VidMentor

The simple guide

What every button, number and window in the dashboard does, explained for someone who has never used it.

What is VidMentor, in one minute?

If you run YouTube channels, the numbers are spread over many pages in YouTube Studio, one channel at a time. VidMentor puts **all your channels in one place**, draws clear charts, shows what is scheduled, and has a built-in AI assistant, **Claude**, that reads your numbers and tells you in plain words what to improve in your next video.

It only **reads** your stats. It can't post, delete or change anything on your channels, and it never sees your password.

How to read this guide: every picture has 1 pink numbered circles. The list under the picture explains each number.

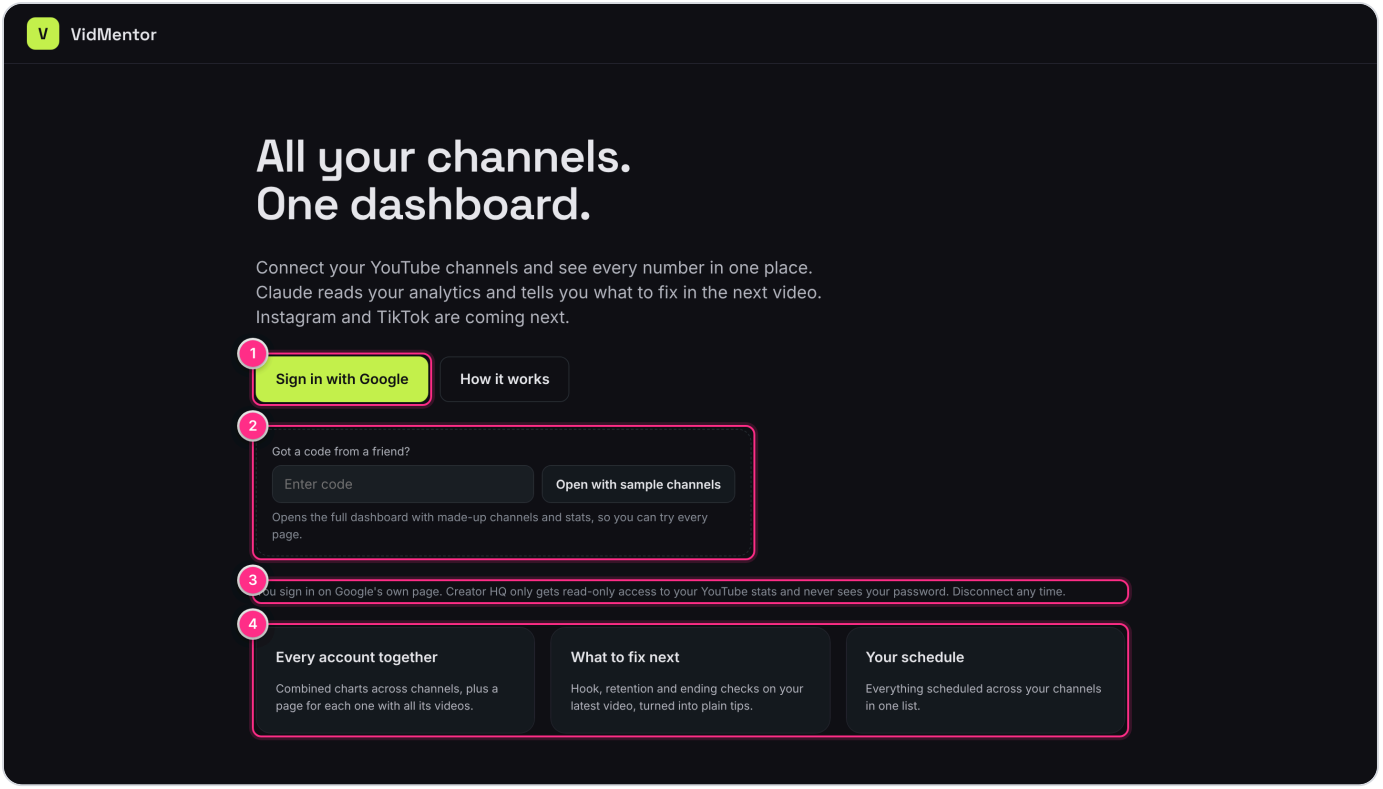
A Words you'll see

A few YouTube words come up everywhere. Here is what they mean.

Channel / account	One YouTube channel. You can connect several and see them together or one by one.
Short	A vertical video under 60 seconds (YouTube's version of TikTok).
Views	How many times a video was watched.
Subscribers (subs)	People who follow the channel. YouTube needs 1,000 before a channel can earn money.
Watch hours	Total time people spent watching. Also needed for earning money.
Retention	How much of the video people watch before leaving. 70% means people watched 70% of it on average. Higher is better.
Hook	The first 3 seconds. If they're boring, people swipe away.
Scheduled	A finished video set to go public automatically at a future time.
Claude	The AI assistant built into the dashboard. You can type questions to it like a chat.
Connector	An extra tool you can switch on for Claude, like web search or reading your Notion notes.

1 The start page

This is the first thing you see before signing in.



1. **Sign in with Google** Logs you in with your Google account, the same one your YouTube channel uses. Google's own page opens, so the password is typed on Google, never on VidMentor.
2. **Got a code?** If someone gave you a code, type it here and press **Open with sample channels**. You get the whole dashboard filled with made-up channels and numbers, without signing in, so you can try every page and say what you'd change.
3. **The safety note** A reminder that the app only gets *read-only* access: it can look at your stats but can't change anything. You can disconnect any time.
4. **What you get** Three boxes that sum up the main features: all accounts together, tips on what to fix, and your schedule.

2 The main screen

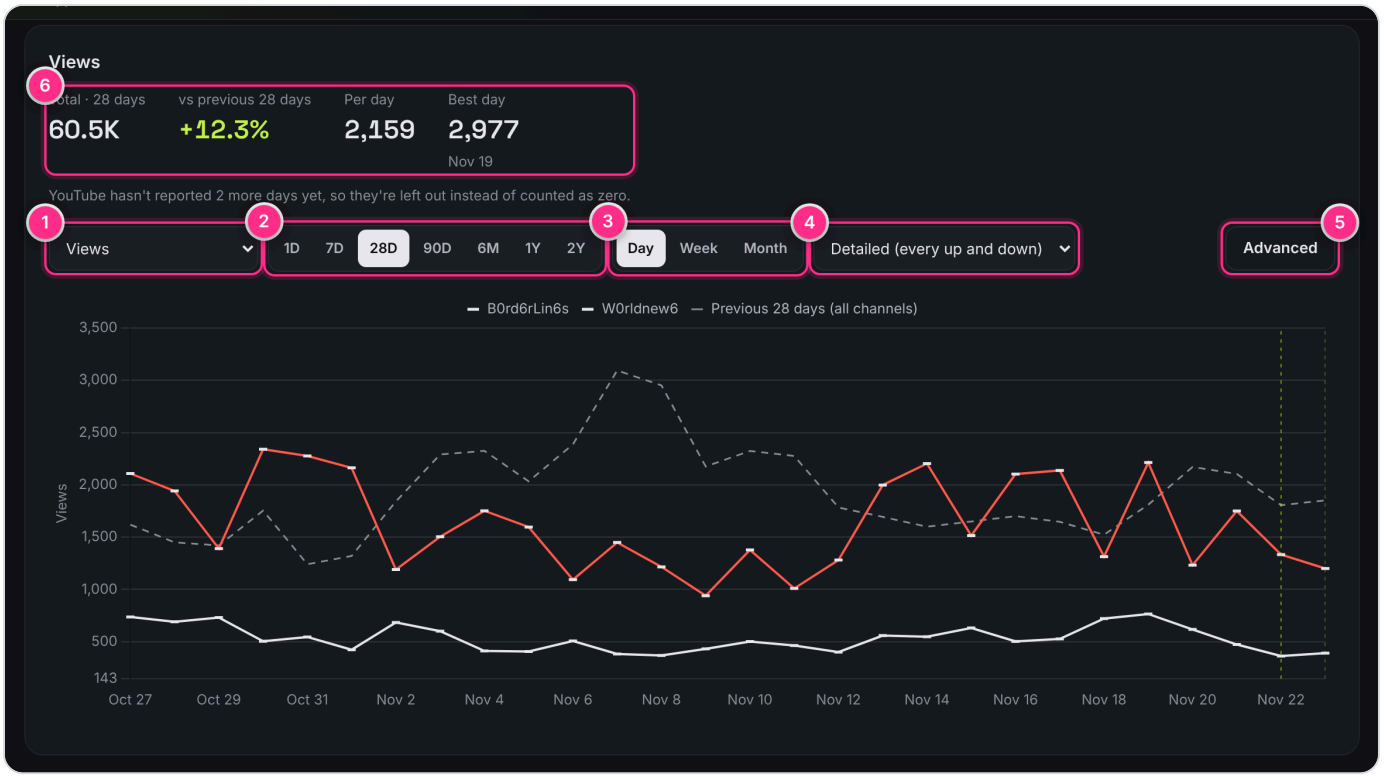
After signing in you land here. On the left is the menu, at the top are platform tabs, and in the middle is a big chart of all your channels added together.



1. **Platform tabs** Switch between **All** (every platform together), **YouTube**, **Instagram** and **TikTok**. Instagram and TikTok say “coming next”, because those companies must approve the app first.
2. **Friends race** Race your friends on weekly views (section 19).
3. **Analytics and Calendar Analytics** brings you back to this main screen. **Calendar** opens a month view of all your videos (section 9).
4. **Your accounts** Every connected channel is listed. The small green line is its views over the last weeks, and the % is how much it grew. Click one to open that channel's own page.
5. **Add account** Connect another channel (section 13).
6. **Accounts box** How many channels you've connected out of your plan's limit (Free 1, Starter 2, Pro 5, Unlimited 15).
7. **Extra pages Connectors**: extra tools for Claude. **Suggestions**: tell the owner what to add or fix. **Plans**: free vs. Pro, and where to enter a code. **Guide**: this guide.
8. **Platform cards** One card per platform with its total views and subscribers for the last 28 days. Click the YouTube card to see only YouTube.
9. **Headline numbers** The most important figures for the chart below: total views, how that compares with the period before (green + means growing), the daily average, and your best day.
10. **Ask Claude** Opens the chat with the AI assistant. It floats over every page and you can drag it anywhere (section 11).
11. **Your profile** Your name and plan. The arrow button signs you out.

3 The chart and its buttons

The chart shows how your channels are doing over time. Each coloured line is one channel. All the buttons above it change what you see.



1. **What to show** Pick the number to draw: views, watch hours, subscribers, likes, comments, shares, how long people watch, and more.
2. **How far back** **1D** = one day, **7D** = a week, **28D** = four weeks, **90D** = three months, **6M** = half a year, **1Y** and **2Y** = one and two years.
3. **Day, Week, Month** How the points are grouped. **Day** shows every day, which can look jumpy. **Week** or **Month** add the days together so the trend is easier to see.
4. **Chart style Detailed (every up and down)** draws straight lines with a mark on every day and fits the scale to your numbers, so every jump and drop is easy to see. There are also line, filled area, bars, stacked and candles. Same numbers, different look.
5. **Advanced** Opens many extra options (next pages).
6. **Summary numbers** Update to match whatever you picked, so you always know the totals for that period.

> **TIP**
>
> The thin dashed vertical lines mark days when a video was uploaded. If a line goes up right after one, that video brought views. Click a channel's name above the chart to hide or show its line.

4 Pointing at the chart

Move the mouse over any point on the chart. A small box pops up with the exact numbers for that day.



- **The date** and what is counted, for example “Nov 20 · Views that day”.
- **Each channel's real number** that day, with its colour. If Smoothing is on, the average is shown in brackets after it.
- **Previous days**: the same day one period earlier (with 7D, that's 7 days before), all channels together.
- **All channels**: every channel added together.
- **Most viewed video that day** and its views. Click the chart to see all of them.

> **TIP**
>
> You can zoom: drag across part of the chart to zoom in on those days, and use “Reset zoom” in Advanced to go back.

5 Advanced settings

Clicking **Advanced** opens this panel. You never need it, but it's there for deeper digging.



