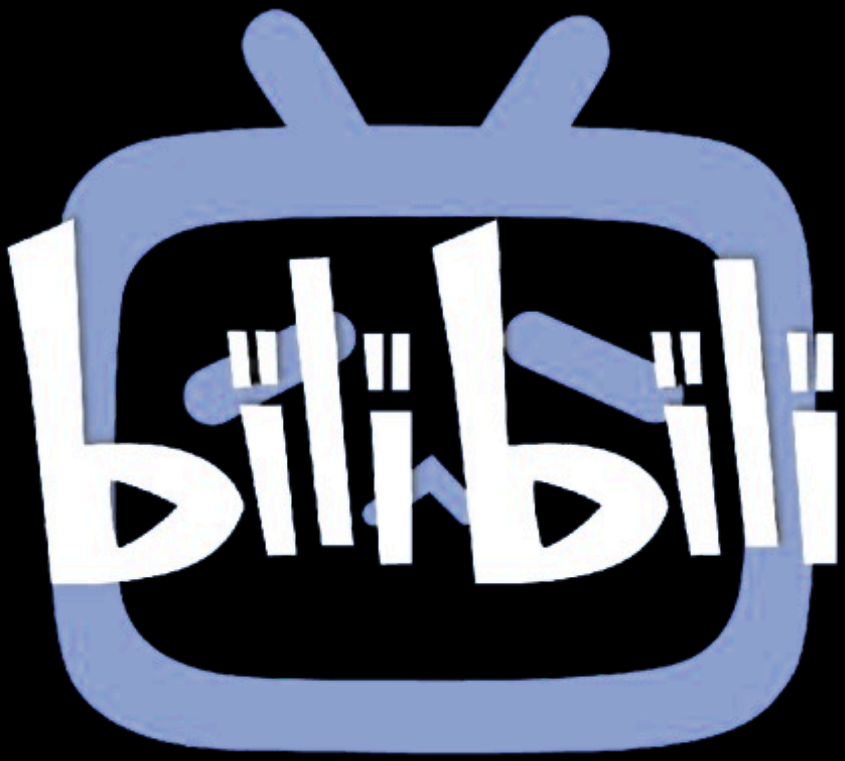
FREE

BILIPEDIA.COM



30 BILIBILI VIDEO HOOKS GRAB ATTENTION FAST!

CAPTURE • ENGAGE • GROW

WWW.BILIPEDIA.COM

30 BILIBILI VIDEO HOOKS TO CAPTURE ATTENTION IN SECONDS

Introduction

Creating a good video is only half the job. The other half is convincing people to watch it.

On Bilibili, creators publish educational videos, gaming content, technology reviews, lifestyle videos, animations, entertainment, tutorials, and personal stories. With so much content competing for attention, viewers need a reason to choose your video and continue watching.

That reason often begins with a strong hook.

A video hook is the opening statement, question, visual, demonstration, or surprising moment that makes someone interested in what comes next. It gives viewers a reason to pause, pay attention, and invest their time.

Many beginner creators make the same mistake: they spend hours recording and editing their videos but give very little attention to the first few seconds. They begin with long greetings, unnecessary introductions, channel announcements, or explanations that could easily be removed.

Instead of starting with:

"Hello everyone! Welcome back to my channel. Today, we are going to discuss something interesting."

Try:

"You're probably making this mistake every time you upload a video."

The second opening immediately creates curiosity and gives viewers a reason to continue.

This guide explores 30 practical Bilibili video hooks, explains why they work, and shows you how to use them across different content categories. Whether you're a beginner or an experienced creator, these techniques can help you develop stronger openings and build more engaging videos.

Copyright by **Bilipedia.com**

PAGE 1: UNDERSTANDING THE POWER OF VIDEO HOOKS

2. Why the First Few Seconds Matter
People browsing video platforms make quick decisions about what deserves their attention. If an opening feels confusing, irrelevant, or unnecessarily slow, viewers may leave before discovering the actual value of the content.
TikTok's creative guidance highlights the importance of capturing attention in the first few seconds, while video storytelling guidance also recommends presenting compelling content before lengthy branding or introductions. These are useful principles for Bilibili creators to adapt, rather than fixed Bilibili algorithm rules.

