103 YouTube Title A/B Tests

Simple tweaks for writing better titles to grow your channel

Creator Hooks | Jake Thomas

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Before We Start...

I spent 50 hours A/B testing 103 YouTube titles.

The titles spanned 15 different channels, each in a different niche, and in this book, you're going to see all of the numbers. You'll see what worked and what didn't, and I'll give you my best explanation for why the tests turned out how they did.

But in order for you to get the most out of this book, I want to lay out some definitions for you.

First, this book is all about CTR, or clickthrough rate. This ratio shows how often people who see your video on YouTube end up clicking it.

The main thing I've focused on in this book is how the CTR of Title B (my title) compared to the CTR of Title A (the original title).

CTR isn't normally the best metric to focus on when judging the strength of your titles, but when it comes to A/B tests, it is the best metric to compare how two different titles performed.

Before We Start...

But just because these are real A/B tests with real numbers doesn't necessarily mean these strategies will apply to your channel.

There are several factors to consider when looking at the results of A/B tests, like the traffic sources, the number of impressions, what works for a specific channel, and random chance.

The best way to use this collection of tests is for inspiration.

As you're reading this, I hope you'll get inspired to try new angles for your titles to create the best one for each of your videos. If you can do that, you'll be well on your way to growing your YouTube channel.

On this next page, you'll see an explanation of the charts in the rest of this book so that you can easily understand them, then we'll get into the actual data!

A: [Title A — original title]

B: [Title B — alternate title]

Graphical representation of CTRs
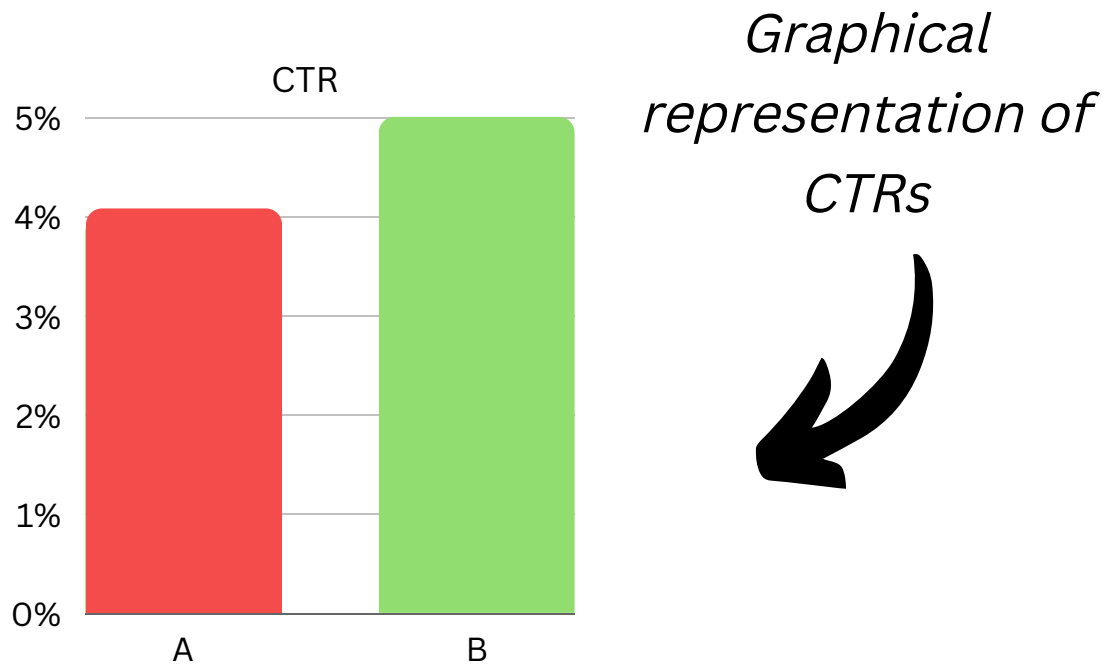
A: [Title A's CTR]   **B:** [Title B's CTR]   **Difference**: [% Difference in CTRs*]

Explanation: [My explanation for what I did in Title B and why I think the results turned out the way they did.]

*Note that this is a percentage difference, not absolute difference. For example, the difference between 4% and 5% is 25%, not 1%.

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Beginners

An effective way to get people to click on your YouTube title is to call out beginners.

Beginners are the biggest, most eager-to-learn subset of every audience.

You can call them out by using the words "beginner" or "first".

The following tests will explore how calling out beginners performed.

A: Canon EOS M50 - MORE Than Enough In 2022!
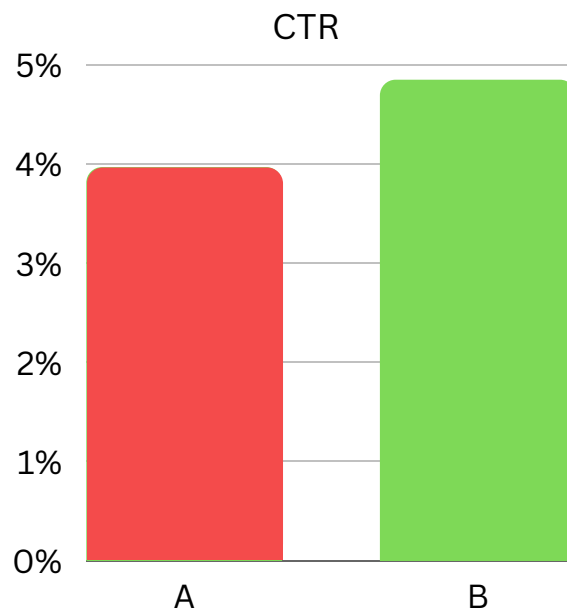
B: The Best Camera For Beginners In 2022

CTR

8%

6%

4%

2%

0%

A   B
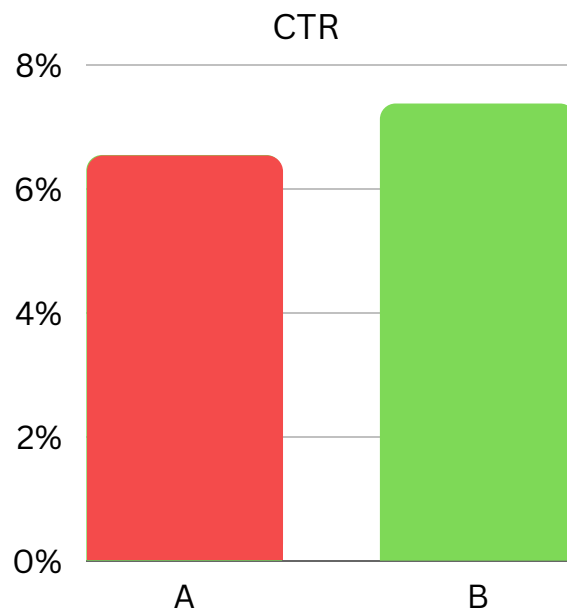
A: 6.12% CTR   **B:** 7.33% CTR   **Difference**: 20%

Explanation: Title B calls out beginners, is simpler, and is written for a broader audience.

A: How to Make NFTs That Sell

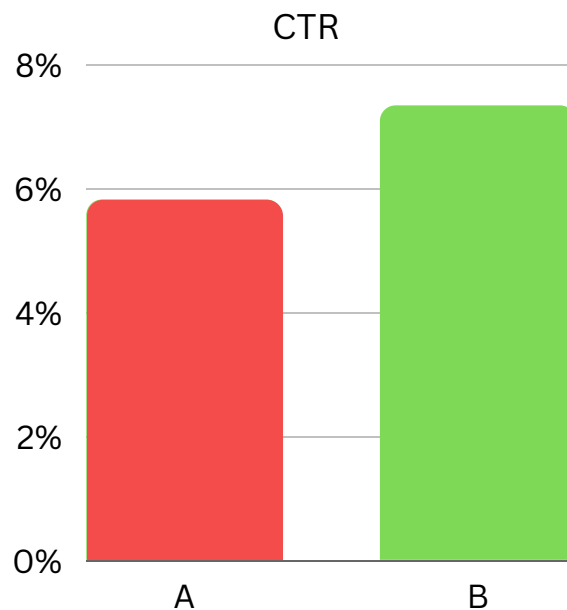**B:** How To Make & Sell Your First NFT Collection

CTR

A: 3.96% CTR　　**B:** 4.84% CTR　　**Difference**: 22%

Explanation: In this example, I called out beginners by making Title B about "your first" NFT collection.

A: The Best Camera For Content Creators In 2022

**B:** The Best Camera For Beginners In 2022

A: 5.81% CTR   **B:** 7.33% CTR   **Difference**: 26%

Explanation: Calling out beginners often works well, but I wanted to see how it would compare to calling out a niche-specific audience, like "Content Creators". Obviously, "Beginners" worked better here, and that might be because beginners are a big, hungry subset of the audience.

A: My Biggest Regret Raising My Golden Retriever Puppy

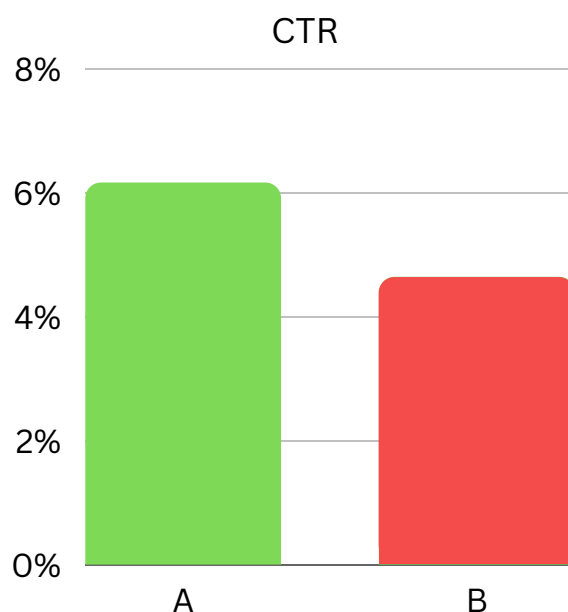**B:** My Biggest Regret Raising My First Golden Retriever Puppy

CTR
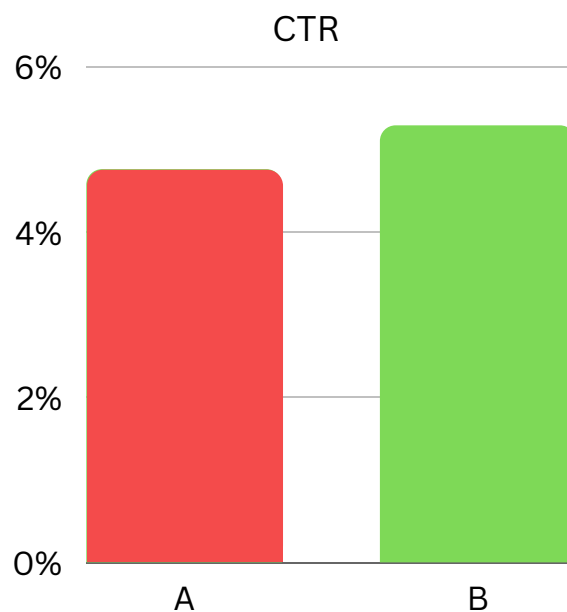
A: 4.75% CTR   **B:** 5.28% CTR   **Difference**: 11%

Explanation: In Title B, I called out beginners with, "My *First* Golden Retriever Puppy."

A: How to Set Up a Crypto Wallet to Buy and Sell NFTs

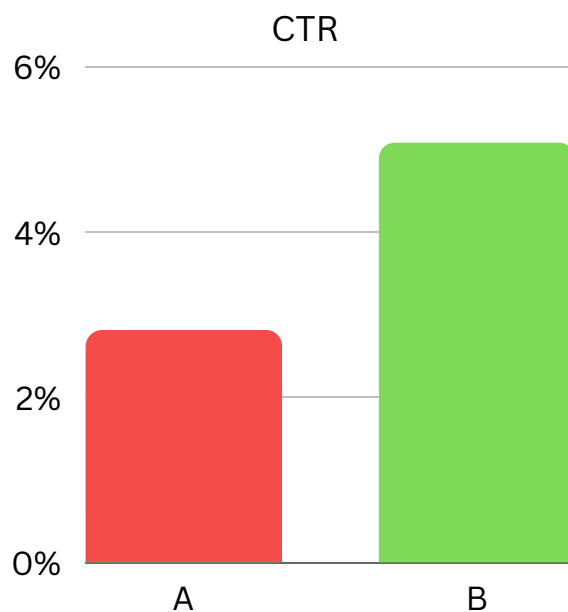**B:** How To Set Up A Crypto Wallet For Beginners In 2022

A: 6.15% CTR   **B:** 4.63% CTR   **Difference**: -25%

Explanation: Calling out beginners has worked well several times in this project, but here it did not. It's possible that it's because I took out the main benefit — buying and selling NFTs.

A: NFT Terms You NEED To Know

B: 45 NFT Terms Beginners Need To Know

A: 2.79% CTR   **B:** 5.07% CTR   **Difference**: 82%

Explanation: In Title B, I increased the CTR by adding a number and the word "beginner".
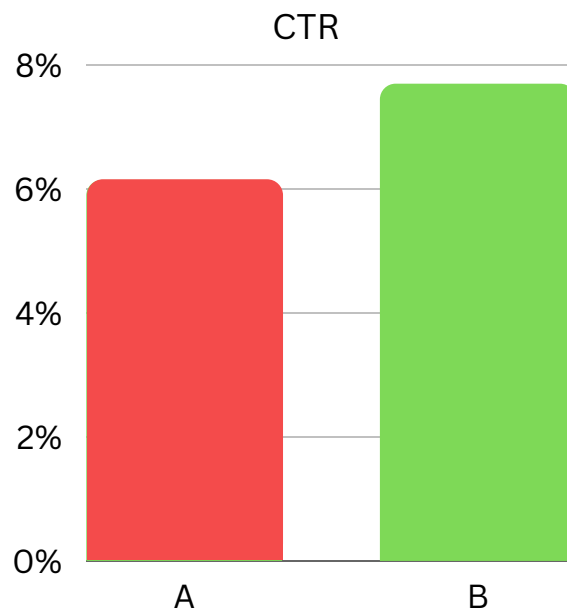
Broad vs. Narrow

A common tip to write better YouTube titles is to write them for a broad audience.

For example, "Fujifilm X-S10 Review" (narrow) vs. "Best Camera For Vlogging" (broad).

These next few tests will explore how going broad vs. narrow performed.

A: How BAD Was Hasheem Thabeet Actually?

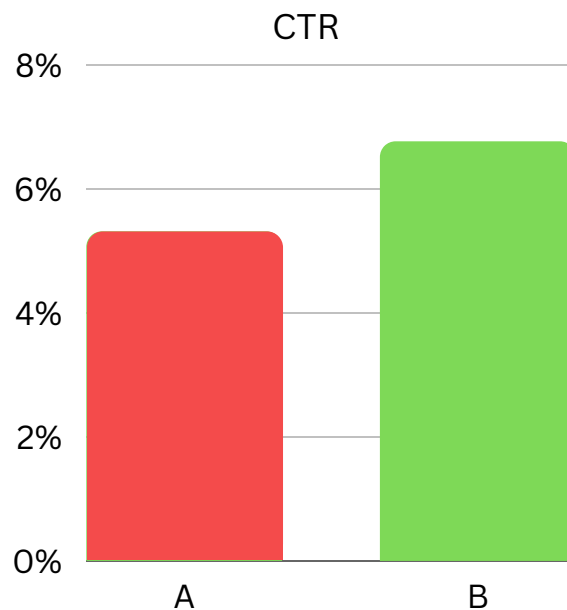**B:** Is He The Biggest Bust In NBA History?

A: 6.13% CTR   **B:** 7.68% CTR   **Difference**: 25%

Explanation: My theory for Title B was that not many people know who Hasheem Thabeet is, but everybody knows what "The Biggest Bust In NBA History" means. In this case, it worked!

A: How to save an NBA Bust: The Markelle Fultz Story

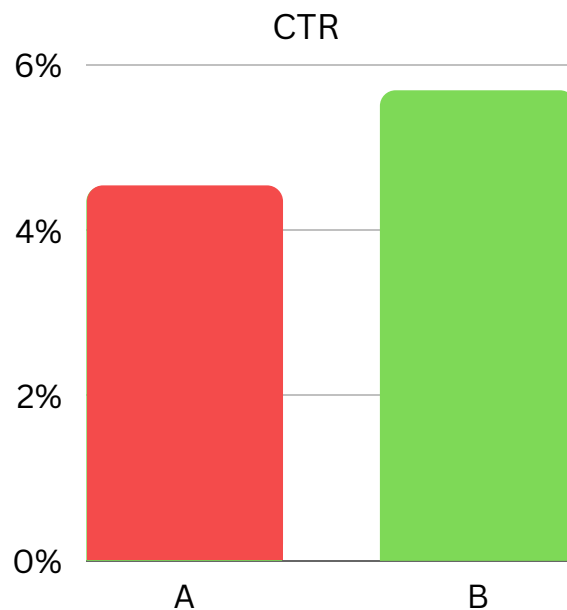**B:** The "NBA Bust" That's Making A Big Comeback

A: 5.30% CTR   **B:** 6.75% CTR   **Difference**: 27%

Explanation: Not many people know who Markelle Fultz is (or, at least, are interested in watching a video about him). But everybody loves an underdog story.

A: What Happened to Shabazz Muhammad?

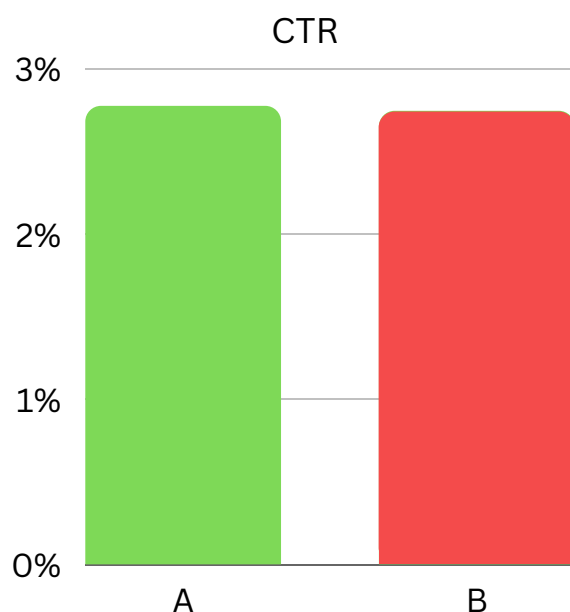**B:** The Most Overhyped NBA Prospect

CTR

A: 4.52% CTR   **B:** 5.68% CTR   **Difference**: 26%

Explanation: Not everybody knows who Shabazz Muhammad is, but everyone understands what "The Most Overhyped" NBA Prospect means. Also, Title B has more negativity in it.

A: Amazing Lessons In The Photos Of Robert Mapplethorpe

**B:** Amazing Lessons from a Controversial Photographer

A: 2.77% CTR   **B:** 2.74% CTR   **Difference**: -1%

Explanation: I wondered if swapping out Robert Mapplethorpe's name for a label ("Controversial Photographer") would work like it did for the tests above. In this case, it did not. It's possible this channel's audience is more familiar with Robert Mapplethorpe's name.