1 The advanced panel Everything in the pink box:

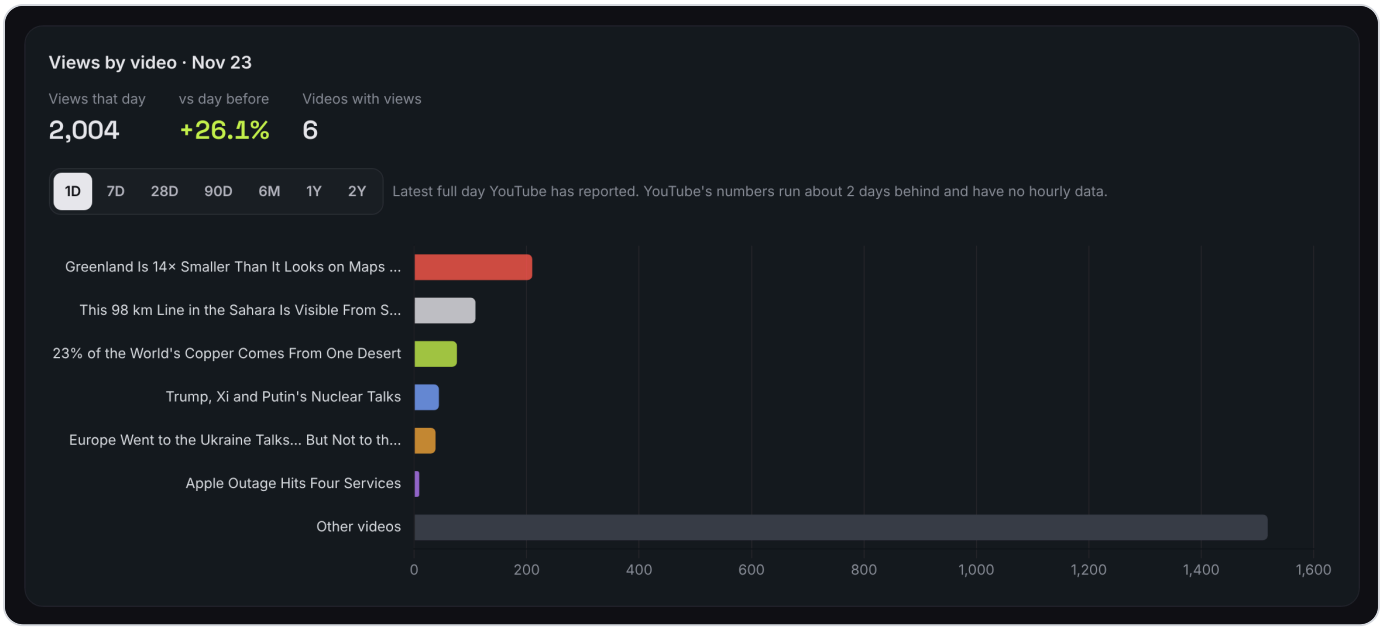
Channels	Tick which channels to draw. **Combine into one line** adds them all together.
Compare with previous period	Adds a grey dashed line for the same number of days just before (with 7D: the 7 days before), all channels together, so you can see if this week beats last week.
Running total	Instead of each day separately, the line keeps adding up (good for “how many views this year so far”).
Scale each line to its own peak	Makes a small channel and a big channel comparable by shape, not size.
Log scale	Squeezes very big and very small numbers onto one readable chart.
Smoothing	Draws a 3-, 7- or 28-day average instead of each day, so the trend is clearer. It only changes the line: the pop-up box and the table always show the real numbers. Leave it off to see how a video did today; use the 7-day average to see if a channel is growing.
Goal line	Type a number (say 2,000 views a day) and a line is drawn there, so you can see when you hit it.
Display options	Show or hide upload markers, dots on each point, curved lines, and a table of all the numbers.
Tools	**Reset zoom**, **Download CSV** (the numbers for Excel), **Download PNG** (a picture of the chart), and **Reset settings**.

GOOD TO KNOW

Your settings are remembered, so the chart looks the same next time you open it.

6 The one-day view

Clicking **1D** changes the chart into bars: one bar per video, showing how many views each one got on the latest full day.

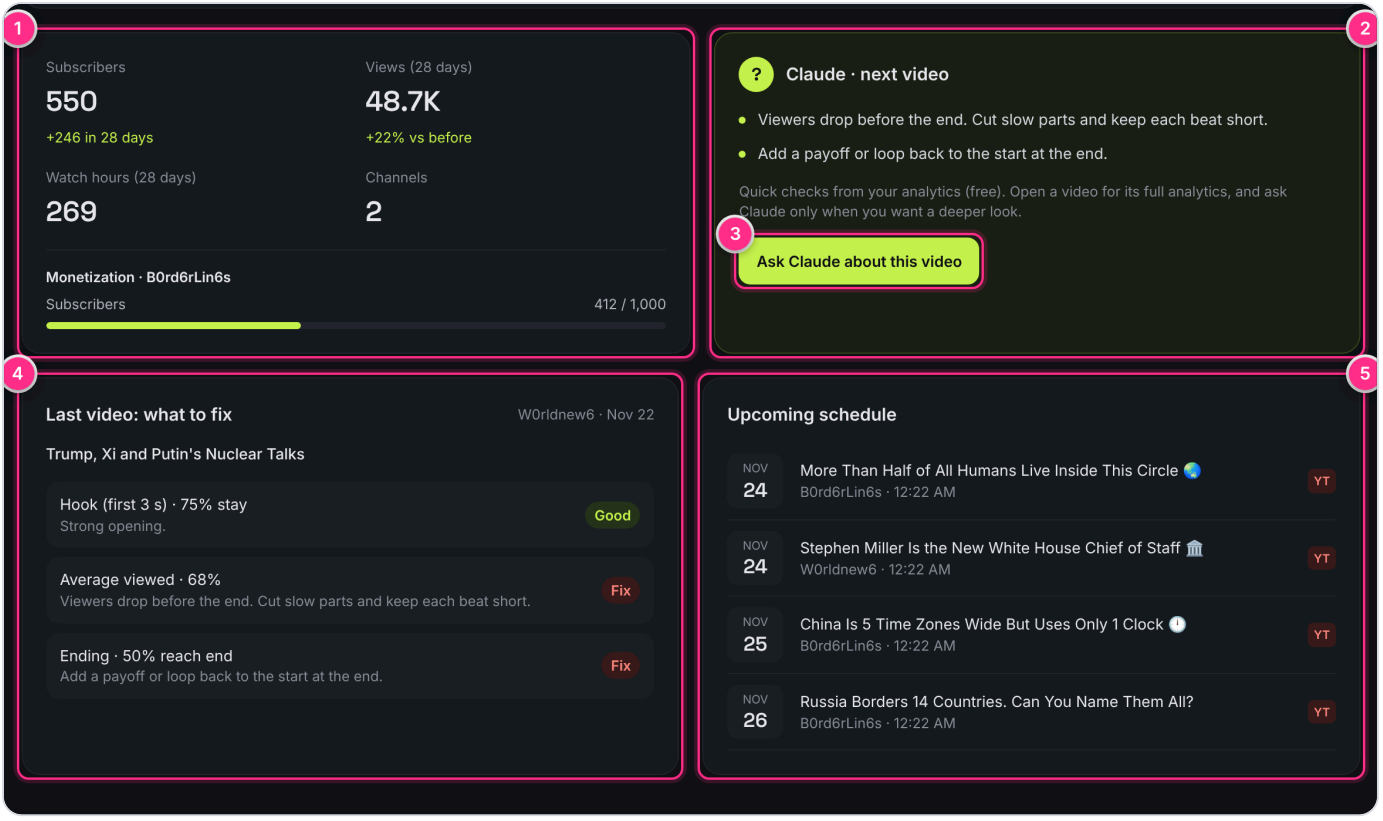


This answers “which video is bringing views *right now*?” The grey bar at the bottom is all your other videos added together.

> **GOOD TO KNOW**
>
> YouTube's numbers arrive about 2 days late and have no hourly data, so “one day” always means the most recent full day YouTube has reported.

7 Below the chart

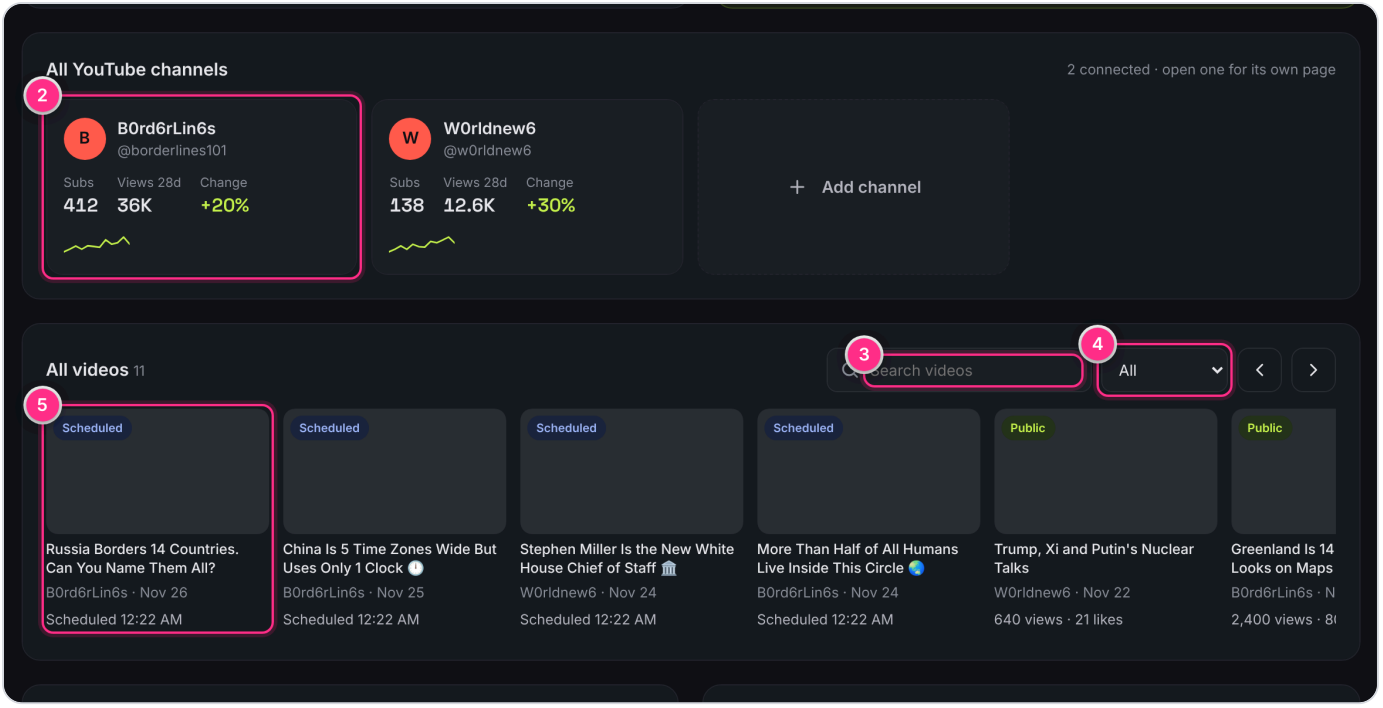
Scroll down on the main screen for the key numbers, Claude's tips and what's coming up.



1. **Key numbers** Subscribers, views and watch hours for the last 28 days, with the change. The green bar shows progress to **1,000 subscribers**, the point where YouTube lets a channel earn money.
2. **Claude · next video** Quick, free tips based on your latest video's numbers, for example “people leave before the end, cut the slow parts”.
3. **Ask Claude about this video** Opens that video's full analytics window, where Claude can do a deeper analysis (section 8).
4. **Last video: what to fix** Three simple checks on your newest video: the **hook** (do people stay after 3 seconds?), the **average watched**, and the **ending**. Green “Good” is fine; red “Fix” comes with a short tip.
5. **Upcoming schedule** Videos set to go public soon, with the date, time and channel.

7b The YouTube tab: all your videos

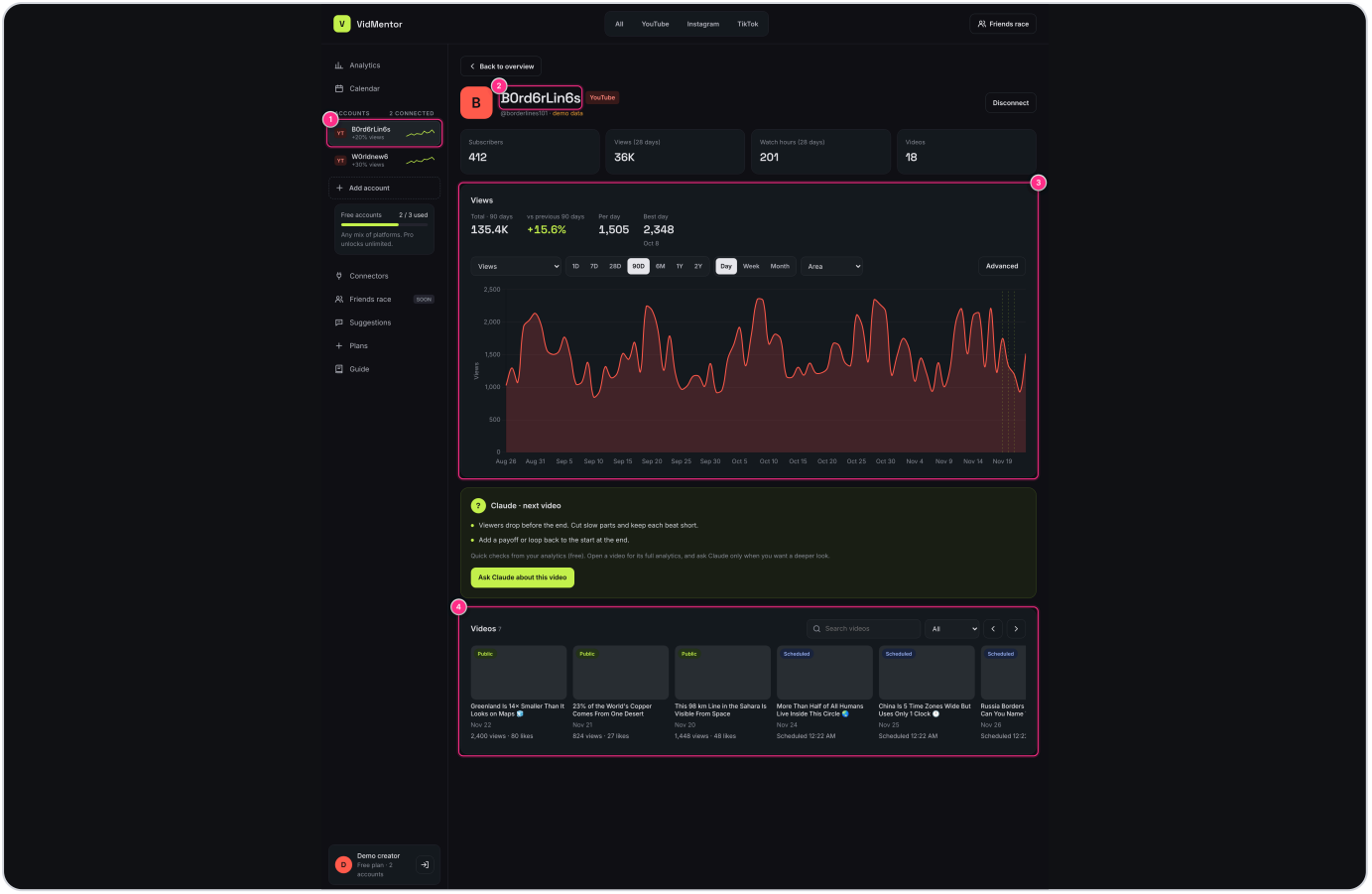
Click **YouTube** at the top to see every YouTube channel and every video in one place.