TikTok For Business+1

A strong opening helps achieve four things:
1. Creates curiosity: It makes viewers want to discover an answer.
2. Establishes relevance: It tells viewers why the subject matters to them.
3. Builds expectations: It communicates what they will learn, see, or experience.
4. Encourages continued watching: It creates a natural reason to stay until the next important moment.
3. The Difference Between a Hook and an Introduction
These two elements are often confused, but they serve different purposes.
Video hook
Traditional introduction
Captures attention
Welcomes viewers
Creates curiosity
Introduces the creator
Highlights a problem
Explains the topic
Shows an interesting result
Provides background
Encourages viewers to stay
Establishes context
An introduction is not necessarily bad. However, it should come after an interesting opening rather than replacing it. 4. What Makes a Hook Effective?
A good hook usually contains at least one of these elements:

- Curiosity: Something the viewer wants to understand.
- Value: A benefit the viewer wants to receive.
- Emotion: A feeling that creates an immediate connection.
- Surprise: Something unexpected or unusual.
- Relevance: A problem or interest the viewer recognizes.
- Tension: A question or challenge that needs an answer.

The strongest hooks are specific. Instead of promising to teach viewers "something useful," explain exactly what they will discover.
Remember: A hook is a promise. The rest of your video must deliver on it.

Copyright by **Bilipedia.com**

PAGE 2: CURIOSITY-BASED HOOKS (1-6)

Curiosity is one of the most useful tools for attracting attention. People naturally want to understand incomplete information, unexpected situations, and unanswered questions.

These hooks work especially well for educational videos, technology content, gaming, tutorials, storytelling, and interesting facts.

Hook 1: "Nobody Talks About This..."

Example:

"Nobody talks about this simple Bilibili growth strategy, but it can completely change how you approach content creation."

Why it works:

This opening suggests that viewers are about to discover information they may have missed. It creates a feeling of exclusivity.

Best for: Creator tips, hidden features, technology, tutorials, and educational videos.

How to use it: Identify a genuinely overlooked tip, technique, or problem. Explain why it matters and demonstrate it.

Hook 2: "Have You Ever Wondered Why...?"

Example:

"Have you ever wondered why some Bilibili videos receive thousands of views while others struggle to get noticed?"

Why it works:

It introduces a question that viewers may already have. People interested in the topic have a reason to stay for the explanation.

Best for: Educational content, analysis, technology, gaming, and platform tutorials.

How to use it: Start with a question your target audience frequently asks, then promise a clear explanation.

Hook 3: "The Truth About..."

Example:

"The truth about growing a Bilibili channel is very different from what most beginners expect."

Why it works:

It creates an expectation that the video will challenge common assumptions or explain something honestly.

Best for: Personal experiences, creator advice, product reviews, and commentary.

How to use it: Present a genuine misconception and explain what actually happens.

Hook 4: "What Happens If You...?"

Example:

"What happens if you upload videos consistently for 30 days without changing your content strategy?"

Why it works:

It introduces an experiment or situation with an unknown outcome.

Best for: Challenges, experiments, tutorials, gaming, and creator journeys.

How to use it: Explain the experiment, show the process, and reveal the outcome.

Hook 5: "I Discovered Something Unexpected..."

Example:

"I discovered a small editing trick that made my videos look completely different."

Why it works:

The opening feels personal and creates curiosity about the discovery.

Best for: Technology, editing tutorials, product testing, lifestyle, and personal stories.

How to use it: Share something you actually discovered and demonstrate its usefulness.

Hook 6: "Wait Until You See This..."

Example:

"Wait until you see what happens when I apply this simple technique to an ordinary video."

Why it works:

It encourages viewers to anticipate a visual result.

Best for: Before-and-after videos, transformations, gaming highlights, design, and editing.

How to use it: Show a quick preview of the result, then explain the process behind it.

