

# Thumbnails, titles, and visibility: The factors that determine whether anyone will actually watch a video.

Packaging is the key difference between videos with only 100 views and those with 100,000 views from the same channel, with the same quality of content.

## Video packaging issues

In the previous lesson, you learned how to refine your video through editing . Now, let's build on that foundation with the element that determines whether anyone will actually watch your video: Packaging (the overall visual elements and external information of the video).

You can create the most valuable, best-edited video on the internet. But if the thumbnail is boring and the title is generic, nobody will know about it.

Packaging is the key difference between videos with only 100 views and those with 100,000 views from the same channel, with the same quality of content.

## Thumbnail design principles

### The 3-second rule

Viewers scroll very quickly. Your thumbnail only has 3 seconds (usually less) to convey the message: "This video is worth your time to watch."

### Elements of a highly effective thumbnail image:

Element	Why it works	For example
Facial expressions	Humans are attracted to faces and emotions.	Surprise, curiosity, excitement
Bold text	Reinforce the promise in the video.	2-4 large, easy-to-read words
Contrast	Stand out from a crowded feed.	Bright colors against a neutral background
The topic is clear.	Viewers immediately understood the topic.	A single focal point, without being visually distracting.

Element	Why it works	For example
Arouses curiosity	Something that sparks curiosity.	Before/after, element of surprise

### Things you **SHOULDN'T** do:

1. The design is cluttered with too many elements.
2. Small text, difficult to read on mobile phones.
3. Misleading images (images that destroy trust)
4. The image is dark, has low contrast, and easily blends in with other posts.
5. Regular stock photos

### The thumbnail concept is powered by AI:

Video c?a t?i n?i v? [ch? ??]. Th?i l??ng: [X] ph?t. ??i t??ng: [ai]. H?y t?o 5 y? t??ng h?nh thumbnail. ??i v?i m?i y? t??ng: 1. Y?u t? h?nh ?nh ch?nh (nh?ng g?i ng??i xem nh?n th?y) 2. V?n b?n ph? l?n (t?i ?a 2-4 t?) 3. Ph?i m?u t??ng ph?n v?i n?i dung th?ng th??ng tr?n m?ng x? h?i 4. C?m x?c (t? m?, h?o h?ng, c?p b?ch) 5. T?i sao ?i?u n?y s? khi?n ai ?? d?ng cu?n trang

## Effective headline formulas

### Arouses curiosity

"I've been trying [this] for 30 days. Here's what happened." This creates an information gap that the viewer wants to fill.

### The promise of numbers

"5 editing tricks that transformed my videos." Specifically, making them easier to skim and setting clear expectations.

### Practical guide

"How to edit videos 3 times faster (Free tool)". Delivers direct value with rewarding incentives.

### Compare

"DaVinci Resolve vs. Premiere Pro: Which is really better?". Aimed at those who are undecided.

### Opposing viewpoint

"Stop using this common technique (Do this instead)." Challenge conventional wisdom – spark curiosity.

AI: H?y t?o ra 10 t?y ch?n ti?u ?? cho video c?a t?i v? [ch? ??]. Bao g?m: - 2 ti?u ?? g?i s? t? m? - 2 ti?u ?? v?i l?i h?a v? con s? - 2 ti?u ?? h??ng d?n - 2 ti?u ?? so s?nh/??i l?p - 2 ti?u ?? tr?i chi?u M?i ti?u ?? n?n c? d??i 60 k?y t? v? bao g?m ?t nh?t m?t t? kh?a t?m ki?m m? ng??i xem th?c s? s? s? d?ng.

## Quick check

You are choosing between these two titles for a cooking tutorial video: (A) "Amazing Spaghetti Recipe Tutorial" or (B) "5-Minute Spaghetti That Tastes as Good as an Hour's Cook". Which title is more effective and why?

