

Make it yours:

<https://docs.google.com/document/d/1LdpsJRrFOfX18sG5S0WlwRHm0sJ-hexk90WhK2CSRv8/copy>

This is the overall process for researching a niche and conducting great KW research.

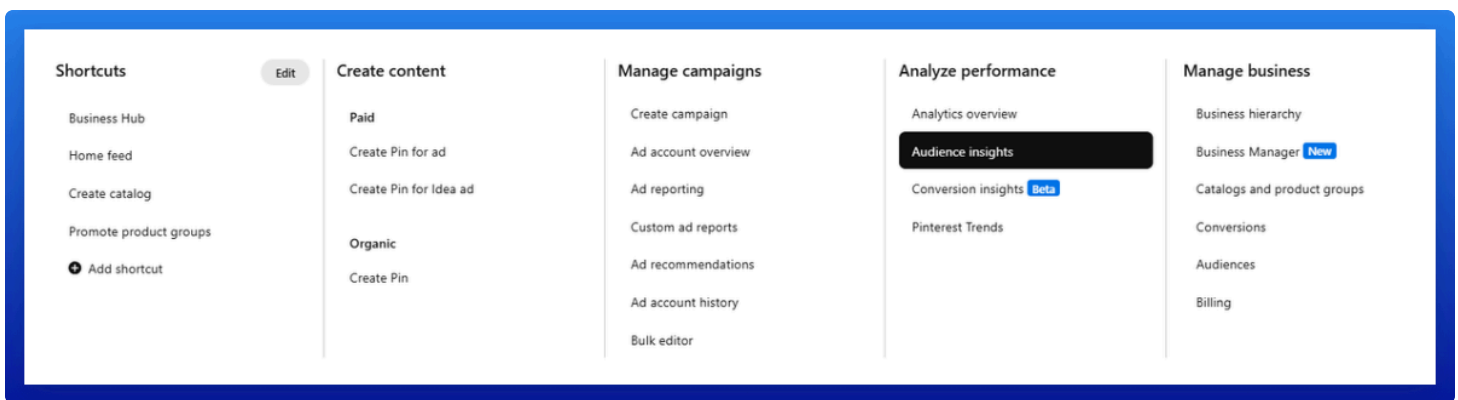
Choosing the right niche lays the foundation for long-term success and ensures that you have a consistent pool of 50–100 strong keywords.

Key Definitions:

- Niche: A specific market segment you target (e.g., Home Decor, DIY & Crafts).
- Keyword (KW): The search term or phrase that users enter on Pinterest.

Niche Research SOP:

1. Go to Pinterest > Audience Insights



2. Go to 'All Pinterest Users' and check out the different categories and their interests. Look for ones big enough to build a dedicated site around.

Audience insights



All Pinterest users Compare

Audience 1

Pinterest total audier

Export CSV

Create campaign

Pinterest total audience is global and includes everyone who has seen or engaged with any Pins.

Categories and interests

The most popular categories and related interests for this audience

Category	% of audience ↓		Art interests	
art	90%		Interest	% of category audience ↓
entertainment	84%		photography	79%
home decor	81%		drawing	57%
women's fashion	76%		illustration	48%
diy and crafts	74%		body art	39%
design	73%		digital art	31%
education	68%		fashion design	23%
			painting	20%
			art tutorial	19%
			poster design	15%
			art supplies	14%
			mixed media art	13%

3. A niche should be big enough to provide 50–100 strong keywords for articles over the long term and should provide diverse subtopics.