1. **YouTube tab** Shows only YouTube channels.
2. **Channel card** Subscribers, views in the last 28 days and growth for each channel. Click it to open that channel's page.
3. **Search videos** Type part of a title to find a video fast.
4. **Filter** Show only **Public**, **Scheduled** or **Private** videos, or all of them.
5. **Video card** Each card is one video with its status, title, channel, date and views. The row slides sideways (use the arrows or swipe). **Click any video** to open its analytics window.

7c A single channel's page

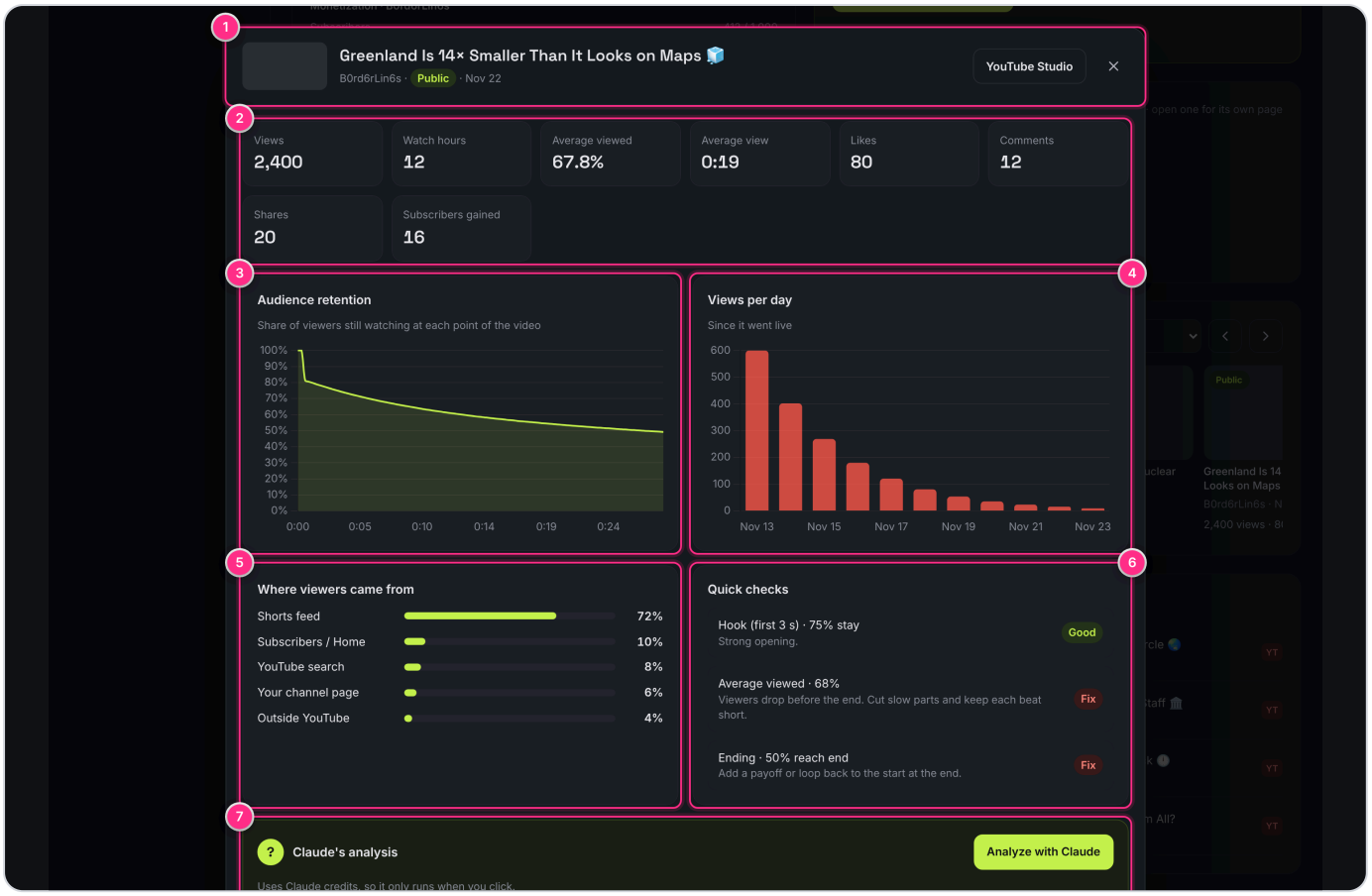
Clicking a channel in the left menu opens a page just for that channel.



1. **The selected channel** Highlighted in the menu so you know where you are.
2. **Channel name** With its @handle. **Back to overview** returns to all channels; **Disconnect** removes it from the dashboard (it does nothing to the channel itself).
3. **Its own chart** The same chart and buttons as on the main screen, for this channel only.
4. **Its videos** All this channel's videos, with search and filter. Click one to open its window.

8 One video's analytics window

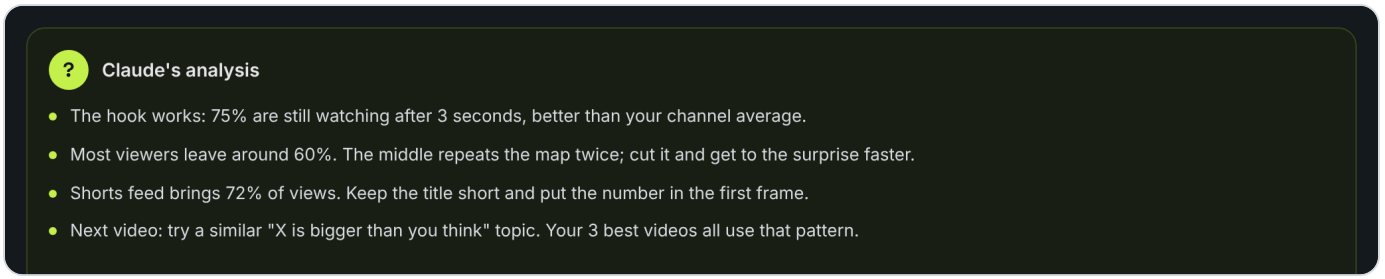
Click any video anywhere in the app and this window opens. It's like YouTube Studio's analytics for that video, but simpler. Press Esc or the ✕ to close.



1. **Title bar** The video's name, channel, status (Public / Scheduled / Private) and date. **YouTube Studio** opens the same video in YouTube's own analytics.
2. **Number tiles** Views, watch hours, average percentage watched, average watch time, likes, comments, shares and subscribers gained by this video.
3. **Audience retention** What share of viewers is still watching at each second. A steep drop at the start = weak hook. A slow slide = normal. The higher the line stays, the better.
4. **Views per day** How many views it got each day since it went live. Shorts usually get most views in the first days.
5. **Where viewers came from** The Shorts feed, subscribers, YouTube search, your channel page, or outside YouTube.
6. **Quick checks** The same Good / Fix checks as before, for this video.
7. **Claude's analysis** Click **Analyze with Claude** for a deeper review. It costs 2 credits, so it only runs when you click.

8b What Claude’s analysis looks like

After clicking **Analyze with Claude**, a few plain tips appear, based on this video's real numbers and your other videos.

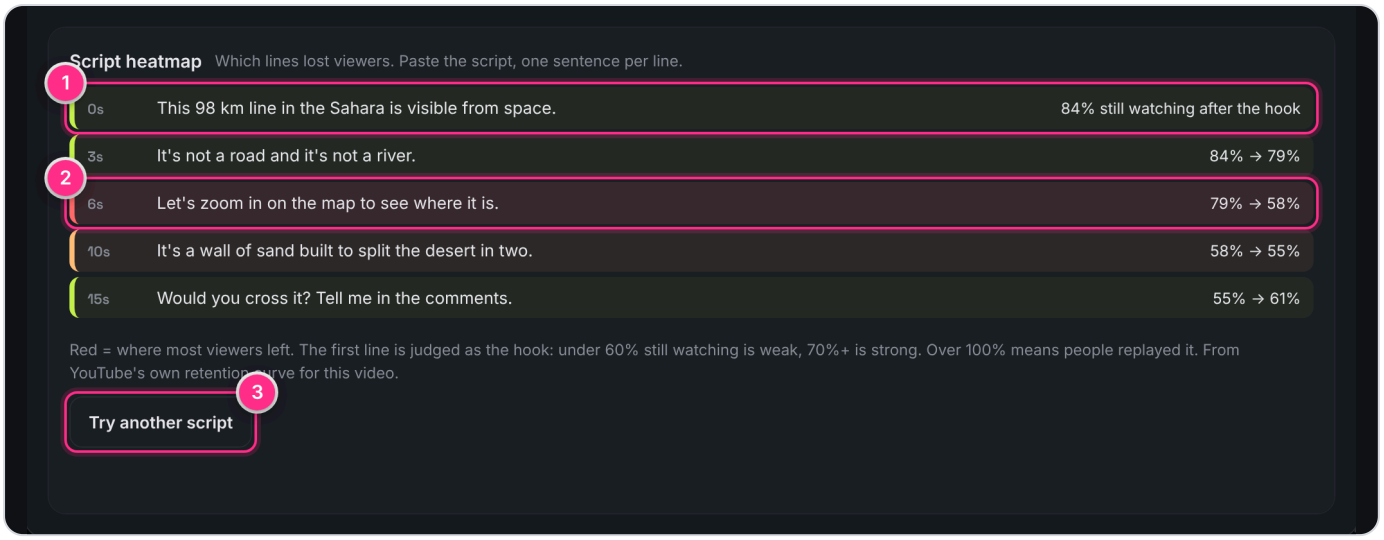


GOOD TO KNOW

This is an example. The tips are always about the video you opened.

8c Script heatmap

At the bottom of a video's window. Paste what the voice says, one sentence per line, and it shows which sentence lost viewers, using YouTube's own retention for that video.

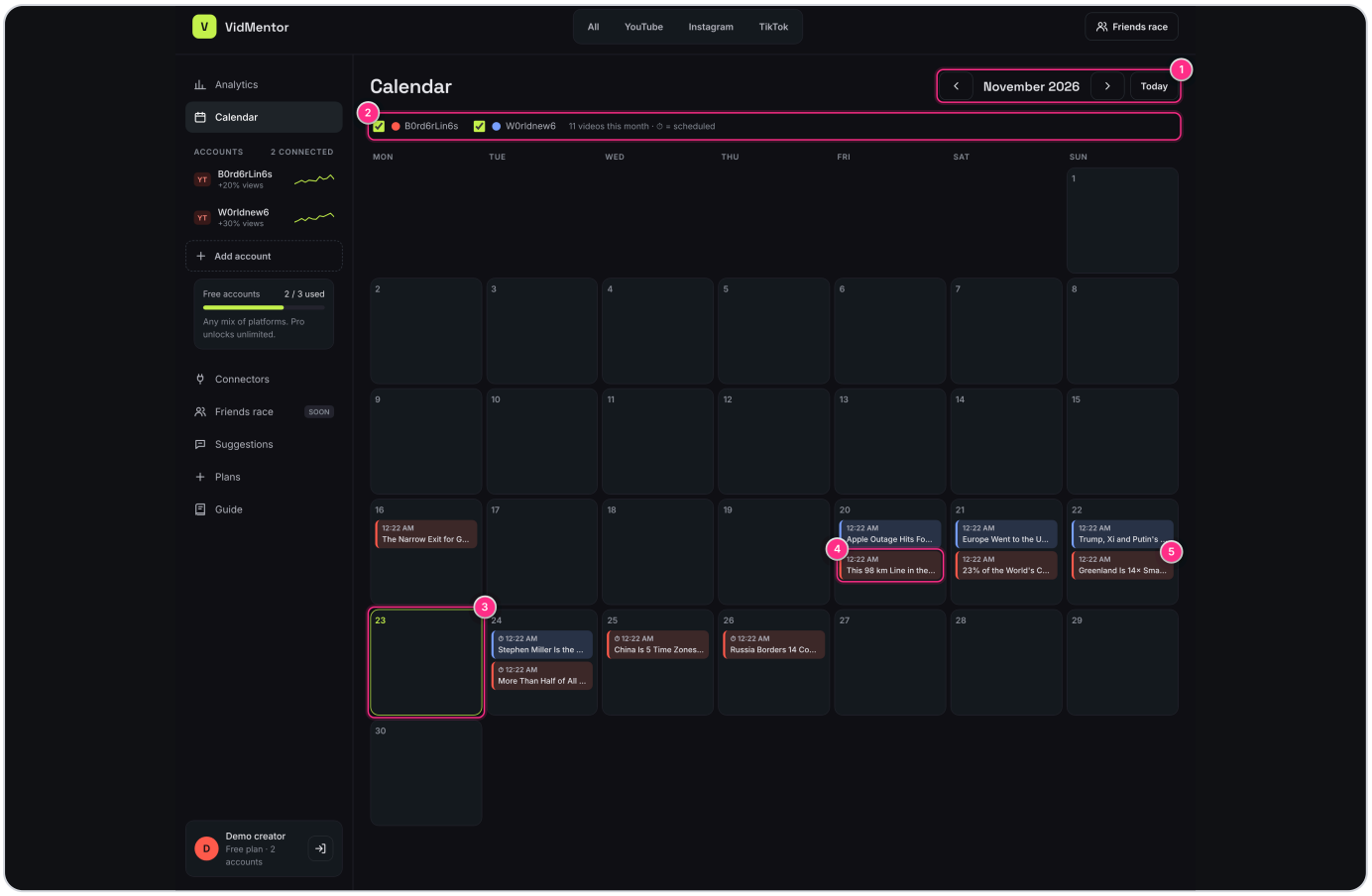


1. **The hook** The first line is judged as the hook: how many people were still watching after it. 70% or more is strong, under 60% is weak.
2. **A red line** Where most viewers left. Here it's the “let's zoom in” sentence: cut lines like this or show the surprise sooner. The numbers on the right show how many were watching when the line started and when it ended.
3. **Try another script** Clears it so you can paste a different version.

> **GOOD TO KNOW**
>
> It needs a few hundred views (about 2 days) before YouTube reports retention. It doesn't use credits.

