

Make it yours:

<https://docs.google.com/document/d/1LdpsJRrFOfX18sG5S0WlwRHm0sJ-hexk90WhK2CSRv8/copy>

This is the overall process for researching a niche and conducting great KW research.

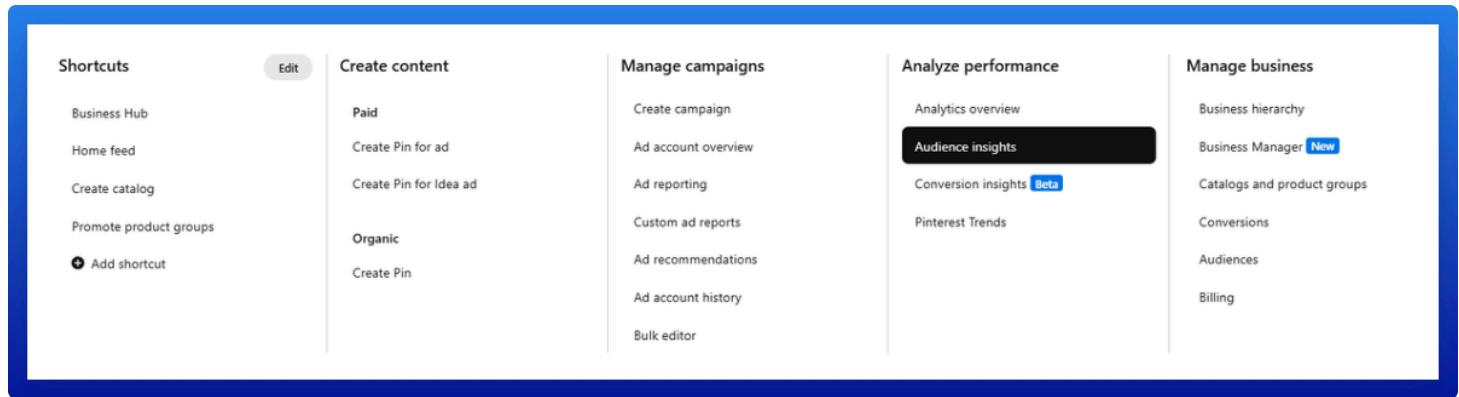
Choosing the right niche lays the foundation for long-term success and ensures that you have a consistent pool of 50–100 strong keywords.

Key Definitions:

- Niche: A specific market segment you target (e.g., Home Decor, DIY & Crafts).
- Keyword (KW): The search term or phrase that users enter on Pinterest.

Niche Research SOP:

1. Go to Pinterest > Audience Insights



2. Go to 'All Pinterest Users' and check out the different categories and their interests.
Look for ones big enough to build a dedicated site around.

Audience insights



[REDACTED]

All Pinterest users

Compare

Audience 1

Pinterest total audience

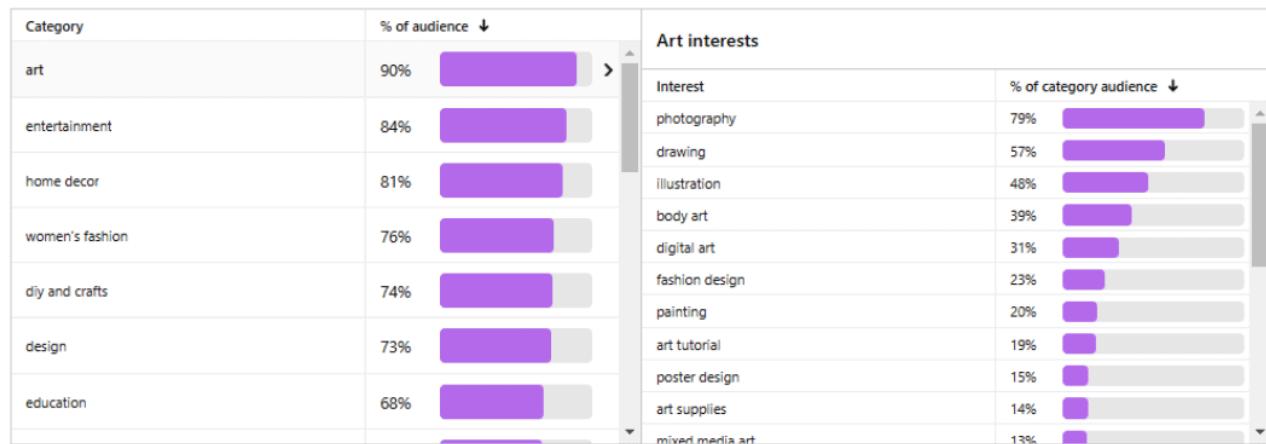
Export CSV

Create campaign

Pinterest total audience is global and includes everyone who has seen or engaged with any Pins.

Categories and interests

The most popular categories and related interests for this audience



3. A niche should be big enough to provide 50–100 strong keywords for articles over the long term and should provide diverse subtopics.