A: Following Ernst Haas' Advice Changed My Photography

**B:** The Advice That Changed My Photography Forever
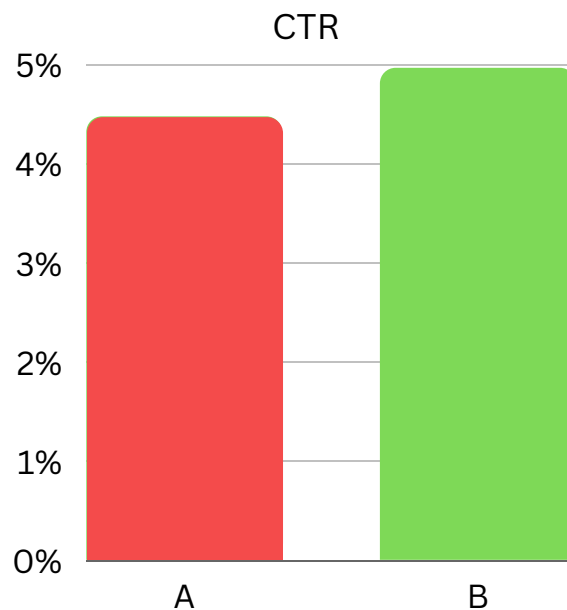
A: 4.47% CTR   **B:** 4.96% CTR   **Difference**: 11%

Explanation: I thought that taking out Ernst Haas' name would attract a larger audience since not everybody knows who he is. Also, "Changed ___ Forever" seems to be an effective phrase right now.

A: BEN NEVIS is WEIRD! // Running Highest Mountain in The UK

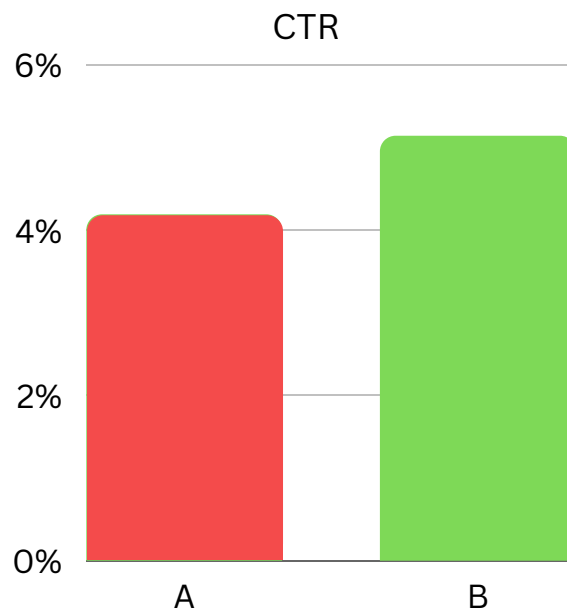**B:** Running Up The Highest Mountain in the UK In Under 3 Hours
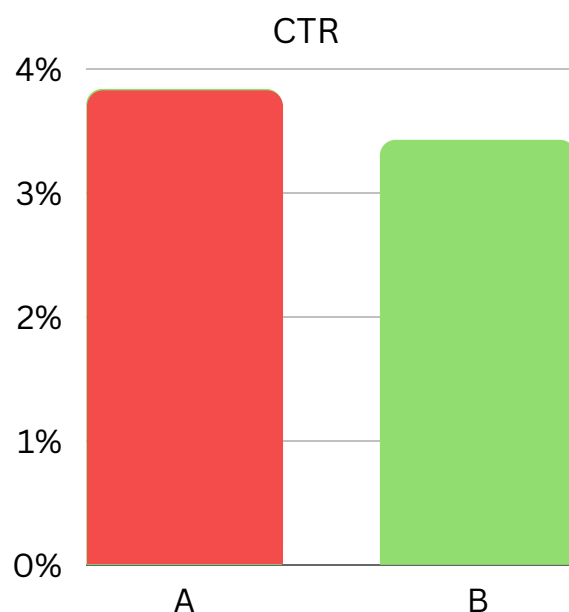
A: 3.83% CTR   **B:** 3.42% CTR   **Difference**: -10%

Explanation: I thought broadening the title in Title B (taking out "Ben Nevis"), and adding a time frame would work better, but that was not the case here.

A: Flipping at Impact is Killing Your Golf Swing [HERE'S the FIX]

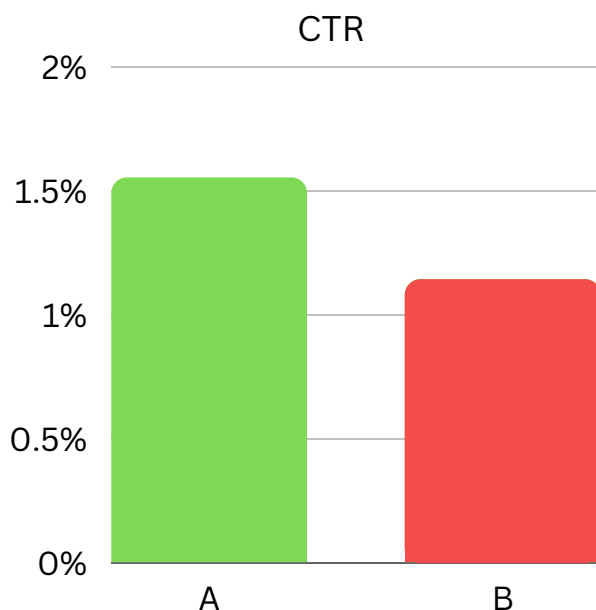**B:** THIS Habit Is Killing Your Golf Swing

CTR

A: 4.18% CTR   **B:** 5.13% CTR   **Difference**: 23%

Explanation: Here's another example of broader is better. Plus, "habit" seems to be a hot word right now.

A: Richest Drug Lords Of All Time

B: How Much Money El Chapo Really Made

CTR

A: 1.55% CTR   **B:** 1.14% CTR   **Difference**: -27%

Explanation: Title A probably got a higher CTR because it was broader, takes it to an extreme, and feels more epic.

*The nouns in these titles have been changed due to client request, but the structure of the titles are the same.

A: SIM Swapping EXPLAINED (+ how YOU can easily avoid it)

**B:** Stop Using Text Message Verification To Log In To Your Accounts
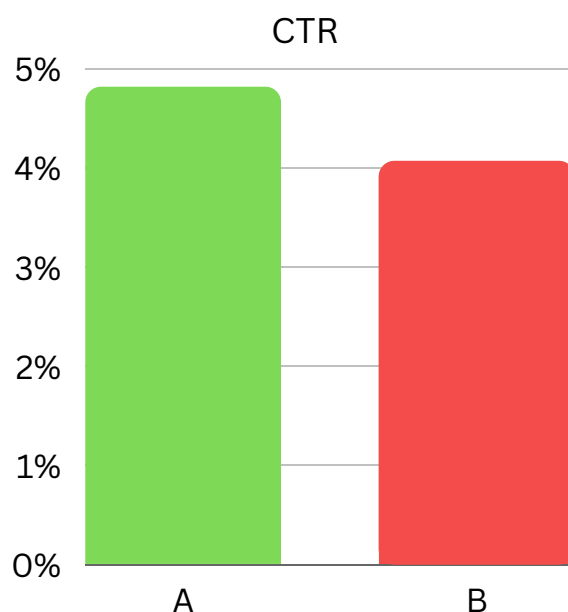
A: 4.81% CTR   **B:** 4.06% CTR   **Difference**: -16%

Explanation: I tried making Title B broader and more of a warning, but in this case it didn't work. This video is ranking for the term, "SIM Swapping", and it's possible that by taking it out of the title I decreased the CTR.

A: Superior Drummer 3 killer?

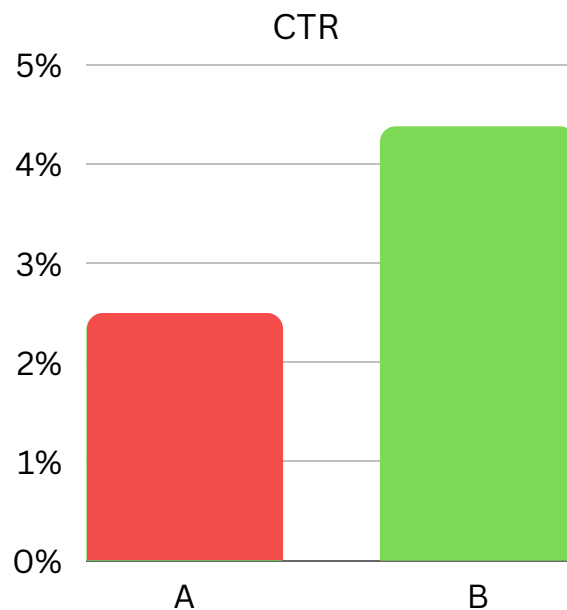**B:** This New Virtual Drumset Changes Everything
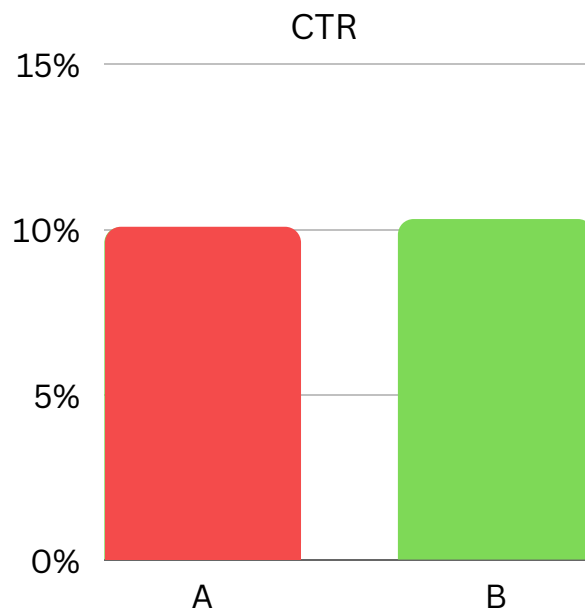
A: 10.05% CTR   **B:** 10.30% CTR   **Difference**: 2%

Explanation: I tried making Title B broader, as well as adding more curiosity with "Changes Everything", but in this case, it didn't really make a difference.

A: Louise is Unimpressed by Abandoned Irish Village // VLOG
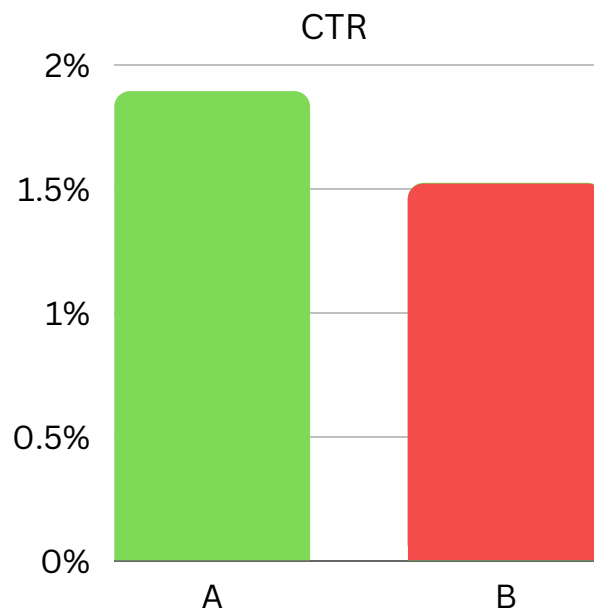
B: Exploring an Abandoned Village in Ireland

A: 2.48% CTR   **B:** 4.37% CTR   **Difference**: 76%

Explanation: Title B is broader and simpler. It worked!

A: Weirdest Superstitions Around the World

**B:** Why You Should Never Give A High Five In Asia

CTR

A: 1.89% CTR   **B:** 1.52% CTR   **Difference**: -20%

Explanation: This is another example of broader is better, and how taking things to an extreme can work well.

*The nouns in these titles have been changed due to client request, but the structure of the titles are the same.

A: 3 Simple Tips to Get a Tension-Free Golf Swing

B: 3 Tips To Fix The Biggest Golf Swing Mistake
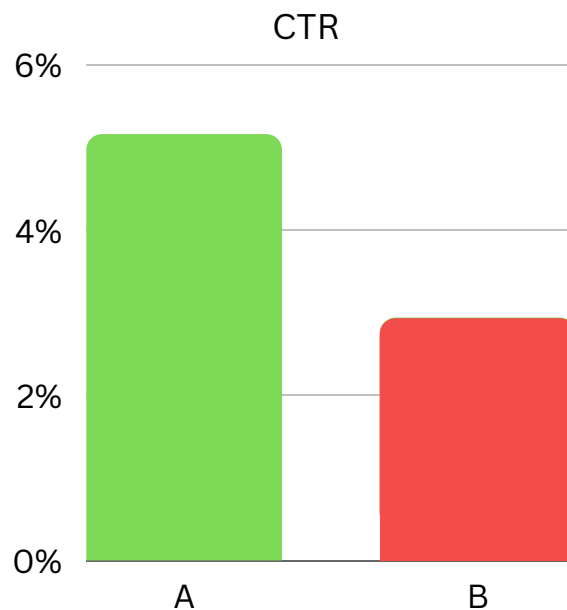
A: 5.15% CTR   **B:** 2.93% CTR   **Difference**: -43%

Explanation: This test was the biggest surprise of this whole project for me. I don't have much experience in the golf niche, but the manager of this channel said that "tension" is a hot-button word in golf and there aren't many videos about it.

Curiosity

The most powerful emotion when it comes to getting people to click on your YouTube title is curiosity.

Opening a loop, revealing a secret, or asking a question are a few common ways to build curiosity.

These next few tests will explore how adding curiosity performed.

A: Skills You Won't Learn In Photo School

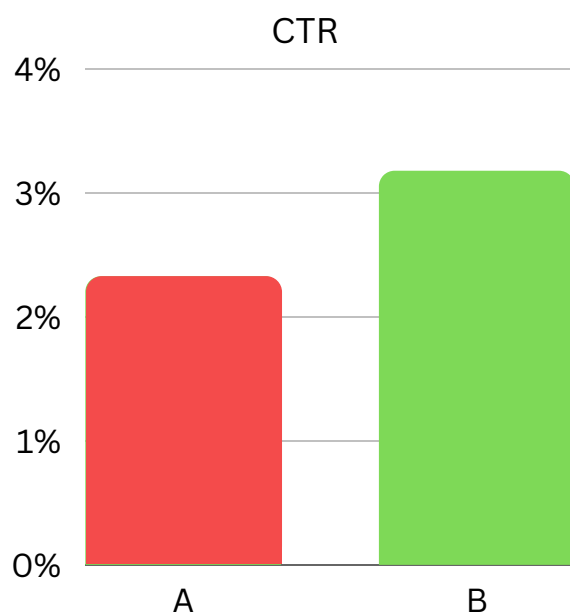**B:** I Spent $6000 On A Photography Degree - Was it worth it?
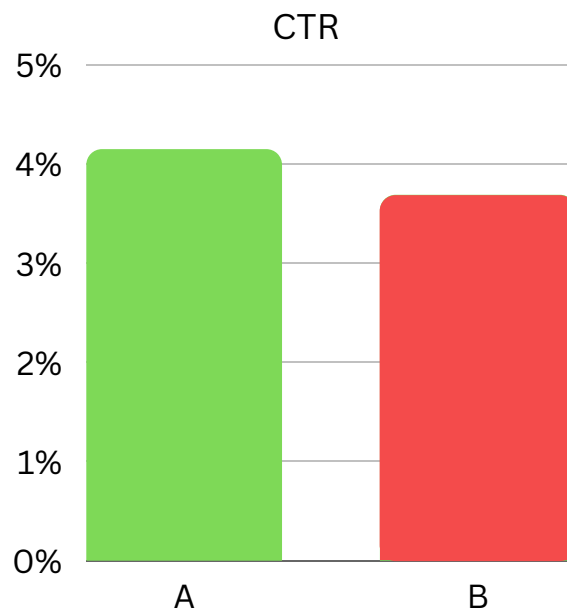
A: 4.14% CTR   **B:** 3.68% CTR   **Difference**: -11%

Explanation: Title A makes you feel like you're getting in on a secret and feels a little rebellious. Those are more powerful emotions than wondering if a $6,000 degree was worth it.

A: The Truth About Facebook's New Protection Program
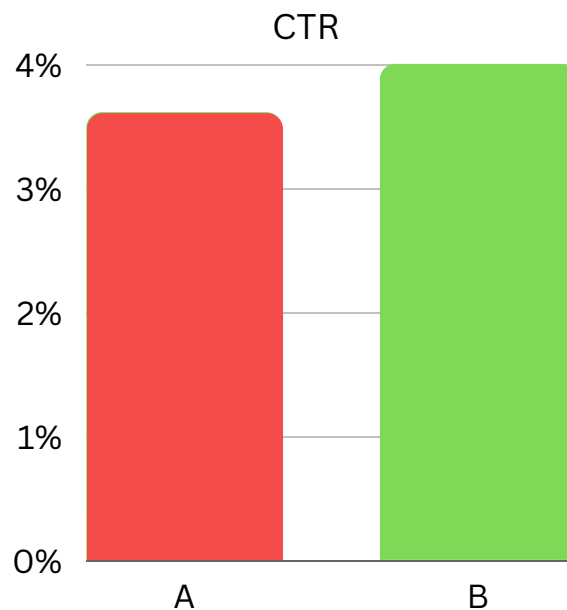
B: Facebook's New Protection Program Is Weird

A: 2.32% CTR   **B:** 3.17% CTR   **Difference**: 37%

Explanation: "The Truth About..." is a proven framework, but here's an example that shows it doesn't work all the time. Just stating that the subject is weird did better here.

A: 10 Curious NYC Secrets Hidden in Plain Sight!

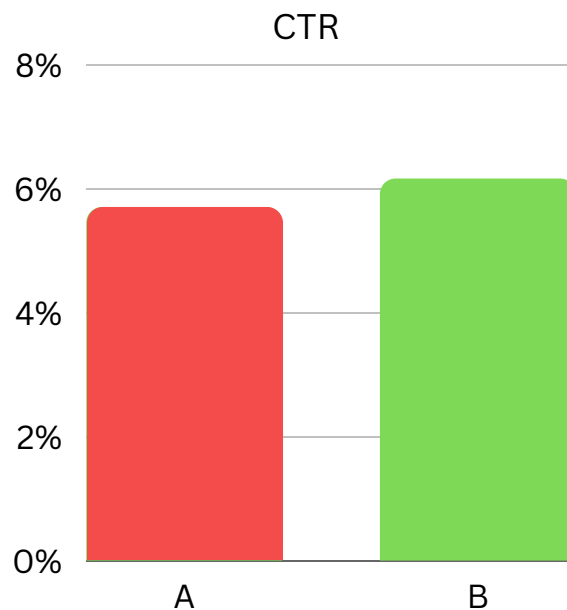**B:** 10 New York City Secrets Most Tourists Miss

CTR

A: 3.61% CTR   **B:** 4.00% CTR   **Difference**: 11%

Explanation: "Most Tourists Miss" in Title B adds curiosity and FOMO.

A: This is the Most Important Part of the Golf Swing

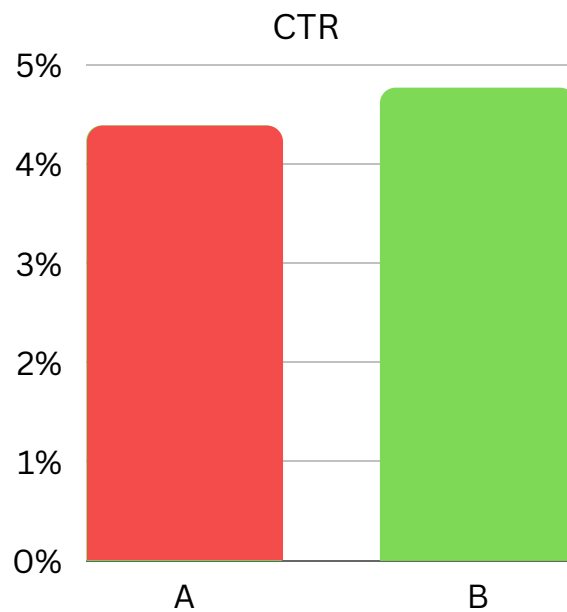**B:** The Most Important Part of the Golf Swing Nobody Talks About

A: 5.69% CTR   **B:** 6.15% CTR   **Difference**: 8%

Explanation: "Nobody Talks About" is another way to build curiosity and in this test, it worked better than opening a loop with "This Is..." in Title A.

