

Ryan Anderson HQ - Creator Report

Date: July 28, 2025

What I Learned from My First 10 YouTube Videos

In this first Creator Report, I take a transparent look at what's working and what isn't on my YouTube channel, Ryan Anderson HQ. These first 10 videos range from DIY camper builds to mountain biking shorts to fatherhood moments. Below are the performance highlights, key insights, and what I'm going to change next.

Top Performing Videos

- This feels way cooler than it looks. #mtb #mountainbiking
 - Views: 1810
 - Engaged Views: 515
 - Avg View %: 43.15%
 - Subs Gained: 0
 - CTR: 3.03%

- Inside My New DIY Camper Design - Practical Build, Classic Style, Future Adventures
 - Views: 136
 - Engaged Views: 136
 - Avg View %: 33.25%
 - Subs Gained: 6
 - CTR: 4.93%

- 4th gen 4runner front end makeover
 - Views: 78
 - Engaged Views: 78
 - Avg View %: 28.27%
 - Subs Gained: 0
 - CTR: 4.98%

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- The Easiest Way to Teach a Kid to Ride (Actually Works)

- Views: 40
- Engaged Views: 40
- Avg View %: 14.6%
- Subs Gained: 0
- CTR: 2.6%

- Building My First Teardrop Camper | DIY Photo Story

- Views: 37
- Engaged Views: 37
- Avg View %: 38.51%
- Subs Gained: 2
- CTR: 4.68%

Key Takeaways

- Shorts work well to boost reach. My mountain biking short earned over 1,800 views and 500+ engaged views.
- DIY content (especially camper builds) converts better. The camper design video brought in the most new subscribers.
- My 4Runner mod and teardrop trailer videos have high click-through rates, which shows the topics and thumbnails are resonating.
- Some videos had strong titles but didn't perform. This tells me I need better retention strategies and stronger visual hooks early.

My Strategy Going Forward

1. Produce 1 long-form video per week focused on DIY, camper builds, and off-road topics.
2. Post 2-3 Shorts weekly, especially around MTB, progress, and behind-the-scenes builds.

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3. Improve retention by front-loading benefits and cutting fluff.
4. Continue tracking performance and documenting the journey monthly via these Creator Reports.