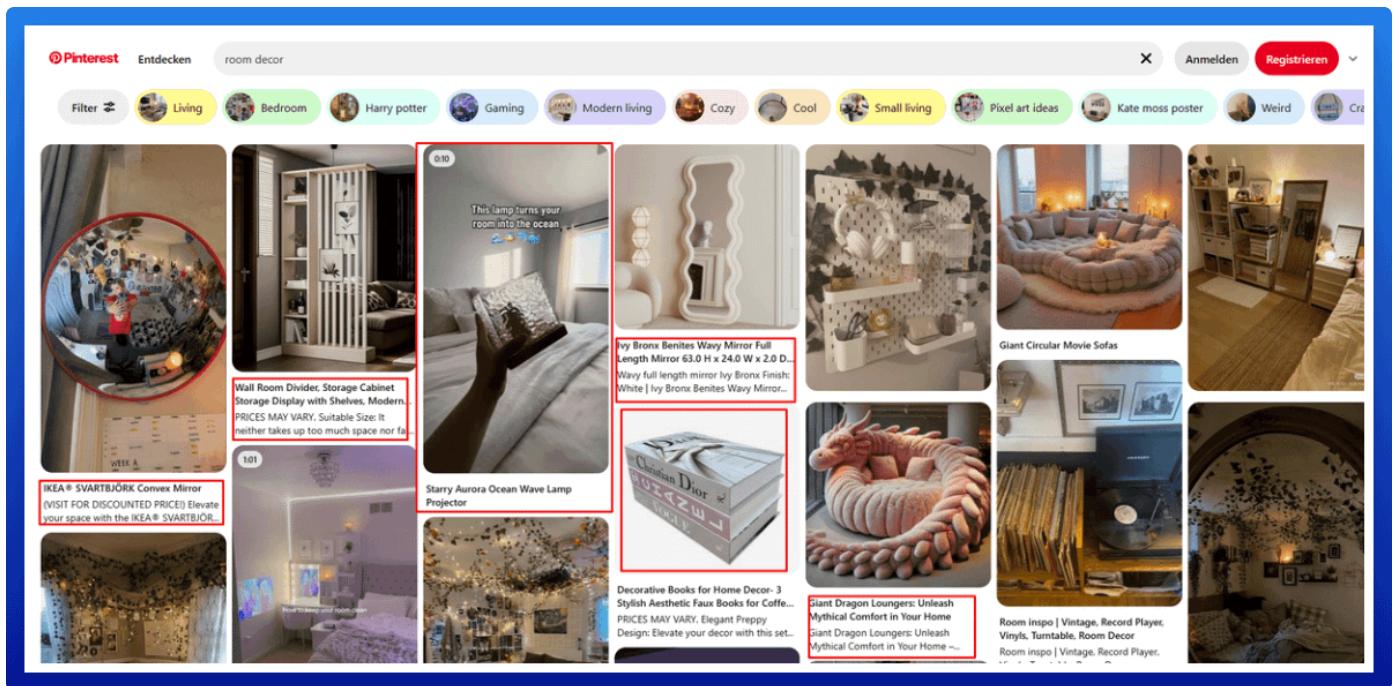


## I avoid using a keyword if:

- If the top-ranking pins are mostly or noticeably dominated by product pins or ads.
- You can check this by entering the KW into an incognito tab and seeing which pins rank. This shows the true top pins without filters or personalized search behavior.



- Here, you can see that 6 out of 11 pins are product pins. I wouldn't choose this KW in this case.

I know it's tedious to check each KW in an incognito tab, but you'll usually notice this pattern with broad, high-competition KWs.

To minimize this, use KWs that include "ideas" or "designs" after the main term because they work much better. These signal that users look for inspiration, increasing the chances that your listicle-based pins will rank well.

At the latest before you create pins for this KW, I recommend that you quickly check this.

- If the KW is too broad (e.g., "decor," "fashion," or "food").
- These work well as overarching topics in your profile name but aren't good for creating individual boards.