

TikTok Video Diagnosis Sheet

Purpose: Work out why one TikTok video stalled, choose a single thing to change, and test it on your next post. Takes about ten minutes per video.

1. The video

- Video title or first line: _____
- Date posted: _____
- Length (seconds): _____
- What was it meant to achieve (views, comments, enquiries, follows)? _____
- Who was it made for? (one specific person) _____

2. Numbers to copy from TikTok analytics

Layouts change, so look for the viewer, watch-time and engagement areas for this video.

- Views: _____
- Average watch time: _____
- Did most people watch to the end? Yes / No / Not sure
- Likes: _____ Comments: _____ Shares: _____ Saves: _____
- New followers from this video: _____
- Main viewer locations: _____

Compare with your last 5 videos, not with other people's accounts.

3. Work down the checklist in order

Stop at the first "No" and fix that before looking further.

- ☐ Is the caption, sound and hashtag choice an honest description of what the video is about?
- ☐ Did a reasonable number of people start watching (compared with your usual)?
- ☐ Does the first line or first shot make a clear promise or pose a question within about two seconds?
- ☐ Is there on-screen text so it makes sense without sound?
- ☐ Is there one clear point, not several?
- ☐ Does the video cut out every pause, greeting and slow lead-in?
- ☐ Does the ending deliver what the start promised?
- ☐ Is there a reason to react (a question, an opinion, something to disagree with)?
- ☐ Are the viewers the right people (location, interest) for your business?

4. Diagnosis

Tick the closest match.

1. Few people started watching: look at topic, caption, sound and hashtags.
2. People left in the first seconds: rewrite the hook.

3. People left halfway: find the slow moment and cut it.
4. People watched but did not react: add a point of view or a question.
5. Wrong audience: make the topic and wording more specific to your customer.

5. One change for next time

Change only one thing, so you can see what made the difference.

- The one change I will make: _____
- Three alternative opening lines I could film:
 1. _____
 2. _____
 3. _____
- Date I will post the test video: _____

6. Review (7 days later)

- Did watch time improve? Yes / No
- Did reactions improve? Yes / No
- What I will keep, and what I will drop: _____

Reminder

Only real viewers tell TikTok a video is worth showing to more people. Do not buy views, and never share your TikTok login with anyone offering to "boost" your account.

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.