Copyright by **Bilipedia.com**

PAGE 3: PROBLEM-SOLVING HOOKS (7-12)

Problem-solving hooks work because they immediately connect with something viewers want to fix.
People often watch tutorials and educational videos because they need answers. When your opening identifies their problem, they immediately understand why your content is relevant.
Hook 7: "Stop Making This Common Mistake"
Example:
"Stop making this common mistake when editing your Bilibili videos."
Why it works:
It identifies a possible mistake and makes viewers question whether they are making it themselves.
Best for: Editing tutorials, beginner guides, SEO, gaming tips, and educational content.
How to use it: Show the mistake first, explain why it creates problems, and demonstrate the correct approach.
Hook 8: "If You're Struggling With..., Watch This"
Example:
"If you're struggling to get your first 100 Bilibili followers, watch this before uploading another video."
Why it works:
It directly addresses a specific audience with a recognizable challenge.
Best for: Beginner tutorials, channel growth, learning guides, and technology.
How to use it: Identify one problem and promise a realistic solution.
Hook 9: "Here's How to Fix..."
Example:
"Here's how to fix poor video quality without buying an expensive camera."
Why it works:
It promises a practical solution and communicates immediate value.
Best for: Technical tutorials, software guides, editing, and troubleshooting.
How to use it: Show the problem briefly and move directly into the solution.
Hook 10: "You're Probably Doing This Wrong"
Example:
"You're probably writing your video titles incorrectly, and it could be making your content harder to discover."
Why it works:
It challenges the viewer's current approach and encourages self-reflection.
Best for: SEO, content creation, productivity, gaming tutorials, and educational videos.
How to use it: Explain the mistake without making viewers feel foolish. Give them a better alternative.
Hook 11: "Three Things You Should Know Before..."
Example:
"Three things you should know before starting your first Bilibili channel."
Why it works:
It creates a clear expectation and suggests that the viewer will receive organized information.
Best for: Beginner guides, tutorials, software reviews, and educational content.
How to use it: Make sure the promised three points are genuinely useful and distinct.
Hook 12: "The Easiest Way to..."
Example:
"The easiest way to create professional-looking video thumbnails without advanced design skills."
Why it works:
It appeals to viewers who want results without unnecessary complexity.
Best for: Tutorials, design, technology, productivity, and educational content.
How to use it: Demonstrate a simple method and explain when it works best.

Copyright by **Bilipedia.com**

PAGE 4: VALUE-DRIVEN HOOKS (13-18)

Value-driven hooks tell viewers exactly what they can gain from watching your video.
They are particularly effective for educational channels because viewers want useful information, practical skills, and solutions they can apply.
Hook 13: "Learn This in Just..."
Example:
"Learn the basics of professional video editing in just five minutes."
Why it works:
It presents a specific learning outcome and makes the commitment feel manageable.
Best for: Tutorials, educational content, software training, and skill development.
How to use it: Keep the lesson focused. Avoid promising that viewers can master a complicated skill in an unrealistic amount of time.
Hook 14: "Five Tips That Can Improve..."
Example:
"Five simple tips that can improve your Bilibili video quality immediately."
Why it works:
Numbers create structure and tell viewers what to expect.
Best for: Educational videos, creator advice, technology, and productivity.
How to use it: Select tips that solve related problems and explain each one with a practical example.
Hook 15: "Before You Spend Money on..."
Example:
"Before you spend money on expensive video-editing software, try these free alternatives."
Why it works:
It connects with viewers who want to make better decisions before spending money.
Best for: Software reviews, technology, product comparisons, and tutorials.
How to use it: Compare features, limitations, pricing, and practical use cases.
Hook 16: "A Simple Trick That Saves..."
Example:
"This simple editing trick can save you hours when preparing your next video."
Why it works:
Saving time is a valuable benefit for students, professionals, and creators.
Best for: Productivity, editing, workflow tutorials, and technology.
How to use it: Demonstrate the time-saving technique and explain how viewers can repeat it.
Hook 17: "Everything You Need to Know About..."
Example:
"Everything beginners need to know about creating their first Bilibili video."
Why it works:
It positions the video as a useful starting point for people who feel overwhelmed by a subject.
Best for: Complete guides, educational series, beginner tutorials, and explainers.
How to use it: Organize the subject into clear sections. Make sure the title and opening reflect the actual depth of the video.
Hook 18: "Try This Instead of..."
Example:
"Instead of spending hours editing every clip manually, try this faster workflow."
Why it works:
It introduces an alternative to a familiar process and creates interest in a potentially better solution.
Best for: Editing, productivity, software, technology, and creator tutorials.
How to use it: Explain the traditional approach, introduce the alternative, and compare the results.

