Three key aspects to create a successful clickbait

Sociology, Communication

The internet is a very cutthroat place. So many people vying for your attention. With so much competition it can be difficult to get anyone to read or watch what you made. There is one thing, however, that can help you with this endeavor and it's called clickbait. For anyone who doesn't know what clickbait is, it's the process of baiting people to click on whatever you made. Everyone else on the internet uses it which means anyone who doesn't is at a severe disadvantage. I've been on the internet my entire life, and I've seen countless failed attempts at clickbait, and countless successful ones. There are three key aspects to creating a successful clickbait. You need to write an interesting title, create an eye-catching thumbnail, and make it stand out.

The first step is to write an interesting title. When deciding what to watch or read next, most people will read the title of it first. If the title is boring, no one will click. A good strategy is to shock the reader. The title for this has an element of shock in it. " You won't believe," is a common form of clickbait. The reader thinks, " I won't believe this? It must be really cool and interesting." There are plenty of ways to add shock to your title, not just this one. You can also put something in parenthesis and add it to the end of your title. (Gone wrong) and (Not clickbait) are two good ones. People will question how something went wrong and by saying that something isn't clickbait, the reader believes that whatever is in the title is 100% true. A shocking title and adding (Not clickbait) to it is a great combination that's sure to get you plenty of clicks.

Next you have to create an eye-catching thumbnail. Since a title isn't enough to ensure successful clickbait, your thumbnail needs to also be spectacular. A thumbnail is the picture you see usually above the title of the article or

video. If someone is just scrolling through a feed, not reading the titles, the thumbnail becomes the only thing they have enough time to see. Thumbnails range much more than titles, so there are plenty of options how to create a good one. If you want some words in the thumbnail they have to be big, both literally and figuratively. The word needs to be a big size and mean a lot. You can use wow or amazing as words to put in. Make the color one that stands out. Red works the best but white on a blue background is another good option. You can also circle something in the thumbnail in red and put a red arrow pointing towards it. An excited or surprised face in the thumbnail also works well. You can use one or all of these and plenty more in your thumbnail. These are just the main ones.

Lastly, you need to make it stand out. Since there are so many things trying to get everyone's attention, whatever you make needs to stand out. One thing used often is to use only capital letters in the thumbnail and title. You can also only capitalize all the letters of certain important words. That draws attention to whatever words in your title you want. Combine this with a mix of bright colors and you will attract a lot of attention. Creating clickbait is a very subjective process, and I can't tell you exactly how to create it because I don't know what it's for. As long as you write an interesting title, create an eye-catching thumbnail, and make it stand you, however, whatever you make is sure to quality. If you are still having trouble, there are plenty of examples to look at online. I hope to be baited into clicking on something of yours soon.