A: Beginner's Guide: The First 30 Days Using a Notes App | Pick Your Notes App (Part 4)

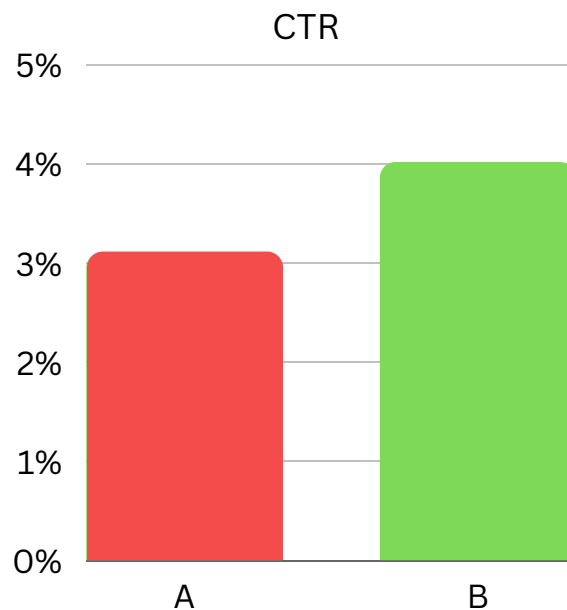**B:** Do THIS Your First 30 Days With A Notes App

A: 4.38% CTR   **B:** 4.76% CTR   **Difference**: 9%

Explanation: I swapped calling out beginners for curiosity (an open loop) in Title B. Title B is also shorter and simpler.

A: 6 Ways To Create Remarkable Photos

**B:** I Stopped Taking Boring Photos Once I Learned This

A: 3.10% CTR   **B:** 4.01% CTR   **Difference**: 29%

Explanation: Title A is a good list title, but Title B mentions a pain point ("Stopped Taking Boring Photos") and builds curiosity by opening a loop ("Once I Learned This"). In this test, these two factors helped increase the CTR.

A: Bought more rods…. I may have a tackle problem….

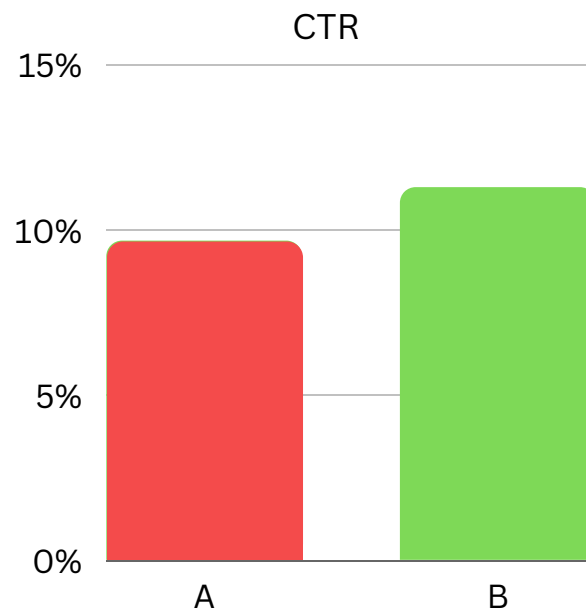**B:** Don't Buy A New Fishing Rod Until You Watch This

CTR
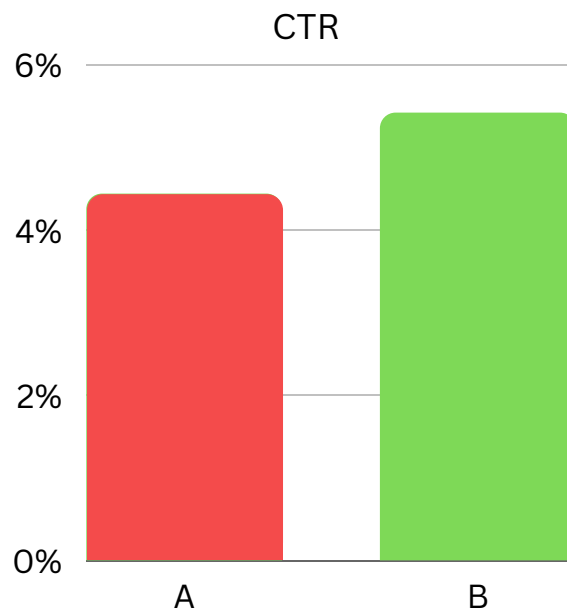
A: 4.43% CTR   **B:** 5.41% CTR   **Difference**: 22%

Explanation: In Title B I added a warning and more curiosity. Plus, I made it about the audience, not the creator.

A: I Stopped Playing Fetch With My Golden Retriever — Here's Why

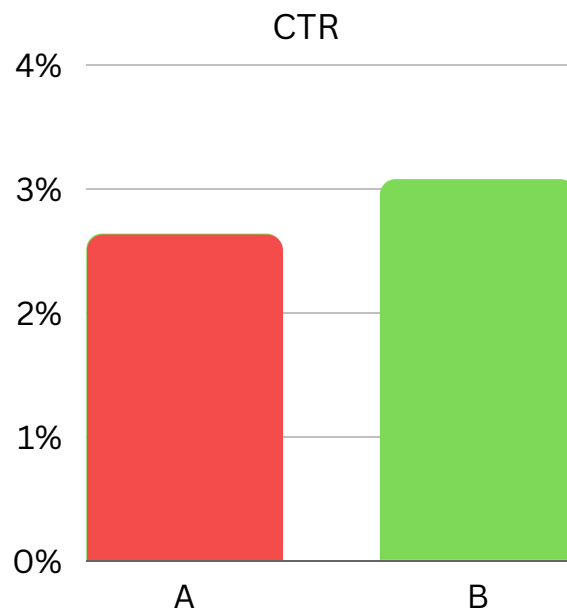**B:** Stop Playing Fetch With Your Golden Retriever — Do THIS Instead

A: 9.65% CTR   **B:** 11.27% CTR   **Difference**: 17%

Explanation: I think "Do THIS Instead" builds more curiosity, which is probably why Title B had a higher CTR. Also, Title A is about the creator, while Title B is about the audience.

A: Why you don't achieve your goals

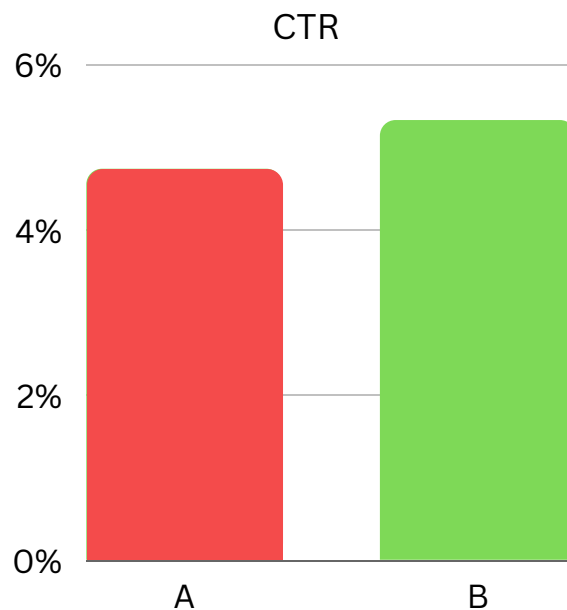**B:** The Real Reason You're Not Achieving Your Goals

A: 2.63% CTR   **B:** 3.07% CTR   **Difference**: 17%

Explanation: "The Real Reason" adds curiosity by making the audience feel like you're revealing a secret.

A: Focus On The Right Thing In Your Portrait Photography

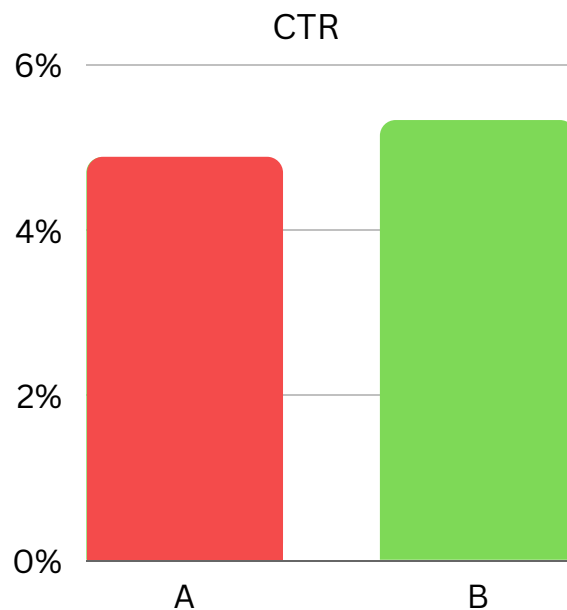**B:** The Best Portrait Photographers All Do THIS

A: 4.73% CTR   **B:** 5.32% CTR   **Difference**: 12%

Explanation: Title B builds a little bit more curiosity by opening a loop at the end with "All Do THIS". It also leans on the credibility of "The Best Portrait Photographers".

A: The Secret To Great Portrait Photography

**B:** The Best Portrait Photographers All Do THIS

A: 4.87% CTR   **B:** 5.32% CTR   **Difference**: 9%

Explanation: Revealing a secret and opening a loop are both great ways to build curiosity, but I'm starting to wonder if "The Secret To..." is getting played out, which is why I tested this title again.

A: I'm DITCHING Google Drive (and using encrypted alternative Sync.com)

B: Why I Stopped Using Google Drive And Switched To THIS

CTR
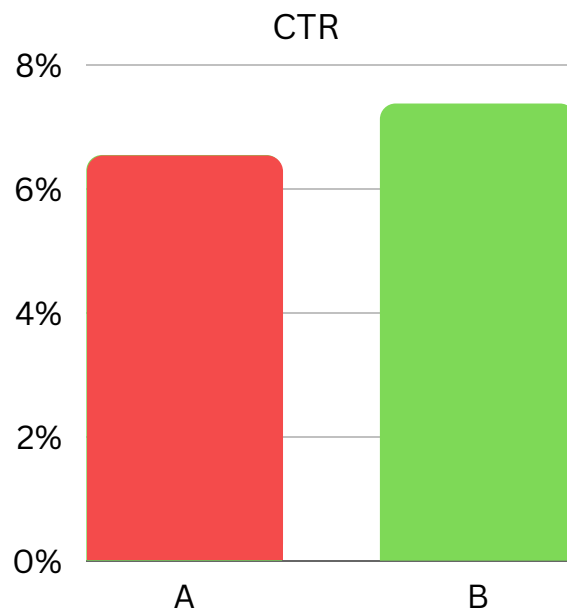
A: 6.53% CTR   **B:** 7.36% CTR   **Difference**: 13%

Explanation: "Stopped" is just a little clearer than "Ditching", and "Switched To THIS" is an open loop that builds more curiosity.

Extreme

YouTube is competitive and in order to stand out, you often need to take things to the extreme.

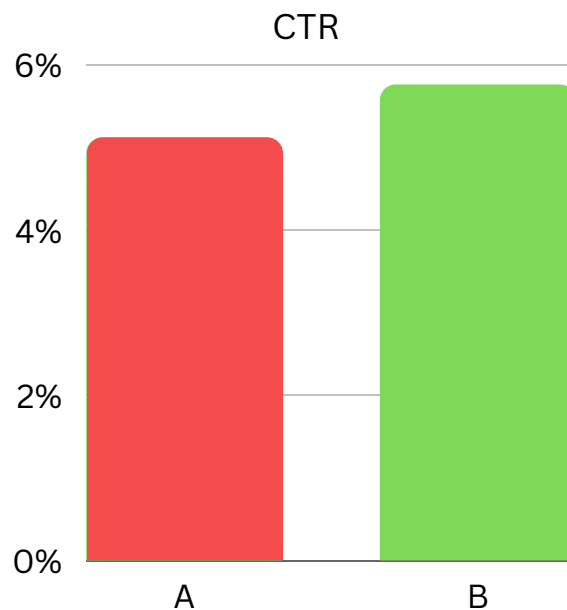The easiest way to do this is to use words that end in "-est", like:

- Biggest
- Smallest
- Fastest
- Slowest

These next few tests will explore how taking things to the extreme performed.

A: iOS vs Android | Which Offers Better SECURITY and PRIVACY?

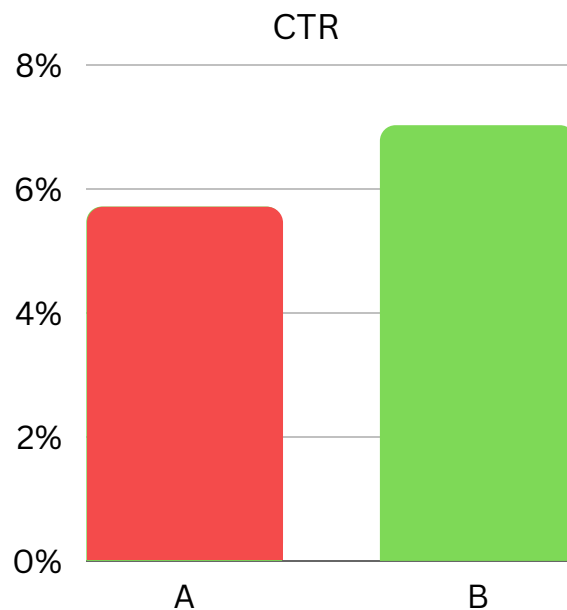**B:** The Safest Mobile Device: iOS vs. Android

CTR

A: 5.11% CTR   **B:** 5.75% CTR   **Difference**: 13%

Explanation: Title B leads with a benefit. It's also simpler and takes it to an extreme.

A: Dumb Criminals Steal From the Wrong Man

**B:** The Ugliest Crime Mystery That Was Never Solved

A: 5.70% CTR   **B:** 7.01% CTR   **Difference**: 23%

Explanation: The "*Ugliest* Crime Mystery" takes this title to an extreme, which makes for a good story. And "That Was Never Solved" adds curiosity.

*The nouns in these titles have been changed due to client request, but the structure of the titles are the same.

A: BEST Mountain Escape near NYC | The Poconos, PA

B: Beautiful Mountain Town Just 2 Hours From NYC
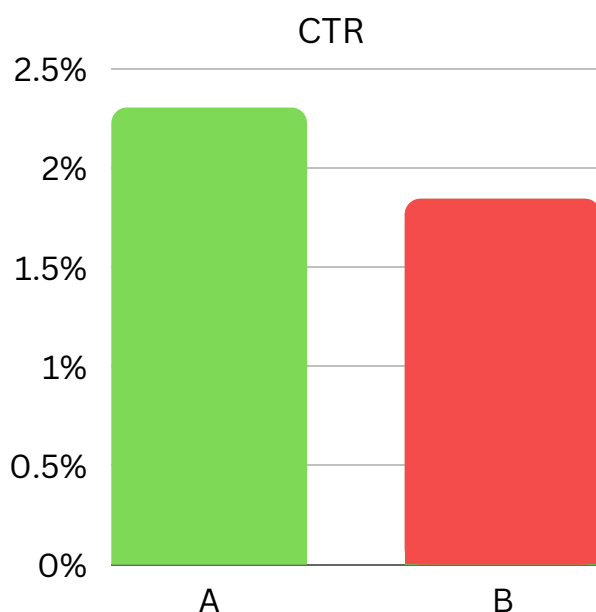
A: 2.30% CTR   **B:** 1.84% CTR   **Difference**: -20%

Explanation: I thought that going broader and adding a time frame would increase the CTR in Title B. That was obviously not the case. In Title B, I took out the extreme ("BEST") and specific city, which may have been a keyword that attracted the audience.

A: How To Survive The Golden Retriever Puppy Teething Phase

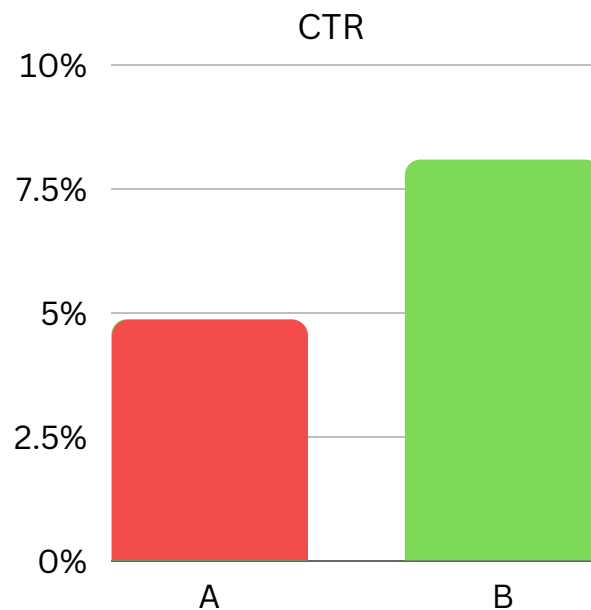**B:** Hardest Thing Golden Retriever Puppy Owners Go Through
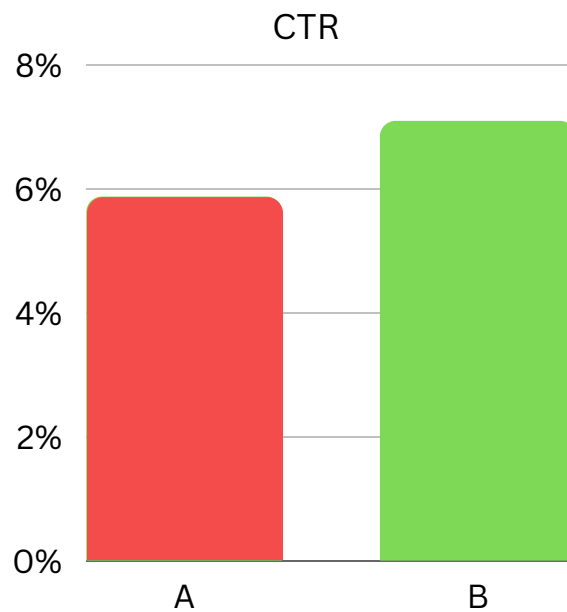
A: 5.86% CTR   **B:** 7.08% CTR   **Difference**: 21%

Explanation: Title A is a plain, keyword-focused title. But Title B takes it to an extreme ("Hardest"), is a little bit more negative, and builds curiosity because it's open-ended.

A: Easily get rid of your dull mixes! - Techivation - T-Exciter

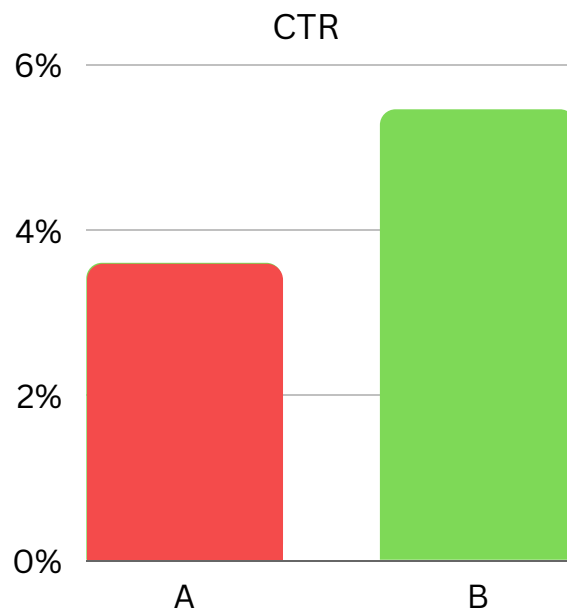**B:** The Easiest Exciter Plugin To Enhance Your Mix

A: 4.85% CTR   **B:** 8.07% CTR   **Difference**: 66%

Explanation: Title B used an extreme and a benefit to get a higher CTR.