9 The calendar

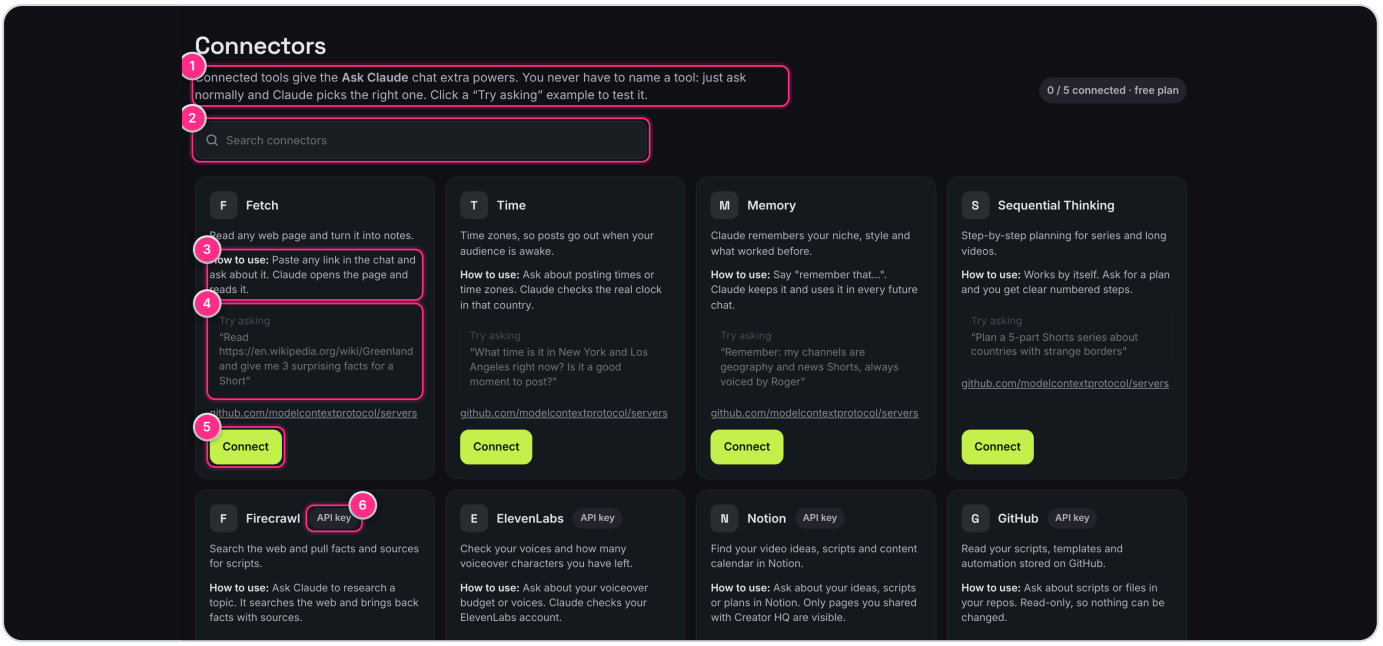
A month view, like a normal calendar, showing every video posted or scheduled across all channels.



1. **Month arrows** Go to the previous or next month. **Today** jumps back to this month.
2. **Channel colours** Each channel has its own colour. Untick a channel to hide its videos.
3. **Today** Outlined so you can find it fast.
4. **A video** Each box is one video: its time and title, with the channel's colour on the left. Click it to open that video's analytics window.
5. **Scheduled** The ⏱ clock means the video isn't public yet; it will go live at that time.

10 Connectors: extra powers for Claude

Connectors are add-on tools for the Ask Claude chat. Switch one on and Claude can use it whenever it helps. You never have to name the tool: just ask normally.

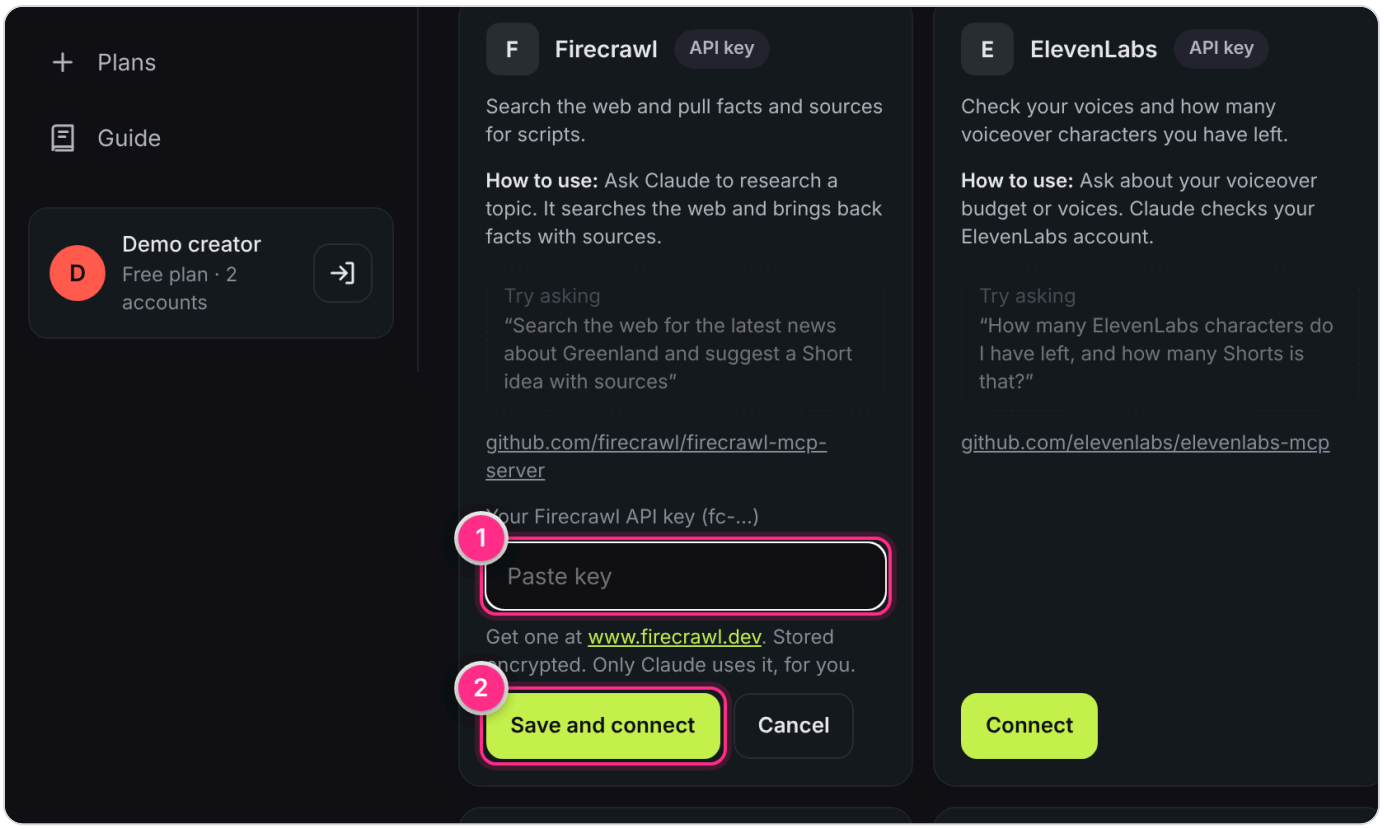


1. **What this page is** A short explanation at the top. On the right it shows how many are on (Free allows 5, paid plans have no limit).
2. **Search** Find a connector by name or what it does.
3. **How to use** One line on every card saying what to type to use it.
4. **Try asking** An example question. Click it and the chat opens and asks it for you, which is a good way to test it.
5. **Connect** Switches it on. Some need nothing else; others need a key (next).
6. **API key** This tag means the tool belongs to another service (Firecrawl, ElevenLabs, Notion, GitHub, Stripe), and you need your own key from that site.

Fetch	Claude reads any web link you paste.
Time	Claude checks the real time in any country, for "when should I post for US viewers?".
Memory	Say "remember that..." and Claude keeps it for every future chat.
Sequential Thinking	Plans come out as clear numbered steps.
Firecrawl	Searches the web for facts and sources for scripts.
ElevenLabs	Checks your voiceover account: plan, voices, characters left.
Notion	Reads your ideas and scripts in Notion (only pages you share with it).
GitHub	Reads files in your code projects. Read-only.
Stripe	Shows sponsorship or affiliate income.

10b Adding a key

For connectors with an API key, clicking Connect opens this box.

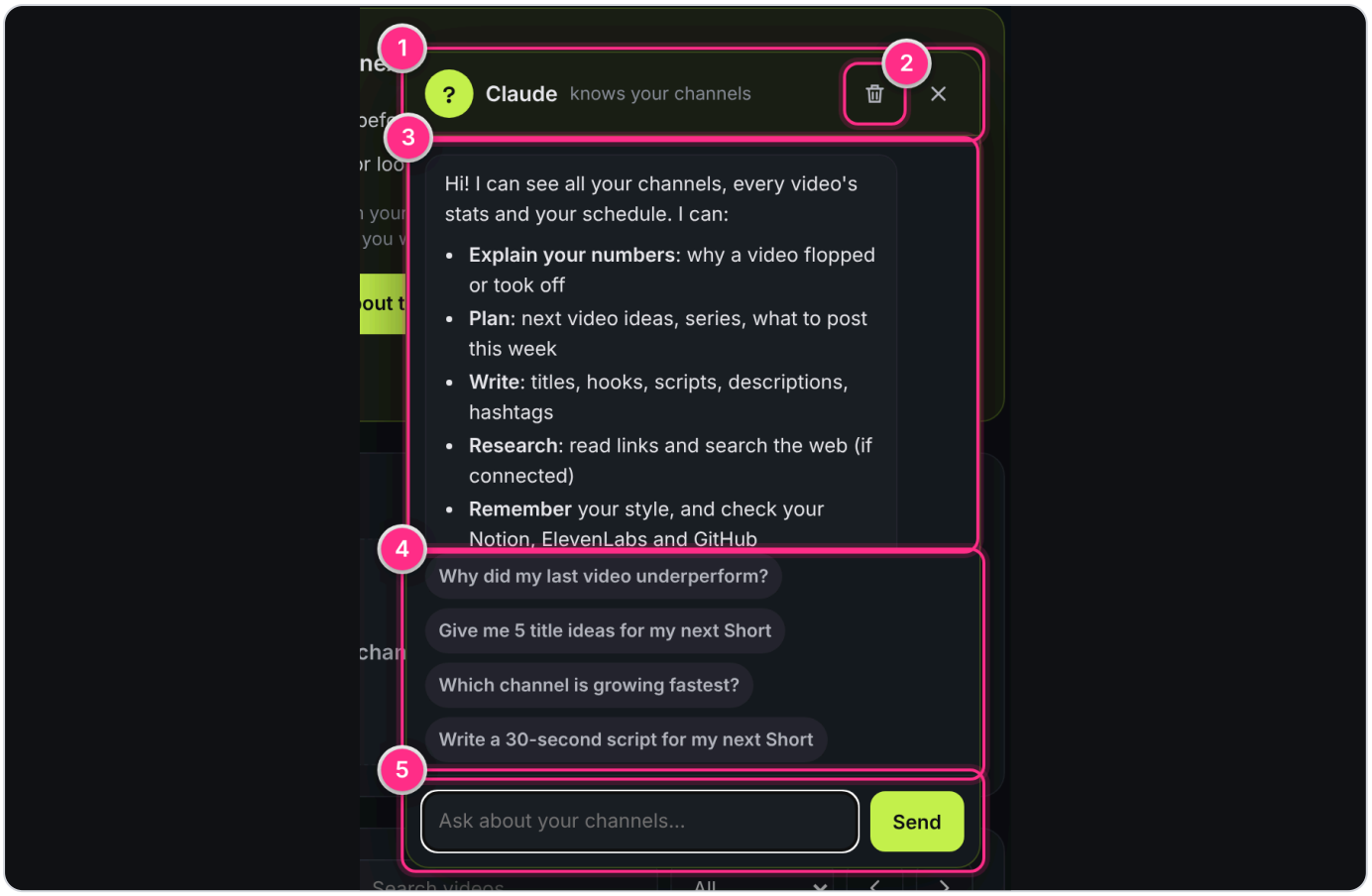


1. **Paste key** Paste the key from that service's website. A link under the box takes you straight to where you get one. The key is stored encrypted and only used for you.
2. **Save and connect** The key is **tested first**. If it's wrong (a typo, or copied from the wrong site), you see why right away and nothing is saved.

> **TIP**
>
> Copy the key fresh from the service's own page and paste it once. Keys are long and must be exact.

11 The Ask Claude chat

Click **Ask Claude** (bottom right on every page). A chat window opens. Type a question in normal words and press Enter.



