

YouTube Thumbnail Template

The Digital Marketing Templates Library

BACKLINKO

Here are 3 quick tips to make an awesome YouTube thumbnail:

- 1) **Use consistent design and colors.** It's important to make all your thumbnails match each other. That way, fans of your content will recognize your videos in their feed.
- 2) **Choose colors that stand out.** Lots of channels use red, white and black for their thumbnails. But those are the WORST colors to use. The reason: they're YouTube's brand colors. So red and black thumbnails tend to blend in. No problem using them as accents, but for your primary colors it's better to use other options. Like orange, yellow, pink and blue.
- 3) **Use high contrast and include a person's face.** In addition to using good primary colors, using high contrast will help your thumbnail stand out. And human faces have been shown to [increase CTR](#), so it's best to include at least one.

With those tips in mind, here's your YouTube thumbnail template.

Fill in the box for each section below.

Main image

Your main image is the base layer of your video thumbnail. Anything else you add will go on top of it. So the most important factor is to make it the right size: 1280x720.

And of course, the image should fit what your video is about. Otherwise people might click through, but they won't stay for long. Which would make YouTube classify your

video as [clickbait](#) and stop recommending it. (So if your video is about how to swim, don't put a photo of a stack of cash in your thumbnail.)

Sometimes it's hard to find an image that fits. Like if your video is about a concept rather than something concrete. In that case, you can use a solid background color as your main image. And rely on text and/or graphics to show what it's about.

(That's the approach we take with the [Backlinko channel](#).)

Now, describe what your main image will be.

E.g. Photo of me pointing at a stop sign next to a convertible.

Graphics

Graphics are an optional component. But they can make your thumbnails stand out. And help make it clear what your videos are about.

Common graphics include arrows and circles, symbols and emojis, cutout images, charts, fire and other special effects, illustrations, logos and glowing outlines.

One thing about graphics: it's easy to go overboard with them. So make sure you don't clutter up your thumbnail too much.

What graphics will you use in your thumbnail, if any?

E.g. Green circle around stop sign, eyes emoji

Text

Overlaid text is another optional part of your video thumbnail.

Personally, I always add some. But you may not want to. For example, if you're going for a cleaner, simple look. Or if your image and graphics are self-explanatory.

A few tips for writing a text overlay:

- Keep it short. Around 30 characters or less. Remember, thumbnails are small. You want it to make it easy to read on mobile as well.
- Make the text REALLY big. Again, it has to be huge or people won't be able to read it. Using all uppercase helps too.
- The thumbnail text doesn't have to be your video title. You can use a few descriptive words instead. For example, the title of [this video](#) is "The 8-Step SEO Strategy for Higher Rankings in 2020". But on the thumbnail, I just put "SEO STRATEGY FOR 2020".

Now, what text will you include in your thumbnail?

E.g. STOP SIGN PRANK!

That wraps up this YouTube Thumbnail Template. I hope it was useful. Remember, you can find 20+ other marketing templates [here](#).

Brian Dean

Founder, Backlinko.com