

YOUTUBE THUMBNAIL CHECKLIST



Tube Ranking Secrets

YOUTUBE THUMBNAIL CHECKLIST

- ☐ **MAKE TEXT READABLE FOR SMARTPHONES**
- ☐ **AVOID TIME STAMP AREA IN LOWER RIGHT CORNER**
- ☐ **USE STRONG BACKGROUND COLORS WITH CONTRAST**
- ☐ **USE FACES AND EXPRESSIONS**
- ☐ **POSSIBLY USE BORDERS TO STAND OUT**
- ☐ **MAKE THUMBNAIL SIZE 1920 X 1080 OR 1280 X 720**
- ☐ **AVOID CLUTTERED BACKGROUNDS**
- ☐ **USE THE RULE OF THIRDS TO CREATE BALANCE**
- ☐ **AVOID USING WHITE THUMBNAILS WHEN POSSIBLE**



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YOUTUBE THUMBNAIL CHECKLIST

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CONTRAST TEXT COLOR AGAINST BACKGROUND

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AVOID CROPPING BODY PARTS IN THUMBNAILS

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USE HIGH QUALITY STOCK PHOTOS

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USE PHOTOGRAPHY WITH GOOD DEPTH OF FIELD

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CONSIDER MULTIPLE THUBNAIL OPTIONS

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USE TUBEBUDDY TO DO A/B TESTING OF THUMBNAILS

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RESEARCH THUMBNAILS IN YOUR NICHE

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TAKE STILL PHOTOS BEFORE OR AFTER FILMING

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USE SHAPES TO HELP YOUR THUMBNAILS STANDOUT



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YOUTUBE THUMBNAIL CHECKLIST

- ☐ **FOR THUMBNAIL INSPIRATION LOOK TO INSTAGRAM**
- ☐ **CREATE CONSISTENT THUMBNAILS FOR YOUR BRAND**
- ☐ **AVOID USING A BUNCH OF TEXT WHEN POSSIBLE**
- ☐ **MAKE SURE YOUR THUMBNAIL TRIGGERS CURIOSITY**
- ☐ **THUMBNAILS IN YOUTUBE CAN ONLY BE 2MB FILES**
- ☐ **ONLY JPEG AND PNG FILE TYPES CAN BE USED**
- ☐ **AVOID PUTTING TEXT AT THE VERY TOP**
- ☐ **TRY NOT TO COVER THE FACE IN ANY PHOTOS**
- ☐ **USE COLOR SCHEMES FOR DIFFERENT CONTENT**



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YOUTUBE THUMBNAIL CHECKLIST

- ☐ **EMOJI'S CAN HELP CREATE EMOTIONAL CONTEXT**
- ☐ **IMAGES WITH NO TEXT ARE FINE IF DONE WELL**
- ☐ **AVOID USING MORE THAN 2 FONTS**
- ☐ **TAKE PHOTOS OF YOURSELF WITH NO BACKGROUND**
- ☐ **RESEARCH THUMBNAILS ON TRENDING PAGE**
- ☐ **TAKE INSPIRATION FROM MAGAZINE COVERS**
- ☐ **THINK OF YOUR THUMBNAILS AS BILLBOARDS**
- ☐ **USE TYPOGRAPHY PRINCIPLES LIKE LINE SPACING**
- ☐ **AVOID CHEESY TEXT EFFECTS**



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YOUTUBE THUMBNAIL CHECKLIST

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AVOID USING MORE THAN 2 FONT COLORS

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OUTLINES CAN EMPHASIZE A SUBJECT OR CHARACTER

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FOR PRODUCT REVIEWS, USE MINIMALISM

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BLACK AND WHITE THUMBNAILS STAND OUT

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DON'T USE RED TEXT ON BLACK BACKGROUNDS

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USE OPACITY AND BLEND MODES CREATIVELY

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APPLY CONTRAST WHEN USING PHOTOS

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MAKE SURE EYES ARE SHARP IN PHOTOS

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BEING CLEAR IS BETTER THAN BEING CLEVER



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MAKE YOUR OWN CHECKLIST

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