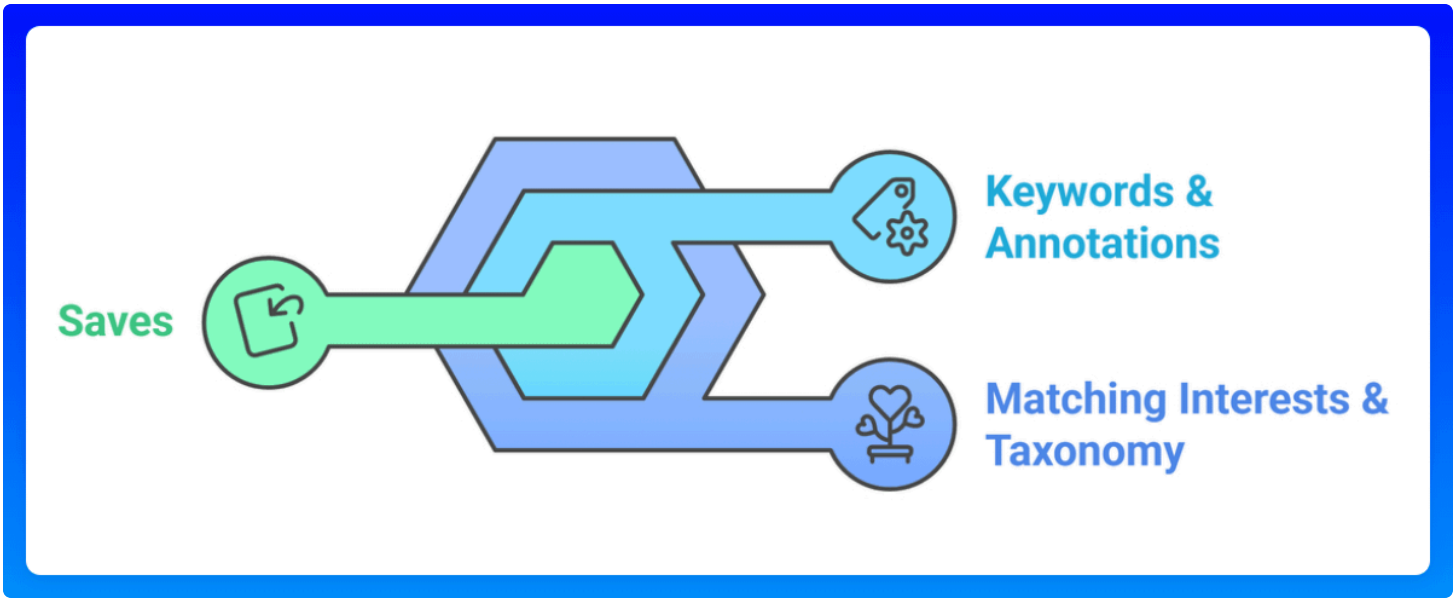
The Most Important Ranking Signals



Focus on these three most important ranking signals, as they determine how your content is ranked:

1. Saves:

Every time someone saves your pin, it sends a strong engagement signal to Pinterest. High save rates signal that your content is valuable and worth distributing further.

2. Keywords & Annotations:

Their algorithm analyzes words in your pin titles, descriptions, and even your linked page (your blog post).