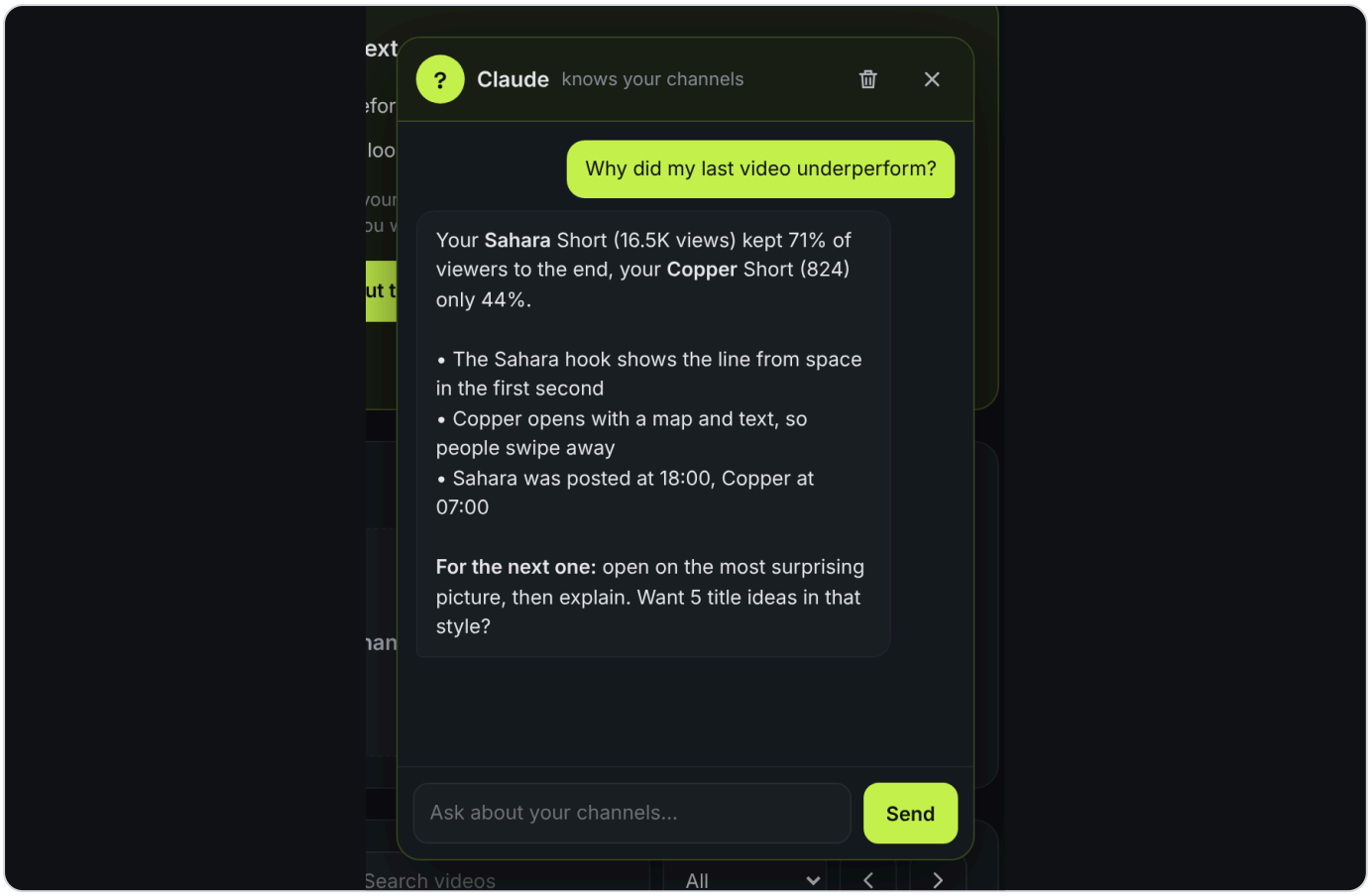
1. **Drag bar** Hold and drag here to move the chat anywhere on the screen. It remembers where you put it.
2. **Clear chat** The bin starts a fresh conversation. The ✕ next to it just closes the window.
3. **Messages** A new chat starts with a list of what Claude can do. Your conversation appears here.
4. **Quick questions** Click one to ask it instantly.
5. **Type here** Write anything and press Enter or Send. Shift+Enter makes a new line.

Claude can already see every channel, every video's numbers and your schedule, so you don't have to explain anything. Things you can ask:

- “Why did my last video do worse than usual?”
- “Give me 5 title ideas for a Short about Greenland.”
- “Write a 30-second script about the Sahara line.”
- “What should I post this week, and when?”
- “Which of my channels is growing fastest?”
- “Read this article and turn it into a Short: (paste link)”

11b An example answer

This is what an answer looks like: real numbers from your channels, a short explanation, and a concrete next step.

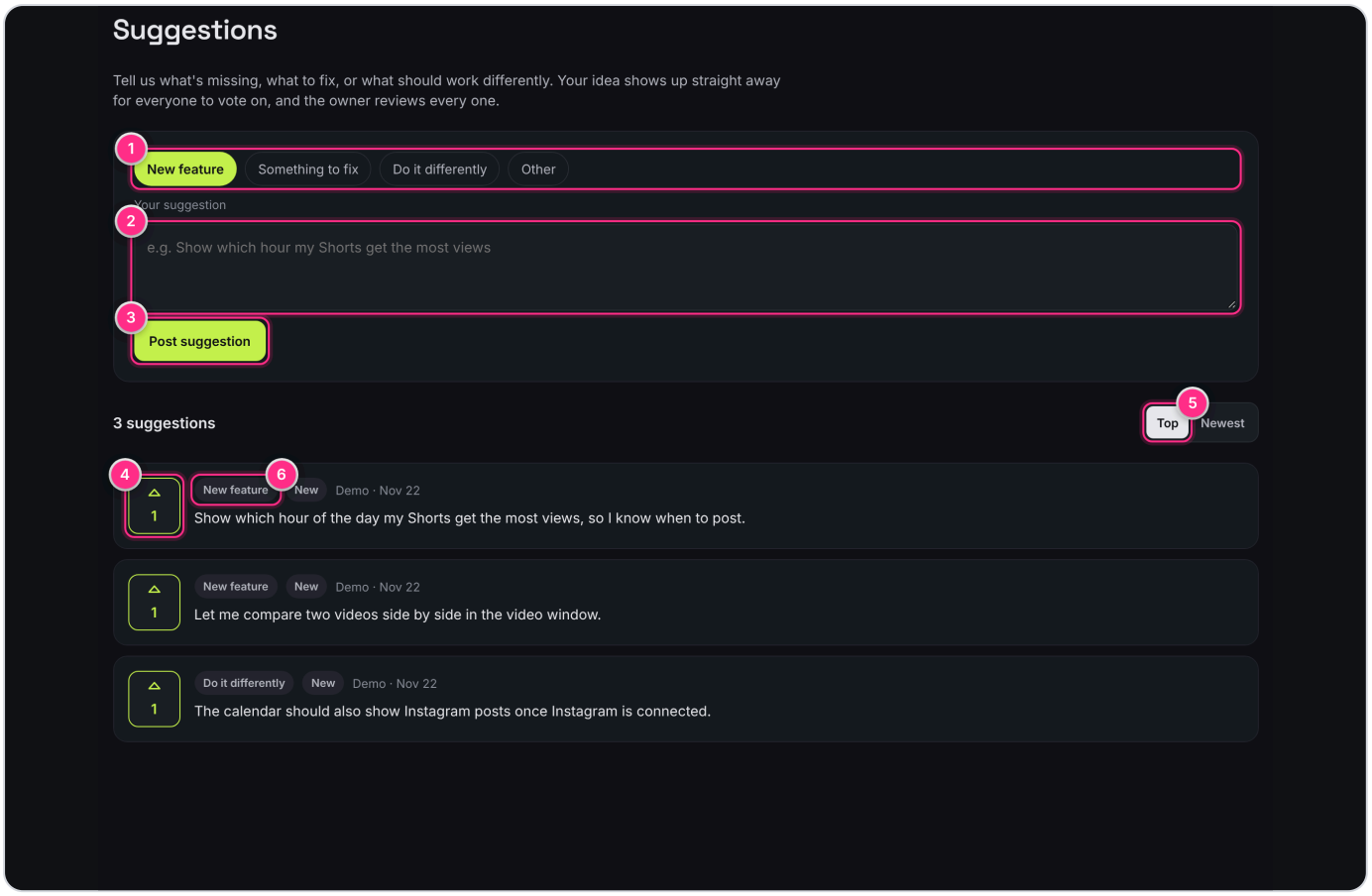


GOOD TO KNOW

Claude can't post videos or change anything on YouTube. It reads, explains and writes for you; you stay in control.

12 Suggestions

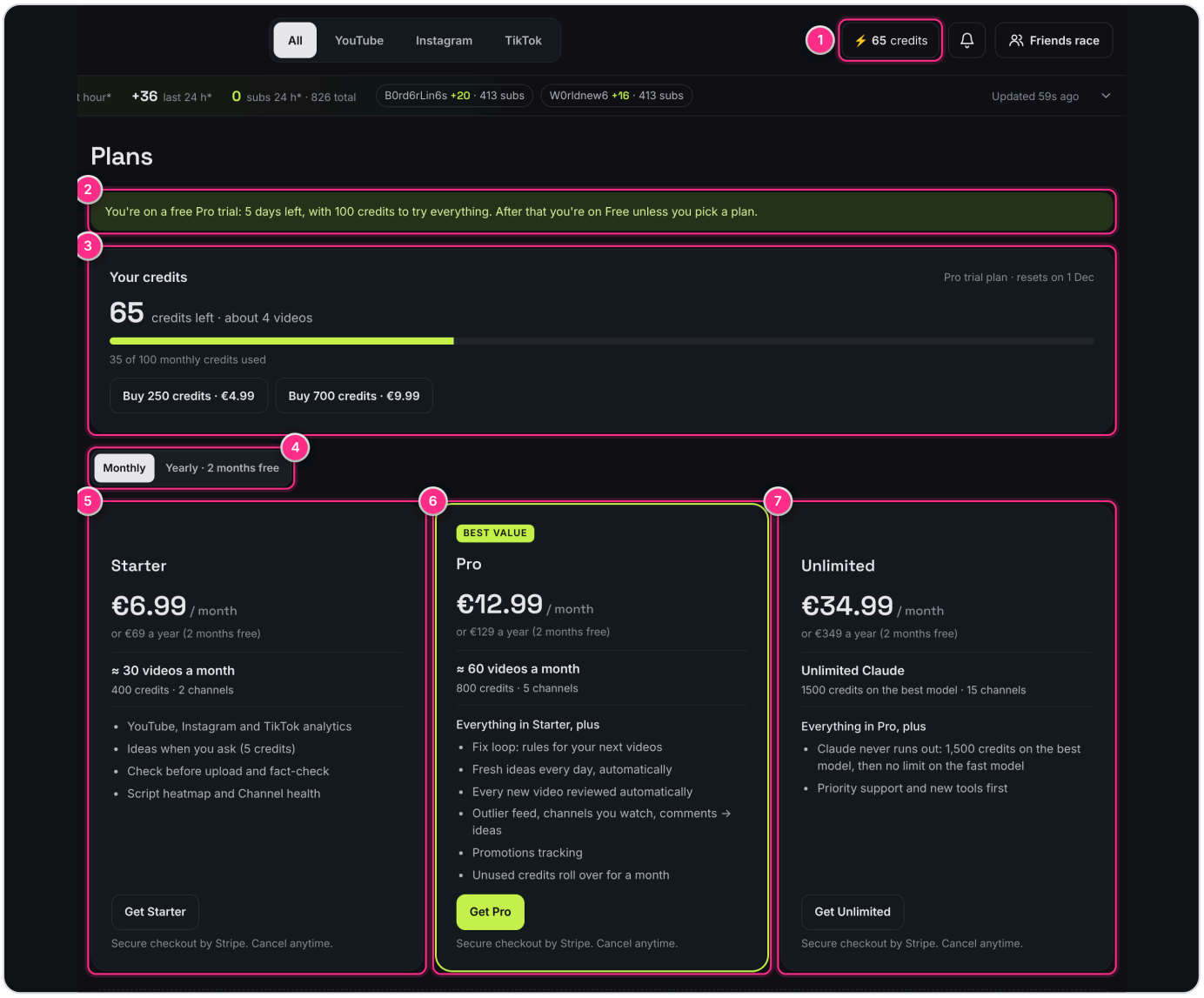
A page where anyone using the app can say what's missing or what should work differently. Ideas appear straight away and others can vote.



1. **Type of idea** New feature, Something to fix, Do it differently, or Other.
2. **Your suggestion** Write the idea in your own words.
3. **Post suggestion** Publishes it immediately.
4. **Vote** Click the arrow to vote for ideas you want too. The number is how many votes it has.
5. **Sort Top** shows the most-voted first; **Newest** shows the latest.
6. **Labels** The idea's type and its status (New, Planned, Done...). The owner reviews every suggestion.

13 Plans and credits

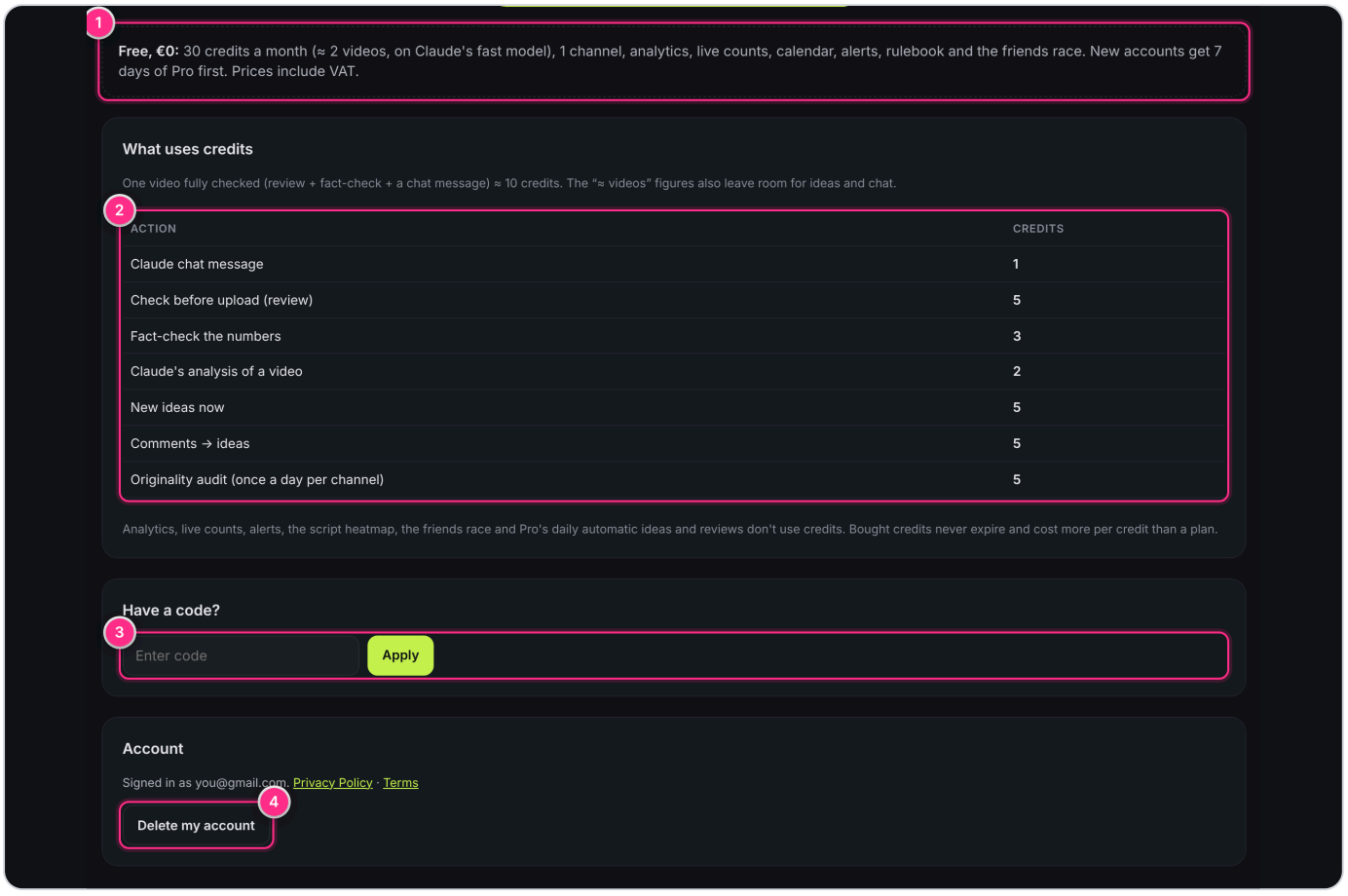
Open **Plans** in the menu. Every plan comes with monthly **credits**: Claude features use a few credits each, everything else is free to use.



