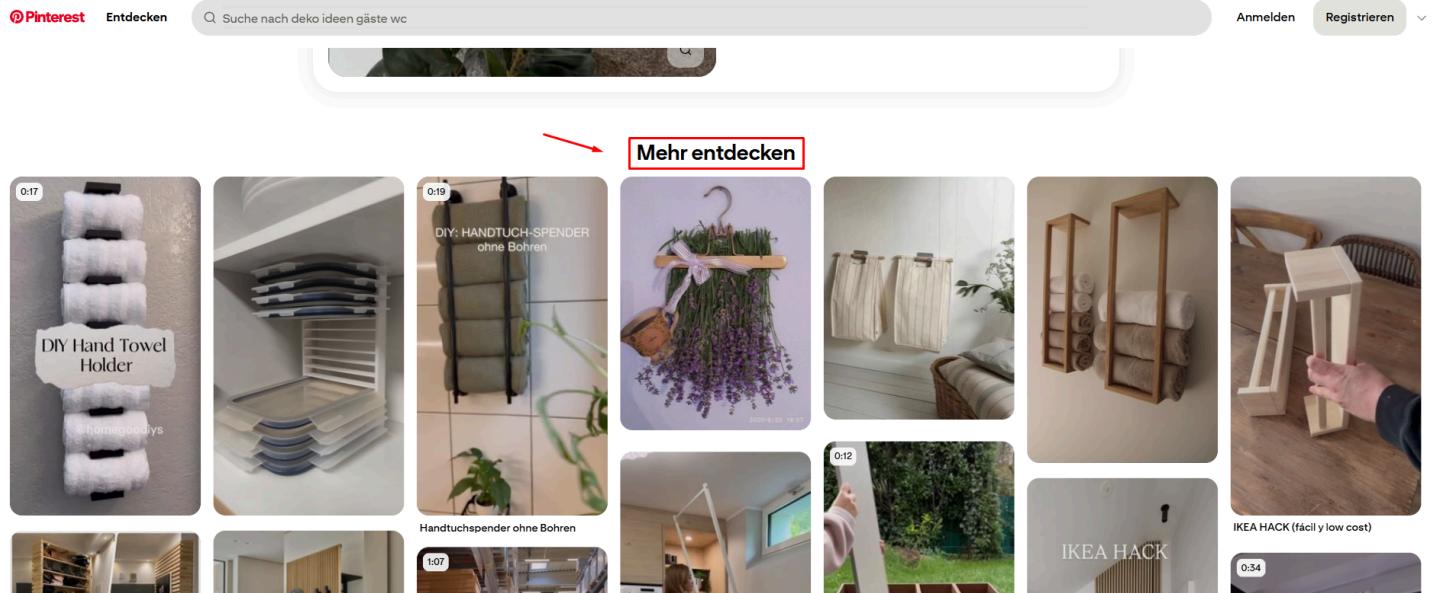


The 3 biggest places to win on Pinterest

- Home Feed (biggest eyeballs): show up to the right people by matching official interests + strong “pinnability.”
- Search: rank for what people type right now (and seasonally).
- Related / “More like this”: get pulled under other top pins via graph connections.



1) Pick a topic the algorithm understands

1. Start with a seed idea (e.g., “fall mocktails”).

fall mocktails a |

- Q **fall cocktails and mocktails**
- Q **fall mocktails non alcoholic recipes**
- Q **fall mocktails non alcoholic easy**
- Q **fall and winter mocktails**
- Q **healthy mocktails non alcoholic fall**
- Q **batch mocktails non alcoholic fall**
- Q **fall mocktails non alcoholic big batch**
- Q **mocktails non alcoholic fall drinks**
- Q **simple mocktails non alcoholic fall**
- Q **fall mocktails non alcoholic**
- Q **fall apple mocktails**
- Q **mocktails non alcoholic fall wedding**

2. Get exact Pinterest phrasing (logged-out search autosuggest). Add “a...z” to explode variants (“fall mocktails a”, “b”...). Paste everything into a sheet.
3. Grab official interests for this topic and its “shoulders” (closely related interests you can also target). You want 1 primary + 3–5 related interests to guide everything you do.

