

AULA 15

MÉTRICAS

**Tempo de
exibição**

**Engajamento
ativo**

SEO interno

**Tempo de
exibição**

**Engajamento
ativo**

SEO interno

**Taxa de
Conclusão**

**Quantas pessoas
assistiram até o fim**

**Tempo médio de
Visualização**

**Média de tempo de
retenção**

**Taxa de
Conclusão**



**Quantas pessoas
assistiram até o fim**

Performance

Viewers

We have more metrics that support real-time updates. ⓘ

Total play time

8h:30m:26s

↑ +9.0s vs 1d ago

Average time watched

5.3s

↓ -0.1s vs 1d ago

New followers

1

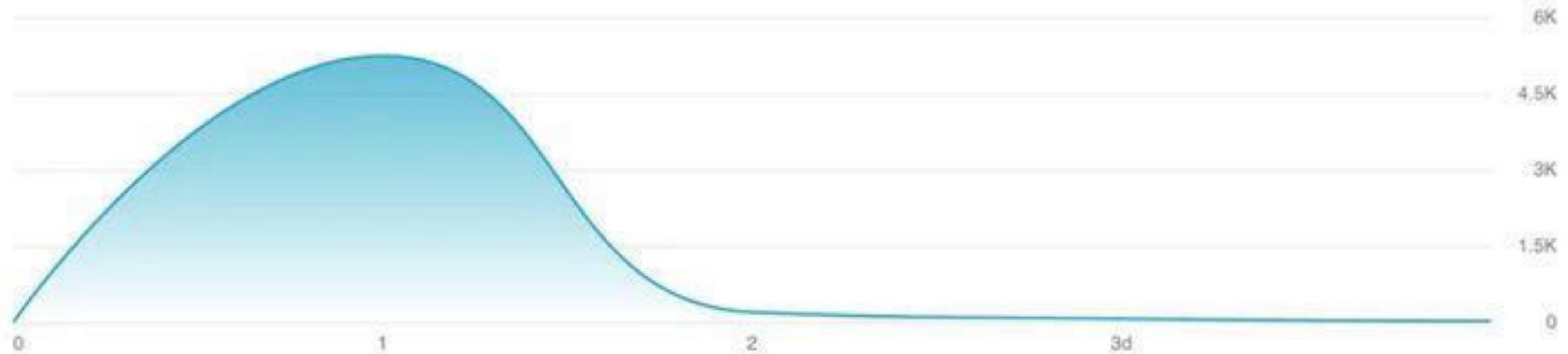