A: Wild Camping on Creepy Ram's Island, Northern Ireland

B: Wild Camping On Ireland's Creepiest Island

A: 3.59% CTR   **B:** 5.45% CTR   **Difference**: 52%

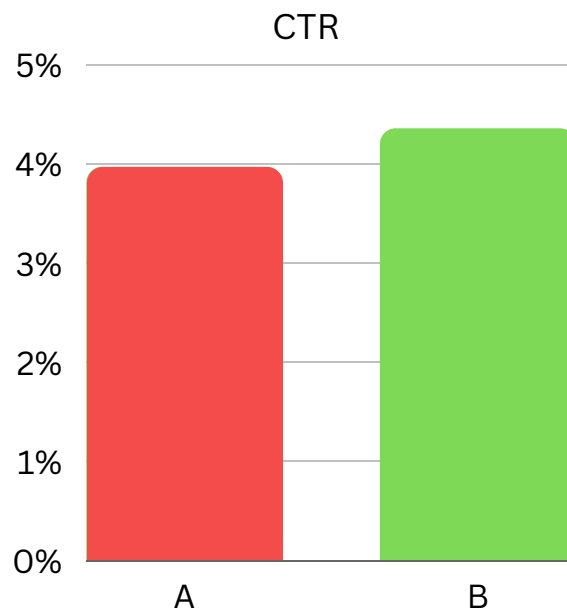**Explanation:** In Title B I took it to an extreme and made it simpler.

"How To" vs. List

If you've ever thought, "Should I make a 'how to' video or a list video?" then this section is for you.

These next few tests will explore how "How To" vs. list titles performed.

A: How to Increase Golf Swing Rotation

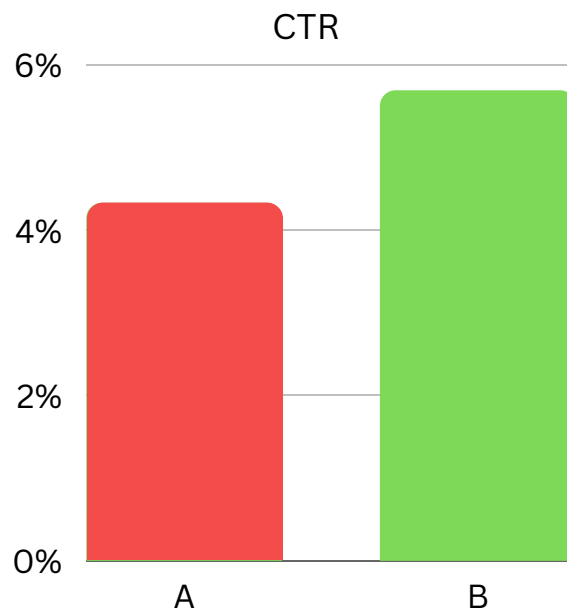**B:** 2 Drills To Hit The Golf Ball Farther

A: 3.96% CTR   **B:** 4.35% CTR   **Difference**: 10%

Explanation: In this test, the list title outperformed the "how to" title. Also, Title B uses a benefit ("hit the golf ball farther") instead of a feature ("increase golf swing rotation").

A: How to Make an ACTUALLY Good NFT Community

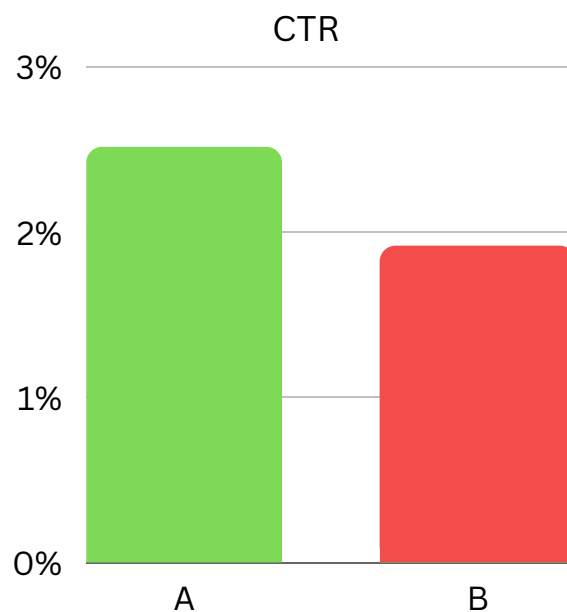**B:** 5 Tips to Make an ACTUALLY Good NFT Community

A: 4.32% CTR   **B:** 5.68% CTR   **Difference**: 31%

Explanation: Here's another example of a list title outperforming a "How To" title.

A: 5 Tips To Make YOUR Videos Look CINEMATIC

B: How To Make YOUR Videos Look CINEMATIC

A: 2.51% CTR   **B:** 1.90% CTR   **Difference**: -24%

Explanation: I wanted to get in another list title vs. "how to" title. In this case, like the three others, the list won.
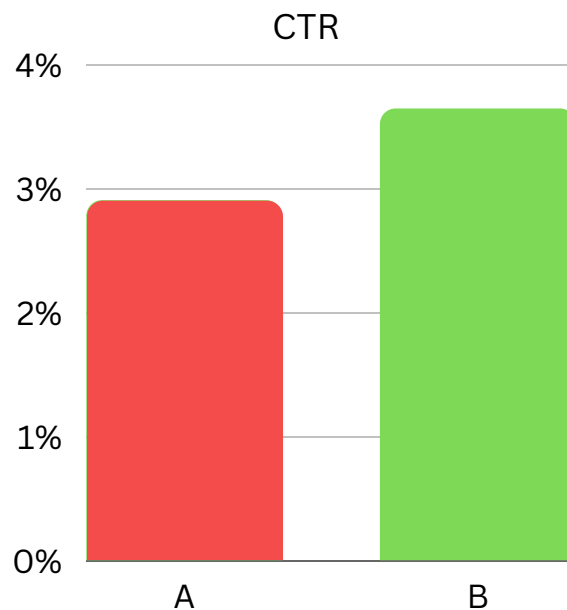
Negativity

Negativity does a great job of getting people's attention.

Things like drama, mistakes, warnings, regrets, etc.

These next few tests will explore how adding negativity to titles performed.

A: Inside Bronny's Future in the NBA

**B:** Weird Reason LeBron Will Be Forced To Leave LA

A: 2.90% CTR   **B:** 3.64% CTR   **Difference**: 26%

Explanation: Title B adds curiosity and negativity, which likely helped increase the CTR. It also changed the subject from Bronny James (LeBron's son) to LeBron himself, although I don't think that was a big driver of clicks because several videos about Bronny have gone viral recently.

A: This is the Best Way to Hold a Golf Club

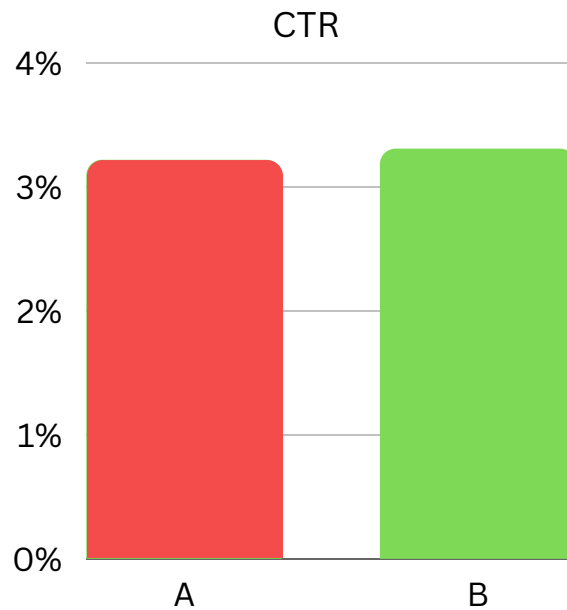**B:** This Grip Mistake Will Ruin Your Swing
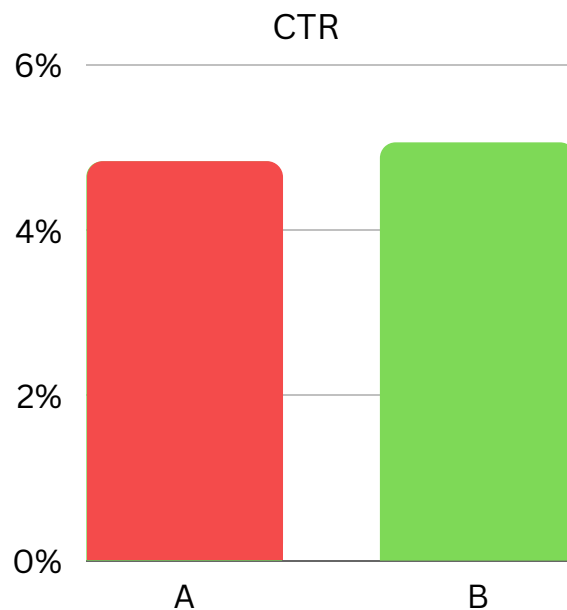
A: 4.82% CTR   **B:** 5.05% CTR   **Difference**: 5%

Explanation: This test is an example of a positive vs. negative title, and in this case, the negative title had a slightly higher CTR.

A: What To Pack For Long Term Travel
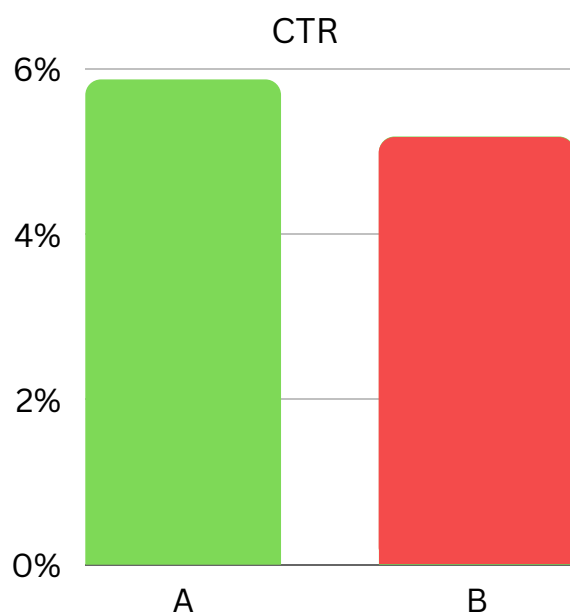
B: What NOT To Pack When Traveling

CTR

A: 3.21% CTR   **B:** 3.30% CTR   **Difference**: 3%

Explanation: I was expecting the negative title (Title B) to win by more in this test, but they were pretty much the same.

A: Chipping is So Much Easier When You Do This

B: Stop Chunking Your Chip Shots With These 2 Tricks

A: 5.86% CTR   **B:** 5.17% CTR   **Difference**: -12%

Explanation: This is an example of a positive vs. negative title where the positive title won. It's also possible that "Chipping" is a simpler and more popular term than "Chunking", so it caught more golfers' eyes.

A: 12 Foods Golden Retrievers Should Never Eat

**B:** Dangerous Human Food Golden Retrievers Should Never Eat

CTR
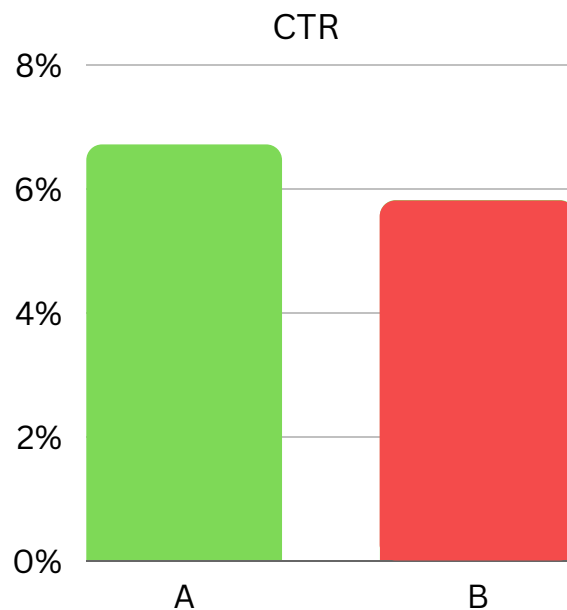
A: 6.70% CTR   **B:** 5.80% CTR   **Difference**: -13%

Explanation: I tried to double down on the negativity in Title B. It may have been redundant or too aggressive. Also, in Title B I took out the number (people like clicking on numbers).

A: Not Learning My Lesson in Kuala Lumpur Malaysia
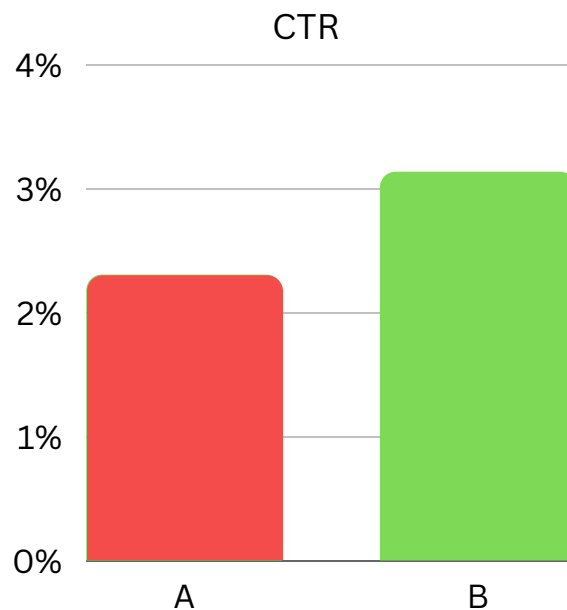
B: Kuala Lumpur's Beautiful Caves Have 1 Problem

CTR
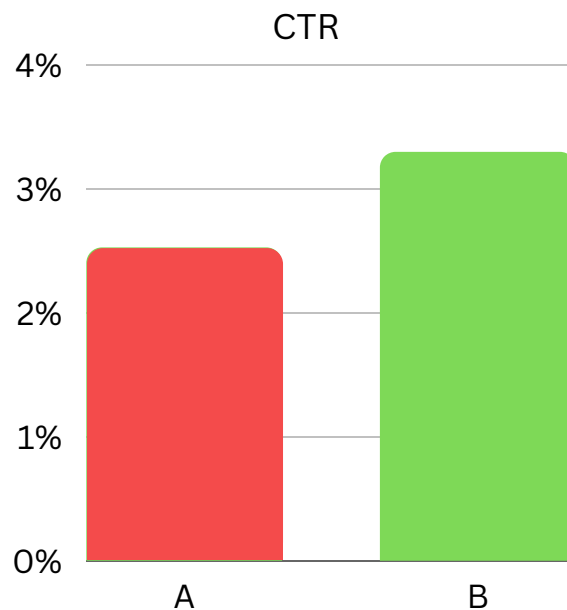
A: 2.52% CTR   **B:** 3.29% CTR   **Difference**: 31%

Explanation: Title A is about the creator, so in Title B I made it about the destination and added an open loop and negativity.

A: How Billionaire Jeff Bezos Spends All His Money

B: Dumb Things Jeff Bezos Wastes His Billions On

A: 2.30% CTR   **B:** 3.13% CTR   **Difference**: 36%

Explanation: This test is a perfect example of making a title more negative to get more clicks.

*The nouns in these titles have been changed due to client request, but the structure of the titles are the same.

A: Will I ruin my parents first trip to Asia? Australia to Singapore

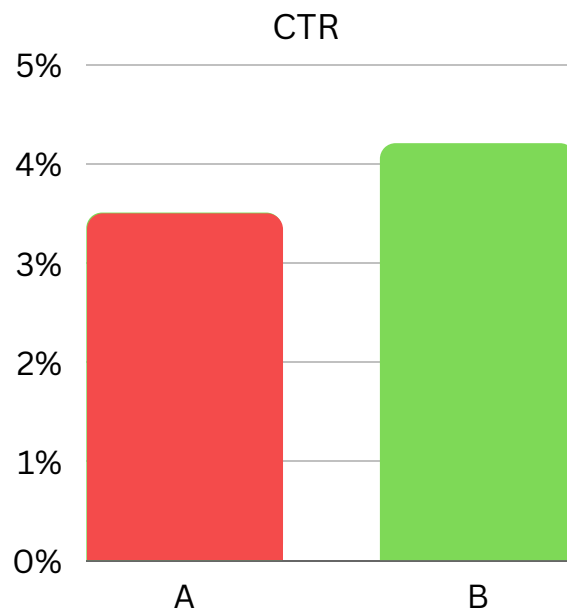**B:** Planning A Trip To Asia For First-Timers
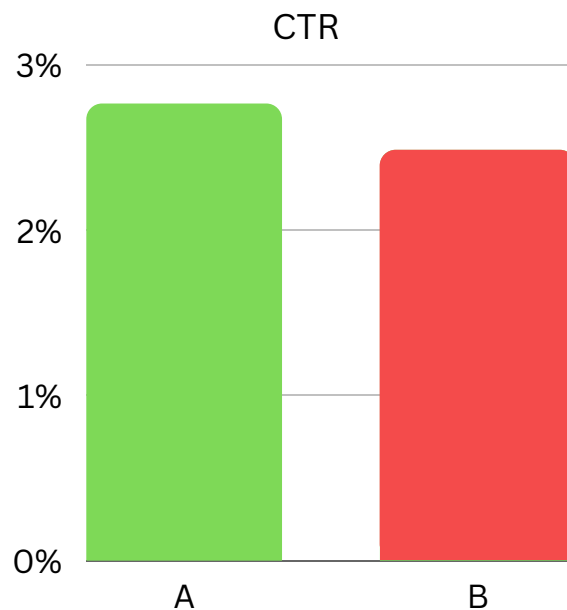
A: 2.76% CTR   **B:** 2.48% CTR   **Difference**: -10%

Explanation: Title A is more negative, whereas Title B is more positive and caters to beginners. Negativity strikes again.

A: We Climbed Seoul's Once Forbidden Fortress Wall ⎯ South Korea Travel Vlog

B: I Regret Not Doing This Sooner in Seoul

CTR

A: 3.50% CTR   **B:** 4.20% CTR   **Difference**: 20%

Explanation: "Regret" is another effective word I've seen often and it worked beautifully here. Title B is also simpler than Title A.
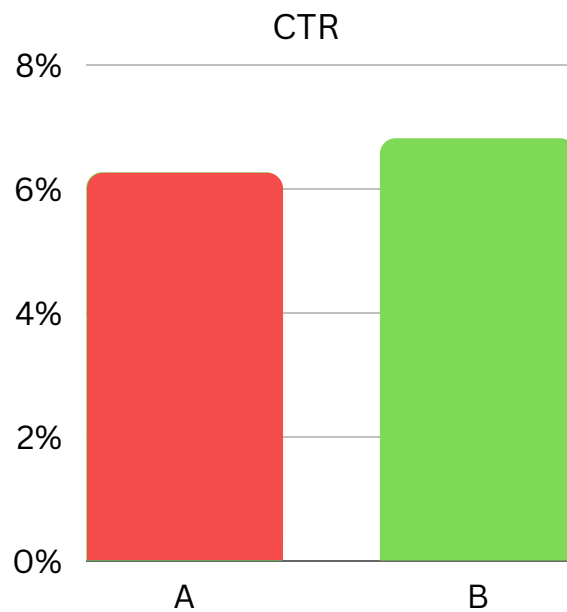
Question vs. Statement

For the past few months, I've had a theory that statements perform better than questions as YouTube titles.

These next few tests will see if that's true.

A: Is This Brooklyn's Best KEPT FOOD SECRET?
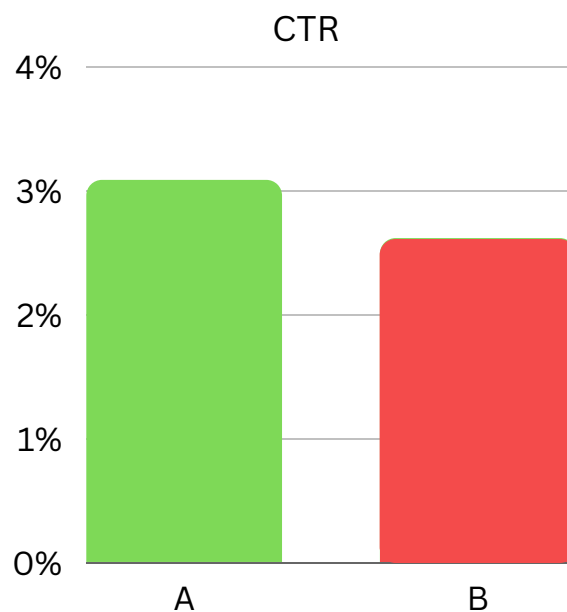
B: Brooklyn's Best KEPT FOOD SECRET

A: 6.25% CTR   **B:** 6.80% CTR   **Difference**: 9%

Explanation: In this test, a statement had a higher CTR than a question.