Copyright by **Bilipedia.com**

PAGE 5: EMOTIONAL AND RELATABLE HOOKS (19-24)

People do not watch videos only to learn. They also watch to feel entertained, understood, inspired, surprised, or emotionally connected.
Emotional hooks help creators develop a stronger relationship with their audience. They are especially useful for lifestyle videos, personal experiences, storytelling, entertainment, and creator journeys.
Hook 19: "I Wish I Knew This Earlier"
Example:
"I wish I knew these six things before starting my Bilibili channel."
Why it works:
It creates a sense of personal experience and suggests that the information could save viewers from making unnecessary mistakes.
Best for: Personal stories, beginner advice, tutorials, and lessons learned.
How to use it: Share genuine experiences and explain what you would do differently today.
Hook 20: "If I Could Start Again..."
Example:
"If I could start my Bilibili journey again, these are the first five things I would do."
Why it works:
It creates a personal connection and makes viewers interested in the decisions behind your experience.
Best for: Creator journeys, educational content, career advice, and personal development.
How to use it: Share lessons based on real experience rather than pretending there is one perfect strategy.
Hook 21: "This Is More Difficult Than It Looks"
Example:
"Creating a successful gaming video looks easy, but there is something most beginners overlook."
Why it works:
It challenges a common assumption and creates interest in the hidden difficulties.
Best for: Gaming, creative work, filmmaking, animation, and tutorials.
How to use it: Show the difference between what viewers see and what happens behind the scenes.
Hook 22: "I Almost Gave Up Because..."
Example:
"I almost gave up creating videos because I wasn't seeing the results I expected."
Why it works:
It introduces an emotional situation that viewers may recognize from their own experiences.
Best for: Personal storytelling, creator journeys, motivation, and lifestyle.
How to use it: Tell an honest story with a clear challenge, turning point, and lesson.
Hook 23: "This Changed Everything for Me"
Example:
"Changing the way I plan my videos completely transformed my content creation routine."
Why it works:
It suggests an important turning point and encourages viewers to discover what caused the change.
Best for: Productivity, personal development, tutorials, and creator experiences.
How to use it: Explain the situation before the change, introduce what you did differently, and show the outcome.
Hook 24: "You're Not Alone If..."
Example:
"You're not alone if you spend hours creating videos but still struggle to get viewers."
Why it works:
It makes viewers feel understood and reduces the feeling that their problem is unusual.
Best for: Creator advice, motivational videos, educational content, and personal experiences.
How to use it: Identify a shared frustration, then provide encouragement and a practical next step.

Copyright by **Bilipedia.com**

PAGE 6: STORYTELLING AND ENTERTAINMENT HOOKS (25-30)

Storytelling hooks create interest by introducing a situation, challenge, mystery, or unexpected event.
Instead of simply telling viewers what they will learn, you give them a reason to follow a story.
These hooks are particularly useful for Bilibili creators making gaming videos, entertainment content, documentaries, reactions, experiments, and personal storytelling videos.
Hook 25: "It All Started When..."
Example:
"It all started when I decided to build an entire gaming setup with a very limited budget."
Why it works:
It introduces the beginning of a story and makes viewers curious about what happens next.
Best for: Personal journeys, challenges, documentaries, and gaming.
How to use it: Establish the situation quickly and introduce the main challenge.
Hook 26: "I Tried This for 7 Days"
Example:
"I tried creating one Bilibili video every day for seven days. Here's what happened."
Why it works:
Experiments have a natural beginning, process, and outcome. Viewers want to discover the results.
Best for: Challenges, lifestyle, productivity, technology, and creator experiments.
How to use it: Explain the rules, show interesting moments throughout the experiment, and share the final results honestly.
Hook 27: "You Won't Believe What Happened Next"
Example:
"I thought this editing experiment would fail, but you won't believe what happened next."
Why it works:
It creates suspense and suggests that the situation will develop unexpectedly.
Best for: Entertainment, gaming, experiments, reactions, and storytelling.
How to use it: Make sure something genuinely interesting happens. Avoid using this phrase when the video has no meaningful payoff.
Hook 28: "The Biggest Surprise Was..."
Example:
"I tested three different editing applications, but the biggest surprise was not the most expensive one."
Why it works:
It introduces an unexpected comparison and creates anticipation around the final discovery.
Best for: Reviews, comparisons, product testing, technology, and experiments.
How to use it: Establish what you expected, show what happened, and explain why the result was surprising.
Hook 29: "Can I Really Do This?"
Example:
"Can I really create a complete professional-looking video using only free tools?"
Why it works:
It introduces a challenge with an uncertain outcome. Viewers can follow the process and decide whether the creator succeeds.
Best for: Challenges, technology, editing, gaming, and tutorials.
How to use it: Define the challenge, show the important steps, and reveal the result.
Hook 30: "Watch What Happens When..."
Example:
"Watch what happens when I transform this ordinary thumbnail into a professional design."
Why it works:
It promises a visible transformation. Viewers have a reason to stay because they want to see the difference.
Best for: Editing, graphic design, animation, DIY, gaming, and creative tutorials.
How to use it: Show the original result first, introduce the process, and finish with a satisfying comparison.