1. **Credits left** Always visible at the top of every page. Click it to open Plans. It turns red when you have less than one video's worth left.
2. **Free Pro trial** New accounts get 7 days of Pro with 100 credits, so you can try everything. After that you're on Free unless you pick a plan.
3. **Your credits** How many are left this month, roughly how many videos that covers, and when they reset. The buttons buy extra credits (250 for €4.99, 700 for €9.99). Bought credits never expire.
4. **Monthly or yearly** Yearly costs the same as 10 months, so you get 2 months free.
5. **Starter · €6.99** 400 credits (about 30 videos a month), 2 channels. Ideas when you ask, check before upload, fact-check, script heatmap and channel health.
6. **Pro · €12.99** 800 credits (about 60 videos), 5 channels. Adds the fix loop, fresh ideas every morning, automatic reviews of every new video, the outlier feed, channels you watch, ideas from comments and promotions tracking. Unused credits roll over for one month.

7 **Unlimited · €34.99** 15 channels and 1,500 credits on Claude's best model. When those run out, Claude keeps going on its fast model with no limit.

> **GOOD TO KNOW**
>
> Features a plan doesn't include show a small **STARTER** or **PRO** tag in the menu. Opening one shows what it does and which plan unlocks it. Payment is by Stripe and you can cancel any time in **MANAGE SUBSCRIPTION**.



1 **Free** 30 credits a month on Claude's fast model, 1 channel, and everything that doesn't use Claude: analytics, live counts, calendar, alerts, rulebook and the friends race.

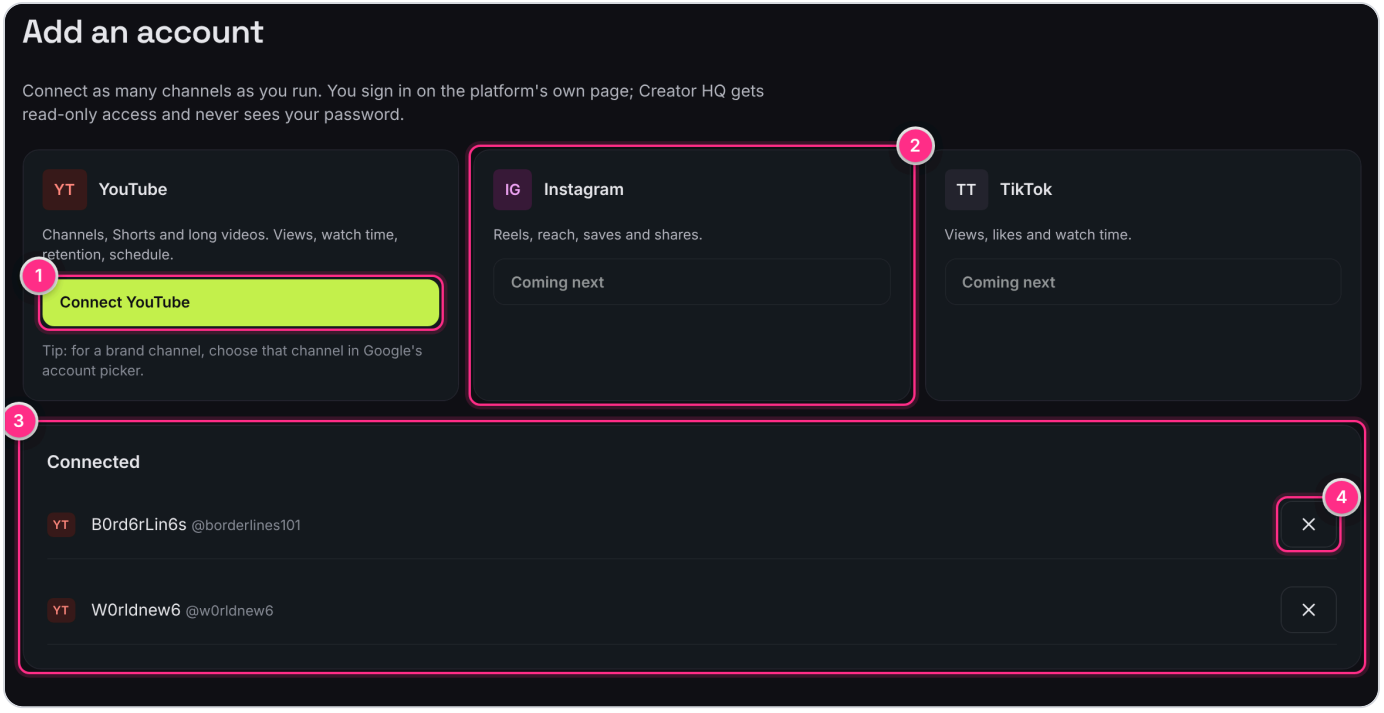
2 **What uses credits** A chat message is 1 credit, a review 5, a fact-check 3, Claude's video analysis 2, new ideas 5. One video fully checked is about 10 credits. Analytics, alerts, the script heatmap and the friends race never use credits.

3 **Have a code?** Type a code from the owner here to unlock a plan.

4 **Delete my account** Removes your account, channels, reviews, ideas and race entries, and takes back VidMentor's access to your Google account. It can't be undone.

13b Adding accounts

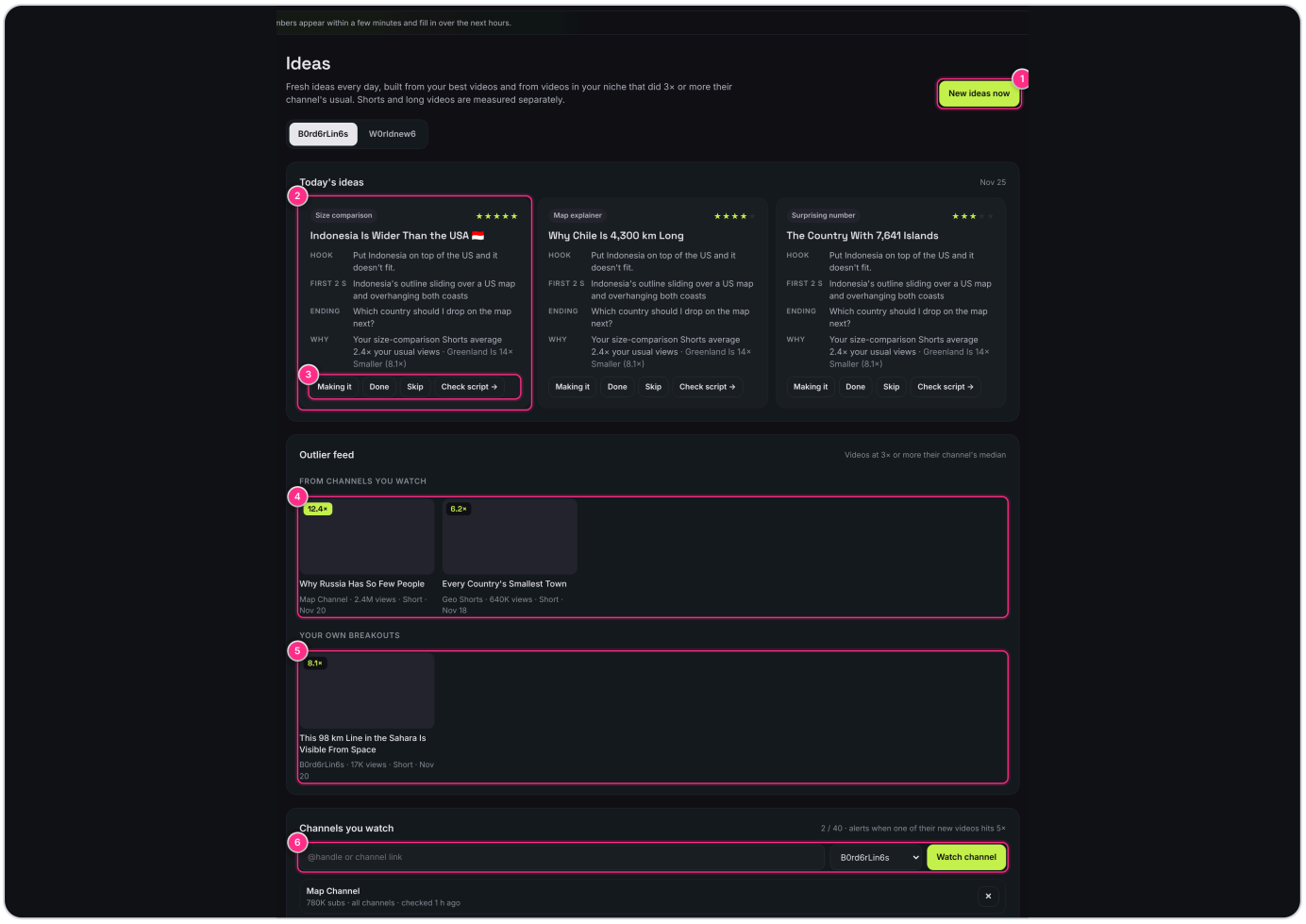
Click **Add account** in the menu.



1. **Connect YouTube** Opens Google's page where you pick which channel to connect. For a brand channel, choose it in Google's account picker.
2. **Instagram and TikTok** Coming next, once Meta and TikTok approve the app.
3. **Connected** Every channel you've connected. How many you can add depends on your plan.
4. **✕ Remove** Removes the channel from the dashboard. Nothing happens to the channel itself.

14 Ideas

Fresh video ideas every day, plus the videos in your niche that are doing far better than usual right now.

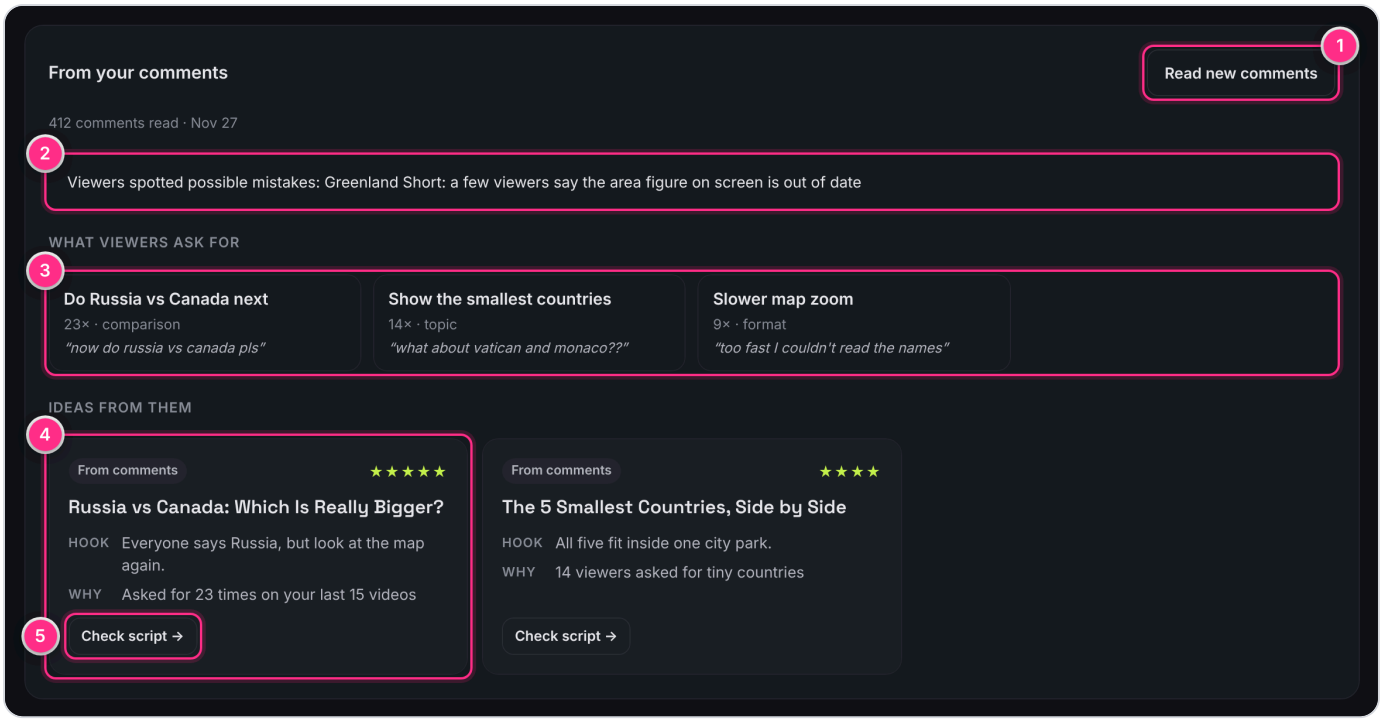


1. **New ideas now** Ideas arrive by themselves once a day. Press this to get a new batch straight away.
2. **An idea card** The title, the **hook** (first line), what to show in the **first 2 seconds**, the ending, and **why** it should work, based on your own best videos. The stars are how strong Claude thinks it is.
3. **What you did with it Making it** marks it as in progress, **Done** when it's posted, **Skip** to hide it. **Check script** sends it to the upload check (next section).
4. **Outliers from channels you watch** Videos that got 3× or more their channel's usual views. The pink-green number (12.4×) is how many times better than normal it did. These are proven ideas worth learning from.
5. **Your own breakouts** Your videos that did 3× or more your usual. Make more like these.
6. **Channels you watch** Paste a channel's @handle to follow it (up to 40). They're checked every 3 hours, and you get an alert when one of their new videos hits 5×.