A: Why Are People Leaving NYC?

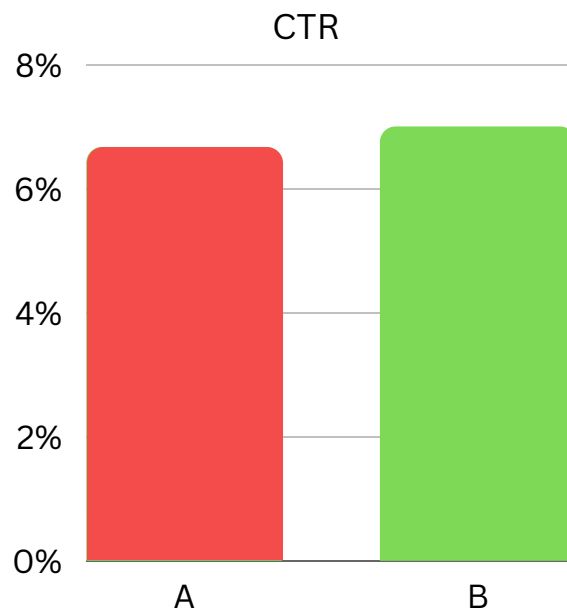**B:** The Real Reason People Are Leaving NYC

A: 3.08% CTR   **B:** 2.61% CTR   **Difference**: -15%

Explanation: In this test, the question had a solid win.

A: Why Did Kevin Durant Wreck His Own Career?
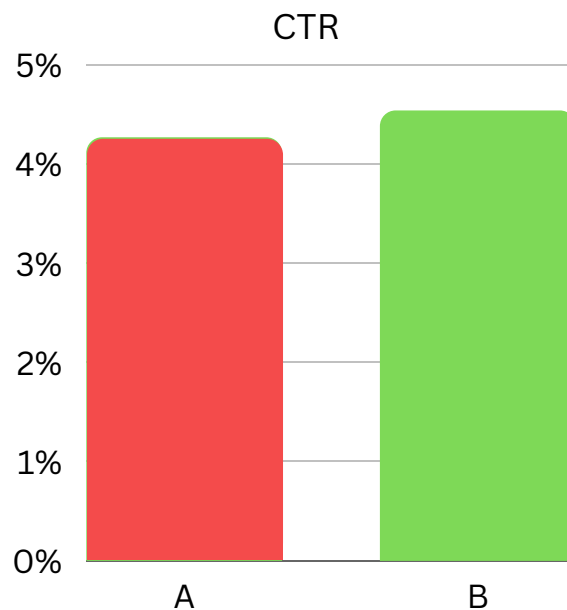
B: How Kevin Durant Wrecked His Own Career

CTR

8%

6%

4%

2%

0%

A

B

A: 6.66% CTR   **B:** 6.99% CTR   **Difference**: 5%

Explanation: In this test, the statement won by a little bit.

A: Should You Travel to South Korea Right Now? Seoul Travel Vlog 서울

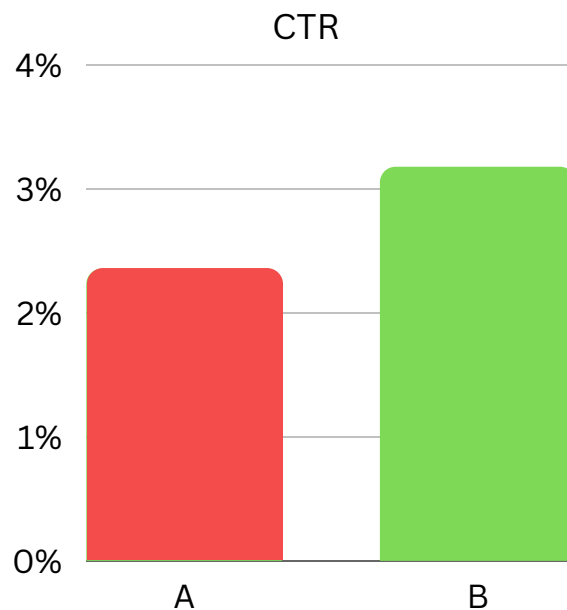**B:** Watch This Before You Visit South Korea

A: 4.26% CTR   **B:** 4.53% CTR   **Difference**: 6%

Explanation: In Title B I swapped out a question for a warning. Title B also builds curiosity by opening a loop.

A: What is FACEBOOK PROTECT? (& why weren't you invited?)

B: Facebook's New Protection Program Is Weird

A: 2.35% CTR   **B:** 3.17% CTR   **Difference**: 35%

Explanation: This is another example of a question vs. a statement, and in this case, the statement won by a lot. The word "Weird" probably added some curiosity, too, which helped increase the CTR.
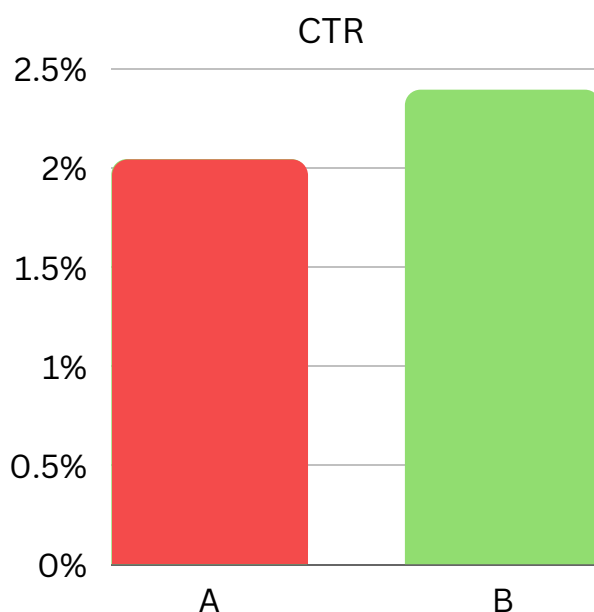
Simplify

It's typically best to write simple titles because people are quickly browsing through YouTube.

They won't always spend time reading your whole title, so you should make it simple.

These next few tests will explore how simplifying titles performed.

A: Photos Aren't Good Enough? You're Not Close Enough...
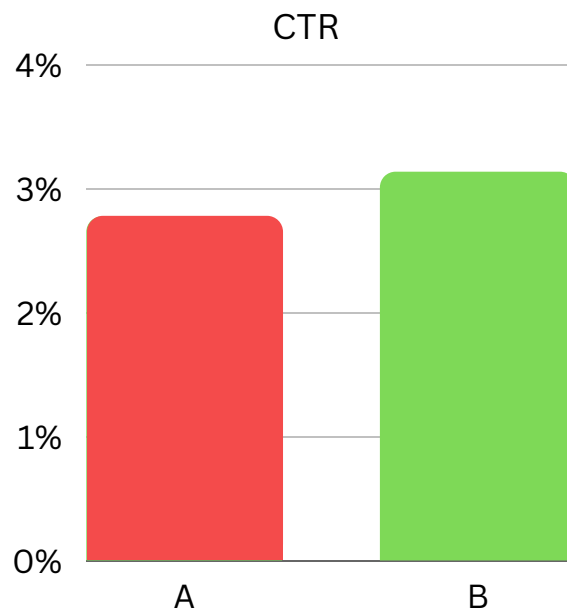
B: This Is Why Your Photos Aren't Good Enough

A: 2.04% CTR   **B:** 2.39% CTR   **Difference**: 17%

Explanation: Title B is a simplified version of Title A. Also, "This Is Why" in Title B builds curiosity by opening a loop.

A: FINALLY! The excavator's here! | building an aviary part 7

B: The Hardest Part Of Building An Aviary

A: 2.77% CTR   **B:** 3.13% CTR   **Difference**: 13%

Explanation: In Title B I simplified the title and made it more negative.

A: Incredibly Useful Outdoors Kit That Hardly Anyone Uses
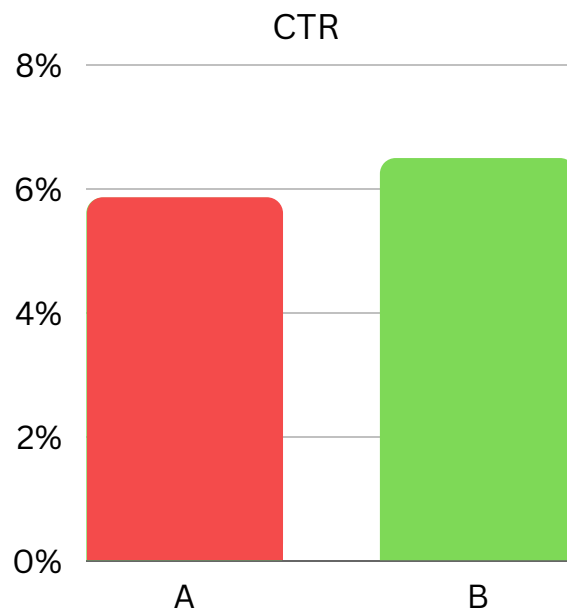
B: The Most Underrated Outdoors Kit

CTR

A: 7.90% CTR   **B:** 7.22% CTR   **Difference**: -9%

Explanation: I tried to simplify this in Title B, but by doing that I removed the benefit, which probably led to a lower CTR.

A: 40+ YEAR OLD LENS vs NEW LENS | Canon EF 50mm vs FD 50mm

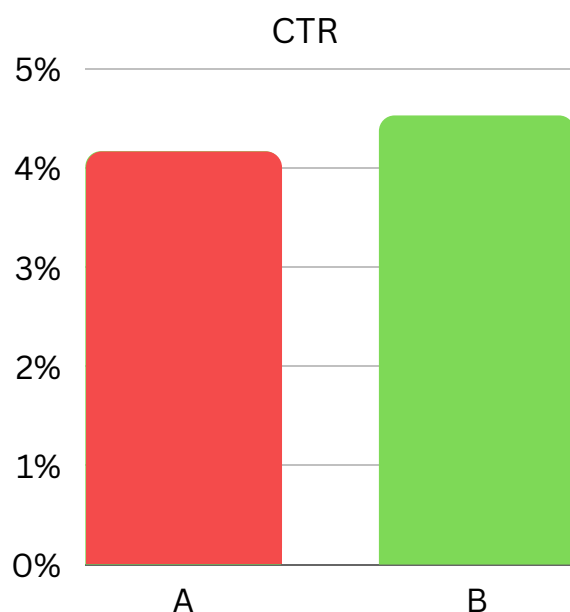**B:** Vintage Lens vs. New Lens | Canon EF 50mm vs FD 50mm

A: 5.84% CTR   **B:** 6.48% CTR   **Difference**: 11%

Explanation: Although I love using numbers in titles, "Vintage Lens" is simpler and more emotional than "40+ Year Old Lens".

A: The Bizarre Way We Got Into Korea's Biggest K-Pop Festival 　　Seoul Travel Vlog
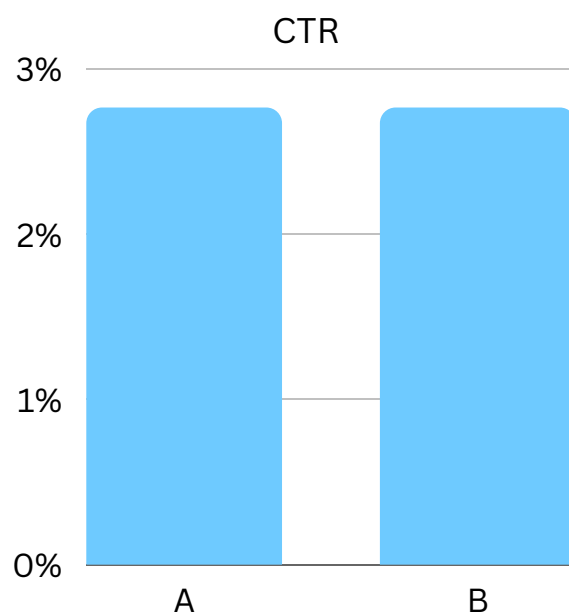
B: We Went To Korea's Biggest K-Pop Festival

A: 4.16% CTR 　　**B:** 4.52% CTR 　　**Difference**: 9%

Explanation: Title B is a simplified version of Title A and focused on the extreme part of the title.

A: TOP 10 Things To See: BEST of the MET Museum NYC in 2 Hours!
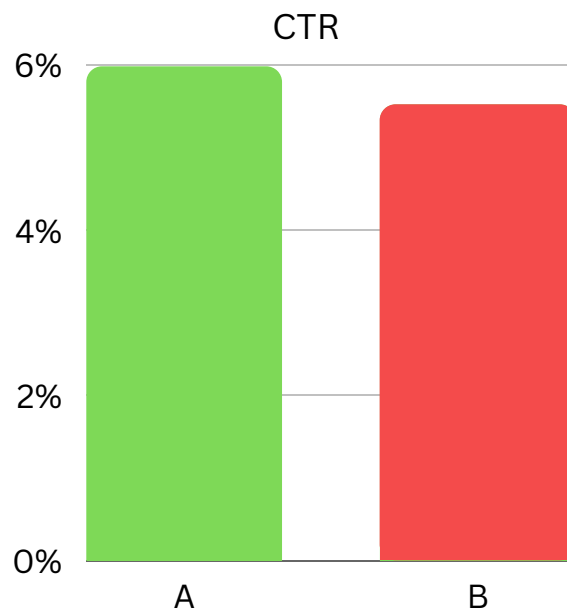
B: Exploring the MET Museum NYC in 2 Hours!

A: 2.76% CTR   **B:** 2.76% CTR   **Difference**: 0%

Explanation: I thought that by simplifying the title in Title B, I would increase the CTR, but that was not the case here.

A: Top 5 NYC Hidden Gems NOT To Skip...

B: NYC's Best Hidden Gems
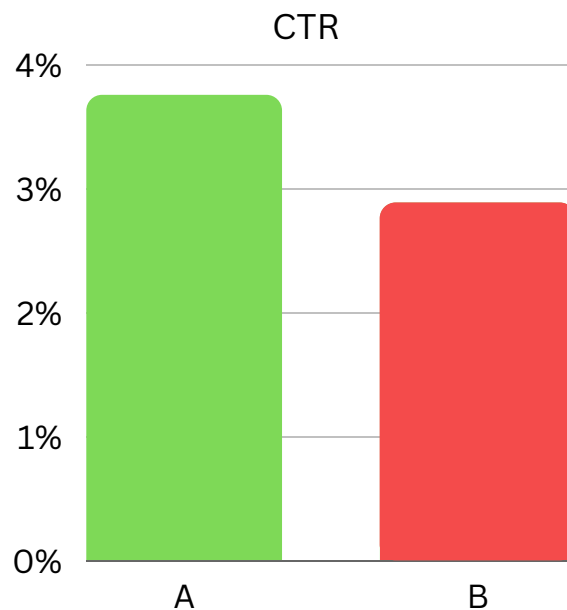

A: 5.97% CTR   **B:** 5.51% CTR   **Difference**: -8%

Explanation: I wanted to see if simplfying the title would work here, but the FOMO from "NOT To Skip..." and the number in Title A probably helped it get a higher CTR.

A: The Beach So Good That I Quit My Job To Travel The World

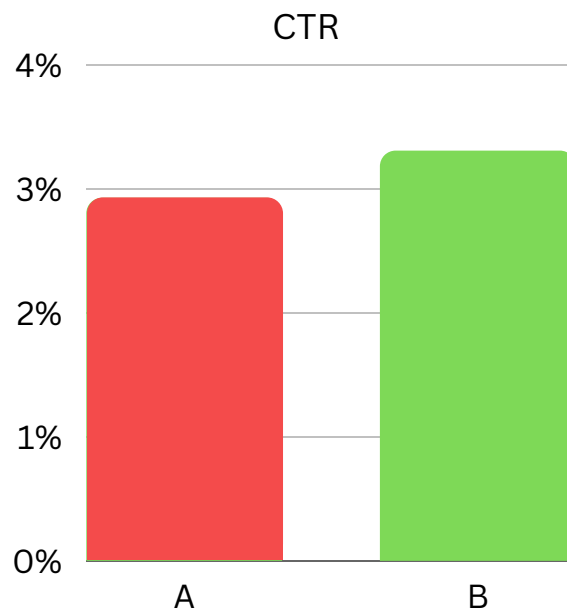**B:** The Most Beautiful Beach In The World

A: 3.75% CTR   **B:** 2.88% CTR   **Difference**: -23%

Explanation: I had hoped simplifying the title and taking it to an extreme in Title B would work better, but Title A speaks to the audience's deepest desire — quitting their job and traveling the world.

A: The Longer we Travel, the Worse we Pack - Our Packing List

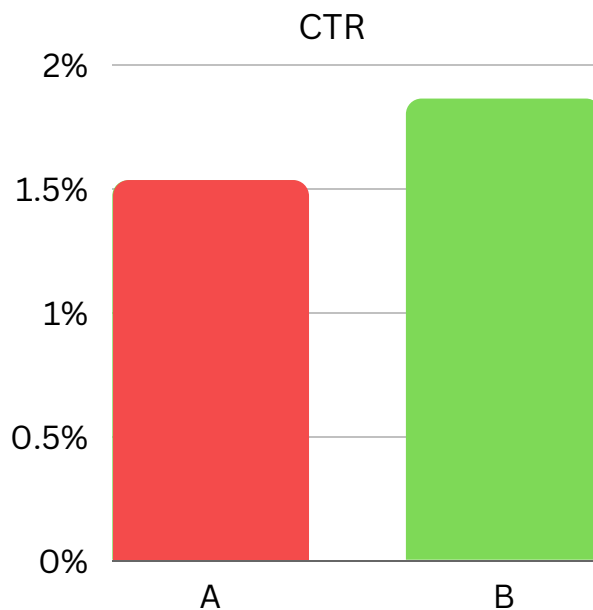**B:** What NOT To Pack When Traveling

CTR

A: 2.92% CTR   **B:** 3.30% CTR   **Difference**: 13%

Explanation: Title B was simpler and focused on the negative aspect of packing.

A: Cybersecurity for FREELANCERS and SMBs (7 Tips they DON'T Teach You)

**B:** 7 Cybersecurity Tips For Freelancers

A: 1.53% CTR   **B:** 1.86% CTR   **Difference**: 22%

Explanation: Title B leads with a number. Also, I simplified it by making it only about tips for freelancers and taking out the "They DON'T Teach You" part. I'm working on a theory that you shouldn't say "and" in your titles because they should have one focus. This is one example that supports that.

A: Canon M50 Ultimate Photo/Video Setup Guide | Master Your Camera Settings With This Video!

