0) What happens in Q4:

One thing you absolutely need to keep in mind for Q4 is that seasonality becomes even more important than it already is.

Pinterest is more and more a seasonality-driven platform. Seasonal content gets pushed heavily - especially in the Home feed and Recommendation feeds. And in Q4, this effect multiplies, because it's the highest revenue season of the entire year.

That means everything around the major events - Halloween, Thanksgiving, Fall/Autumn, Black Friday, Cyber Monday, December holidays, and of course Christmas - dominates.

Even evergreen keywords often get "*seasonalized*" during this time (e.g. Christmas-related Pins showing up in otherwise evergreen searches) simply because the seasonal intent is so strong.

👉 **What this means for us creators:**

- Every Pin you create from now on should carry some degree of seasonal intent. Review your top 10–20 performing Pins - are they still relevant for the current season? Are they evergreen?
- If they're summer-focused, expect traffic to dip until next year. For evergreen ones, check in Top Pins / PinClicks to see if seasonal variations are already showing up.

The goal is to have a good mix of evergreen + seasonal content. Evergreen keeps your traffic steady all year, while seasonal lets you ride the Q4 wave.

And don't forget: ad spend skyrockets in Q4. Last year, we already saw a lot of cases where 6 out of 10 search results were ads. That means fewer organic slots and higher competition.

👉 **What I recommend:**

Shift to long-tail keywords. Big broad keywords get crushed by ads a looot and get even more competitive. Long-tail queries usually have fewer ads, less volatility, and if you target enough of them, they deliver stable traffic without the risk of your organic Pins being buried.

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1) 15-Minute Q4 Audit (what to keep, fix, or pause)

Goal: Find which of your current top-performing pins will *hold*, which are *at risk*, and where to add new seasonal/long-tail content.

1. List your current top performers.

Top Pins

Displays up to 50 Pins based on the sorted metric

Sort by [Outbound clicks ⌄]   ☐ Pins created in the last 30 days ⓘ

Open Pinterest Analytics → filter for Outbound clicks → export last month's pins. Mark your top 20.

2. Seasonality tag each one:

   - "Evergreen" (works year-round),
   - "Q4 seasonal" (e.g., gifts, holidays),
   - "Out-of-season" (e.g., summer).

3. Competition snapshot (incognito or use 'Top Pins' in PinClicks):

   For each *evergreen* or *Q4* keyword, open an incognito window and search it on Pinterest:

   - Count how many pins are Ads/Product-related.
   - If many = It's high-competition in Q4.
     If few = Safer to keep pushing.

     (This quick check is important during this season to avoid personalization bias.)

4. Keep / Watch / Replace:

   - Keep: Evergreen or Q4 seasonal with *low* ad density.
   - Watch: Evergreen with *rising* ad density.
   - Replace (or supplement): Out-of-season or high-ad broad terms → go long-tail (next section).

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2) Long-Tail Q4 Keyword Builder

In PinClicks (5–10 minutes):

1. Keyword Research → type in a broad seed, like:

   - "gifts", "fall decor", "christmas [your niche]". Export ideas.

2. Add qualifiers to make them long-tail:

   - "ideas", "for teens; mom; dad etc.", "under $50", "designs", "room", "DIY", "checklist".

3. Interest Explorer: paste in your core keyword → collect 5–10 *official interests* directly related to it. These are the exact words Pinterest understands - use them in titles/boards.

4. Top Pins: for each candidate keyword, open Top Pins to see what works well right now; prefer topics where winners look *older/outdated* (it's easier for you to beat them with fresh pins).

Especially during Q4, focus on long-tail keywords (both evergreen and seasonal) - and always check before creating the article/pins whether ads already dominate the results.