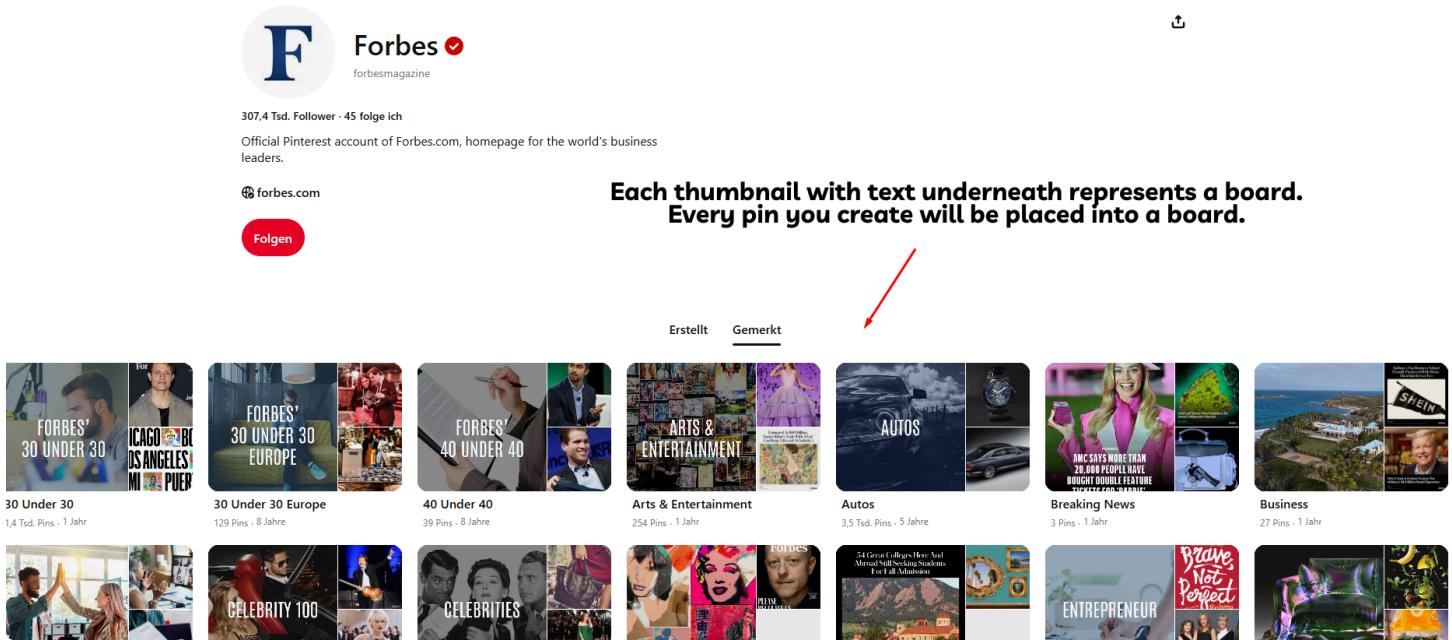


Before we dive in, I want to make sure you're familiar with all the key terms we're using in this system and our tools.

Even if you've been on Pinterest for a while, this could be a great refresher to keep everything top of mind!

Board

When you create a Board, you organize your Pins by topic or theme. Boards help you manage your content by grouping similar ideas together.



Business Account

Convert your personal account to a Business Account to access advanced features such as analytics, advertising options, and other business tools that help you monitor and grow your Pinterest presence.

CTR (Click-Through Rate)

You track CTR to see the percentage of viewers who click on a Pin's link. This metric tells you how effective your Pins are at driving traffic from Pinterest to your website.

Content Clusters

Group related articles or Pins into content clusters to target similar keywords and topics. By doing this, you build topical authority and sustain long-term traffic growth.

Duplicate Content

Pins or images that are identical or nearly identical—avoid posting them. Pinterest's algorithms can detect duplicates, which may hurt your account's overall performance.

GA (Google Analytics)

Integrate Google Analytics with your system to monitor website traffic. GA provides you with detailed insights beyond Pinterest's native analytics, helping you assess the performance of your linked content.

Hostinger

We use Hostinger to efficiently set up and manage multiple websites. It's great for creating template-based sites, but when a site starts getting more traffic, we switch to another hosting provider.

Home Feed

Your Home Feed is the main page on Pinterest that displays a personalized selection of Pins based on your interests, search history, and engagement. This is where you discover fresh content and trends.