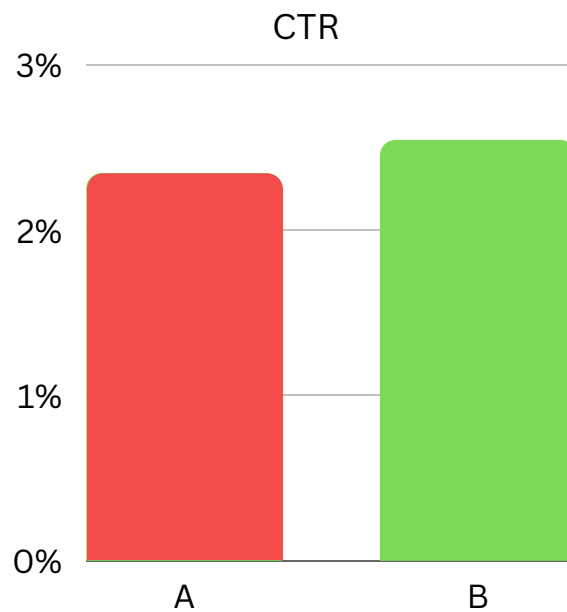**B:** Change These Canon M50 Settings For Better Photos & Videos
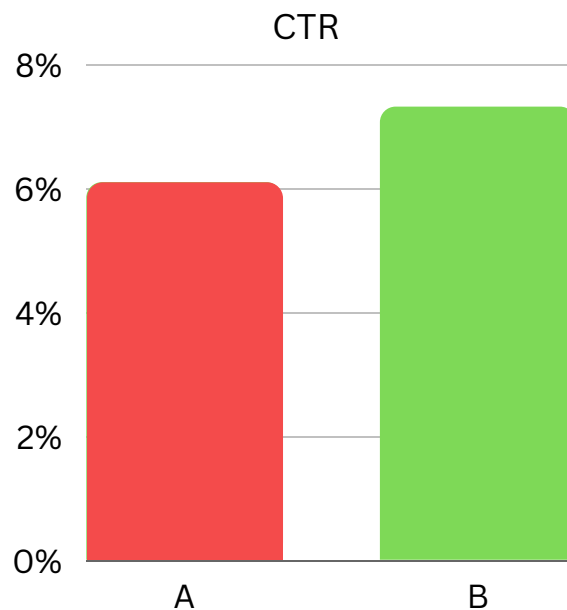
A: 6.09% CTR   **B:** 7.31% CTR   **Difference**: 20%

Explanation: Title B is simpler, and the word "change" is open-ended, which builds curiosity.

A: BROKE AF in NYC? The 7 BEST Side Hustles to Earn Over $1000 a Month!

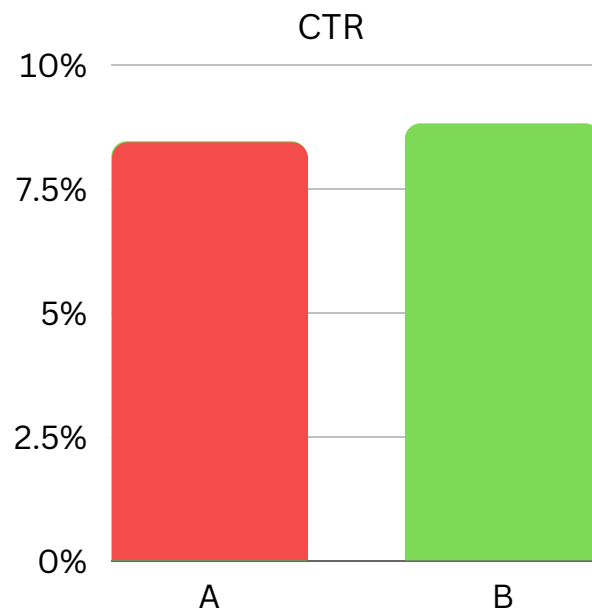**B:** 7 Best NYC Side Hustles to Earn Over $1000/Month!

A: 2.34% CTR   **B:** 2.54% CTR   **Difference**: 9%

Explanation: Title A leads with a pain point, but I thought it was too long, so I cut it out. The shorter, simpler title did better here.

A: Sony E 55-210mm OSS Zoom Lens Review - The PERFECT First Telephoto Lens

B: The Best Telephoto Lens For Beginners | Sony E 55-210mm OSS Zoom Lens
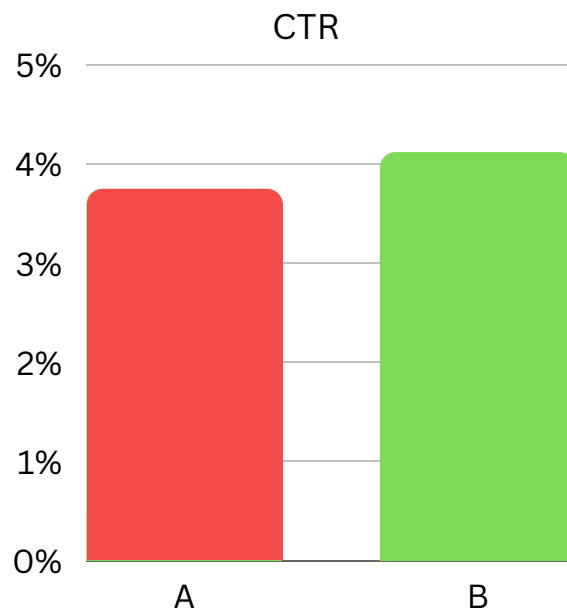

A: 8.44% CTR   **B:** 8.80% CTR   **Difference**: 4%

Explanation: Making Title B broader, extreme ("The Best"), and for beginners helped slightly increase the CTR.

A: The BEES have arrived! but there's a problem…

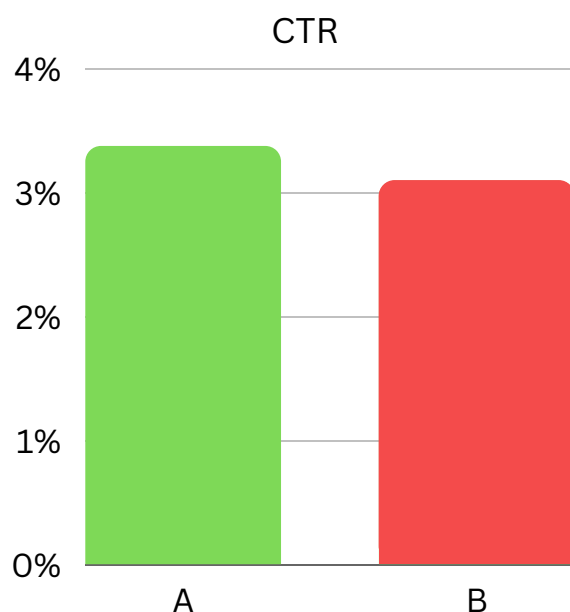**B:** Every Beekeeper's Worst Nightmare

A: 3.74% CTR   **B:** 4.11% CTR   **Difference**: 10%

Explanation: In Title B, I tried simplifying the title and making it a little bit more dramatic and negative. It worked!

A: 68 Notes Apps, Only 1 for You - Features Breakdown 2022 | Pick a Notes App (Part 3)

B: Breaking Down The Top Notes Apps To Help You Pick The Right One
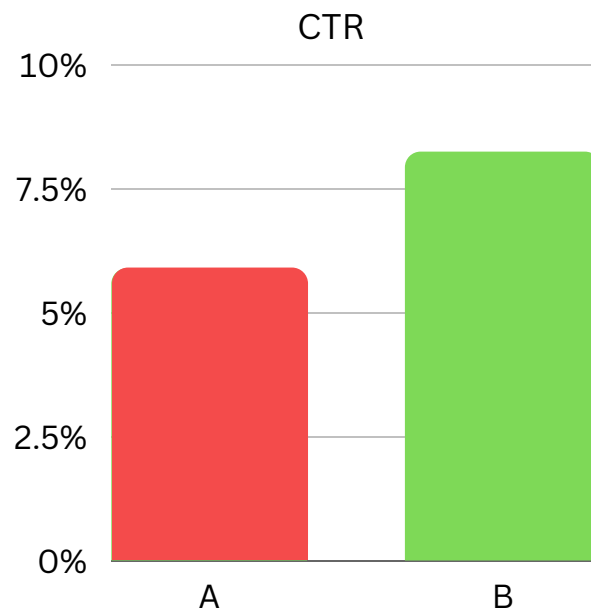

A: 3.37% CTR   **B:** 3.09% CTR   **Difference**: -8%

Explanation: In Title B, I tried making it shorter and giving a benefit to the audience. But I removed numbers and the current year, which was probably what decreased the CTR.

A: This will have a HUGE impact on your mix! - Excite Audio LifeLine Console

B: This Plugin Will Change The Way You Mix Forever

CTR

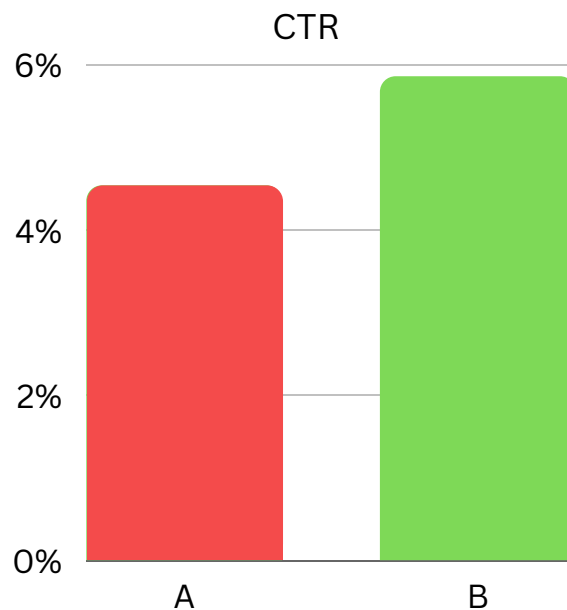**A:** 5.88% CTR   **B:** 8.23% CTR   **Difference**: 40%

Explanation: Title B is simpler, and the word "change" is open-ended, which builds curiosity.

A: "I'm just misunderstood" -is Kyrie Actually Right?

B: The Event That Ruined Kyrie's Life

CTR

6%

4%

2%

0%

A   B

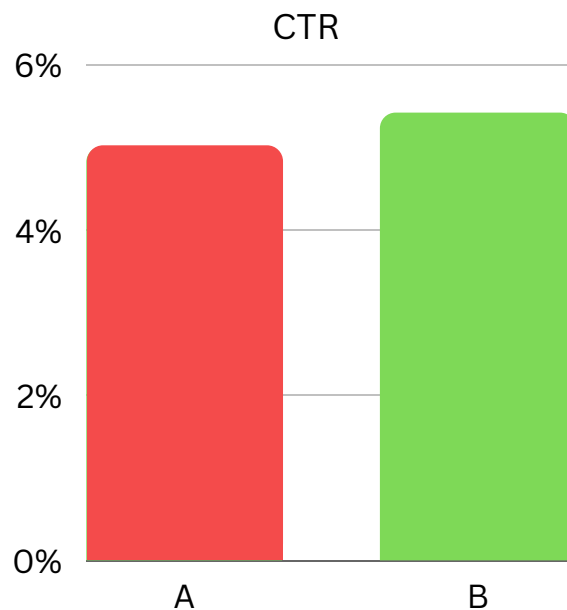**A:** 4.53% CTR   **B:** 5.85% CTR   **Difference**: 29%

Explanation: Title B is simpler and more negative.

A: Meet the Sizzle. Combining the Fuzziest Chicken Breeds.
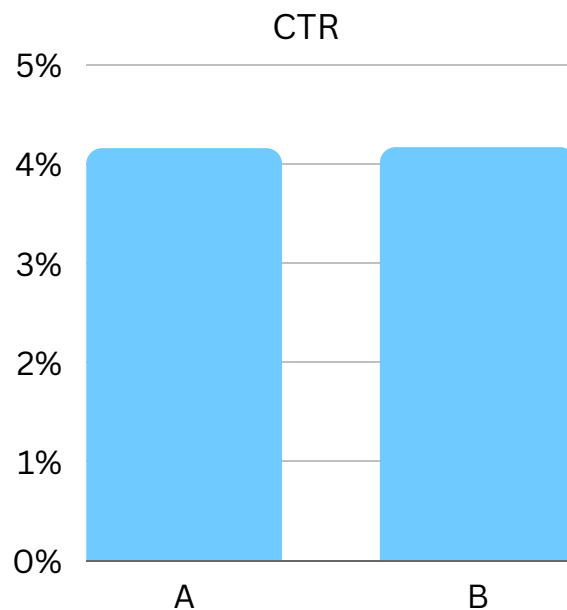
B: We Combined The Fuzziest Chicken Breeds

CTR

A: 5.00% CTR   **B:** 5.41% CTR   **Difference**: 8%

Explanation: Not everybody knows what "the Sizzle" is, so Title A is a little unclear. Title B is more clear and simple.

A: I Reviewed 600 Productivity Apps - And Picked These 9 | Francesco D'Alessio's Second Brain

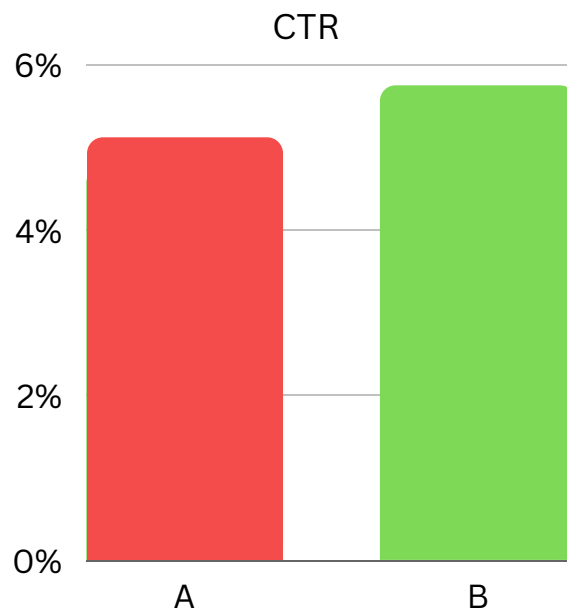**B:** I Reviewed 600 Productivity Apps - Here Are The Best

CTR

A: 4.15% CTR   **B:** 4.16% CTR   **Difference**: 0%

Explanation: I tried to simplify this title in Title B, but the initial hook was the same, so that was probably why it didn't make a difference.

A: This Makes the Golf Swing So Much Easier for Experienced Golfers

B: The Best Golf Swing For Seniors

CTR

A: 4.75% CTR   **B:** 5.74% CTR   **Difference**: 21%

Explanation: Title B is simpler and calls out a specific audience. Plus, I think "Experienced Golfers" is too clever and less clear than "Seniors".

A: HOTTEST DAY ON RECORD // Surviving the Mountains in The Heat

B: Surviving The Hottest Day With Just 1 Water Bottle
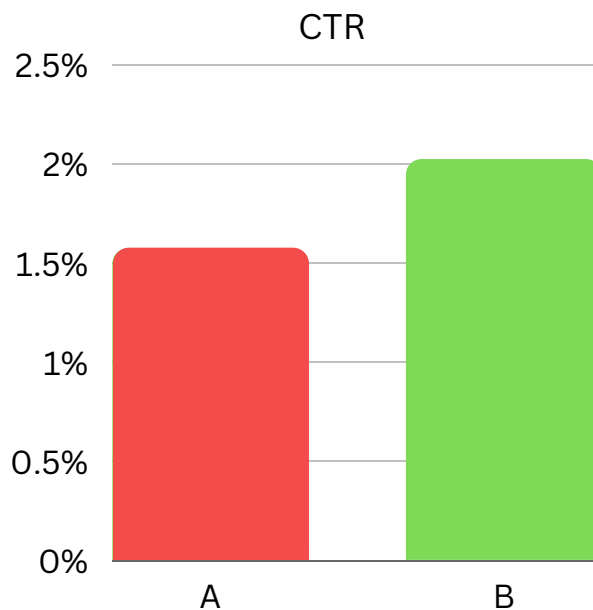
A: 1.57% CTR   **B:** 2.02% CTR   **Difference**: 29%

Explanation: Title B is simpler and has a constraint ("Just 1 Water Bottle"), which makes for a better story.

A: Bullet Train to Busan for Korean Fried Chicken 🍗 South Korea Travel Vlog 부산

B: 2 Hours Crossing Korea On A Bullet Train
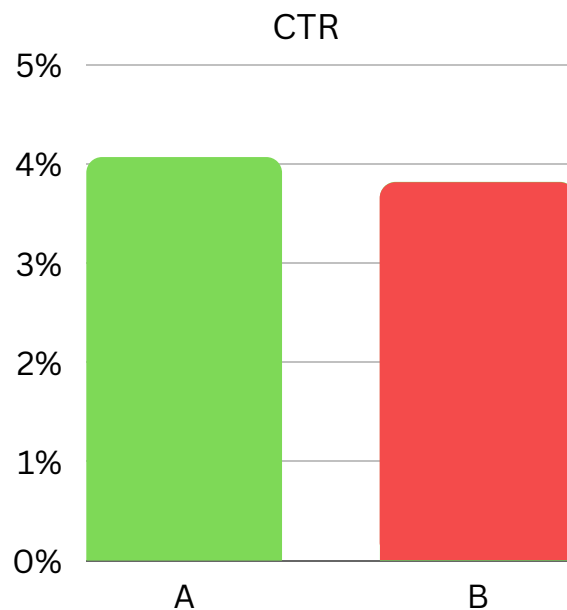
A: 4.06% CTR   **B:** 3.81% CTR   **Difference**: -6%

Explanation: Title B is much simpler, but it's possibly missing keywords that would make the audience more interested, like "Busan" or "Korean Fried Chicken".

A: A MIDGE TOO FAR! - My Worst Wild Camping Trip Ever, Millions of Biting Insects

B: This Was My Worst Camping Trip Ever
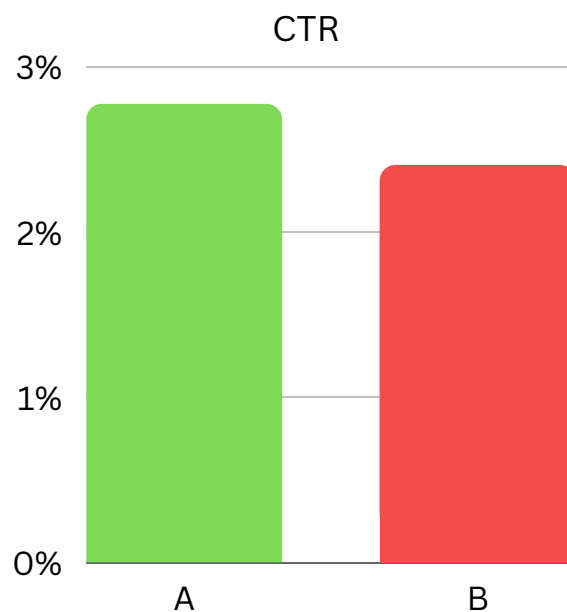
A: 2.77% CTR   **B:** 2.10% CTR   **Difference**: -24%

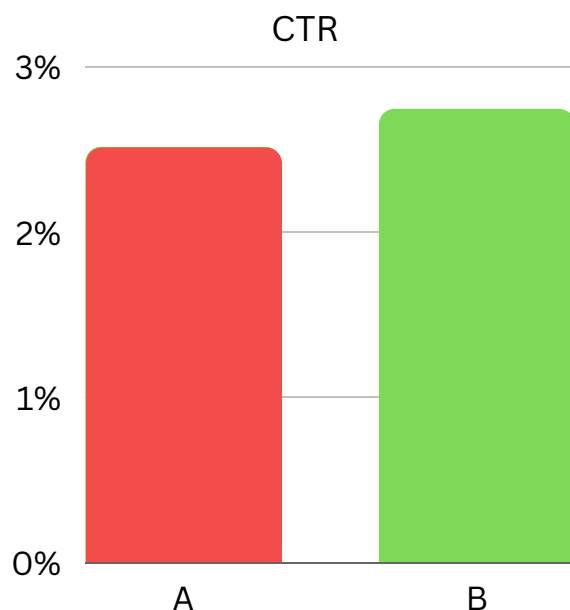**Explanation:** Title B is broader and simpler, but that doesn't always work.

Other

These next few tests used a variety of ways to get people to click, like adding authority, time frames, constraints, or numbers.

These are some of my favorite tests, so let's see what happened!

A: 5 Tips To Make YOUR Videos Look CINEMATIC

**B:** Make Your Videos Look Cinematic With ANY Camera

A: 2.51% CTR   **B:** 2.74% CTR   **Difference**: 9%

Explanation: The audience might be thinking, "I can't make videos look cinematic with MY camera," so Title B refutes that objection by saying you can make your videos look cinematic with any camera.