↑ +1 vs 1d ago

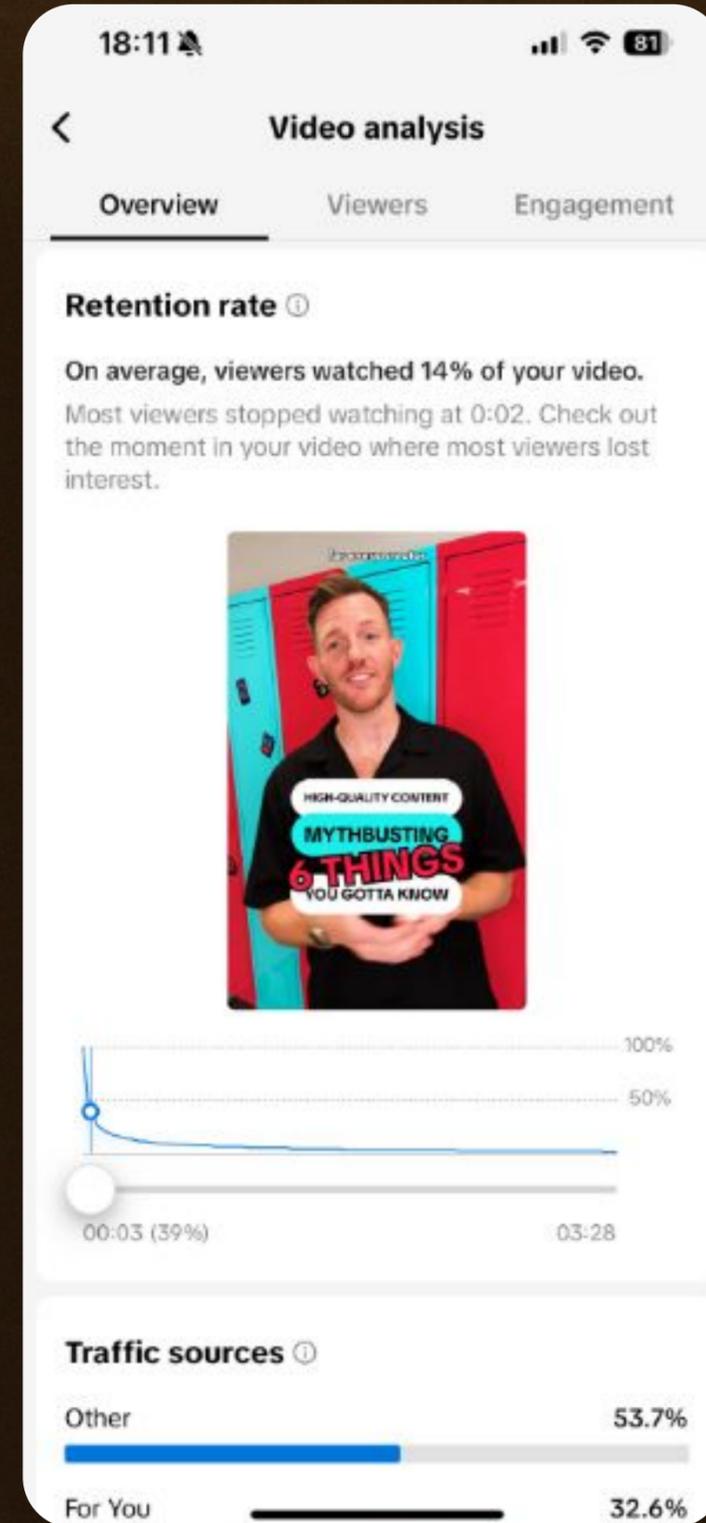
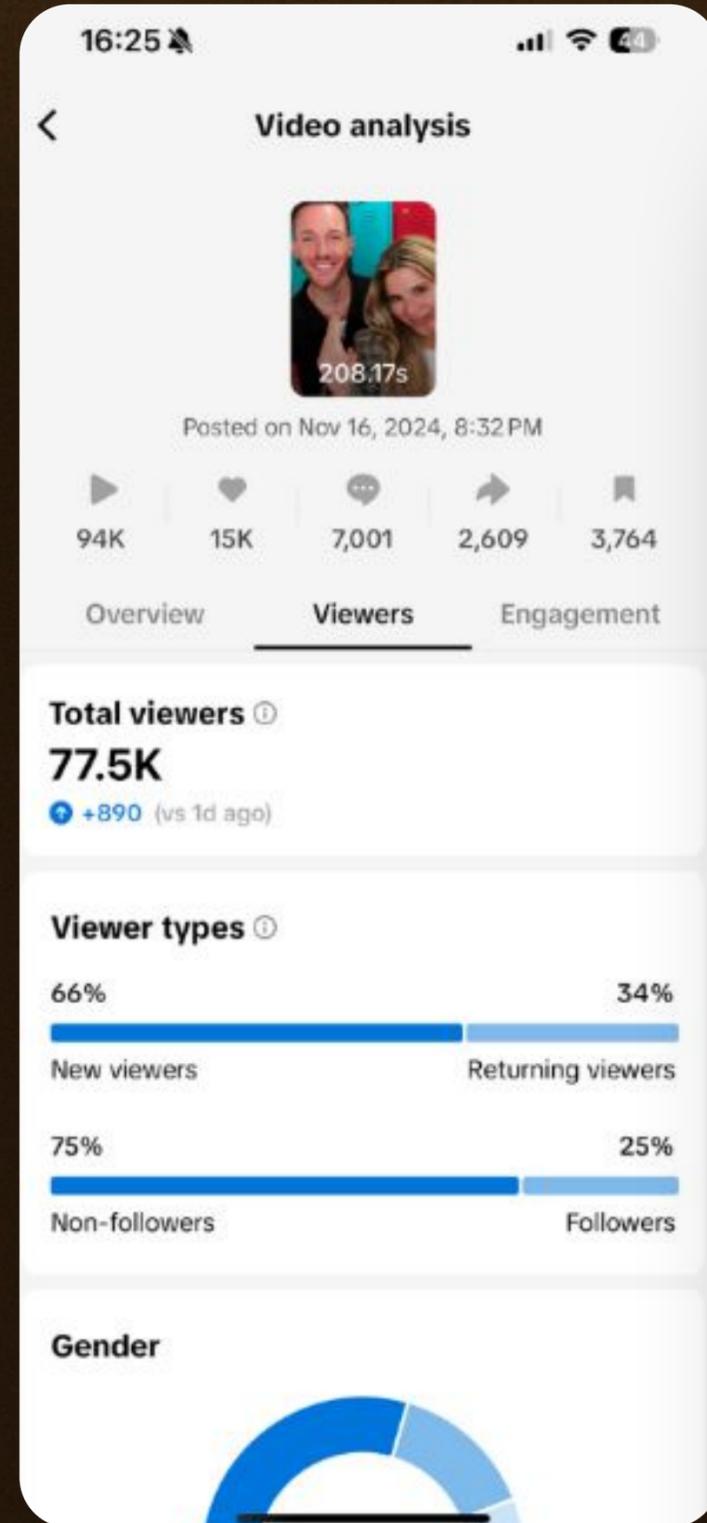
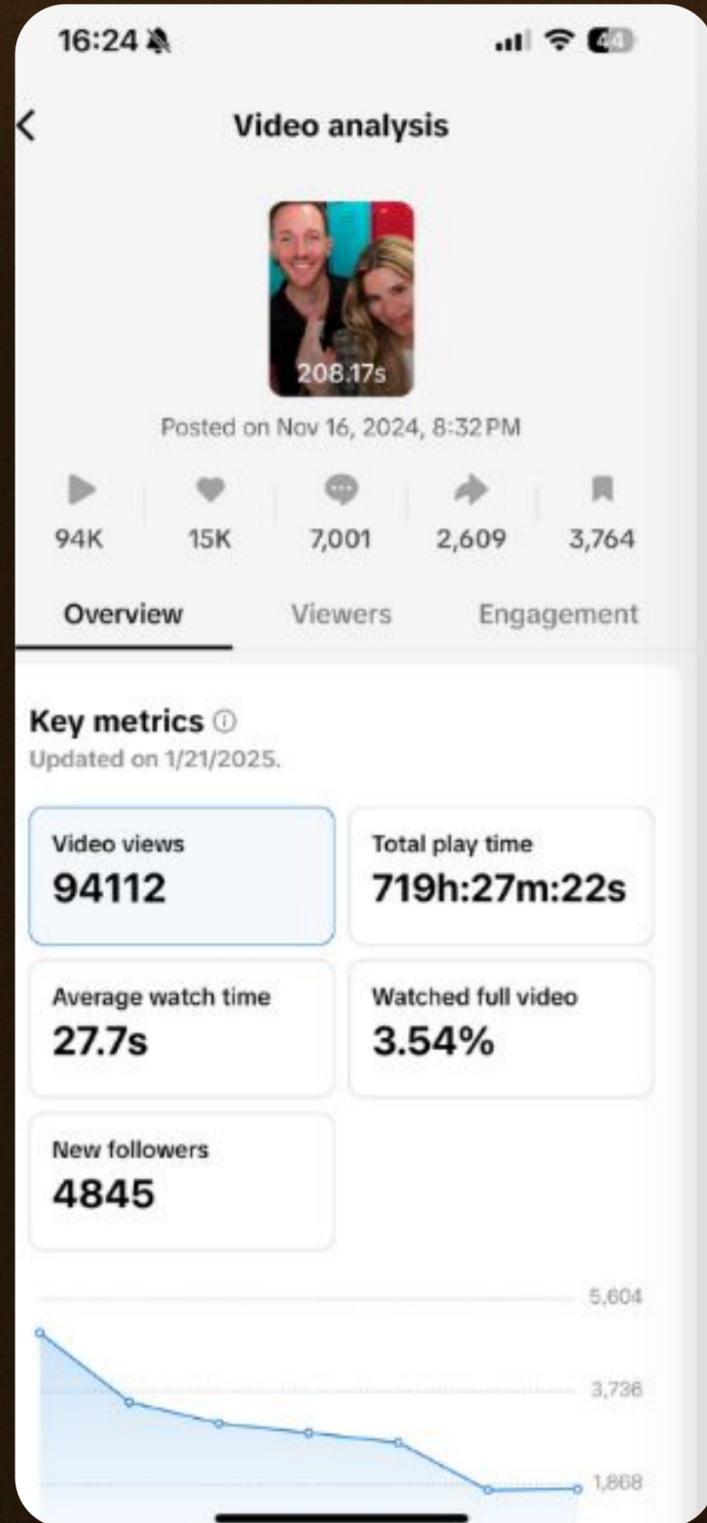
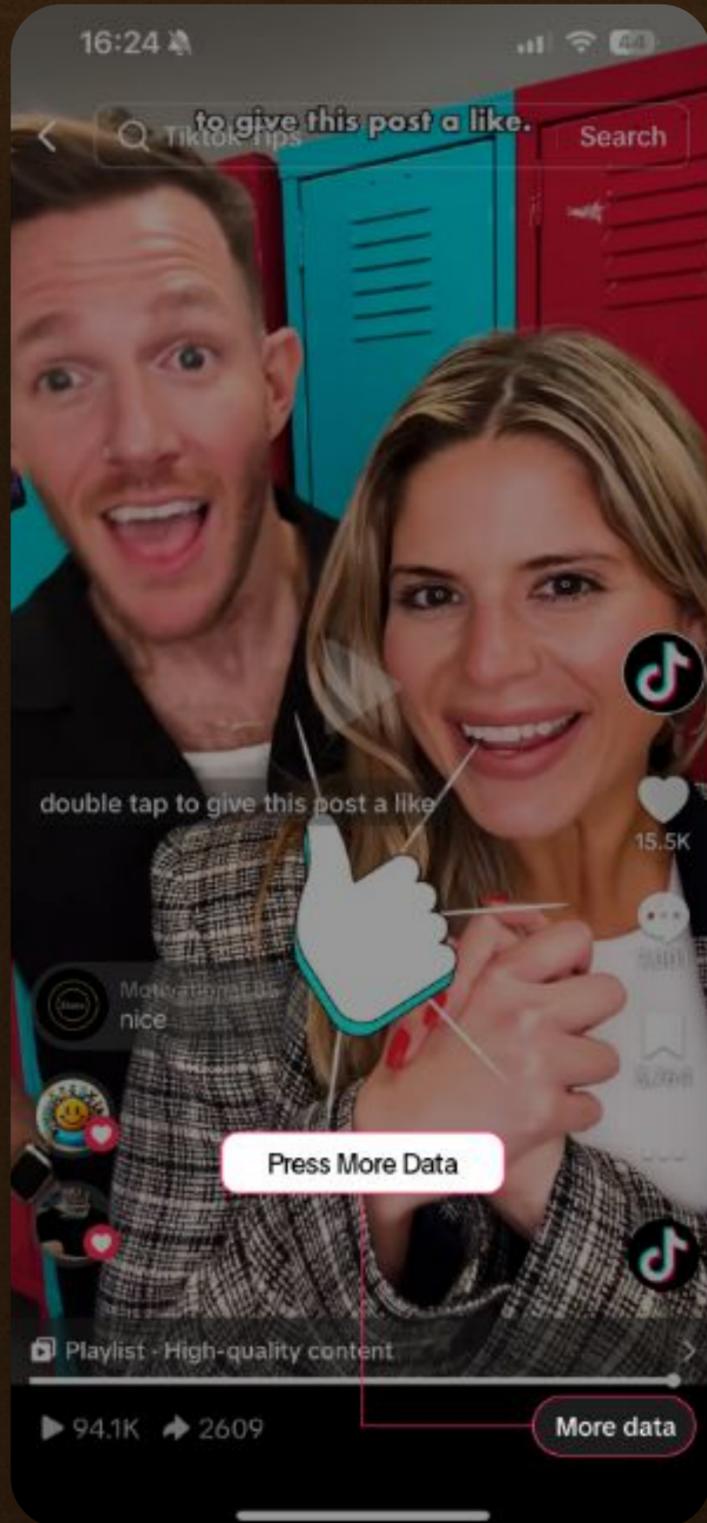
Watched full video