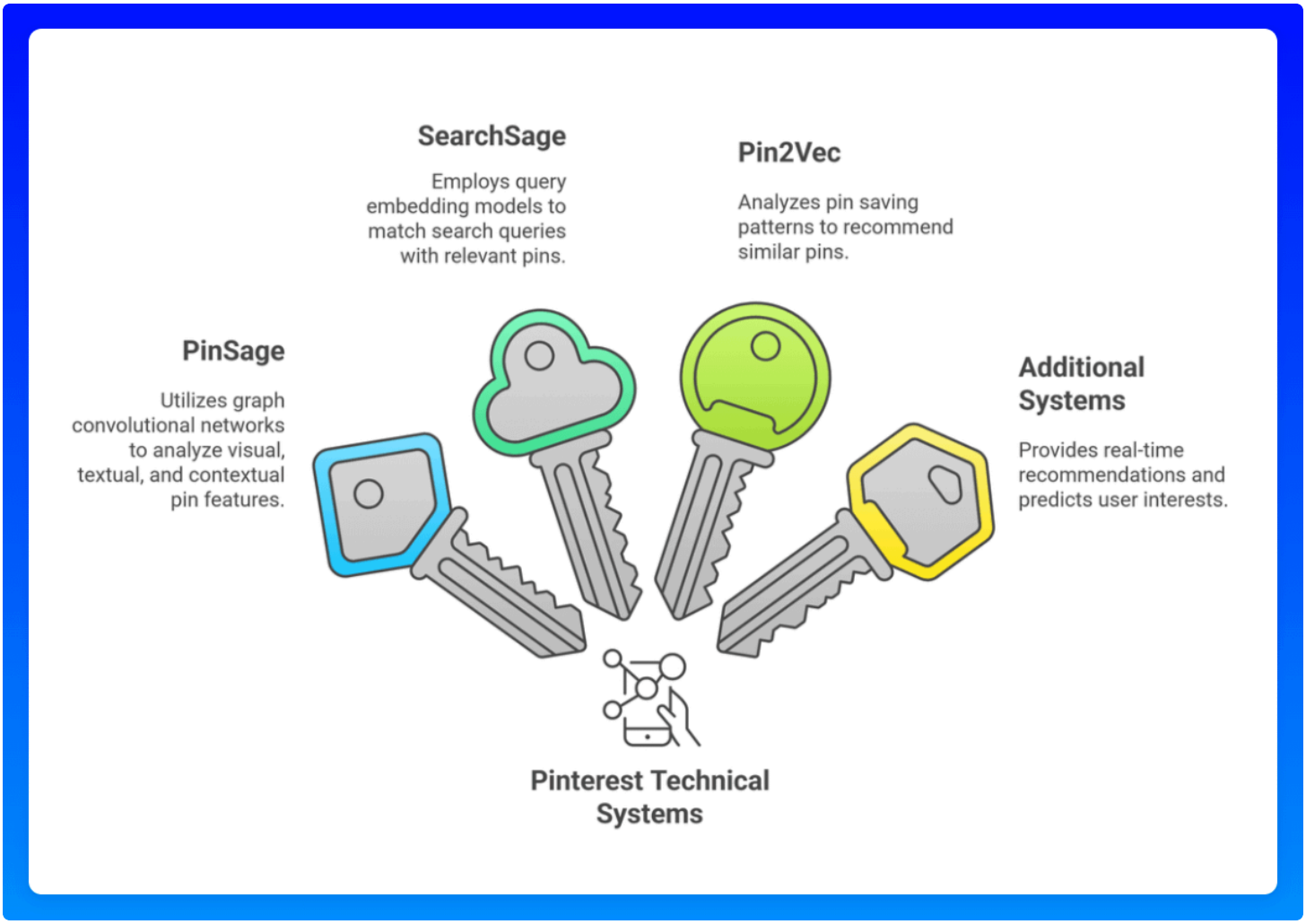
It uses KW annotations (Pinterest's "tags"—semantically meaningful phrases) to match your content with the user's search terms.

3. Matching Interests & Taxonomy:

Pinterest organizes millions of interests into a hierarchical taxonomy. Your pins should align with these official interests to appear in relevant feeds. This means including terms that match Pinterest’s internal interest database.

💡 You optimize for that by researching interests and adding relevant annotations to your pin and board descriptions.

The Most Important Technical Systems



Pinterest uses several advanced technical systems and machine learning models to process your ranking signals and to distribute your pins to the right audience:

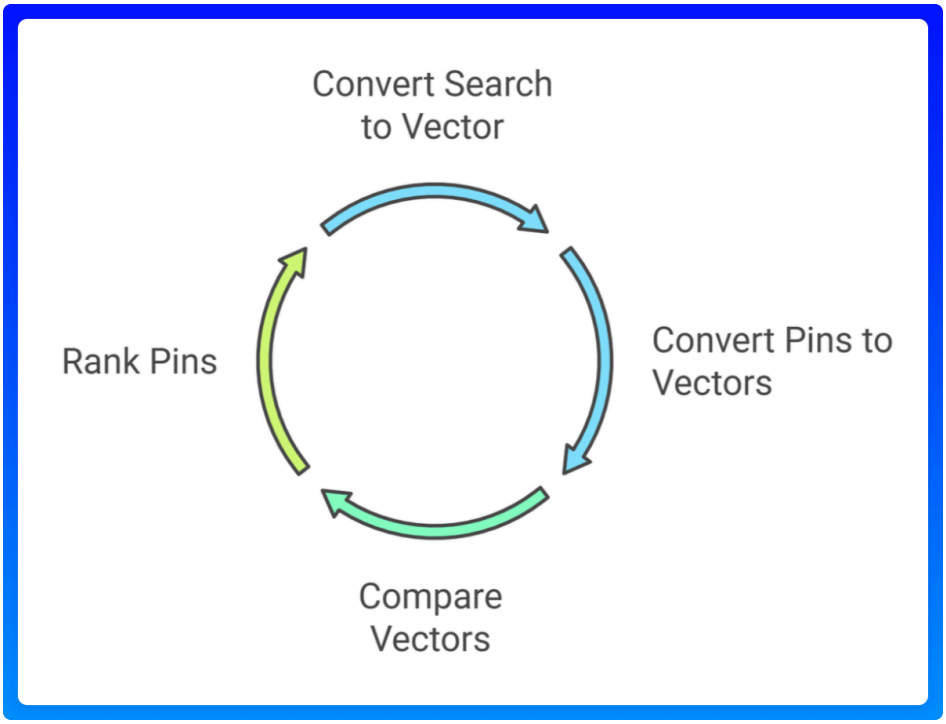
1. PinSage:

This is a graph convolutional network that works like a giant spider web. Each pin you post is turned into a unique code called an embedding. This network looks at three things:

- Visual features: the picture of your pin
- Textual features: the words in your pin (on the pin and the text you add, like the title, description and the linked URL)
- Contextual features: other details like the board it's on

💡 When you optimize your pins with high-quality images and relevant annotations, it shows your pins more often in people's feeds.

2. SearchSage:

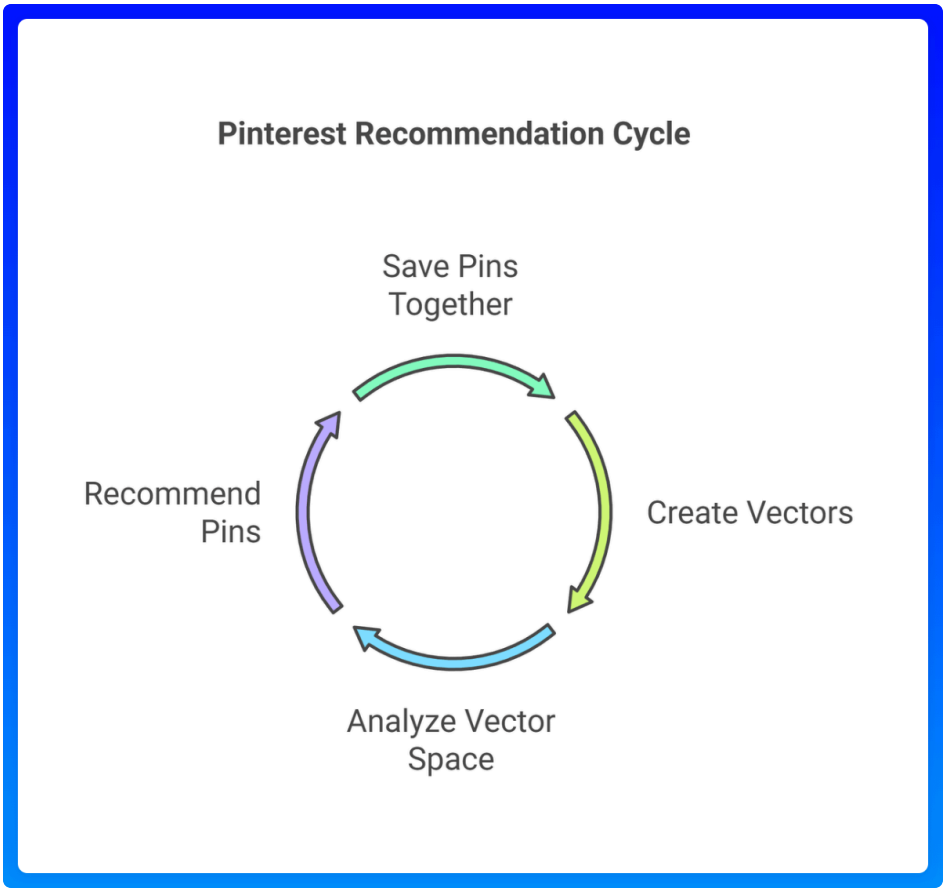


This is a "query embedding model" that turns what someone searches for into a special list of numbers, called a vector.

Then, it looks at your pins, which are also turned into vectors (we call these "*embeddings*").

By comparing these numbers, it identifies and ranks the best-matching pins, ensuring that the most relevant pins appear for each user.

3. Pin2Vec:



This system turns each pin into a special code called a vector.

It does this by looking at which pins are saved together during a user's session.

When two pins are often saved at the same time, their vectors become very similar in a math space (called vector space). This similarity helps Pinterest recommend pins that go well together, making the suggestions ("view more") more accurate.

4. Additional Systems:

TransAct gives you real-time recommendations by quickly analyzing what you just did on the app, and User2Interest predicts what you like based on your interactions.

They combine signals—like when you spend a long time on a pin or click a lot—to show you content that better matches your interests.