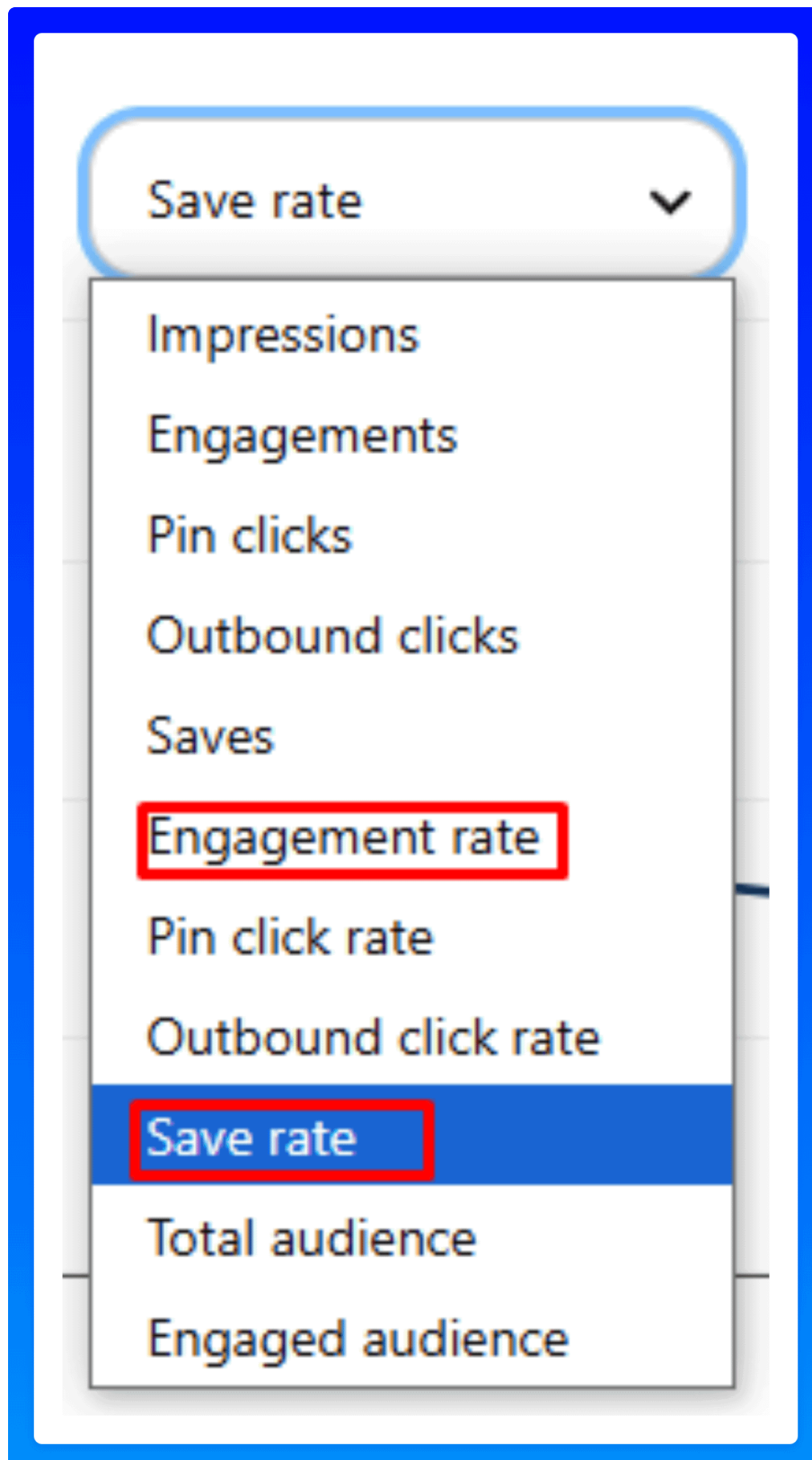## 1. Recognize Early Warning Signs

What to Watch For:
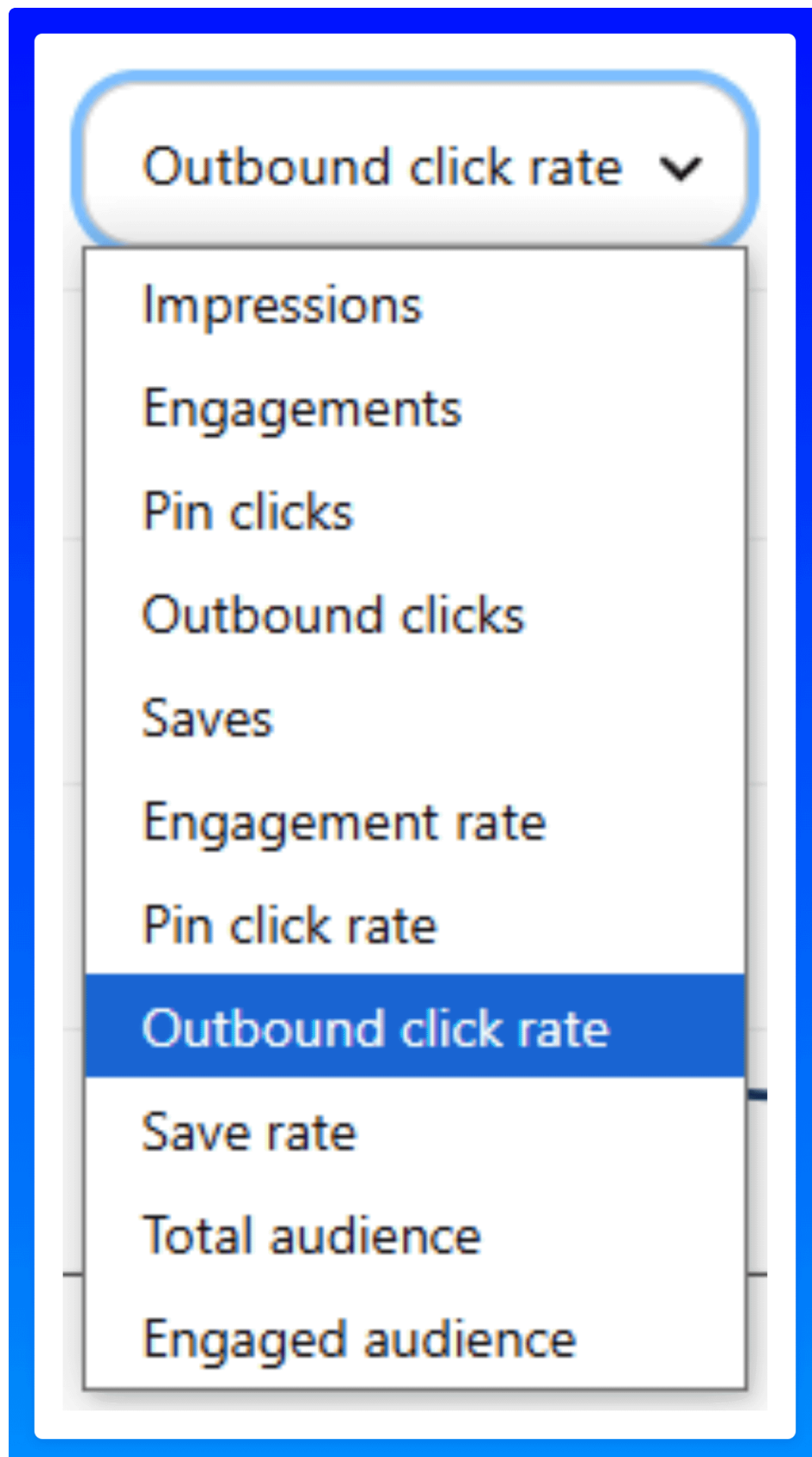
1. Declining Save and Engagement Rates:
- When your save and engagement rates start dropping.
  You can see these directly in your analytics:

2. Decreasing Outbound Click Rate:

- Look out for decreasing click-through rates (CTR) or fewer outbound clicks.