11.84%

↓ -0.01% vs 1d ago

Video views ⓘ



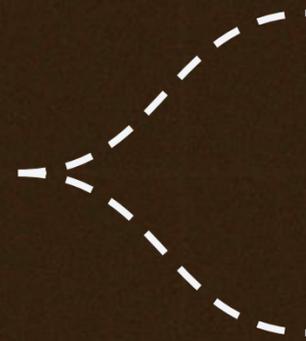


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TIPOS DE **ENGAJAMENTO**



ATIVO

PASSIVO

TIPOS DE **ENGAJAMENTO**

A diagram with the main title 'TIPOS DE ENGAJAMENTO' on the left. Two dashed white lines branch out from the right side of the title to two rounded rectangular boxes on the right. The top box is pink and contains the word 'ATIVO'. The bottom box is dark brown and contains the word 'PASSIVO'. A solid pink horizontal bar is at the bottom of the image.

ATIVO

PASSIVO

TIPOS DE **ENGAJAMENTO**

```
graph LR; A[TIPOS DE ENGAJAMENTO] -.-> B[ATIVO]; A -.-> C[PASSIVO];
```

ATIVO

PASSIVO



3.500 curtidas

250 comentários

800
compartilhamentos

35 mil
visualizações

Curtidas

+

Comentários

+

Compartilhamentos

÷

Visualizações

X

100

3.500

+

250

+

800

÷

35.000

=

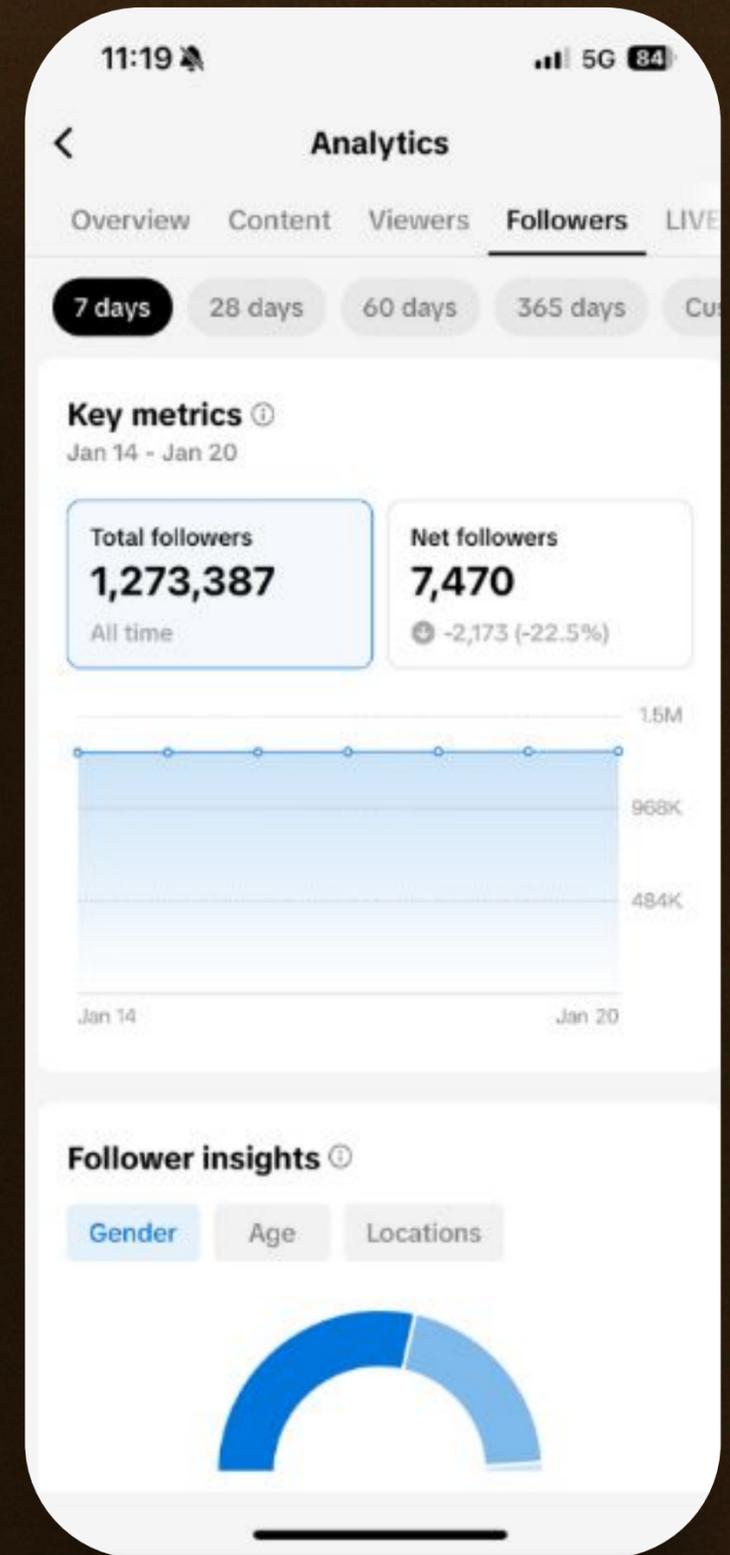
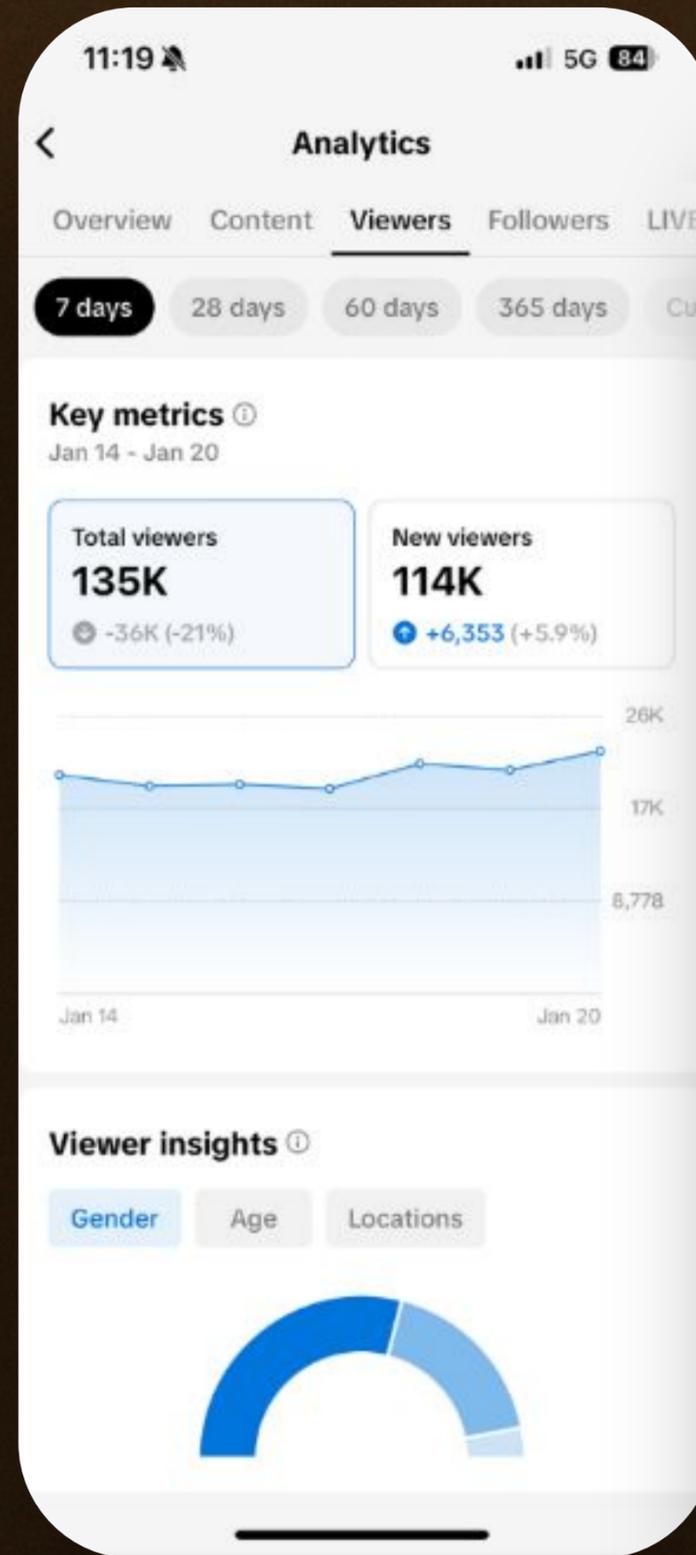
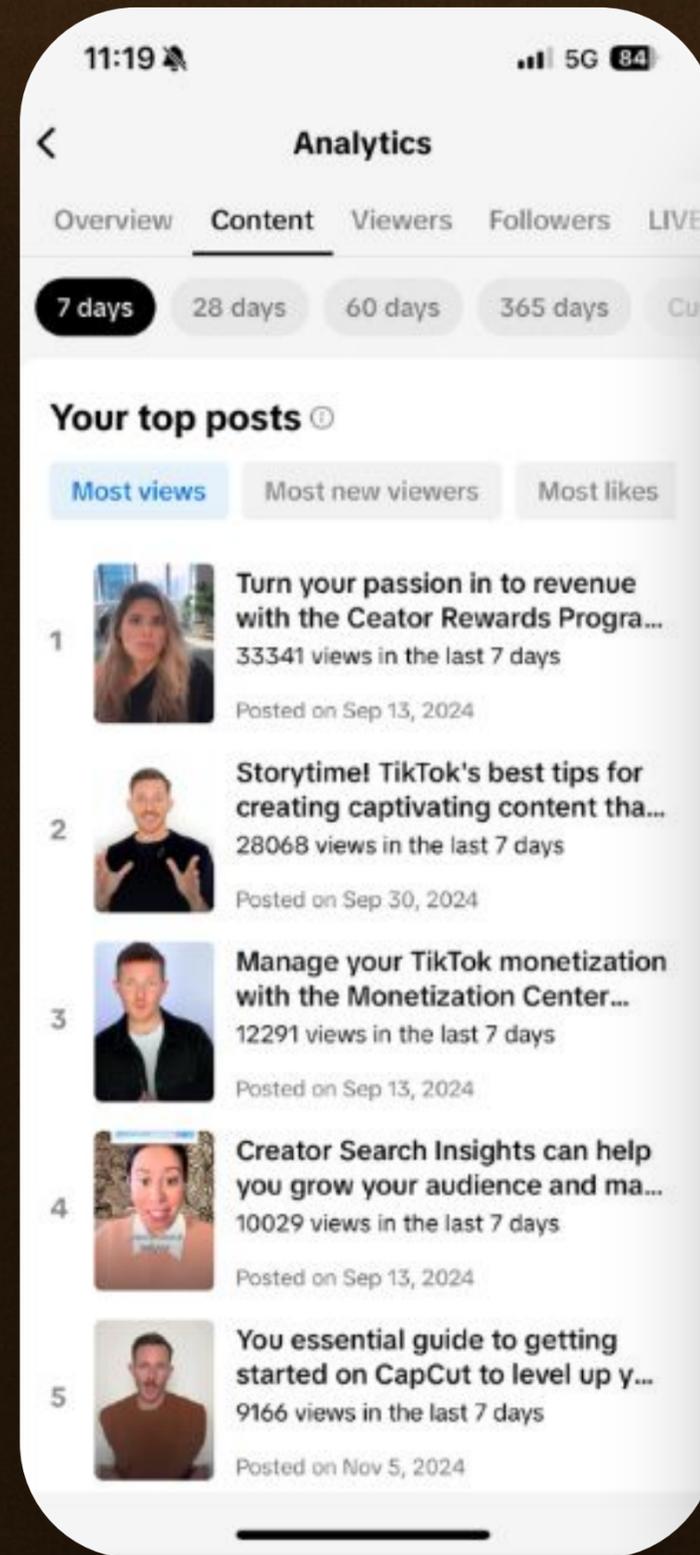
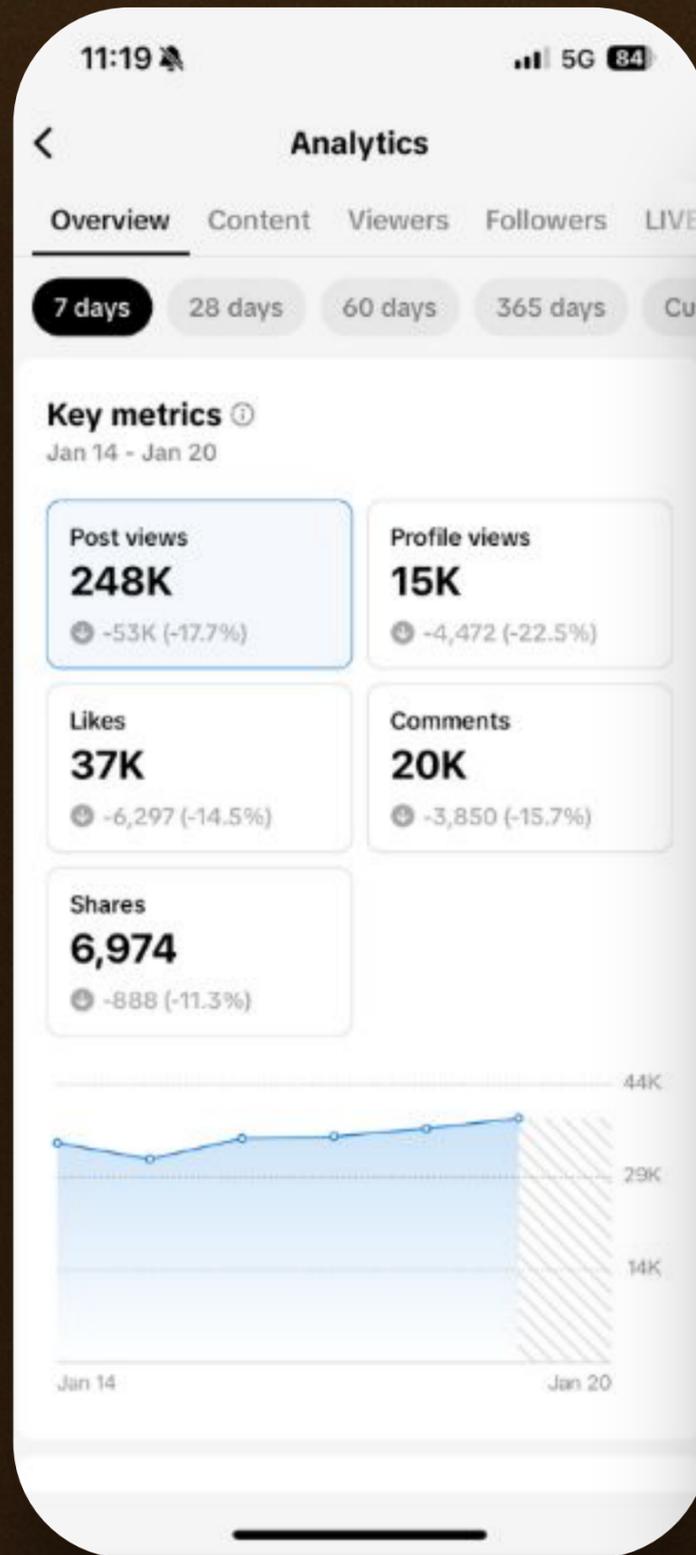
0,13

