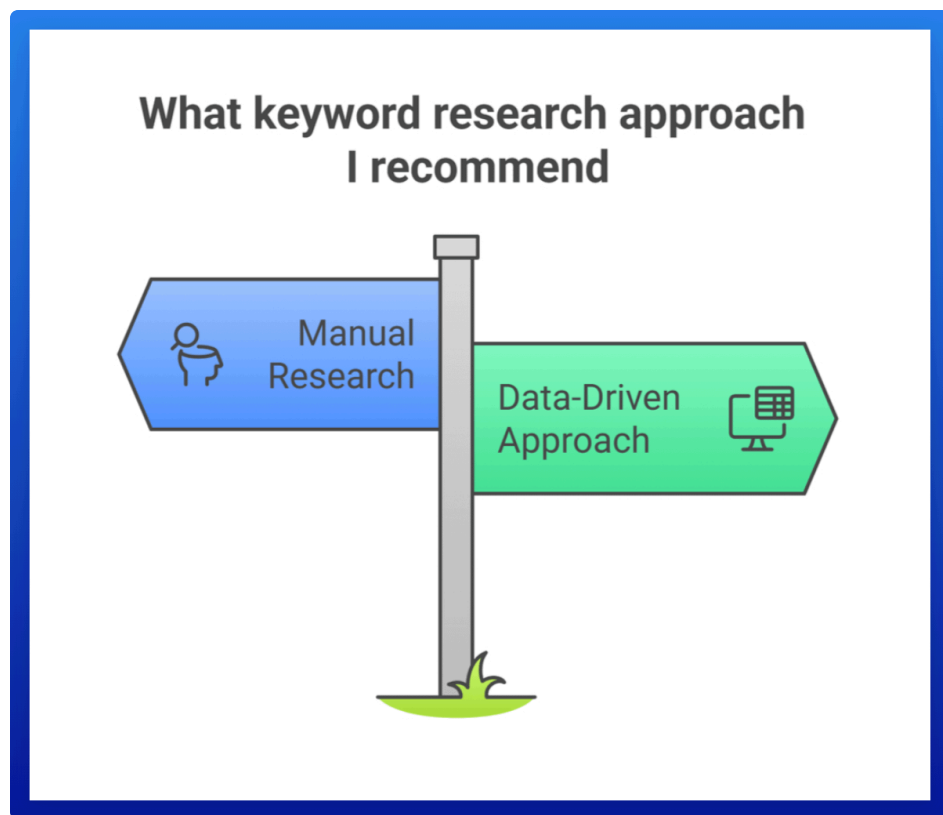I know, many see KW research as purely data-driven—collecting every term they can find, grouping them, and analyzing later.

And while that can work, it's important to remember that keyword research is the foundation of everything.

Even when I focused heavily on SEO, I was never a fan of just dumping keywords into sheets and grouping them afterward.

Why?

Because even the best AI in the world lacks the intuition to know if a KW has real potential. AI groups keywords based on overarching terms but often misses those golden opportunities that only a human can identify.

The best KWs I've ever found—whether for SEO or Pinterest—came from manual research. Over time, I've developed a sense of what works and what doesn't, and that's been far more effective than taking shortcuts.

Especially when you're starting, I highly recommend doing keyword research manually. Scroll through the keywords, and pick the ones that feel right for your niche. No tool or AI can match your intuition.

Yes, it takes a bit longer, but every minute is worth it. Later, as you collect data, you can lean more into the numbers.

But at the beginning, trust yourself.

You know your niche. You know your account. You know your pins. Over time, you'll instinctively understand what works and what doesn't.

That's why I included my manual process in the SOP section <u>here</u>. But I've made it as streamlined and simple as possible - it won't take more than 30-40 minutes.

In the other lessons in this module, I'll show you how to take a more data-driven approach.

I recommend using it alongside the manual research or when you've gathered enough data.