

Semrush One - Thumbnail Brief

Video Title: Semrush One Review: Track Google + AI Search in One Dashboard

Date: December 5, 2025

Versions: 3 A/B Test Variants

Video Overview

Semrush One combines traditional SEO tracking with AI visibility monitoring. The key hook is that your competitors are being recommended by ChatGPT, Perplexity, and Gemini while you're invisible. This thumbnail needs to convey the 'unified dashboard' concept and the fear of missing out on AI search visibility.

Available Assets

Logos

- logos/semrush logo.png - Full Semrush logo
- logos/semrush logo icon.png - Icon-only version

Recommended Presenter Poses

- pointing_right_smiling.png - For pointing at dashboard/logo
- speaking_shocked.png - For 'wow' reaction to features
- thinking_chin_smiling.png - For 'discovery' concept

VERSION 1: The Unified Dashboard

Concept: Visual split showing Google + AI logos converging into one dashboard, with presenter pointing at the unified view.

Visual Elements

Element	Details
Presenter	pointing_right_smiling.png - Left side, pointing toward dashboard
Background	Dark gradient (deep navy #0A1628 to dark purple #1A0A2E)
Logo	Semrush logo (full) - Center-right, glowing effect
Supporting Icons	Google 'G' icon + ChatGPT icon + Perplexity icon orbiting the Semrush logo
Text Overlay	"ONE DASHBOARD" - Bold white text, upper area

Composition

Left 35%: Presenter pointing right

Center 40%: Semrush logo with orbiting platform icons (Google, ChatGPT, Perplexity, Gemini)

Top 20%: "ONE DASHBOARD" text

Color Palette

1. Primary: Semrush Orange #FF6B00
2. Background: Navy to Purple gradient #0A1628 to #1A0A2E
3. Text: Pure White #FFFFFF
4. Glow accents: Soft orange #FF8C42

Curiosity Hook

"How can I track both Google AND AI search in one place?" - Conveys the unified solution.

VERSION 2: The AI Visibility Gap

Concept: Fear-based hook showing 'invisible' status in AI search. Presenter looking concerned, with visual showing competitor being mentioned while you're not.

Visual Elements

Element	Details
Presenter	speaking_shocked.png - Right side, reacting to the 'invisible' reality
Background	Dark red to black gradient (#2A0A0A to #0A0A0A) - Warning/danger feel
Logo	Semrush icon (smaller) - Bottom corner as 'solution' hint
Visual Element	ChatGPT conversation bubble showing 'I recommend [Competitor]' with crossed-out 'You'
Text Overlay	"AI CAN'T SEE YOU" - Bold red/white text, center-left

Composition

Left 50%: AI conversation mockup with 'invisible' message

Right 40%: Presenter with shocked/concerned expression

Bottom right corner: Small Semrush icon (solution tease)

Color Palette

1. Primary: Warning Red #D32F2F
2. Background: Dark red to black #2A0A0A to #0A0A0A
3. Text: White #FFFFFF with red accents
4. Semrush Orange #FF6B00 for solution hint

Curiosity Hook

"Am I invisible to AI search?" - Fear of missing out, triggers need to check.

VERSION 3: The Tracker Reveal

Concept: Product-focused reveal showing the actual Semrush One interface/dashboard with emphasis on the new AI tracking feature. Clean, premium feel.

Visual Elements

Element	Details
Presenter	thinking_chin_smiling.png - Left side, 'discovery' pose
Background	Clean gradient: Semrush brand colors (#FF6B00 to #FF8C42)
Logo	Semrush full logo - Top center, prominent placement
Visual Element	Stylized dashboard mockup with 'AI Visibility' graph trending up
Text Overlay	"TRACK AI SEARCH" - Bold white text below logo

Composition

Top center: Semrush logo

Center: "TRACK AI SEARCH" text + simplified dashboard visual

Left 30%: Presenter in discovery pose

Color Palette

1. Primary: Semrush Orange #FF6B00
2. Secondary: Light Orange #FF8C42
3. Text: Pure White #FFFFFF
4. Accent: Soft glow effects

Curiosity Hook

"What's the new feature I haven't heard about?" - Product reveal curiosity.

A/B Testing Strategy

Test Rationale: These three concepts target different psychological triggers:

- **V1 (Unified Dashboard):** Appeals to efficiency seekers - 'solve multiple problems at once'
- **V2 (AI Visibility Gap):** Fear-based - 'you're missing out / falling behind'
- **V3 (Tracker Reveal):** Curiosity/new feature - 'what is this new capability?'

Recommended Initial Test: Start with V1 vs V2 (solution vs. fear) to determine which psychological frame resonates better with your audience on this topic.

Production Notes

- All versions should be 16:9 aspect ratio (1920x1080 or 2560x1440)
- Use Nano Banana Pro (gemini-3-pro-image-preview) for generation
- Provide presenter image + Semrush logo as reference images
- Add text overlays with PIL after generation for crisp typography
- Save outputs to: outputs/thumbnails/2025-12-05/semrush_one_v[1-3].png

Generated Thumbnail Samples

The following thumbnails were generated using Nano Banana Pro (gemini-3-pro-image-preview) with the briefs above:

V1: The Unified Dashboard



V2: The AI Visibility Gap



V3: The Tracker Reveal