Copyright by **Bilipedia.com**

PAGE 7: HOW TO TURN THESE 30 HOOKS INTO COMPLETE BILIBILI VIDEOS

Knowing different hook formulas is useful, but the real skill is connecting the opening to the rest of your content.
A strong hook can attract attention, but a poorly structured video can still lose viewers.
The following framework can help you build videos that are interesting from beginning to end.
1. Start With the Most Interesting Moment
Do not always begin at the beginning of your recording.
Sometimes the most interesting moment happens halfway through the video.
For example, if you are creating a gaming video, you might have an unexpected victory, a difficult challenge, or a surprising failure.
Instead of starting with:
"Today I'm playing a new game."
Start with a short clip of the most exciting moment.
Then introduce the challenge:
"How did I end up in this situation? Let's go back to the beginning."
This technique gives viewers an immediate reason to understand the story.
2. Use the Hook, Context, Value, and Payoff Framework
A practical structure for educational and entertainment videos is:
HOOK
Opening
0–5 sec
Capture attention with a question, surprising result, or problem.

CONTEXT
5–15 sec
Explain what the video is about and why the subject matters.

VALUE
Main section
Deliver the promised information, demonstration, story, or entertainment.

PAYOFF
Ending
Reveal the result, summarize the lesson, or answer the opening question.
These are suggested planning intervals, not mandatory Bilibili requirements. Adjust them to your video length and format.
For example, consider a video titled "How to Make Better Video Thumbnails."
Hook: "Your thumbnail might be the reason people overlook your videos."
Context: "Many beginners focus on adding more text instead of making their thumbnails easier to understand."
Value: Demonstrate how to improve contrast, text placement, composition, and visual focus.
Payoff: Show the before-and-after result and summarize the improvements.
The opening creates interest, while the rest of the video delivers practical value.
3. Match Your Hook to Your Content Category
Not every hook works equally well for every type of video.
Bilibili content category
Recommended hook style
Gaming
Challenge, suspense, surprising result
Technology
Comparison, discovery, problem-solving
Tutorials
Mistake, solution, specific benefit
Education
Question, interesting fact, explanation
Lifestyle
Personal experience, relatable problem
Animation
Visual surprise, unusual situation
Reviews
Unexpected result, honest opinion
Entertainment
Curiosity, humor, suspense
Productivity
Time-saving tip, experiment
Creator advice
Mistake, personal lesson, strategy
Choose a hook based on what your audience expects from your content.

Copyright by **Bilipedia.com**

PAGE 7: HOW TO TURN THESE 30 HOOKS INTO COMPLETE BILIBILI VIDEOS

4. Use Visual Hooks Alongside Spoken Hooks
Your opening does not have to depend entirely on words.
Visual elements can communicate an idea immediately.
Examples include:

- A dramatic before-and-after transformation.
- A close-up of an interesting object.
- A surprising gaming moment.
- A quick screen recording showing a useful feature.
- A comparison between two products.
- A short preview of the final result.
- An unusual action that makes viewers curious.