A: How to Turn the Hips More in the Golf Swing

B: Simple Drill For Senior Golfers To Hit Longer Shots

CTR
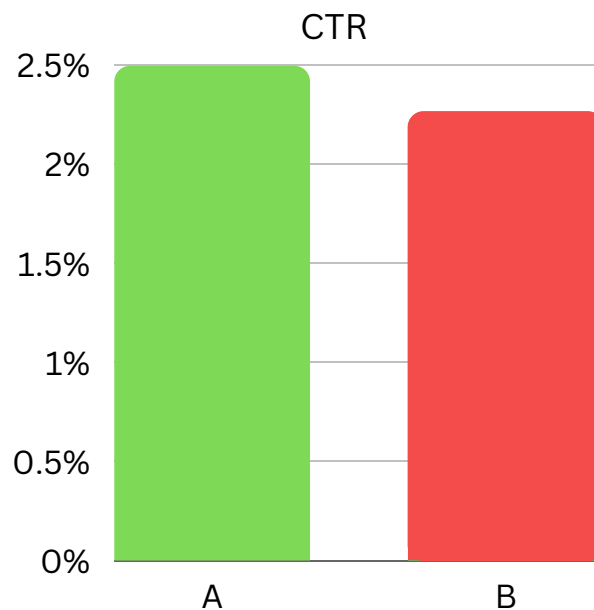
A: 2.49% CTR   **B:** 2.26% CTR   **Difference**: -9%

Explanation: In Title B, I tried to talk about a benefit instead of a feature and call out a specific audience ("Senior Golfers"). But based on these results, it looks like turning the hips in the golf swing is a bigger desire, or I should not have included "Senior Golfers".

A: 3 Skills Pro Photographers Practice Every Day

**B:** 3 Photography Skills To Practice Every Day
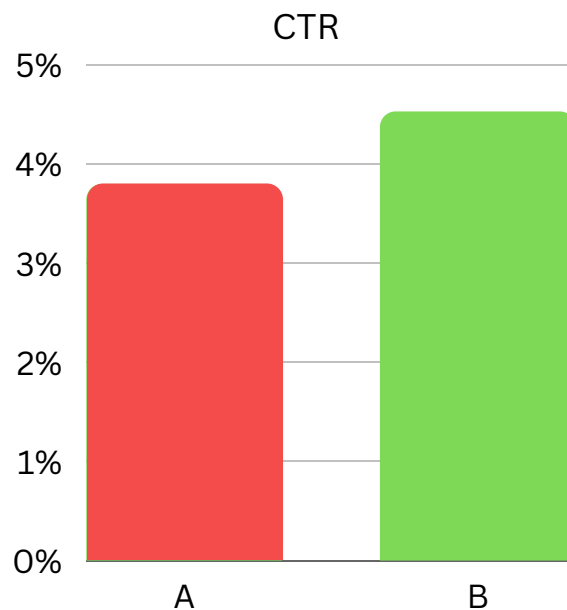
A: 3.79% CTR   **B:** 4.52% CTR   **Difference**: 19%

Explanation: Using authority figures (like "Pro Photographers") is a great way to get clicks by leveraging other people's credibility. But in this example, focusing on what the audience can do instead of what the pros do performed better.

A: Is Getting A Photography Degree Worth It?

B: I Spent $6000 On A Photography Degree - Was it worth it?
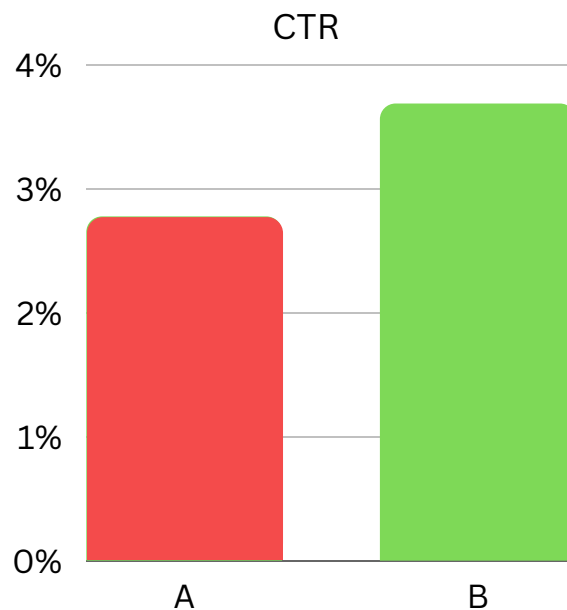
A: 2.77% CTR   **B:** 3.68% CTR   **Difference**: 33%

Explanation: Throwing a big price tag in the title with lots of numbers worked well here. (Another example of this coming to you next!)

A: INSIDE a $1.5 Million NYC Celebrity Apartment... Would You Live Here?

B: INSIDE a $1,500,000 NYC Celebrity Apartment
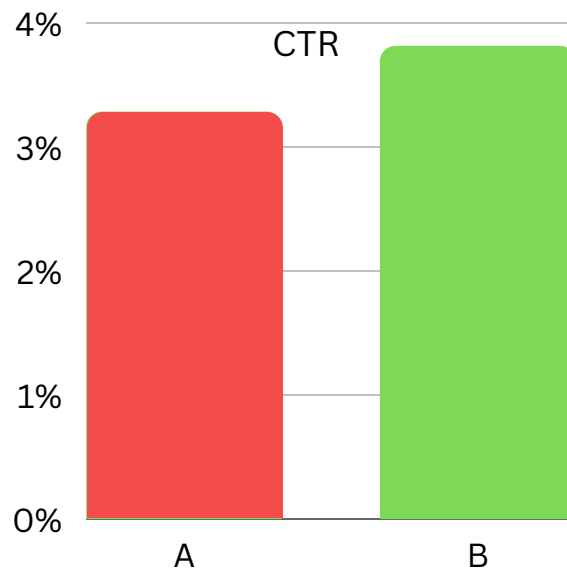
A: 3.28% CTR   **B:** 3.81% CTR   **Difference**: 18%

Explanation: This was a simple test to see if people prefer to click on titles with more numbers in them. In this test, they did.

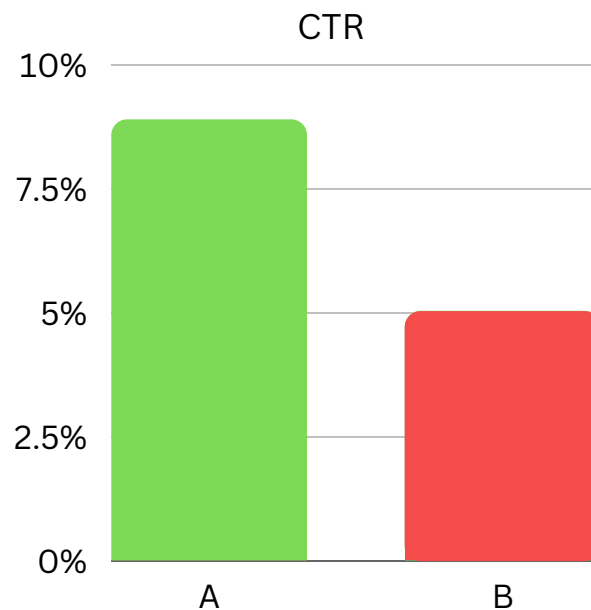**A:** Return to Land of the GIANTS (Big Stone Lake)

B: We Caught Our Biggest Bass On THIS Lure
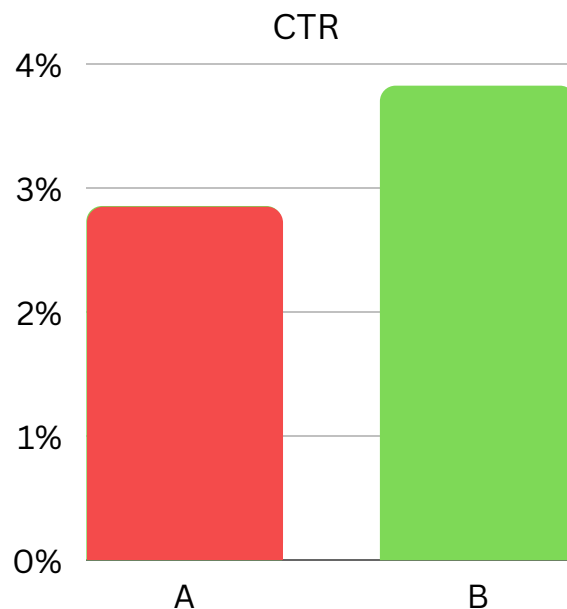

A: 8.88% CTR   **B:** 5.02% CTR   **Difference**: -43%

Explanation: "Land of the GIANTS" sounds epic, which might be why it outperformed Title B. It's also possible that the search term, "Big Stone Lake", is driving traffic to this video. In that case, removing the keyword probably decreased the CTR.

A: How to Self Sabotage in 8 easy steps

B: 8 Mistakes That Keep You From Being Productive

CTR

A: 2.85% CTR   **B:** 3.82% CTR   **Difference**: 34%

Explanation: Nobody wants to learn how to self-sabotage, but everybody wants to know about mistakes that keep you from achieving your goals. This is a good lesson in that clarity beats cleverness and sarcasm is usually not great for titles.

A: THIS Turns Almost ANY Camera Into a 4K Webcam

**B:** Turn Almost Any Camera Into A Webcam For Streaming

CTR
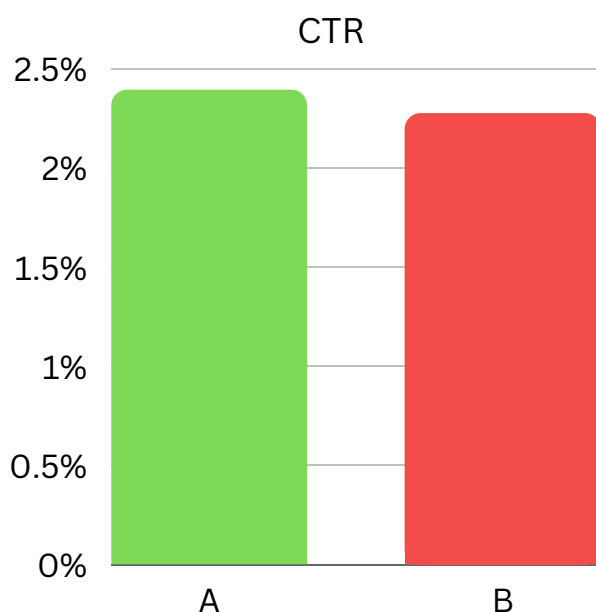
A: 2.39% CTR   **B:** 2.27% CTR   **Difference**: -5%

Explanation: I thought that adding a benefit ("For Streaming") in Title B would increase the CTR. But in doing so I removed the curiosity driver (The first word, "THIS"), which probably was what decreased the CTR slightly.

A: It's The KEY To Awesome Photos

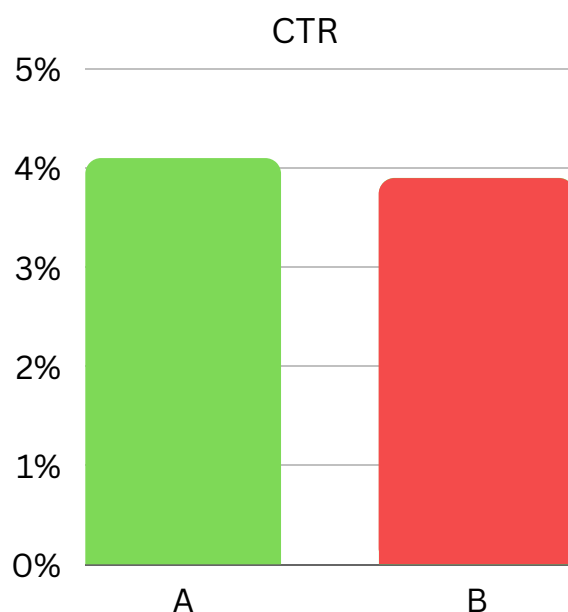**B:** This Will Change The Way You Take Photos Forever
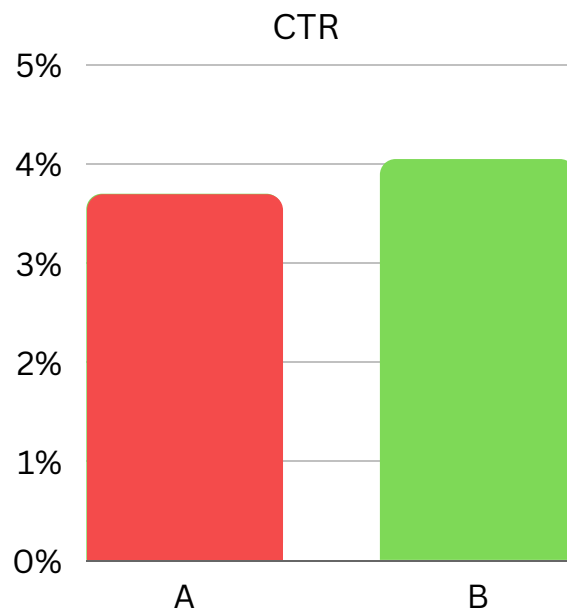
A: 3.69% CTR   **B:** 4.04% CTR   **Difference**: 20%

Explanation: I feel like the phrase "change ___ forever" has been effective recently, and in this test, it helped increase the CTR.

A: Golden Retriever Quiz 90% of People Fail

**B:** 90% of People Fail This Golden Retriever Quiz

CTR

A: 4.09% CTR   **B:** 3.89% CTR   **Difference**: -5%

Explanation: Title B is pretty much just Title A switched around, so it performed almost the same. However, you could make the argument that leading with the keyword, "Golden Retriever Quiz", did a slightly better job of grabbing the audience's attention.

A: Why Most Golfers Struggle with the Golf Swing (and how to simplify it)

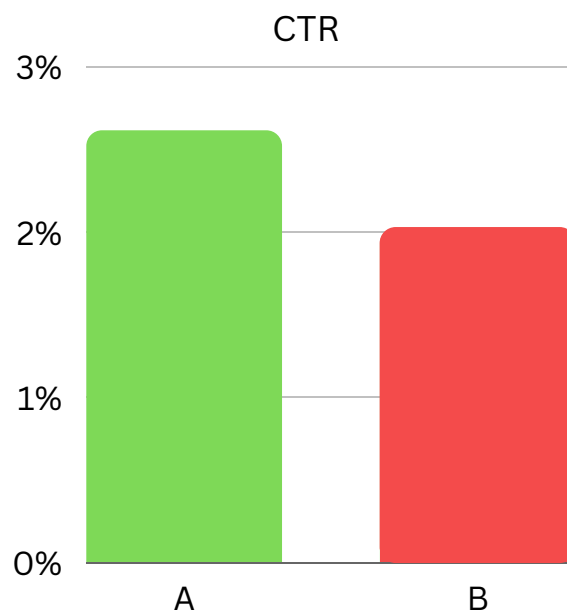**B:** 3 Golf Swing Tips That Will Change Your Life

CTR
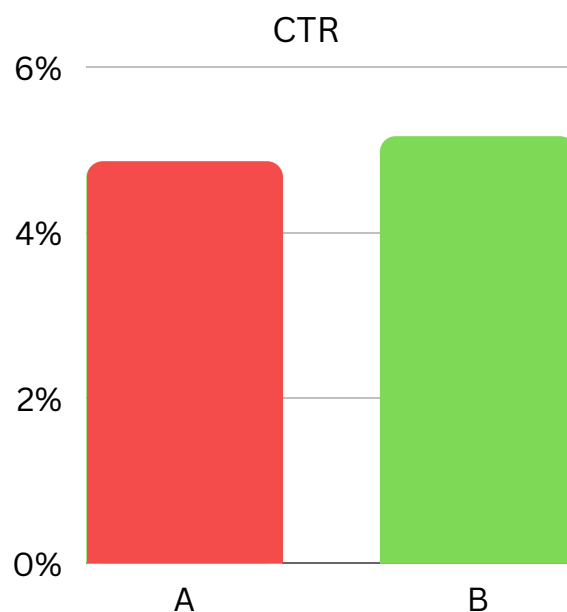
A: 4.85% CTR   **B:** 5.16% CTR   **Difference**: 6%

Explanation: I've seen "Change Your Life" work well often, so I plugged it in Title B and it helped increase the CTR a bit.

A: Advice For Making Photos More Than Just Snaps

B: These Legendary Photographs Can Change Your Life


A: 2.61% CTR   **B:** 2.02% CTR   **Difference**: -23%

Explanation: Here's an example where "Change Your Life" did not work as well as I had hoped. It's possible that "Making Photos More Than Just Snaps" does a good job of putting into words what the audience really wants, or the audience cares more about their own photographs than "legendary photographs".

A: THIS Is Killing Your Golf Swing

B: THIS Habit Is Killing Your Golf Swing

CTR
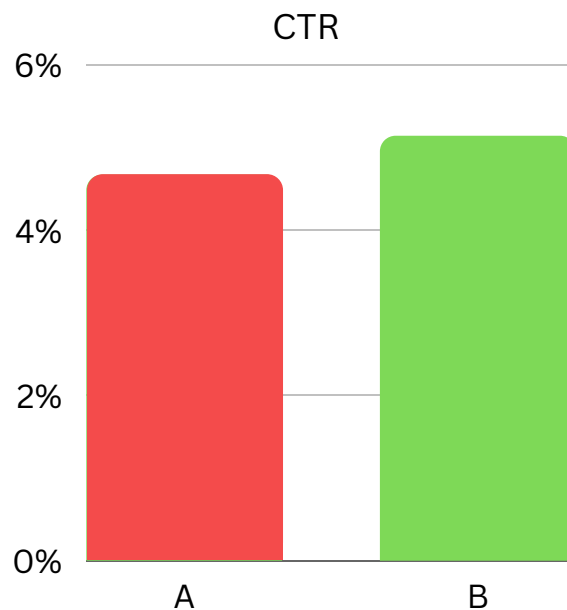
A: 4.66% CTR   **B:** 5.13% CTR   **Difference**: 10%

Explanation: I mentioned earlier that "habits" is a hot word. Here is a clear example of it performing well since it's the only word that's different in these two titles.

A: The Ugly Truth About Your Driver Slice

B: 3 Drills To Stop Your Slice Forever

CTR
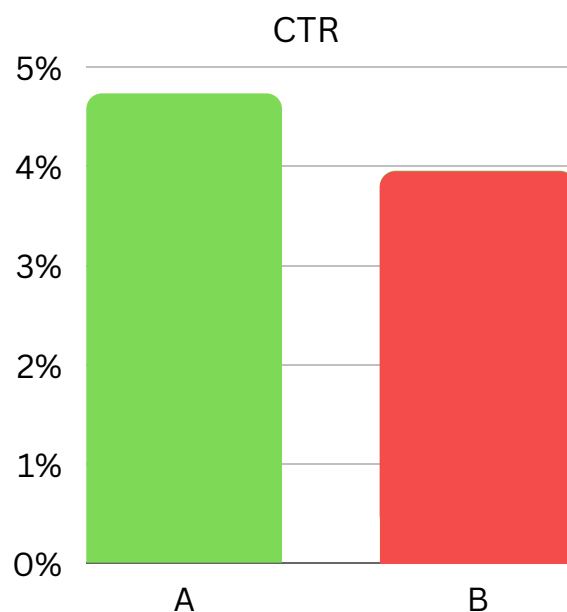
A: 4.73% CTR   **B:** 3.95% CTR   **Difference**: -16%

Explanation: "The Ugly Truth" is a proven framework, and, in this case, Title B's list and promise to stop a pain point couldn't overcome it.

