your followers and a few new people.

This is the testing ground and the algorithm is watching to see how they react to your video and how much of the video they watch. If your video gets good watch time that signals to the algorithm that it's good and it will then start pushing it to more people. This is when stage 2 comes into play.

Stage 2: The video is shown to more new people and less followers.

If your video gets good watch time in Stage 1 it will then be pushed to more new people and it will watch and see how they interact with the video. If the video gets good watch time in stage 2 that signals to the algorithm that it's a really good video again and it will move the video into stage 3.

Stage 3: Video is shown to all new people

This is where exponential virality happens. If your video passes the test with the last 2 stages stage 3 is where things get nuts. Your video has pleased the algorithm enough that it thinks it's REALLY good and in turn it will try to push it to as many people as it possibly can. This will keep going until it runs out of people to show it to. This can be 3 million views, 7 million even over 20 million views. Whatever it is, it's a lot! And you should be proud of yourself. Now the best thing to do is repeat what worked and do it again!

ACTION STEP:

Think about any content you have made in the past and try to analyse how you could improve it from a watch time perspective. Would that be cutting out dead space? Getting to the point faster? Keep this in mind and remember to apply it to your new content in the future.