X

100

13% de engajamento





GERAR CONEXÃO COM O PÚBLICO

GERAR CONEXÃO COM O PÚBLICO

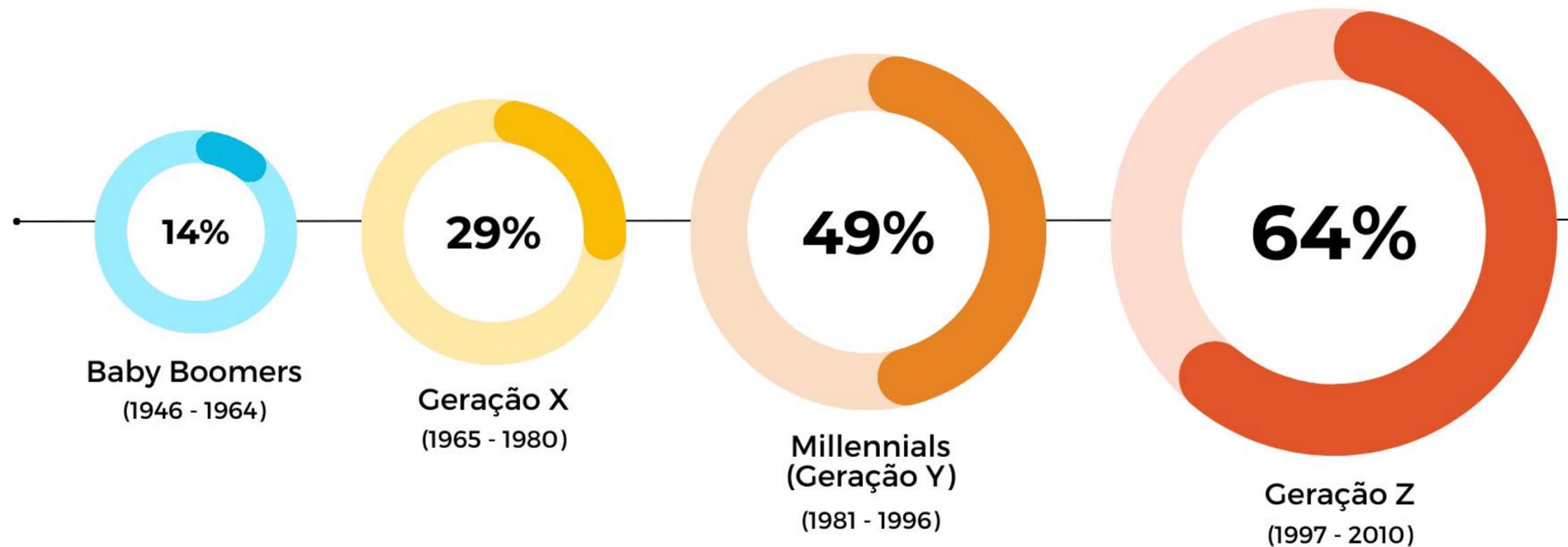
CONSISTÊNCIA

GERAR CONEXÃO COM O PÚBLICO

CONSISTÊNCIA

GERAR CONEXÃO COM O PÚBLICO

Os Consumidores Usam o TikTok como Mecanismo de Busca? (por Geração)



11:46



< Q kéfera uma pergunta 🔊 Search

You may like

- **kéfera uma pergunta**
Just watched
- **worldbuilding**
Recent search
- **kefera**
Just watched
- **couple funny**

Trending searches

- **velório de vanessa rios** ↗
- **fran anuncia gravidez** ↗
- **Ismael Peidando E Disfarçando** ↗
- **felca perde seguidores**



SEO INTERNO

9:41



Following | For You

Os Top 10 restaurantes de Buenos Aires



@viagens_inesqueciveis

Está indo para Buenos Aires nos próximos dias? Esse post vai direto no que você precisa: os melhores restaurantes que entregam:

Parrillas tradicionais e saborosas
Pratos para dividir com quem vai com você
Locais escondidos e que ninguém fala
O melhor custo-benefício para comer bem.

Já salva o post para consultar quando chegar!

🎵 Roddy Roundicch - The Rou



328.7K



578



Share



Home



Discover



Inbox



Me

categoria

+

marca

do que você está
divulgando

+

ATRIBUTOS

que precisam ser
destacados

+

Benefício

para que serve /
vantagens

#viagens

#buenosaires

#argentina

#restaurantes

#ondecomer

#roteirogastronomico

#dicasdeviagem



Search topics

Creator Search Insights

Boost your rewards when your videos perform well in search >

Search analytics >

Search views 3.9K	Impressions 3.2K	Avg CTR 21%
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Below are topics frequently searched for on TikTok.

Suggested Trending

All Content gap Searches by followers

- you left a paw print shaped hole in my heart
3.6M ▲ 27.5%
- double glaze apple fritter
7.8K
- sea wash demin
1.2M ▲ 39%
- obby the warrior result green

Search analytics

All posts Inspired posts

All posts - search performance ⓘ

Last 7 days ▾ Apr 02 - Apr 09

Search views 3.9K ▼ -37%	Search views % 45% ▼ -5%
Search impressions 3.2K ▲ +1%	Avg CTR 21% ▲ +18%
Avg search ranking 5th ▲ +7%	

Apr 02 Apr 09

Your posts received 3,912 video views in search.

8:00



Search analytics

All posts

Inspired posts

All posts - search performance ⓘ

Last 7 days ▾

Apr 02 - Apr 09

Search views

3.9K

▼ -37%

Search views %

45%

▼ -5%

Search impressions

3.2K

▲ +1%

Avg CTR

21%

▲ +18%

Avg search ranking

5th

▲ +7%



Your posts received 3,912 video views in search results.



Search for in-demand topics



Creator Search Insights

See what TikTok users are searching for, and get inspired to create. [Learn more](#)

Searched topics ⓘ

For you ▾

Trending: Fashion ▾

amara dress

91% search popularity



new balance 530 black

90% search popularity



Low Fade Style

90% search popularity



black tie dresses

90% search popularity



puppy eyeliner

90% search popularity



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