The screenshot shows the Pinterest dashboard interface. At the top left is a navigation bar with a 'P' icon, 'Home feed', and a menu icon. Below this is a grid of three columns: 'Shortcuts', 'Create content', and 'Manage campaigns'. The 'Shortcuts' column contains links like 'Business Hub', 'Home feed' (which is highlighted with a red border), 'Create catalog', 'Promote product groups', and a 'Add shortcut' button. The 'Create content' column has sections for 'Paid' (with 'Create Pin for ad') and 'Organic' (with 'Create Pin'). The 'Manage campaigns' column includes links for 'Create campaign', 'Ad account overview', 'Ad reporting', 'Custom ad reports', 'Ad recommendations', 'Ad account history', and 'Bulk editor'. A callout box at the bottom left of the grid provides a tooltip for the 'Home feed' shortcut: 'Home feed: View a feed of Pins that have been picked for you'.

Shortcuts	Create content	Manage campaigns
Business Hub	Paid Create Pin for ad	Create campaign
Home feed	Organic Create Pin	Ad account overview
Create catalog		Ad reporting
Promote product groups		Custom ad reports
+ Add shortcut		Ad recommendations
		Ad account history
		Bulk editor

Incognito Tab

Browse Pinterest in an incognito tab when you need to see unbiased search results or trend data without the influence of your personalized history and cookies.

Interests

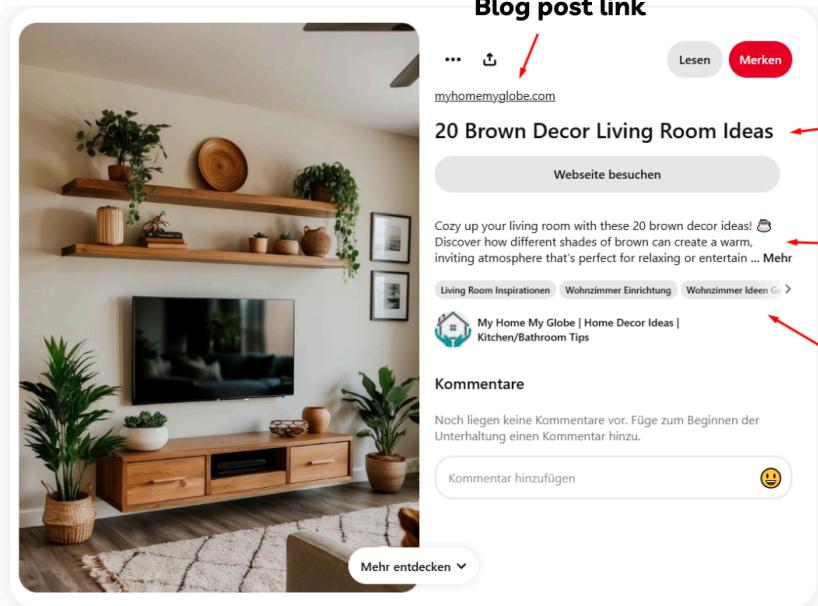
Your interests are the topics and categories that define your Pinterest experience. Pinterest uses these to recommend Pins and tailor content specifically for you.

Outbound Click

When you click a link in a Pin that takes you to an external website, it counts as an outbound click. This is a critical metric if you're looking to monetize your content or drive traffic to your site.

Pin (Image/Video Post)

Every Pin is an image or video you post on Pinterest. When you create a Pin, include a catchy title, a detailed description with relevant keyword annotations, and a link to your blog post.



Save

You “save” a Pin by adding it to one of your boards. Whether you find a Pin on Pinterest or save an image from the web using the Pinterest app, browser extension, or your device’s share function, saving helps you curate content that inspires you.

Related Pins

When you view a Pin’s detail page, you’ll see a “More like this” section with related Pins. Engage with these suggestions to explore additional content that aligns with your interests and strategies.

Pinterest Analytics

Use Pinterest Analytics (available at analytics.pinterest.com) to track how your Pins and Boards perform. This tool provides you with data that you can use to fine-tune your content and strategy.

Pinterest Predicts

Rely on Pinterest Predicts as an annual forecasting report that identifies emerging trends. Use these insights to stay ahead of what will soon capture your audience's interest.

Pinterest Trends

Visit Pinterest Trends to see which topics and keywords are hot right now. This free tool helps you ensure that your content remains fresh and relevant to what users are currently searching for.

PinSage, Pin2Interest, Pixie

These internal Pinterest algorithms analyze visual, textual, and contextual data. They help you by categorizing your Pins, recommending related content, and optimizing how content appears in users' feeds.

Proxy

When managing multiple Pinterest accounts, you can use a proxy to assign fixed IP addresses to specific accounts. Although proxies offer less flexibility than VPNs, they help you manage your accounts more securely.

RPM (Revenue per Mille)

Keep an eye on RPM, which estimates the revenue you earn per 1,000 pageviews. This metric is key for assessing the profitability of your content and ad placements.