A: 3 Drills To Stop Your Slice In 5 Minutes

B: 3 Drills To Stop Your Slice Forever
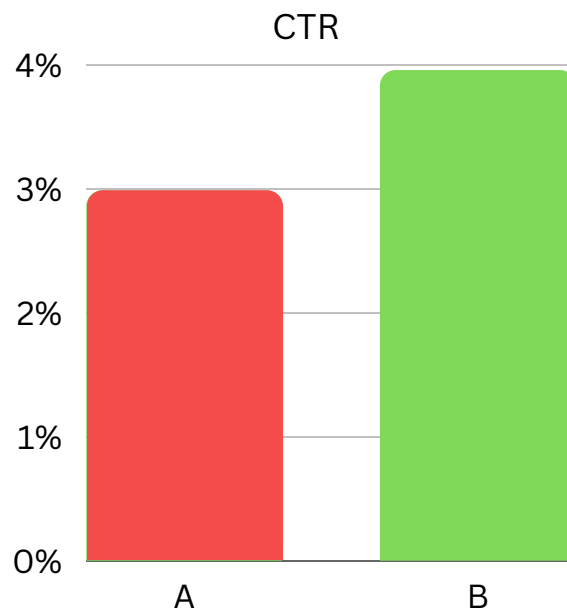
A: 2.98% CTR   **B:** 3.95% CTR   **Difference**: 33%

Explanation: I was surprised by this test in that a more vague, "Forever", performed better than a more specific, "In 5 Minutes".

A: 3 Golf Swing Tips That Will Change Your Game

B: 3 Golf Swing Tips That Will Change Your Life
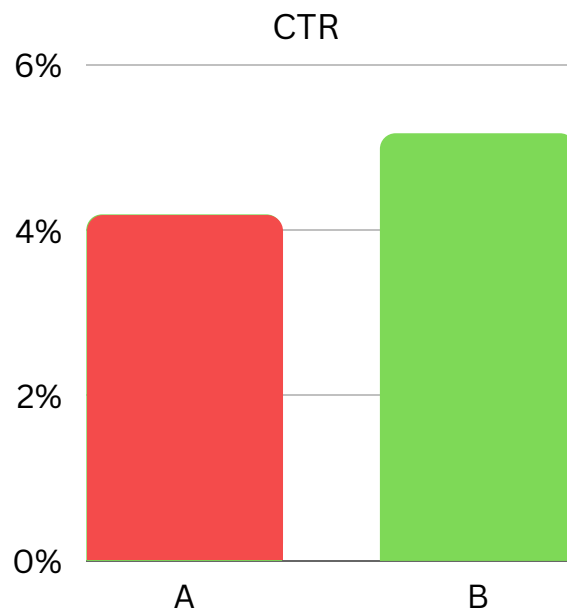
A: 4.18% CTR   **B:** 5.16% CTR   **Difference**: 23%

Explanation: "Change Your Life" is pretty broad, so I wanted to see how a more niche-specific, "Change Your Game" would do. In this test, "Change Your Life" performed better.

A: Best VPN 30 Day Test Reveals THIS! (pricing, data collection & REFUNDS)

B: I Tested 11 VPNs For 30 Days - Here Are The Best
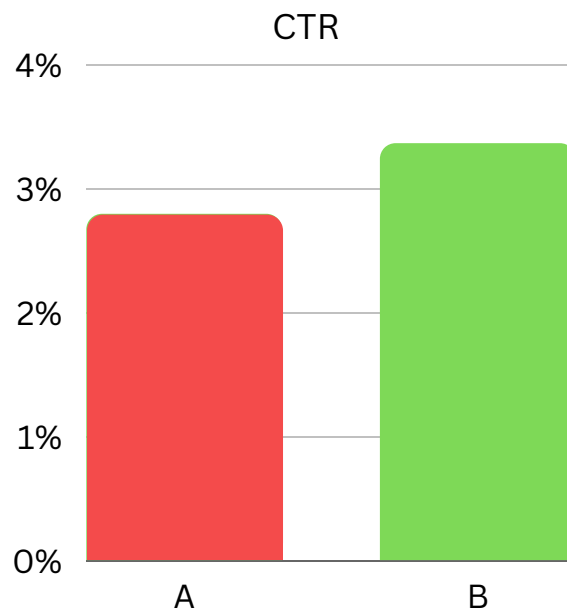
A: 2.79% CTR   **B:** 3.36% CTR   **Difference**: 20%

Explanation: In Title B, I added a time frame and positioned it as a fun test. Plus, this style of title is working really well on YouTube right now.

A: The Australia we've been waiting for | Noosa Queensland

B: The Truth About Traveling In Australia
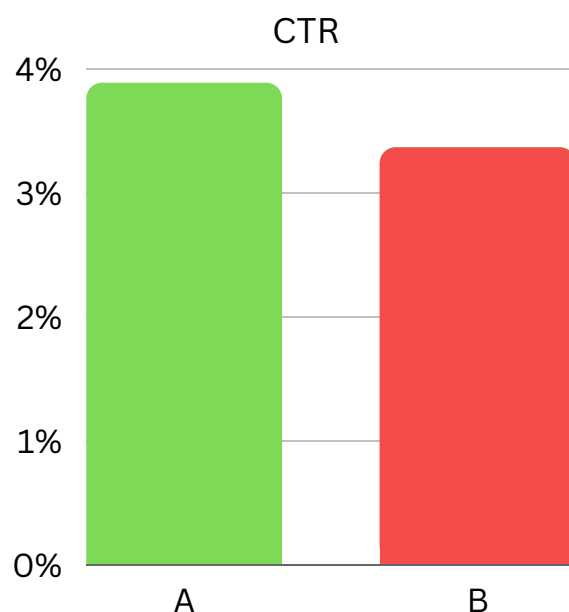
A: 3.88% CTR   **B:** 3.36% CTR   **Difference**: -13%

Explanation: I'll be honest, I'm not actually sure what caused the difference in CTR here. It's possible that "The Australia We've Been Waiting For" builds more curiosity, and the words "Noosa, Queensland" help get more clicks.

A: Napoleon's Failed Pottery Career Led to His Rise to Power

B: Napoleon's Embarrassing Pottery Led To His Rise To Power

A: 1.55% CTR   **B:** 1.82% CTR   **Difference**: 17%

Explanation: "Embarrassing Pottery" is more tangible than "Failed Pottery Career" — you can actually envision "Embarrassing Pottery". One strategy you can use to make your titles more clickable is to make them more tangible.

*The nouns in these titles have been changed due to client request, but the structure of the titles are the same.

A: Simply a monster of a EFFECTS plugin!

B: Simple Plugin Creates Amazing Sound Effects In Seconds

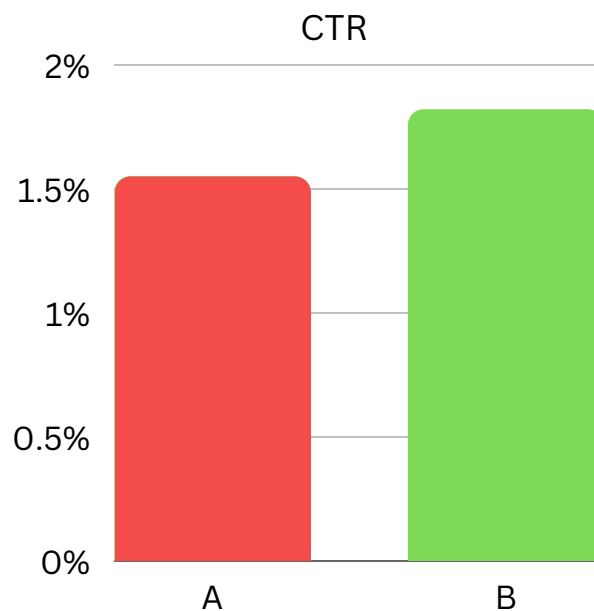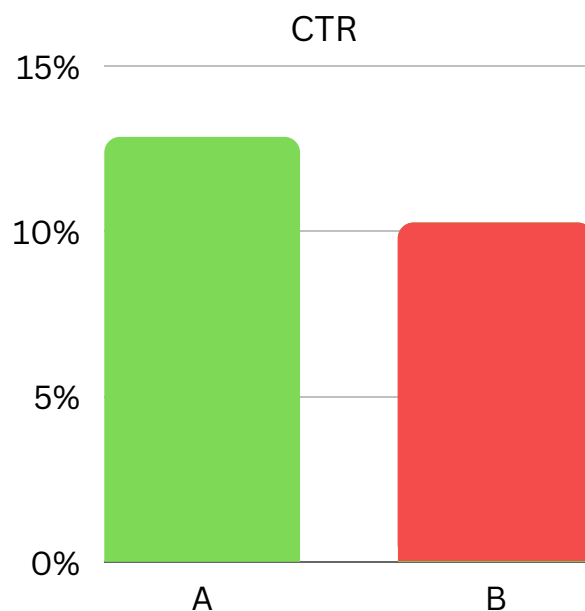**A:** 12.84% CTR   **B:** 10.25% CTR   **Difference**: -20%

Explanation: In Title B, I added a time frame (which people often like), but I also made it more complicated.

A: This New Light From SmallRig Is INSANELY Bright! - Smallrig RC220B

B: This New $369 Video Light Is Insanely Bright
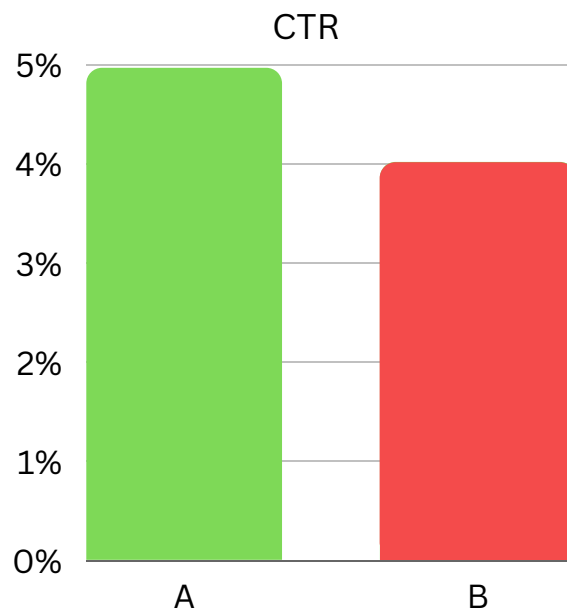
A: 4.96% CTR   **B:** 4.01% CTR   **Difference**: -19%

Explanation: Earlier we saw that people often like clicking on prices and numbers. It's possible that when it comes to certain products, a price that's not very low turns them off.

A: The Productivity Secret of Michelin-Star Chefs | Work Clean by Dan Charnas

B: This Productivity Book Changed My Life
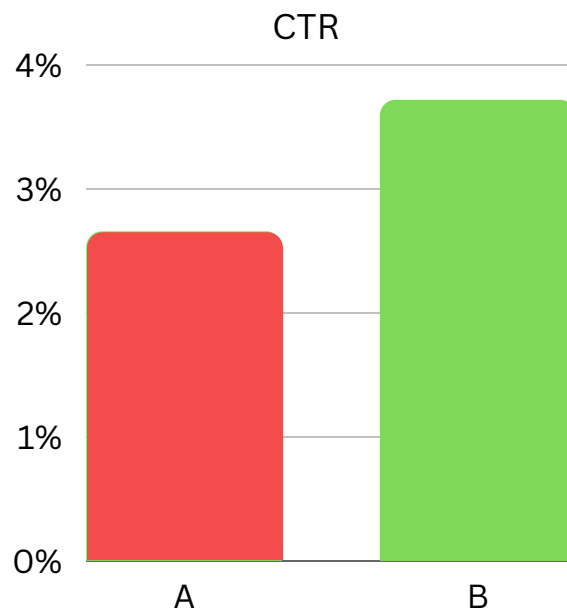
A: 2.65% CTR   **B:** 3.71% CTR   **Difference**: 40%

Explanation: This channel's audience probably doesn't care that much about Michelin-Star Chefs, but they do love books. Also, "Changed My Life" is a power phrase and "this book" opens a loop.

A: Stop comparing Melbourne to Sydney

B: 24 Hours In Melbourne Australia
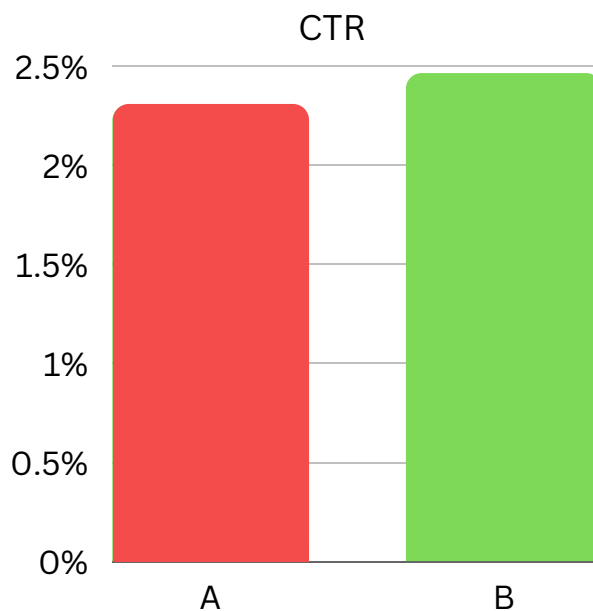
A: 2.30% CTR   **B:** 2.46% CTR   **Difference**: 7%

Explanation: People often love time frames and adding a time frame worked in this test.

A: New Yorker's Confess The MOST SHOCKING Thing About Living in NYC

B: Asking New Yorkers The Most Shocking Part Of Moving To NYC
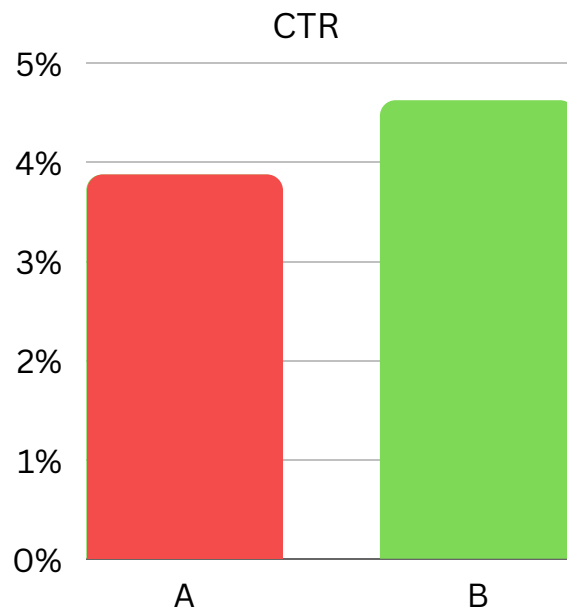
A: 3.87% CTR   **B:** 4.62% CTR   **Difference**: 19%

Explanation: "Asking __" is a title framework that's proven to work really well on YouTube. I tried it in Title B and it worked just like I hoped.

A: This actually makes your mixing easier!

B: The Easiest Plugin to Mix Music Fast

CTR
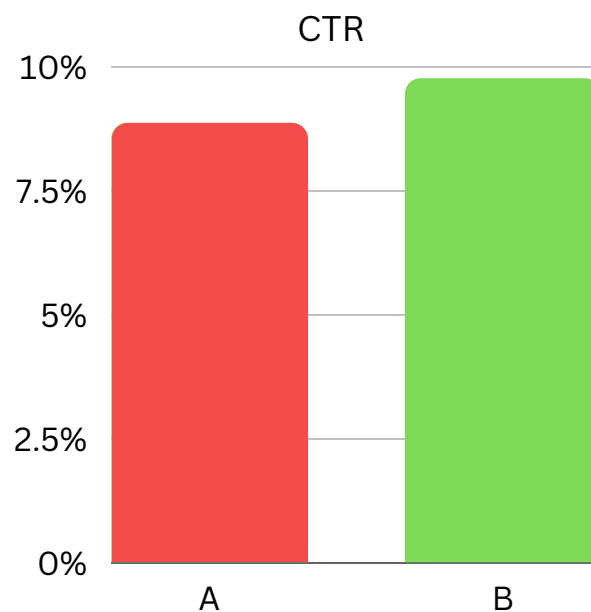
A: 8.85% CTR   **B:** 9.75% CTR   **Difference**: 10%

Explanation: People love speed, and adding "Mix Music Fast" caters to that desire.

A: Learn These Essential Photography Skills

B: 3 Photography Skills To Practice Every Day

A: 3.37% CTR   **B:** 4.52% CTR   **Difference**: 34%

Explanation: I've seen "Every Day" work well often, and it didn't let me down here.

Start A/B Testing Titles & Thumbnails On Your Channel
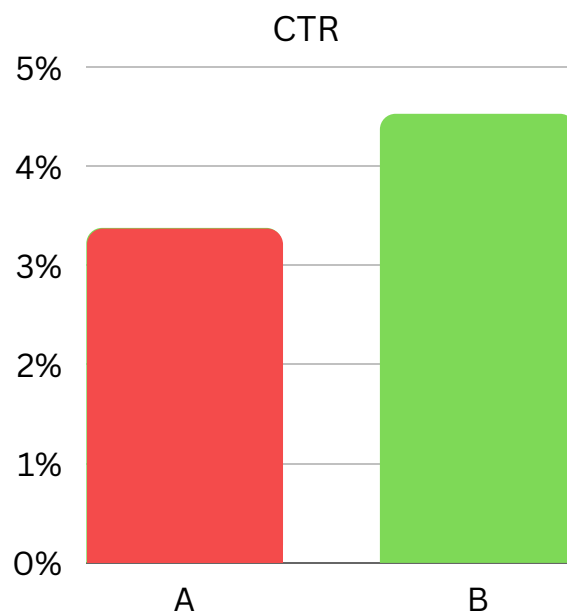
Here's something I get asked a lot: how do you A/B test titles and thumbnails?

It's not rocket science, but there are three rules of thumb I follow to help me get accurate results:

1 Thing at a Time

I like testing titles, and I like testing thumbnails, but I don't like testing them at the same time. If I were you, I'd test the title first, then the thumbnail.

Why the title first? Because it's easier to change a few words than it is to make a new thumbnail.

Wait 5 Days

I don't A/B test a title or thumbnail until five days after it's been published. When you first publish a video, it's likely to have a high CTR because it's being shown to your existing audience. By waiting until a few days after the video has been published you minimize that effect, and therefore should get more accurate data.

Start A/B Testing Titles & Thumbnails On Your Channel

Run Each Variant For 7 Days

This means that if I'm testing one alternate title against the current one, the total time of the test is 14 days. If I'm testing two alternate titles against the current one, the total time is 21 days. This definitely isn't a hard rule, it's just what I like to do.

And I always wait for the test to run the whole 14 or 21 days. There have been several times when I've checked the stats a few days in and they've been totally different compared to after the full test time.

A/B Testing Software

My current favorite software for A/B testing is ThumbnailTest. (Yes, it tests both titles and thumbnails.) I've also used and like TubeBuddy, but I prefer ThumbnailTest because:

- You can test multiple variants
- You can access test data faster (at least, in my experience)

Start A/B Testing Titles & Thumbnails On Your Channel

Most of the tests in this collection were done using ThumbnailTest, and you can sign up for it at thumbnailtest.com.

(Disclaimer: the links above are affiliate links, but I've run 100s of A/B tests with each of these tools.)

How I Can Help You Write Better YouTube Titles

If you want to continue to nerd out about YouTube titles with me, here's how you can do so:

I write two threads a week on Twitter about YouTube titles. You can follow me <u>here</u>.

I send out a weekly newsletter every Monday morning with five proven ideas for YouTube titles and why they work. You can sign up for that <u>here</u> (it's free).

I've covered hundreds of proven YouTube titles and thumbnails in my newsletter. I put them all in one database to help you find your next viral video idea fast. You can get access to that database <u>here</u>.

You're Just One Video Away...

I hoped you enjoyed this book, but more importantly, I hope you apply what you learned and grow your channel.

Remember, you're just one video away from making all of your YouTube dreams come true.

 - Jake Thomas
CreatorHooks.com
@jthomas__