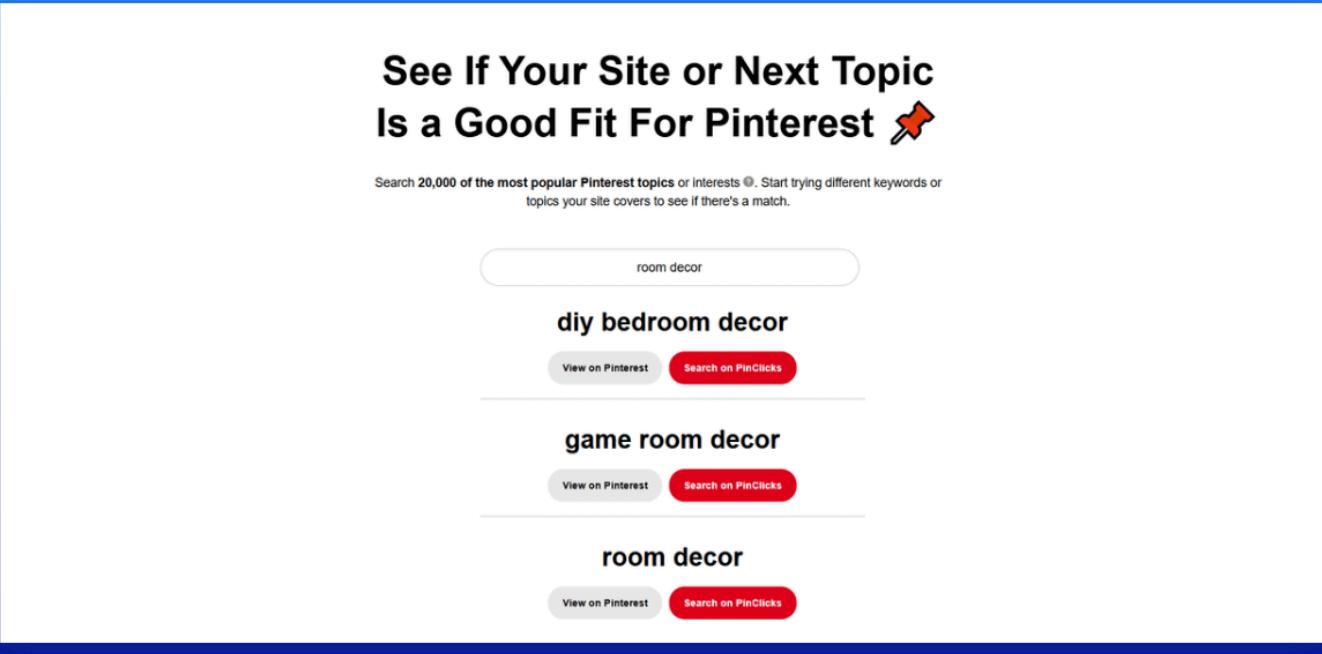
These are my top 10 niches:

1. Fashion
2. Art & Design
3. Beauty
4. Home Decor
5. DIY & Crafts
6. Wedding
7. Food & Recipes
8. Architecture
9. Parenting
10. Gardening

Keyword Research SOP:

1. Create a tab in your overview sheet and name it "KW Research."

2. List all broad topics that come to your mind for your site there, like *room decor* or *kitchen*.
3. Enter these broad topics into Pinterest's 20k largest interest database here:
<https://www.pinclicks.com/interests.html>.
 Add relevant interests to your overview sheet.