Home Feed + Search rely heavily on Pinterest’s internal interest/annotation systems.

2) Create the board (one post = one board, when possible)

- Name formula: just the topic/interest (short, exact keywords). Example: “Fall Mocktails” (not “Cozy Autumn Drinks For Your Guests”).
- Description: 2–3 short sentences using annotations + the related interests you just mapped. (“ideas” / “inspiration” language is great.)
- Why a board per post: focuses the ML models on a tight theme, which improves context and ranking. (There’s a 2,000-board cap - that works for most.)

3) Seed the new board (so Home Feed “gets” it faster)

Before saving your first pin, add 1–3 fresh, high-save, highly related pins from other accounts to this board:

- Pull from “More like this” under a very similar pin.
- Or use official Ideas pages for that interest.
- Or take the most recent pins from a top board on the topic.

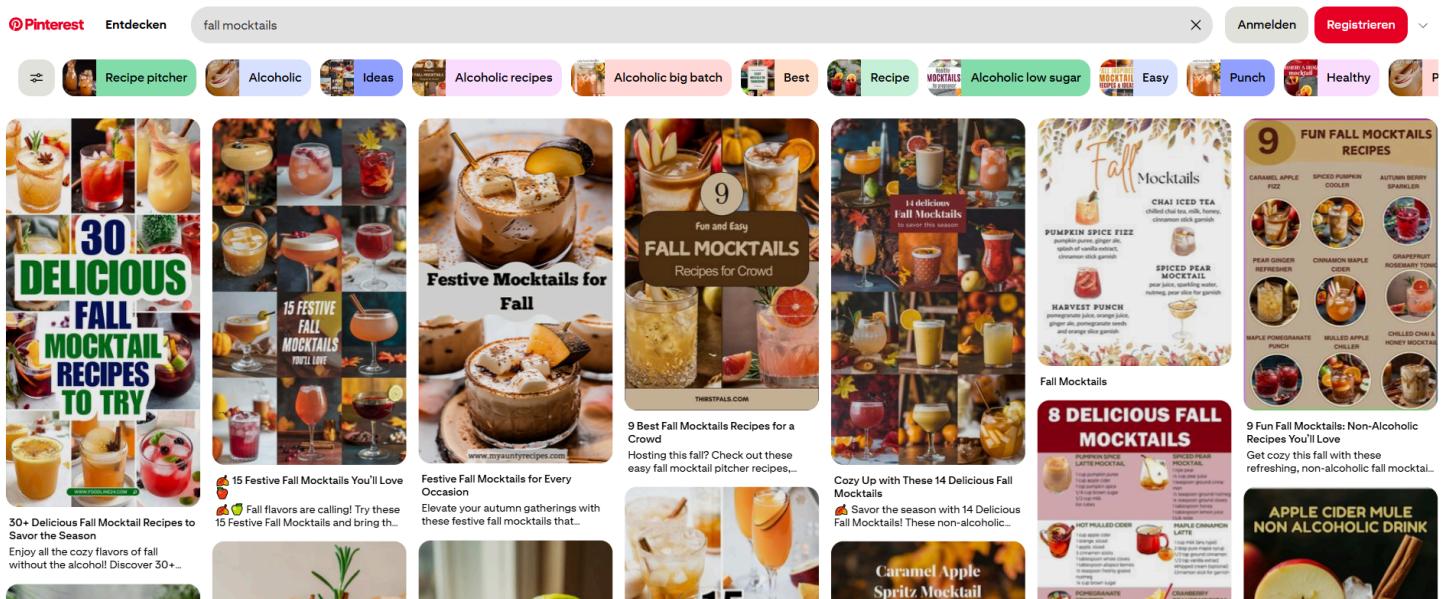
Choose the ones with the most likes, this attaches your board to the interest graph quickly.

4) Write/optimize the linked page (Pinterest crawls your linked page)

Make the page obviously about your topic:

- Put the main phrase (and a couple related interests) in title tag, H1, and body (basic on-page SEO).
- Make sure your pin appears on the page for visual coherence.
- Keep things semantically tight; Pinterest checks Pin ↔ landing page cohesion.