Outbound click rate ⌄

Impressions

Engagements

Pin clicks

Outbound clicks

Saves

Engagement rate

Pin click rate

Outbound click rate

Save rate

Total audience

Engaged audience

3. Inconsistent Rankings:

- If pins that once ranked in the top 10 start to drop, this may indicate increased competition or algorithm testing.
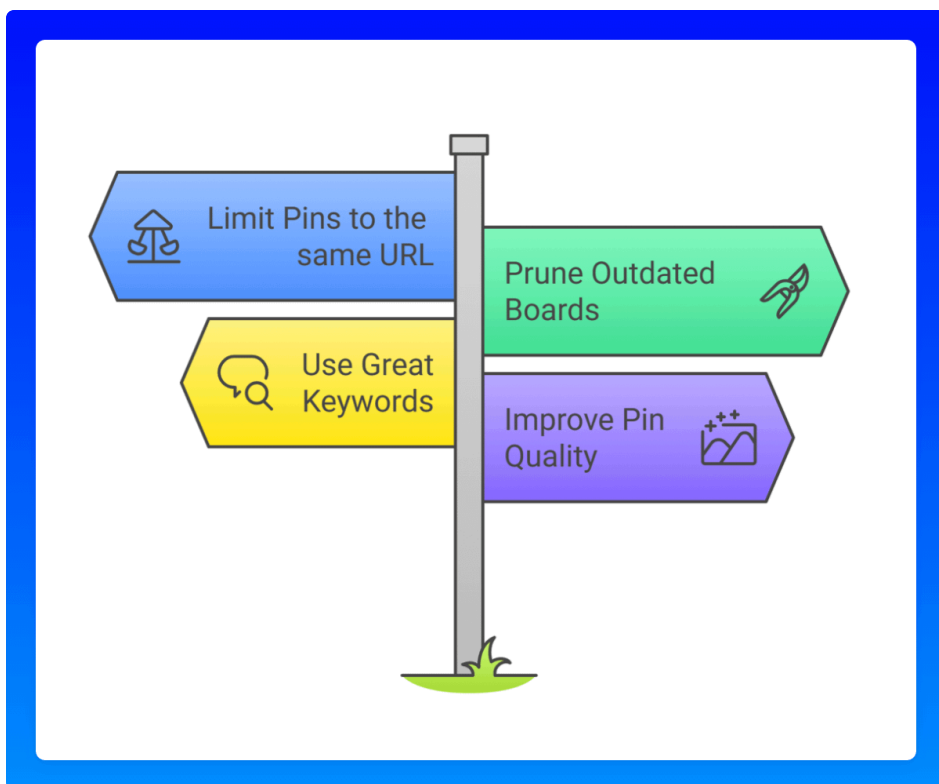
2. The Volatility of Broad Keywords

- High Volume, High Volatility: Broad interests (e.g., "DIY projects") attract more searches but are very competitive. Pinterest constantly tests new pins on these terms to see which ones generate the best engagement.

- Frequent Rank Testing: Even if your pin ranks in the top 10, Pinterest may replace it with a new pin quickly to test if a different design performs better. If the new pin outperforms yours, your ranking could drop.

Why This Matters to You:

- With broad KWs, your pin's position can change frequently. This volatility means that relying solely on broad keywords might not give you stable long-term performance.

- Mix Your Keywords: We'd recommend to use a blend of broad KWs and more long-tail KWs (e.g., "DIY eco-friendly project ideas").

3. Troubleshooting Checklist

These are the most common mistakes that can lead to a performance drop:

- Pinning to much to the same URL in a day:
  Make sure you're not posting too many pins from the same URL (no more than a maximum of 5 pins to one URL per day).

- Outdated Boards:
  Old boards with low engagement rates can drag down your account's overall performance.
  Prune them every few months.

- Wrong Keywords:
  If your pins aren't performing, you might be targeting keywords that don't match your audience's intent.

- Poor Design or Low-Quality Images:
  Quality matters. Low-quality pins can result in low engagement, regardless of your KW strategy.

- Ineffective Descriptions:
  Weak pin descriptions can reduce your CTR and saves. Include subtle CTAs at the end like "Save Now" or "Read Now".