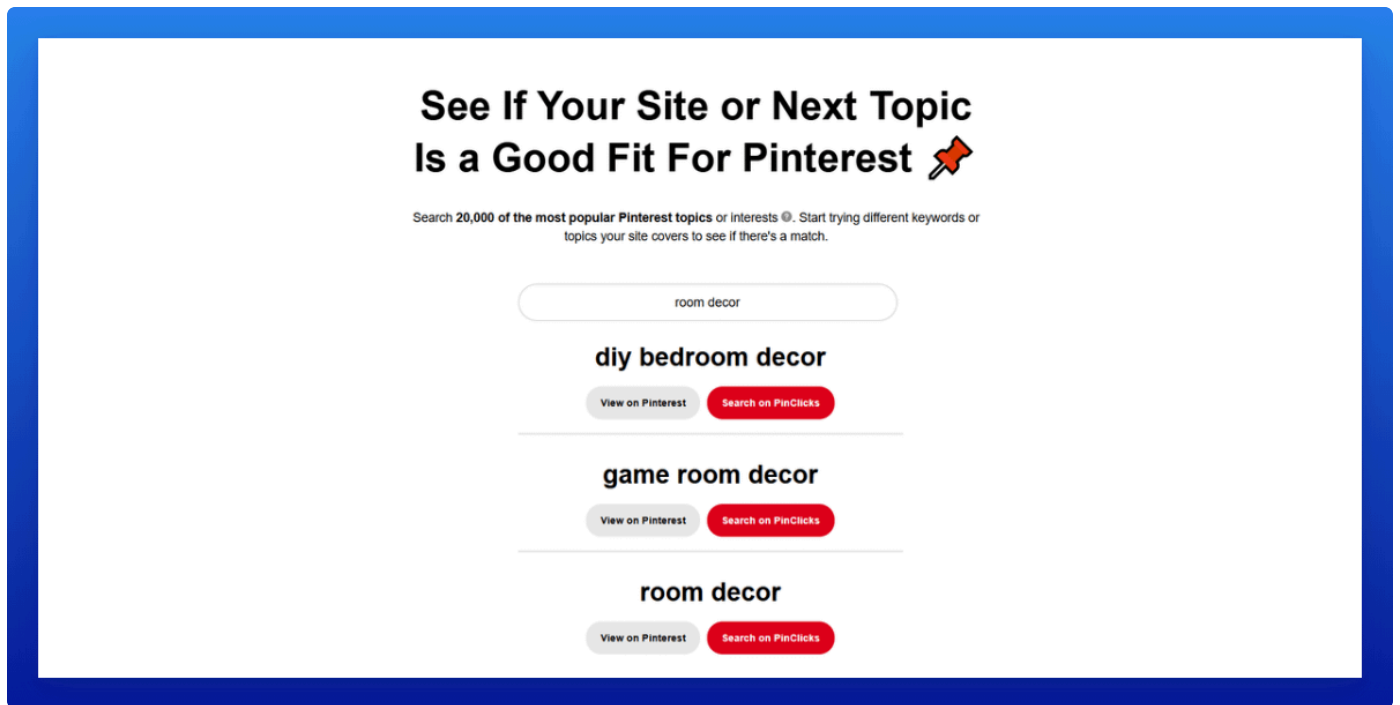
These are my top 10 niches:

1. Fashion
2. Art & Design
3. Beauty
4. Home Decor
5. DIY & Crafts
6. Wedding
7. Food & Recipes
8. Architecture
9. Parenting
10. Gardening

Keyword Research SOP:

1. Create a tab in your overview sheet and name it "KW Research."

- List all broad topics that come to your mind for your site there, like *room decor* or *kitchen*.
- Enter these broad topics into Pinterest's 20k largest interest database here:
<https://www.pinclicks.com/interests.html>.
 Add relevant interests to your overview sheet.



- Use Pinclicks* > Interest Explorer and input those large interests.

Look for additional interests with at least >5-10k volumes and add these to the sheet.
 (You can also add interests with smaller volumes if you want)