A strong combination is spoken narration, relevant on-screen text, and a visual demonstration.
For instance:
Spoken hook: "This free tool can remove hours from your editing workflow."
Visual hook: Show the tool performing the task.
On-screen text: "SAVE HOURS ON EDITING."
This makes the opening easier to understand, even when viewers are not paying full attention to the audio.
5. Avoid Long and Unnecessary Introductions
Your channel introduction, logo animation, and personal greeting should not delay the main subject.
If you want to introduce your channel, keep it brief and place it naturally after the opening.
Your priority should be answering three questions:

1. What is this video about?
2. Why should the viewer care?
3. What will the viewer get by watching?

When these questions are answered quickly, your opening becomes much clearer.

Copyright by **Bilipedia.com**

PAGE 8: COMMON HOOK MISTAKES THAT BILIBILI CREATORS SHOULD AVOID

Even experienced creators sometimes use hooks that sound exciting but fail to hold attention.
Understanding these mistakes can help you improve your content before publishing.
Mistake 1: Making Empty Promises
Example:
"This video will completely change your life!"
The problem is that the statement promises too much without explaining what the viewer will receive.
Better approach:
"These three planning techniques can make your weekly content schedule easier to manage."
Make realistic promises that your video can actually deliver.
Mistake 2: Using Clickbait Without Delivering
An exaggerated opening might attract clicks, but viewers can quickly lose trust when the actual video does not match the promise.
For example, saying "This is the biggest discovery in gaming history" when the video contains an ordinary gameplay clip creates a disappointing experience.
Better approach: Make your opening interesting without misrepresenting the content.
Mistake 3: Talking Too Much Before Showing Value
Some creators spend the first 20–30 seconds introducing themselves, explaining their schedule, or discussing unrelated information.
This delays the reason someone clicked.
Better approach: Start with the main idea, then introduce yourself naturally if needed.
Mistake 4: Using Generic Openings
Examples include:

- "Hello everyone!"
- "Welcome back to my channel."
- "Today we have another video."
- "I hope everyone is doing well."

These phrases are not automatically wrong, but they rarely explain why someone should watch.
Better approach: Replace generic introductions with a question, benefit, problem, or interesting visual.
Mistake 5: Copying Other Creators Without Understanding Their Audience
A hook that works for a popular gaming creator may not work for an educational channel.
Different audiences have different expectations.
Better approach: Study successful videos in your own category. Identify the opening techniques they use and adapt those techniques to your own personality and subject.
Mistake 6: Creating Confusing Hooks
An opening can be mysterious without being unclear.
For example:
"Something happened, and everything changed."
This creates suspense but provides almost no useful context.
Better approach:
"I changed one setting in my video editor, and the improvement was immediately noticeable."
The second statement creates curiosity while establishing the subject.
Mistake 7: Ignoring the Thumbnail and Title
Your thumbnail, title, and opening should communicate the same basic promise.
Imagine the title says:
"10 Free Video Editing Tools."
But the video starts with a long discussion about your personal routine.
The viewer may feel that the content is not what they expected.
Better approach: Make the opening immediately relevant to the title and thumbnail.
Mistake 8: Never Testing Different Hooks
Many creators write one opening, record it, and never consider alternatives.
However, the same video topic can be introduced in several different ways.
For example, a video about Bilibili growth could use:

- Curiosity: "Why do some small creators grow faster than others?"
- Problem-solving: "Stop making these common mistakes when growing your channel."
- Value: "Five practical ways to improve your Bilibili content."
- Personal experience: "What I learned after publishing 30 videos."

Better approach: Write at least three different hooks before recording and choose the one that best matches the video.

Copyright by **Bilipedia.com**

PAGE 9: A PRACTICAL 7-DAY ACTION PLAN FOR BETTER VIDEO HOOKS

Learning hook formulas is only the beginning. To improve, you need to practice writing, recording, testing, and reviewing your openings.
This seven-day action plan will help beginner creators turn the 30 hooks in this guide into a repeatable skill.
Day 1: Understand Your Audience
Before writing hooks, understand who you are creating videos for.
Ask yourself:

- Are my viewers beginners or experienced users?
- What problems do they want to solve?
- What type of entertainment do they enjoy?
- What questions do they frequently ask?
- What topics are they already interested in?