5) Choose the right pin style for this topic



Research the top results for your keyword in the incognito tab or 'Top Pins' feature by PinClicks and check:

- If there are a lot of text overlay pins, create a TO pin.
- If there are a lot of plain images (visual niches), do that.
- If they're collages, match it.

Wrong style = low CTR. Don't copy them but get inspired by them and create pins in a similar style.

Pro tip: create a few color variants (dominant red/purple/pink color often works better). Also test font families (script vs sans) - most users get associated style preferences that the feed models pick up.

6) Write titles & descriptions that hit ranking signals

Titles (goal: relevance + click):

- Use the exact topic/interest + a sharp outcome/descriptor.
- Add a year where it makes sense.
- Keep it short and punchy.

Descriptions (3 sentences):

1. Context with keywords/interest terms,
2. Benefit of clicking through,
3. Call-to-Save (“Save this for later”).
Include at least one official annotation/interest naturally (don’t stuff).

→ Need a concrete walk-through for adding annotations to boards & pins? Use this [SOP](#).

7) Trigger the Home Feed (the biggest traffic lever)

The Home Feed system (Pixie + PinSage + interest matching) boosts pins that:

- Match official interests in title/description/board name/alt text,
- Sit on well-named, topical boards,
- And earn saves quickly. Saves are the #1 user signal. Design for saves, not just clicks.

Practical boosters:

- Pin a couple “made-for-saving” assets (e.g., quick checklists, quotes, simple how-to diagrams) alongside your traffic pin to lift account/board-level save rates.
 - Keep feeding fresh pins, that's one of the most important ranking factors on Pinterest.
-

8) Analyze, double down, iterate

In Analytics, filter by Outbound Clicks and Saves:

- Note pin style, title pattern, colors/fonts, topic, board for the winners.
- Create more on what's winning (same topic/interest cluster, similar design language)

Concrete example (mini-SOP you can copy today)

Goal: Publish one post + board and get it seeded + scheduled in under a work session.

1. Keyword & interest map (10–15 min).
 - Grab logged-out autosuggests for “fall mocktails”; pick 1 primary + 3–5 shoulder interests.
2. Board: Create “Fall Mocktails”; write a 2–3 sentence description using synonyms + 2–3 related interests.
3. Seed board: Save 2 fresh, high-save “fall mocktails” pins from “More like this” and/or the Ideas page.
4. Post page: Title/H1/body include “fall mocktails” and a shoulder interest or two (e.g., “non-alcoholic thanksgiving drinks”). Ensure the hero image you'll pin sits on the page.

5. Design 3–5 pins:

- Match the dominant style from top results (TOBI/pure/collage). Make 2 color variants, test one script vs one sans font.

6. Titles & descriptions:

- Title example: “15 Cozy Fall Mocktails (2025)”
- Description (3 lines): context + benefit + “Save this for later.” Include one official interest/annotation. Use the SOP to nail annotations: link above.

7. Schedule:

- Save to “Fall Mocktails” first; optionally re-save unique variants to 1–2 tightly related boards (e.g., “Non-Alcoholic Drinks”, “Thanksgiving Drinks”) with adjusted titles/descriptions.

8. Boost saves: Add 1 “save-bait” pin (simple checklist image like “Fall Mocktail Pantry Staples”) to lift save rate.

9. Review after a few days: Duplicate what’s working (topic, style, colors) across the cluster; cut what isn’t.

Quick checklists

Home Feed readiness (yes/no):

- Board name is exact topic/interest
- Board seeded with 1–3 fresh, high-save related pins
- Pin titles/descriptions include at least one official interest/annotation
- You published at least one “made-for-saving” asset alongside your traffic pins
- You used the style that already wins for this keyword (TOBI/pure/collage)

Search readiness (yes/no):

- Logged-out autosuggests covered
- Page title/H1/body aligned with the pin
- Year or specificity where helpful
- Broad keywords sprinkled into description (e.g., “mocktails”, “holiday drinks”, “dinner party drinks”)