### Answer

Title B is much stronger. "Amazing" is vague and subjective. "5 minutes" is specific and compelling. "As delicious as an hour-long recipe" sparks curiosity – how is that possible? Title B also targets search terms ("5-minute pasta") and makes a clear promise of value. Title A offers no reason for viewers to click on this video over other pasta-making videos.

## SEO factors help videos attract attention.

Titles and thumbnails attract clicks. SEO elements help your video get found.

### Optimize video descriptions:

AI: Video c?a t?i n?i v? [ch? ??]. ??i t??ng m?c ti?u: [ai]. Vi?t m? t? video ?áp ?ng các yêu c?u sau: 1. M? ??u b?ng 2 câu tóm t?t giá tr? (hi? n th? trong b?n xem tr??c k?t qu? tìm ki?m) 2. Bao g?m 5-7 t? khóa tìm ki? m liên quan m?t cách t? nhiên 3. Thêm m?c th?i gian cho các ph?n quan tr? ng 4. Bao g?m l?i kêu g?i hành ??ng (??ng ký, bình lu? n, video liên quan) 5. Không quá 300 t?

### Tags and categories:

1. Use your main keyword as the first tag.
2. Includes variations and related terminology.
3. Add the names of competitors' channels that viewers can search for.
4. Use AI to identify the terms you are missing.

### Description for different platforms:

Foundation	Key description	Length
YouTube	SEO keywords, timestamps, links	200 - 500 words
TikTok	Hashtag, trending sound	150 characters
Instagram	Hashtag, a question about engagement.	150 words
LinkedIn	Professional context, value proposition	200 words

## Perform A/B testing on thumbnail images.

Don't guess – experiment!

1. Create 2-3 thumbnail options for each video.

2. Use YouTube's built-in testing tool (if available) or change the thumbnail after 48 hours.
3. View the click-through rate (CTR) for each instance.
4. Learn about patterns over time regarding how your audience responds.

What needs to be tested:

1. Having a face versus not having a face
2. Different text overlays
3. Color palettes
4. Expressions and emotions
5. Composition (close-up versus wide shot)

## **Exercise: Create packaging for your video.**

For the videos you've created throughout this course:

1. Create 5 thumbnail image ideas using AI.
2. Choose the strongest idea and create it (even if it's just a sketch).
3. Write down 10 title options and narrow it down to 3.
4. Drafting SEO-optimized descriptions
5. Identify 10 related tags

## **Key points to remember**

1. The thumbnail determines whether anyone will click or not – a great video but a bad thumbnail will get no views.
2. Highly effective thumbnails have a focal point, bold text, high contrast, and emotional resonance.
3. The title balances search terms (discovery) with curiosity (clicks).
4. Always perform A/B testing on thumbnails and titles – don't rely on subjective feelings.
5. Video descriptions should be SEO-optimized with natural keywords and timestamps.
6. Each platform has different packaging requirements - adjust your approach accordingly.

1. Question 1:

What makes a title effective in video discovery?

1. A. Use as many keywords as possible.
2. B. Balance search terms that viewers actually use with intriguing language that encourages clicks.
3. C. Make the title as concise as possible.
4. D. Add emojis to attract attention.

**EXPLAIN:**

Effective titles work on two levels: they include phrases people search for (discovery) and create curiosity or promise value (clicks). Titles that are just keywords will feel like spam; titles that are just curiosity won't be found in search results.

## 2. Question 2:

Why are thumbnail images often more important than the video itself?

1. A. Creating thumbnails requires more skill.
2. B. The thumbnail determines whether viewers will click to watch or not - a great video with a bad thumbnail will get no views.
3. C. Video ranking platforms based on thumbnail quality.
4. D. The thumbnail image is the only thing viewers remember.

EXPLAIN:

The world's best video gets no views if no one clicks. The thumbnail is the first and often only impression – it competes with dozens of other thumbnails in the viewer's feed. A compelling thumbnail is the gateway to everything else.

Submit your work

## Training results

You have completed **0** questions.

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