> **GOOD TO KNOW**
>
> Shorts and long videos are measured separately, so a Short isn't compared with a 10-minute video.

14b Ideas from your comments

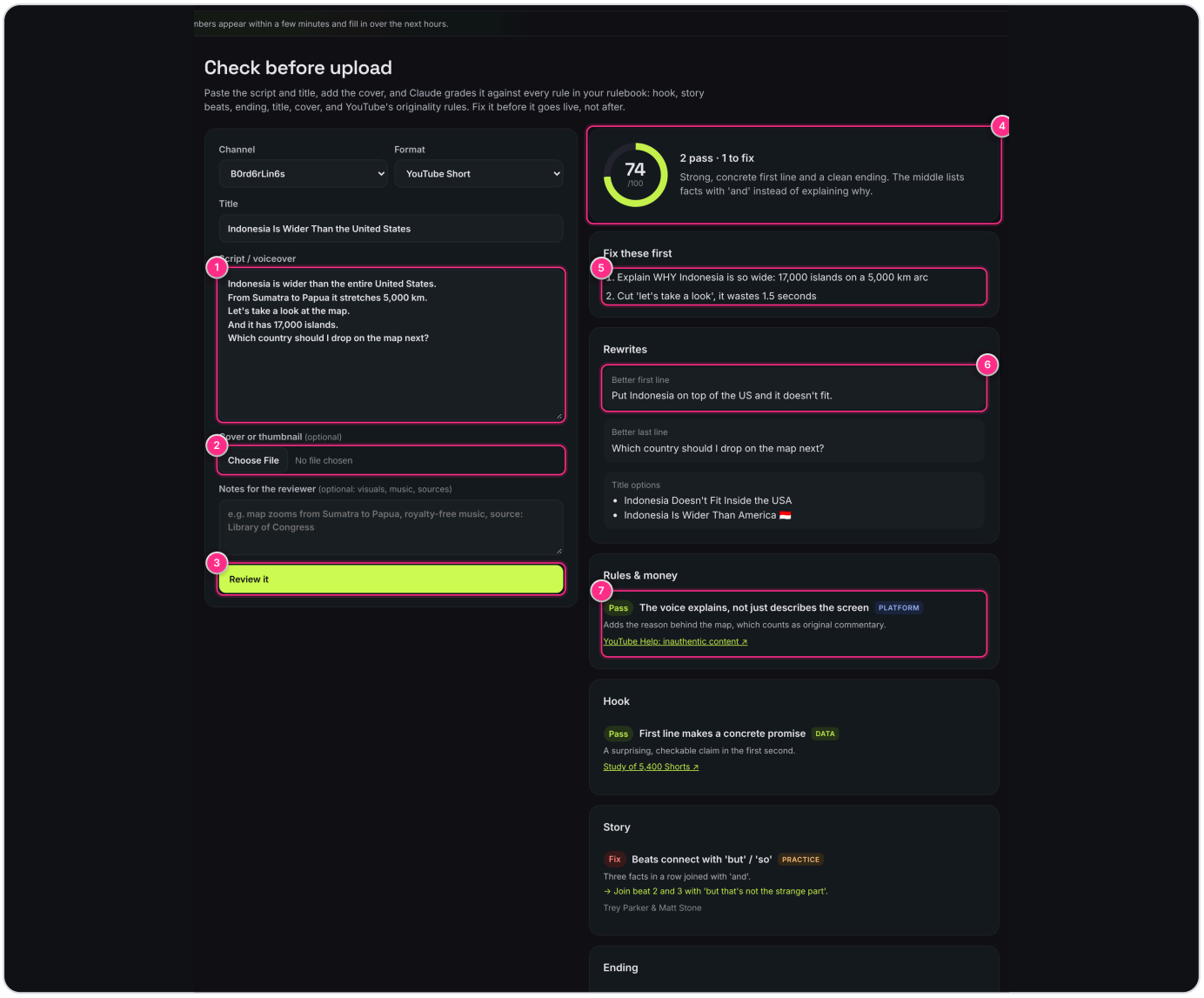
Lower on the Ideas page (Pro). Claude reads the comments on your last 15 videos and turns what viewers keep asking for into ideas.



1. **Read my comments** Runs when you click (5 credits). Press it again later to read new comments.
2. **Possible mistakes** If viewers point out something wrong in a video, it shows up here so you can fix it or pin a correction.
3. **What viewers ask for** The requests that come up most, how many times, and one real comment as an example.
4. **Ideas from them** Ready-made ideas with a hook and why they should work.
5. **Check script** Sends the idea to Check before upload so you can write it and grade it.

15 Check before upload

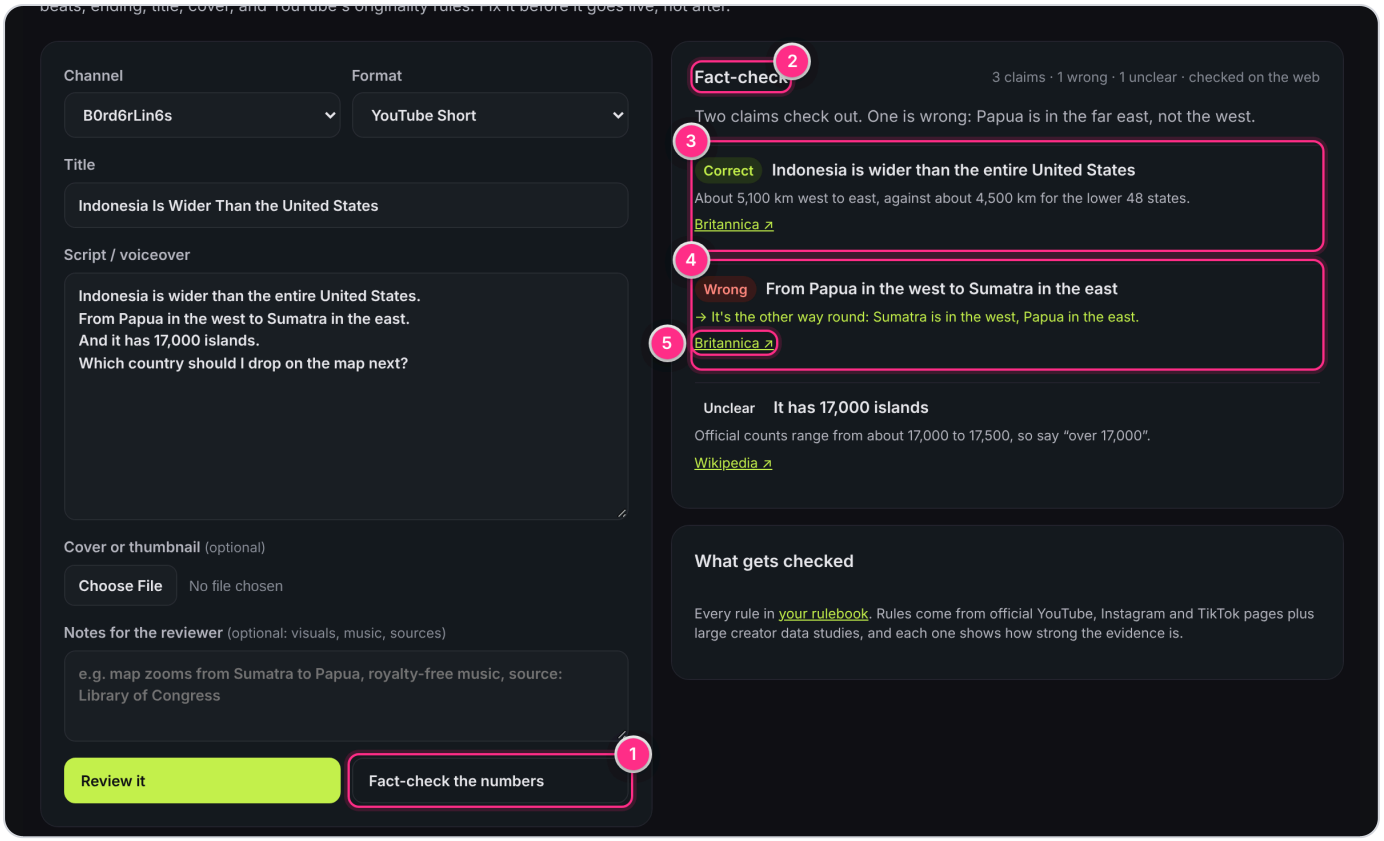
Paste your script before you post. Claude grades it against every rule in the rulebook and tells you what to fix while you still can.



1. **Script** Paste exactly what the voice says, first line first. Add the title and pick the channel and format above it.
2. **Cover or thumbnail** Optional. Add the picture and you also see how it looks in the Shorts feed and the home feed, side by side.
3. **Review it** Takes about 20 seconds.
4. **Score** Out of 100, with how many checks passed and a one-line summary.
5. **Fix these first** The most important changes, in order.
6. **Rewrites** A better first line, a better last line and title options you can copy.
7. **Each check Pass**, **Fix** (with how) or **Can't tell**. The small tag says how strong the rule is (see the Rulebook) and the link shows where it comes from.

15b Fact-check the numbers

On the same page, next to **Review it**. Claude searches the web and checks every number, place and fact in your script before you post it.

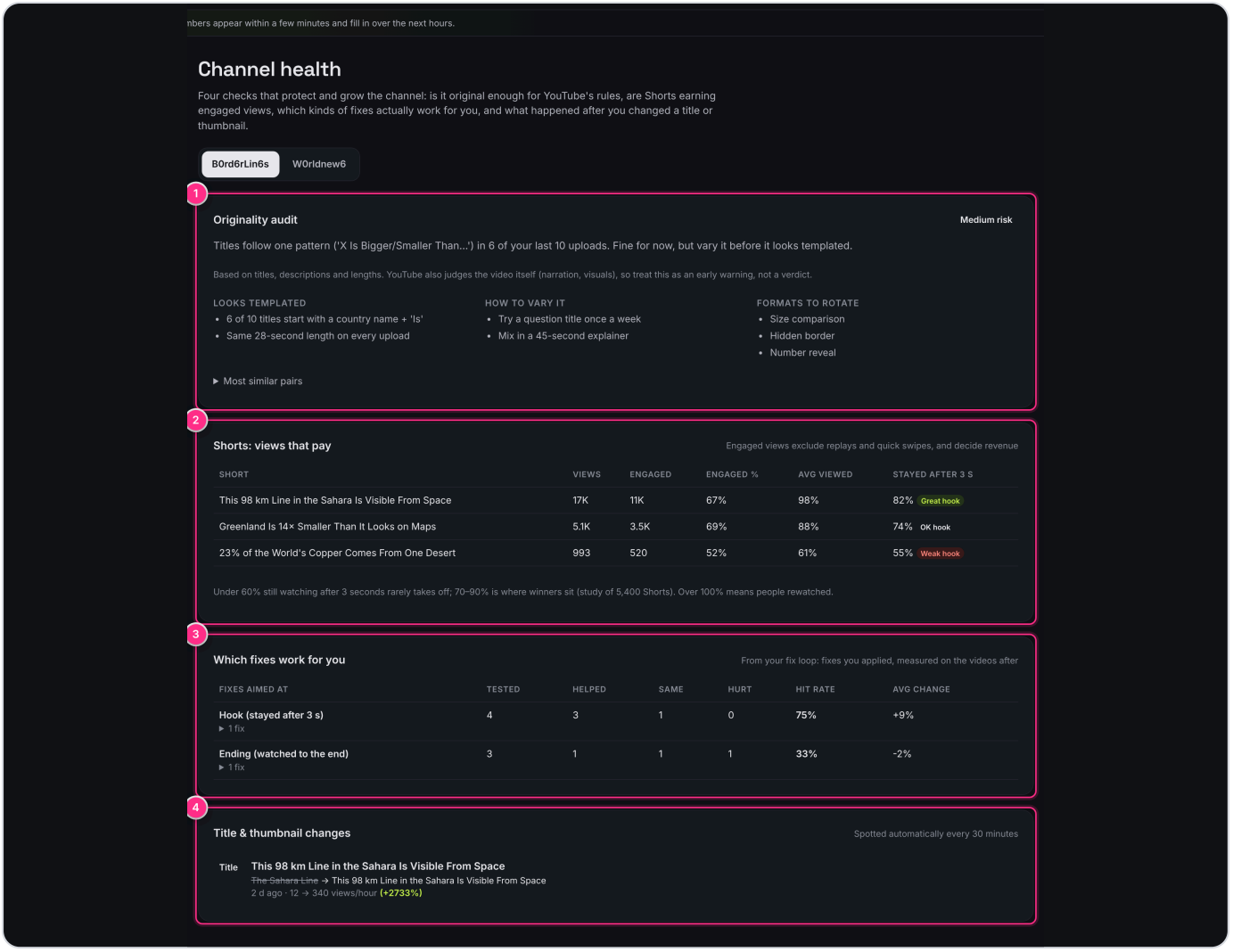


1. **Fact-check the numbers** Takes up to a minute (3 credits). Paste the script first.
2. **The summary** How many claims it found, how many are wrong or unclear, and whether it checked on the web.
3. **Correct** The claim checks out, with the real figure for reference.
4. **Wrong** The claim is wrong. The green line says what it should be.
5. **Source** Opens the page the answer comes from, so you can check it yourself.

