

This is an beta website by [Inclusive Bytes CIC](#), The aim is to create one location for digital resources in Oldham.



- [Home](#)
- [Events](#)
- [Tutorials](#)
- [Resources](#)
- [Hubs](#)

# HOW TO CREATE AN ATTRACTIVE YOUTUBE THUMBNAIL

## STEP 1: Choose a striking image

Select an image that visually depicts what your video is about. it should spark curiosity and avoid over complication. for example, if you're a gaming channel the a colourful screenshot of active gameplay is the way to go.

## **STEP 2: Use colour psychology**

Bright primary colours grab attention while softer tones blend into the background. a combination of these should be used with the background, heading and text to create contrast.

## **STEP 3: Consistent branding**

Keep a general font, theme and colour scheme across all thumbnails to assert a brand image and create familiarity with an audience.

## **STEP 4: Test different themes and layouts**

Experiment with this to find what gathers the most engagement. YouTube will allow you to test up to three thumbnails on your videos.

## **STEP 5: Ensure high quality**

Use the best camera or phone at your

disposal and capture images using natural lighting, a ring light can have the same effect.

## **STEP 6: Choose a focal point**

Start with a bold feature to make the centre of attention whether its your face, a product or something else. keep a simple background. use contrasting colours, sizes and placement to focus the viewers attention.

## **STEP 7: Maintain visual clarity**

Stick to one main subject so the viewers eyes have somewhere to land.

**Congratulations, you can now make bold, attention grabbing thumbnails on the fly, give it a try.**

Made with the help and support of [Inclusive Bytes CIC](#)

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