SOP (Standard Operating Procedure)

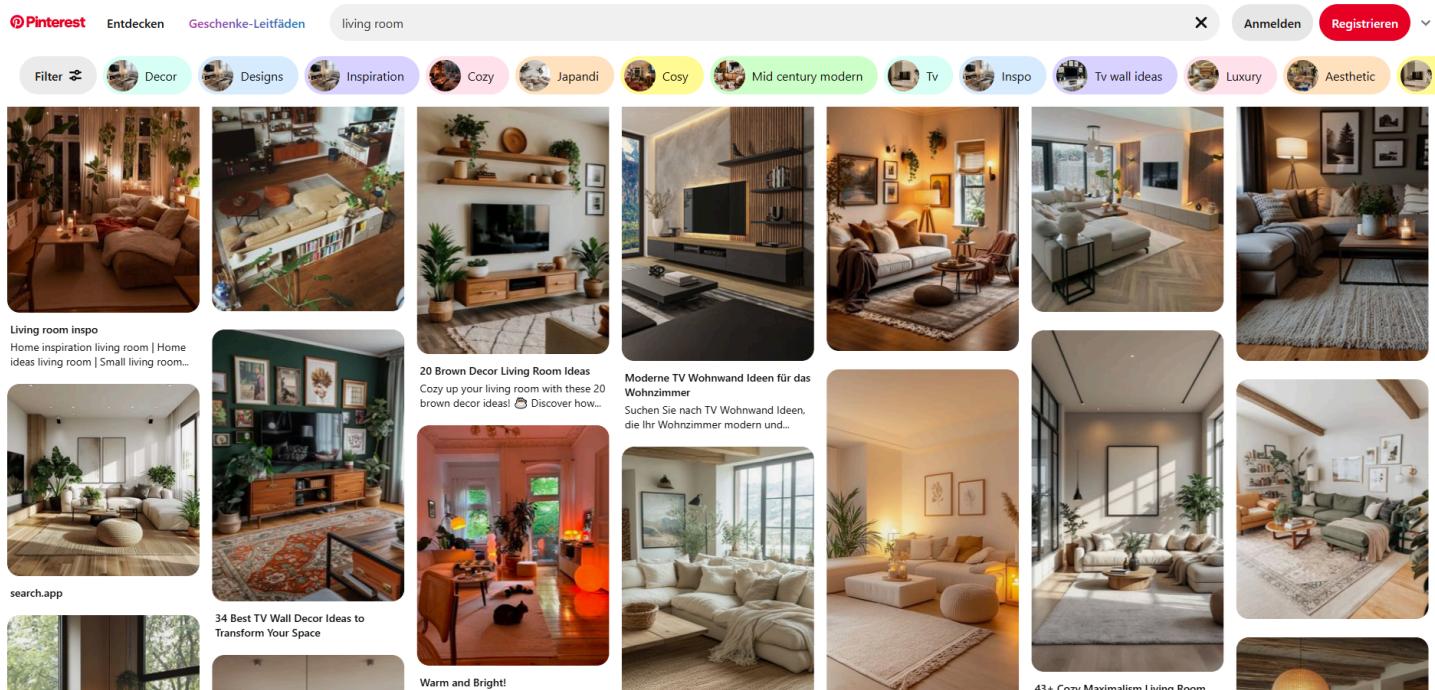
Follow SOPs to complete specific tasks consistently. These detailed, step-by-step instructions ensure that you maintain efficiency and accuracy in your processes.

Scout Pins

Create Scout Pins without a title, description, or URL to test new engagement strategies. Use them to boost engagement rates while keeping your search ranking signals unaffected.

Search

Treat Pinterest as a powerful image search engine. When you optimize your Pins and Boards with the right keywords and annotations, you improve their discoverability through Pinterest search.



Rich Pins

Implement Rich Pins to automatically display extra details from your website. When you set these up, Pinterest pulls the title and description from your site's open graph meta tags, offering your audience more context right on the Pin.

Keyword Annotations

Ensure that you include relevant annotations in your pin and board descriptions. These keyword annotations help Pinterest understand your content, boosting its visibility to your target audience.

VPN (Virtual Private Network)

Use a VPN to create a secure, encrypted connection that masks your IP address. This is essential when managing multiple Pinterest accounts, as it reduces the risk of bans and enhances your privacy.

Overview Sheet

Maintain an overview sheet—a centralized document or spreadsheet—to track keywords, article URLs, titles, and the progress of your tasks across websites or Pinterest accounts. This helps you stay organized and on top of your strategy.

KW (Keyword)

Incorporate specific search terms or phrases (keywords) into your content strategy. By optimizing your Pins and Boards with the right KW, you boost your visibility in Pinterest's search engine.