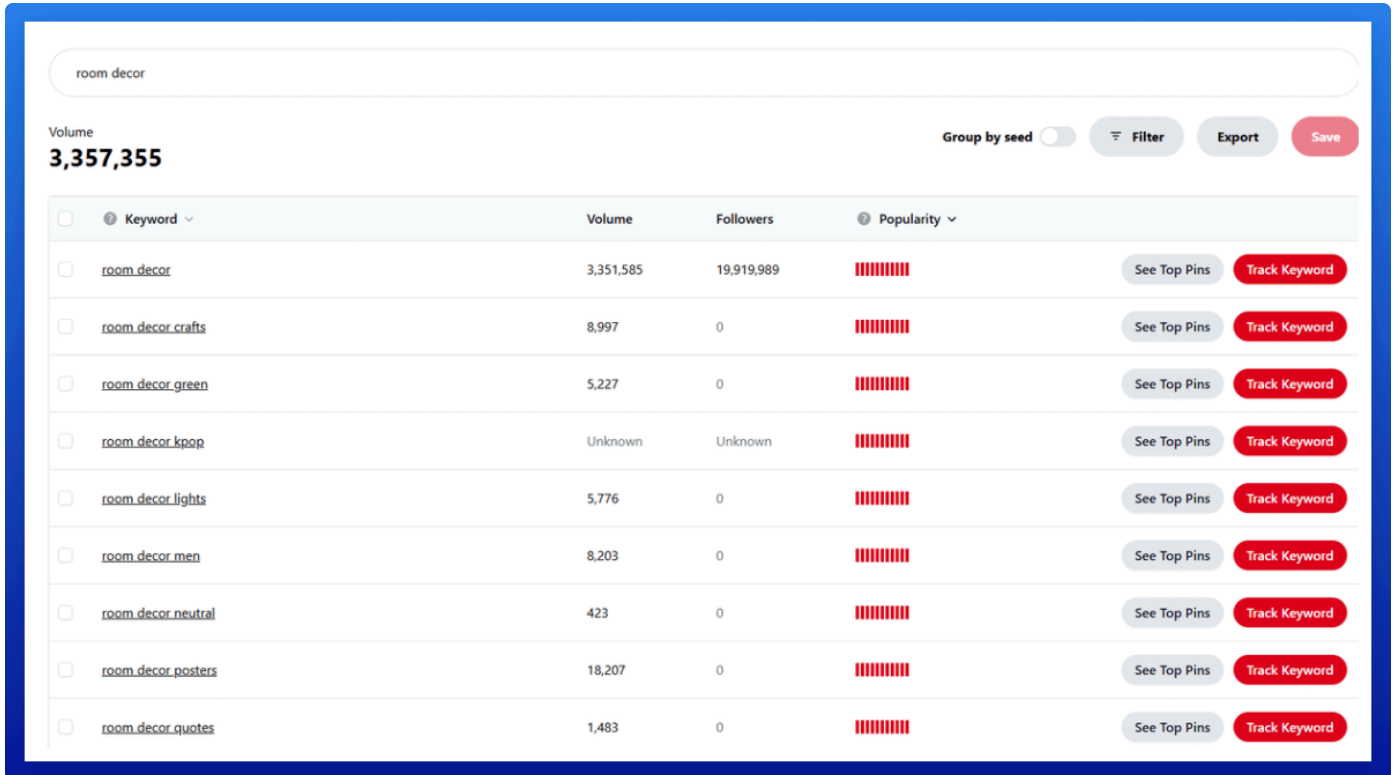
Interest Explorer

room decor

Filter Export Save

Interest	Volume	Followers	Taxonomy	Related Interests	Related Searches
<input type="checkbox"/> room decor diy aesthetic room decor diy	4,141	0	✓	✓	Research Keyword
<input type="checkbox"/> home decor room decor	519	0	✓	✓	Research Keyword
<input type="checkbox"/> room decor living room	2,105	0	✓	✓	Research Keyword
<input type="checkbox"/> boho room decor living room	28	0	✓	✓	Research Keyword
<input type="checkbox"/> white room decor living room	134	0	✓	✓	Research Keyword
<input type="checkbox"/> living room and dining room decor	472	0	✓	✓	Research Keyword
<input type="checkbox"/> room decor ideas living room	605	0	✓	✓	Research Keyword

5. Skip seasonal KWs unless the season aligns soon. I focus on evergreen keywords because they're easier to manage with multiple sites.
Seasonal KWs require starting 2–3 months in advance, which means extra management effort. My goal is to keep my processes as simple and streamlined as possible, so evergreen KWs are more efficient if the niche has enough good ones of them.
6. Use [Pinclicks*](#) > Keyword Research to find even more variations.



The screenshot shows the Pinclicks Keyword Research interface. At the top, a search bar contains the text "room decor". Below the search bar, the volume is displayed as "3,357,355". To the right of the volume, there are buttons for "Group by seed", "Filter", "Export", and "Save". Below this, a table lists various keyword variations. Each row includes a checkbox, the keyword name, volume, followers, popularity (represented by a bar chart), and buttons for "See Top Pins" and "Track Keyword".

<input type="checkbox"/>	Keyword	Volume	Followers	Popularity	
<input type="checkbox"/>	room decor	3,351,585	19,919,989	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor crafts	8,997	0	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor green	5,227	0	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor kpop	Unknown	Unknown	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor lights	5,776	0	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor men	8,203	0	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor neutral	423	0	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor posters	18,207	0	██████████	See Top Pins Track Keyword
<input type="checkbox"/>	room decor quotes	1,483	0	██████████	See Top Pins Track Keyword

Tips:

- For many broad KWs, you can add "*ideas*" or "*designs*" to easily create long-tail KWs with less competition.
- I like to add a great mix of broad KWs (higher probability of short-term spikes) and smaller long-tail KWs (easier to rank for, less competition).

You can find all further details about KW research in [this module here](#).

*(Aff link, we earn a commission if you make a purchase, at no additional cost to you. Use the coupon code "*nichegrownerd*" to get 25% OFF)