

Optimizing your outbound click rates isn't actually that difficult—it mainly comes down to these key factors:

1. Catchy titles

1. Make them catchier by adding numbers and power words.

2. Example of a great title: *"20+ Stunning Boho Living Room Ideas You Need to See"*

2. Add a "Read Now" button to your pins, for example:



3. Plain images usually get more saves, while text overlays drive more outbound clicks — a mix of both works well.

1. In niches where one dominates (e.g., food = text overlays, beauty = plain images), also create pins for KWs with top-ranking pins in the other format.

2. In beauty, subtle text overlays can also perform well, and in food, plain images occasionally work too.

4. For niches like fashion or beauty, where text overlays are less common, use subtle overlays instead.

Here are 25 powerful words to make your titles catchier and boost your CTRs:

Incorporate these into your titles, and you'll see higher outbound click rates!

- Stunning
- Best

- Affordable
- On a Budget
- Luxury
- Genius
- Effortless
- Timeless
- Secret
- Underrated
- Rich-Looking
- Gorgeous
- Expensive-Looking
- Classy
- Chic
- Exclusive
- Ultimate
- Must-Have
- Elegant
- Breathtaking
- Viral
- Game-Changing
- Irresistible
- Flawless
- Iconic