Write down at least 10 questions your target audience might search for.
For example, a beginner gaming channel might identify questions about improving gameplay, choosing equipment, learning strategies, and discovering new games.
Day 2: Study Successful Video Openings
Find 10–15 successful videos within your content category.
Do not simply copy their opening sentences. Instead, study the techniques behind them.
Pay attention to:

- What happens in the first few seconds?
- Does the creator ask a question?
- Is there a surprising visual?
- Does the video show the final result?
- How quickly does the creator introduce the subject?
- What makes you personally interested in continuing?

Write down the patterns you notice.
Day 3: Write 30 Different Hooks
Choose one video topic and create 30 possible opening lines.
Use different approaches:

- Curiosity.
- Problem-solving.
- Emotional storytelling.
- Surprising facts.
- Challenges.
- Practical benefits.

This exercise teaches you to think creatively instead of depending on the first idea that comes to mind.
Day 4: Select and Record Your Best Hooks
Choose your three strongest openings.
Record each one separately while keeping the rest of the video content the same.
Pay attention to:

- Clear pronunciation.
- Natural delivery.
- Appropriate energy.
- Short and understandable sentences.
- Visual relevance.
- On-screen text.

Avoid sounding as if you are reading an advertisement. Your opening should feel natural.
Day 5: Improve Your Editing
Review your recorded openings and remove unnecessary pauses.
Add relevant visuals, subtitles, and background audio where appropriate.
Make sure the important information is easy to understand.
Do not add transitions, effects, or music simply because they look impressive. Every editing decision should support the opening.
Day 6: Publish and Observe
Publish your video using a clear title and an appropriate thumbnail.
After publishing, pay attention to viewer responses.
On Bilibili, review the analytics available in Creator Center, including viewing patterns and audience engagement where provided.
Look for useful signals:

- Are viewers continuing beyond the opening?
- Where does audience retention begin to decline?
- Are people commenting on the main subject?
- Which videos generate meaningful engagement?
- Are viewers following your channel after watching?

Do not judge your entire strategy from one upload.

Copyright by **Bilipedia.com**

PAGE 9: A PRACTICAL 7-DAY ACTION PLAN FOR BETTER VIDEO HOOKS

Day 7: Review and Improve
Compare your results with previous videos.
Identify the openings that performed relatively better and consider why.
Ask yourself:

- Was the opening more specific?
- Did it communicate the value faster?
- Was the visual more interesting?
- Did the hook match the title?
- Did the video deliver what it promised?

Use these observations when planning your next video.
The goal is not to find one perfect hook. The goal is to develop a repeatable process for creating better openings.
How to Measure Whether Your Hooks Are Improving
Views alone cannot tell you whether your opening is effective.
A video can receive many views but still lose viewers quickly. Another video might receive fewer views while attracting a more interested audience.
Consider these indicators:
Metric
What it helps you understand
Initial retention
Whether viewers continue after the opening
Average watch duration
How long viewers typically watch
Completion rate
Whether viewers reach the end
Comments
Whether your content encourages discussion
Likes and favourites
Whether viewers appreciate or want to revisit the content
New followers
Whether your videos attract a continuing audience
Compare similar videos rather than comparing unrelated formats.
For example, a 30-second gaming clip and a 12-minute educational tutorial have different viewing expectations.
Bilibili's creator analytics guidance also emphasizes studying viewing duration, audience drop-off, engagement, and follower gains rather than relying on views alone.

BilibiliHelp+

Final Thoughts: Make Every Second Count
Growing as a Bilibili creator requires more than uploading videos regularly. You need to understand your audience, develop interesting ideas, communicate clearly, and continuously improve your content.
A strong hook is one of the simplest ways to make your videos more engaging.
The 30 hooks in this guide give you different starting points for creating educational videos, gaming content, tutorials, reviews, entertainment, and personal stories.
However, remember that no hook guarantees viral success. A good opening attracts attention, but useful information, entertaining storytelling, good pacing, and consistent quality give viewers a reason to stay.
Start by selecting five hooks from this guide. Use them in your next five videos and compare the results.
Experiment with different openings, learn from your audience, and develop a style that feels natural to you.
Your next successful video might not need a better camera or expensive editing software. It might simply need a better first sentence.

Copyright by **Bilipedia.com**