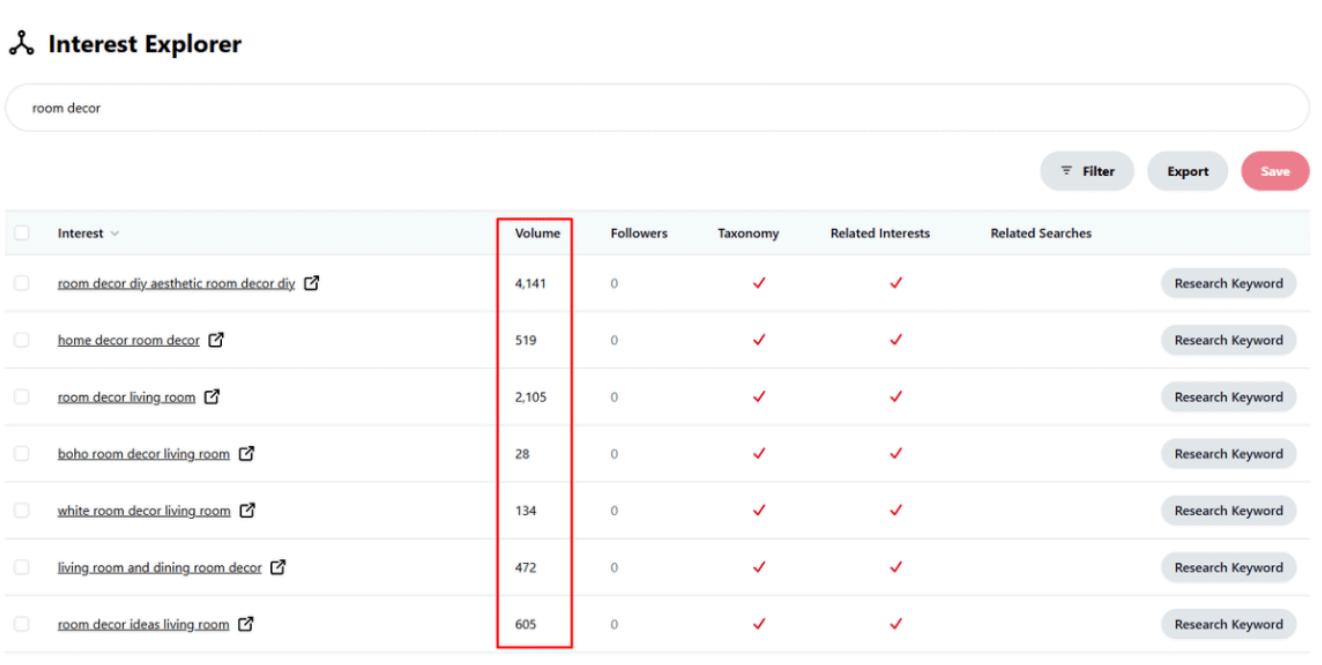


The screenshot shows the PinClicks Interest Explorer interface. At the top, it says "See If Your Site or Next Topic Is a Good Fit For Pinterest" with a red star icon. Below that, a note says "Search 20,000 of the most popular Pinterest topics or interests. Start trying different keywords or topics your site covers to see if there's a match." A search bar contains the text "room decor". Below the search bar, three results are listed:

- diy bedroom decor**: Includes "View on Pinterest" and "Search on PinClicks" buttons.
- game room decor**: Includes "View on Pinterest" and "Search on PinClicks" buttons.
- room decor**: Includes "View on Pinterest" and "Search on PinClicks" buttons.

4. Use PinClicks* > Interest Explorer and input those large interests.

Look for additional interests with at least >5-10k volumes and add these to the sheet.
 (You can also add interests with smaller volumes if you want)



The screenshot shows the PinClicks Interest Explorer interface with the title "Interest Explorer". A search bar at the top contains "room decor". On the right, there are "Filter", "Export", and "Save" buttons. The main area displays a table of interests:

Interest	Volume	Followers	Taxonomy	Related Interests	Related Searches
room_decor_diy_aesthetic_room_decor_diy	4,141	0	✓	✓	Research Keyword
home_decor_room_decor	519	0	✓	✓	Research Keyword
room_decor_living_room	2,105	0	✓	✓	Research Keyword
boho_room_decor_living_room	28	0	✓	✓	Research Keyword
white_room_decor_living_room	134	0	✓	✓	Research Keyword
living_room_and_dining_room_decor	472	0	✓	✓	Research Keyword
room_decor_ideas_living_room	605	0	✓	✓	Research Keyword

5. Skip seasonal KWs unless the season aligns soon. I focus on evergreen keywords because they're easier to manage with multiple sites.

Seasonal KWs require starting 2–3 months in advance, which means extra management effort.

My goal is to keep my processes as simple and streamlined as possible, so evergreen KWs are more efficient if the niche has enough good ones of them.

6. Use [Pinclicks*](#) > Keyword Research to find even more variations.

The screenshot shows a search results page for the keyword "room decor". At the top, it displays the search term "room decor" and a volume of "3,357,355". Below this, there is a table with ten rows, each representing a keyword variation. The columns in the table are "Keyword", "Volume", "Followers", and "Popularity". Each row includes a checkbox, the keyword name, its volume and follower count, a popularity bar, and two buttons: "See Top Pins" and "Track Keyword".

Keyword	Volume	Followers	Popularity	Actions
room decor	3,351,585	19,919,989	██████████	See Top Pins Track Keyword
room decor crafts	8,997	0	██████████	See Top Pins Track Keyword
room decor green	5,227	0	██████████	See Top Pins Track Keyword
room decor kpop	Unknown	Unknown	██████████	See Top Pins Track Keyword
room decor lights	5,776	0	██████████	See Top Pins Track Keyword
room decor men	8,203	0	██████████	See Top Pins Track Keyword
room decor neutral	423	0	██████████	See Top Pins Track Keyword
room decor posters	18,207	0	██████████	See Top Pins Track Keyword
room decor quotes	1,483	0	██████████	See Top Pins Track Keyword

Tips:

- For many broad KWs, you can add "*ideas*" or "*designs*" to easily create long-tail KWs with less competition.
- I like to add a great mix of broad KWs (higher probability of short-term spikes) and smaller long-tail KWs (easier to rank for, less competition).

You can find all further details about KW research in [this module here](#).

*Aff link, we earn a commission if you make a purchase, at no additional cost to you. Use the coupon code "nichegrownerd" to get 25% OFF)