

Focusing on keyword variations helps you scale your traffic and earnings with less effort. Instead of publishing more on more to your existing boards, you'll diversify your keywords to rank for more and scale your traffic.

Step 1: Identify Your Winning Keywords

Start with a keyword that's performing well (e.g., it brings lots of traffic and has high RPMs) - you can easily look that up in your ad dashboard.

- Example: “*boho interior design*”

Step 2: Use Pinclicks to Explore Variations

Pinclicks makes this process super simple and I prefer to do it this way.

Enter the first word of your keyword into *Pinclicks' Keyword Explorer* to get tons of related keywords - from broad to long-tail ones.

The screenshot shows the Pinclicks Keyword Explorer interface. On the left, there's a sidebar with navigation links: Top Pins, Pin Stats, Saved Pins, Rank Tracker, Search Tracker, Saved Keywords, and Account Explorer. Below these are several filter options under 'Filters': 'Filter by keyword' (with a text input field containing 'boho'), 'Search Suggestions' (unchecked), 'Interests' (checked, showing 'Related Interests' and 'Taxonomy' sub-options), 'Entertainment' (unchecked), 'Event Planning' (unchecked), 'Finance' (unchecked), 'Food and Drink' (unchecked), 'Lawn and Garden' (unchecked), 'Health' (unchecked), 'Home Decor' (checked), 'Men's Fashion' (unchecked), 'Parenting' (unchecked), and 'Quotes' (unchecked). The main area is titled 'Keyword Explorer' and contains a search bar with 'boho'. Below the search bar is a table of keyword suggestions:

Keyword	Volume	Taxonomy	Related Interests
boho bedroom	787,282	✓	✓
boho living room	571,864	✓	✓
boho kitchen	198,675	✓	✓
boho bathroom	163,795	✓	✓
boho wall art	129,595	✓	✓
modern boho living room	119,091	✓	✓
decoração boho	103,033	✓	✓
boho bedroom decor	92,763	✓	✓

At the bottom right of the table are three buttons: 'Save', 'Track Rankings', and 'Export'.

- If your KW “*boho interior design*” performs well, type “*boho*” to see broad variations like “*boho living room*” or more long-tails like “*boho modern living room*.”
- Write down a mix of broad and long-tail variations you want to target (as many as you like).

Step 3: Pick High-Potential Keywords

Choose variations with:

- At least 7-10k monthly search volume.
- Low competition (few pins with linked blog posts ranking for it) and few ads/product pins.
 - You can check that by using Pinclicks' “*Top Pins*” feature or search in an incognito tab to see what's ranking.

Step 4: Create Content for Your Keywords

Create articles and pins for each selected keyword variation.

- For “boho living room,” write an article like “15 Boho Living Room Ideas to Try” and design pins for it.

Step 5: Avoid Overloading Boards

Don’t upload tons of pins for one (well-performing) keyword - you wouldn’t create hundreds of articles for one Google keyword either.

- Stick to 20-30 pins per board max.
- Spread your efforts across different keyword variations to scale faster and more sustainably.

Step 6: Repurpose Articles for Speed

To save time, copy an existing article, tweak it for a new keyword variation, and upload it.

- Example: Turn “20 Boho Interior Design Styles” into “10 Boho Living Room Tips” with slight changes.
- Important: If the new article is too similar, set it to “no-index” to avoid SEO duplicate issues.

Step 7: Discover Even More Keywords and Topics

I also like to use ChatGPT or Grok to find more synonyms, related topics, or keywords I wouldn’t normally think of.

- These often target the same audience, so they’ll likely perform similarly (same RPMs, traffic).

💡 Pro Learning and Tip:

Don’t just pile on more pins for a single keyword when it performs well. Focus on more keyword variations instead. This way, you’ll make much better progress, and your traffic will scale so much better because you’re not needlessly creating competition for your already-ranking pins.

Should I create a new board for every KW variation? Isn’t that too much?

Pinterest allows up to 2,000 boards per account, which most creators don’t even come close to - so no need to worry about that.

The alternative is using board sections, but in all our tests across tons of accounts and weeks of testing, that didn’t perform nearly as well as individual boards.

So I’d recommend creating a new board for every new KW and KW variation you’ll publish for.