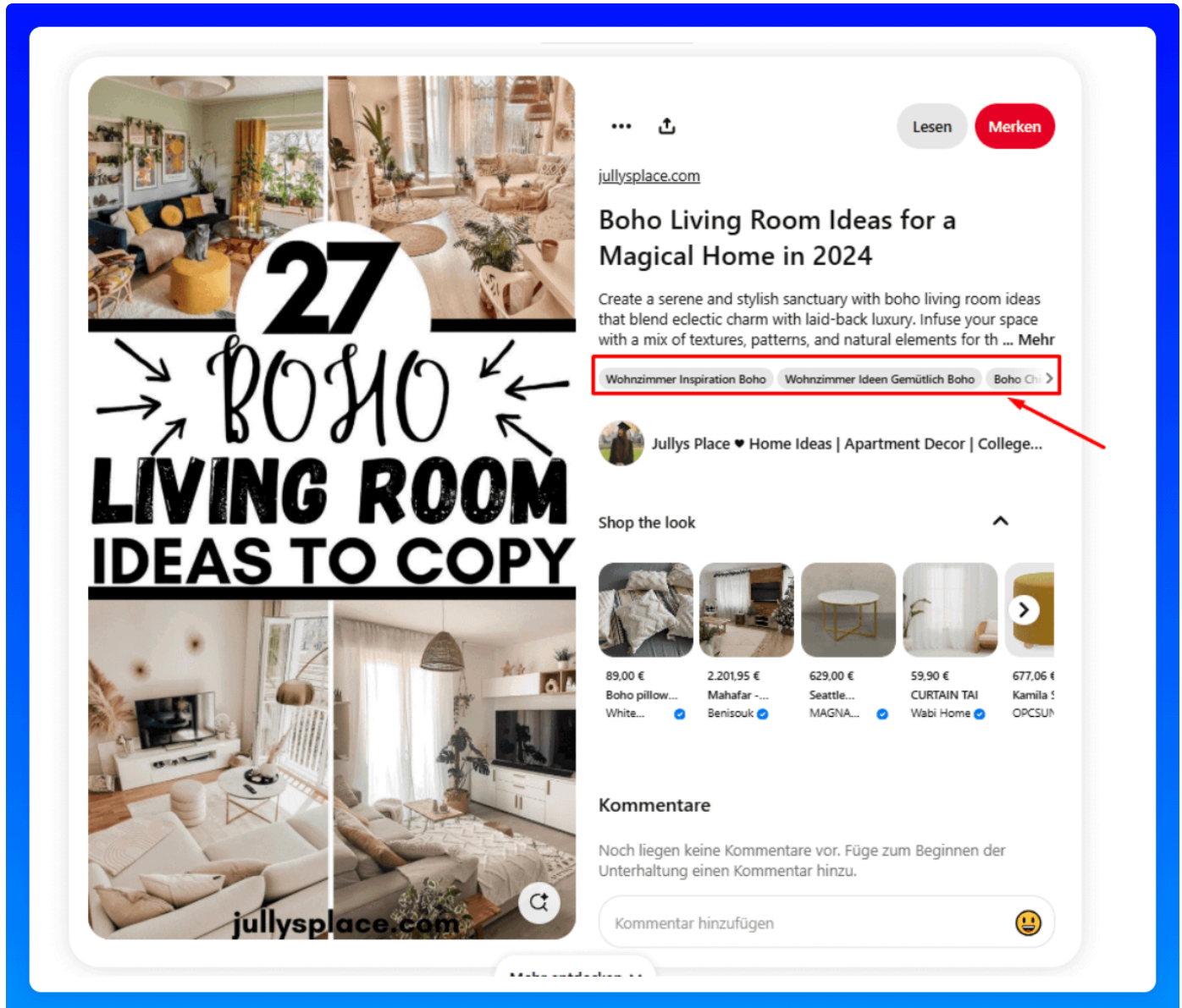


1. Interests vs. Annotations:

- Interests are the big topics Pinterest uses (like "DIY Crafts" or "Home Decor"). They are broad categories that help group similar pins together.
- Annotations are specific tags that Pinterest automatically adds to your pin based on the image and text. They help determine which interest your pin fits into.



2. Interests vs. Keywords:

- Keywords are the exact words people type into Pinterest when searching (like "DIY project ideas").
- Interests are broader themes that include many related keywords. They help Pinterest understand the overall topic even if the search doesn't use the exact word.

3. What Exactly are Keywords and Why Are Interests Needed?

- Keywords describe exactly what your pin is about.

- Interests exist so Pinterest can group many related keywords into one big category, making it easier to match your pin with what users like.

4. Taxonomy and Interest Mapping:

- Taxonomy is like a family tree for interests—it organizes broad topics into smaller, more specific ones (for example, "Food" → "Dinner" → "Lasagne").
- Interest Mapping is the process of linking the keywords and annotations in your pin to the correct part of this taxonomy so Pinterest can show it to the right people.

💡 In short, you use keywords to describe your pin, annotations help Pinterest tag your pin correctly, and interests (organized by a taxonomy) group these tags into big topics for better matching with user searches.

Why Keyword Research and Annotations Are So Important:

- Precision: Using researched keywords and clear annotations in your description helps Pinterest understand exactly what your pin is about.
- Stronger Signals: When you include the right KWs & annotations, your pin sends stronger signals to Pinterest's algorithms (like PinSage). This improves its "embedding similarity"—a technical way of saying it's more likely to match with user interests and show up in feeds.
- Optimization: Without these clear KWs and annotations, your pin might be matched less precisely or even wrong, even though Pinterest still makes a good guess.