> **WHY IT MATTERS**
>
> Wrong facts are the fastest way to lose trust in the comments. Run this on every script with numbers, dates or places in it.

16 Channel health

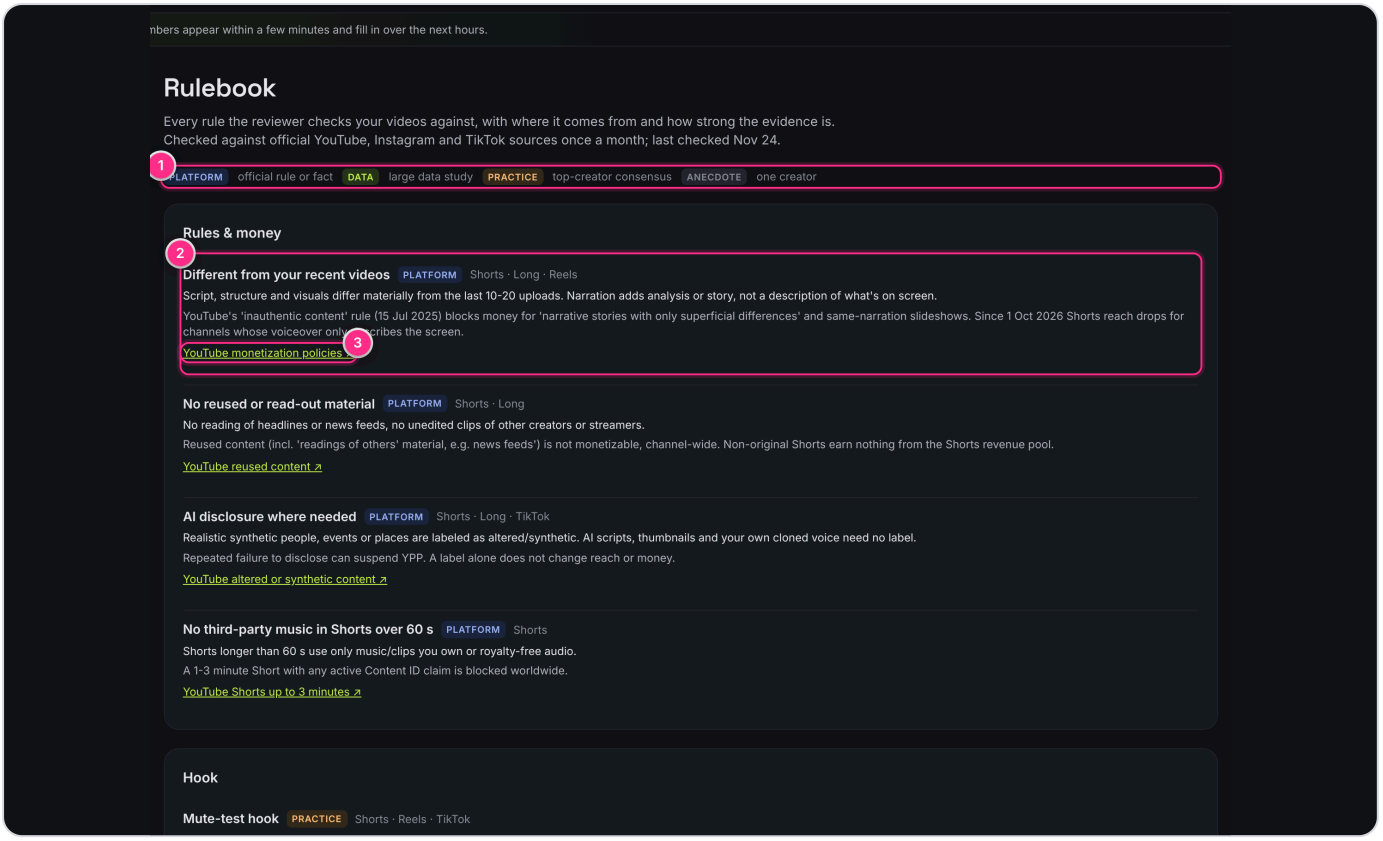
Four checks that keep the channel safe and show what actually works.



1. **Originality audit** Compares your last uploads. If too many look the same, YouTube can treat them as mass-produced and stop paying for them. It shows what looks templated and how to vary it.
2. **Shorts: views that pay** For each Short: views, **engaged views** (views without quick swipes and replays, the ones that count for money), how much people watched and how many stayed after 3 seconds.
3. **Which fixes work for you** Fixes you tried from the Fixes page, measured on the next videos: how often they helped, stayed the same or hurt.
4. **Title & thumbnail changes** When you change a title or thumbnail in YouTube Studio, it's spotted automatically and shows views per hour before and after.

17 Rulebook

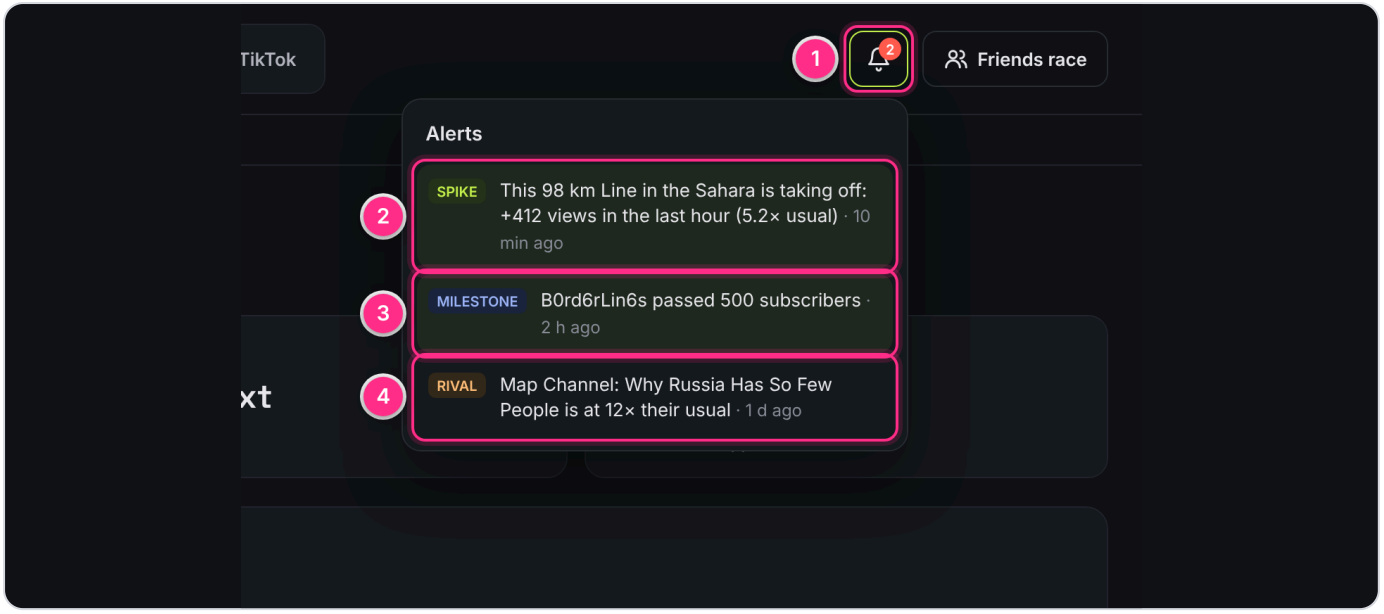
Every rule the upload check uses, where it comes from, and how strong the proof is. It's checked against YouTube, Instagram and TikTok's own pages once a month and updated when something changes.



1. **How strong the proof is Platform** = the platform's own rule. **Data** = a large study. **Practice** = what top creators agree on. **Anecdote** = one creator's experience.
2. **A rule** What passes, why it matters, and which formats it applies to.
3. **Source** Opens the page the rule comes from.

18 Alerts

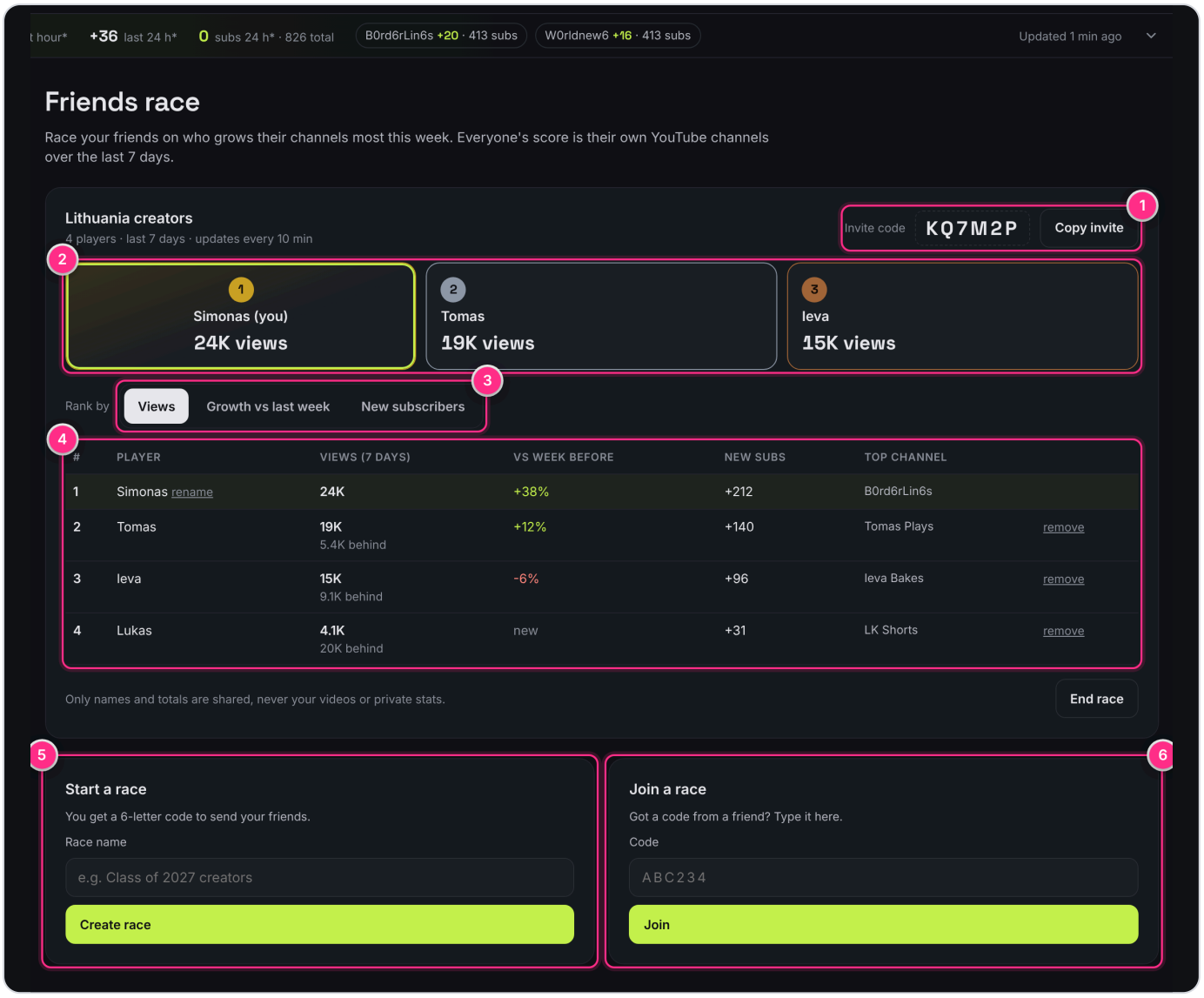
The bell at the top right. A red number means new alerts.



1. **The bell** Click to open your alerts. You can also turn on phone or desktop notifications here.
2. **Spike** One of your videos is suddenly getting far more views than usual. A good moment to post a follow-up.
3. **Milestone** A channel or video passed a round number, like 500 subscribers or 10K views.
4. **Rival** A channel you watch has a new video doing 5× its usual.

19 Friends race

Race your friends on who grows their channels most this week. Open **Friends race** in the menu or at the top.



1. **Invite code** Every race has a 6-letter code. **Copy invite** copies a message with the code to send your friends.
2. **The podium** The top 3 right now. You're outlined in green.
3. **Rank by** Views in the last 7 days, growth against the week before, or new subscribers.
4. **The table** Everyone's numbers. Click **rename** next to your name to change how others see you. The race creator can remove players.
5. **Start a race** Name it and you get a code to share.
6. **Join a race** Type the code a friend sent you.

> **GOOD TO KNOW**
>
> Only names and totals are shared, never your videos or private stats. The race updates every 10 minutes and doesn't use credits.

? Common questions

Can it post or delete my videos?

No. It only has permission to read stats. It can't upload, edit, delete or comment.

Does it see my Google password?

No. You sign in on Google's own page; VidMentor only receives permission to read YouTube stats.

Why don’t today’s numbers show yet?

YouTube reports numbers about 2 days late. The dashboard shows the newest numbers YouTube has.

What costs money?

Free is €0 with 30 credits a month and 1 channel. Starter (€6.99), Pro (€12.99) and Unlimited (€34.99) add credits, channels and tools. See section 13. Prices include VAT.

What happens when I run out of credits?

Claude features pause until the 1st of next month, or you can buy a credit pack. Analytics and everything else keeps working. On Unlimited, Claude just switches to its fast model.

What’s coming next?

Instagram and TikTok stats, and more Claude features like weekly reports.

Why don’t the chart numbers add up?

Check Smoothing in Advanced. When it's on, the line shows an average, not each day. The pop-up box and the table always show the real numbers.

Why is my subscriber total lower than the subscribers I gained?

The total is gained minus lost. People who unsubscribe, and accounts YouTube removes, are taken off.

Where do I start?

Sign in, look at the main chart, click your latest video to see its window, then ask Claude: “What should I improve in my next video?”