

Most creators only ever talk about *ranking in Search*. And yes, Search matters. But here's the thing: most of Pinterest traffic doesn't even come from Search.

It comes from the Home Feed + Recommendation Feed.

So, let's break this down:

1. Search = keyword-driven

When someone types a query, Pinterest matches pins that are optimized for:

- Annotations (Pinterest's internal tags - step-by-step SOP here: [Create Pin Board Descriptions with Annotations](#))
- Keyword targeting (title + description)
- Clean metadata (your URL + page title/description (basic on-page SEO) should match)
- Text relevance (your linked page is highly relevant to the pin)

If you nail those, you'll show up when someone *actively* searches.

2. Home Feed = intent-driven

This is a completely different game. Here, Pinterest predicts what a user *might* want before they even type anything.

How? By:

- Clustering pins into interests (e.g. "fall home decor")
- Mapping them against the taxonomy (Pinterest's structured interest database)
- Entity mapping (tying your pin to recognized topics/entities)
- Board graph distribution (Pinterest spreads your pin through related boards + the recommendation engine)

Translation: You're not competing for *one keyword*. You're competing for entire user journeys.