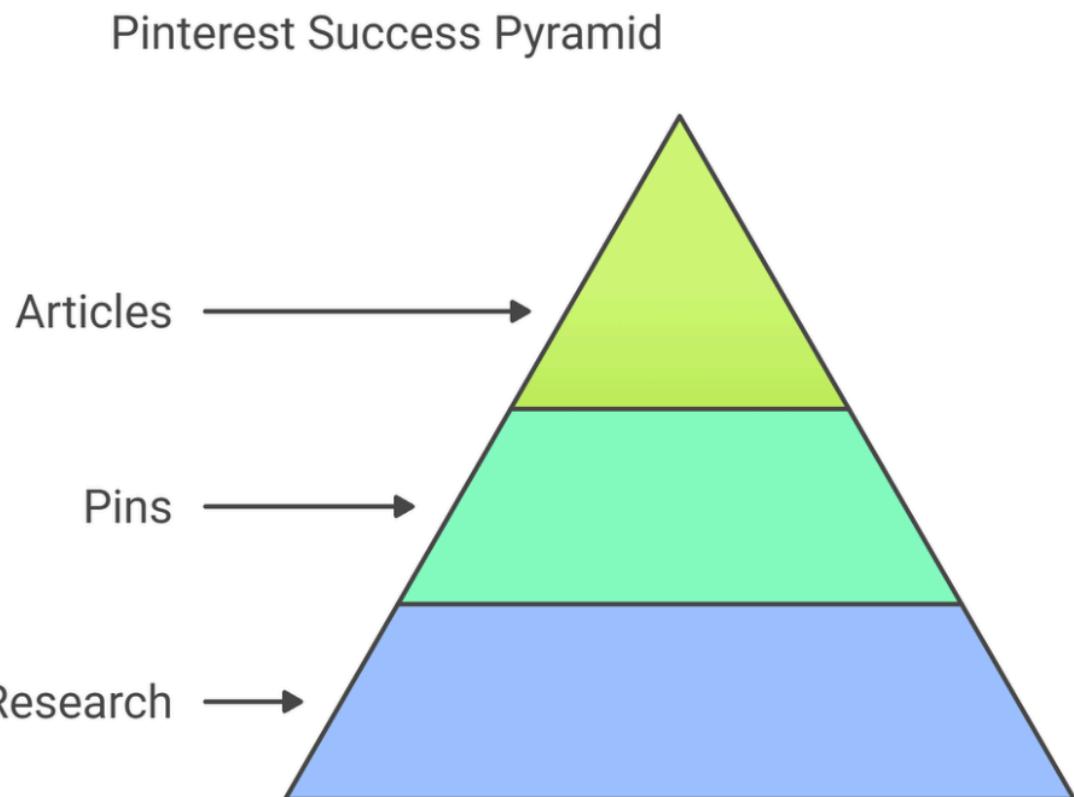


We ran large-scale tests with around 100 partner sites in the last 1.5 years, in which we've gained hands-on experience identifying the 20% of tasks that drive 80% of performance/results.

We simplified and automated these “core tasks” in the best possible way, which is why we're able to scale to 300 sites.

At the end of the day, 80% of your focus should be here:



## 1. Keyword Research - The Foundation

Since Pinterest is a search engine, everything is built around KWs, interests, and tags.

This should be your #1 focus - especially in the beginning.

It takes practice to get good at it, so spend time finding the best KWs and continuously testing new ones.

Even the best pins won't get impressions if the KWs don't resonate with your audience. KWs on Pinterest differ from those in SEO, so we've created a detailed module [here](#) to help you learn this as effectively as possible.

Incorporate KWs and annotations in these places—but avoid KW stuffing:

- Profile name and bio

- Board titles and descriptions
- Pin titles and descriptions
- On-page SEO in your articles

## 2. Pins

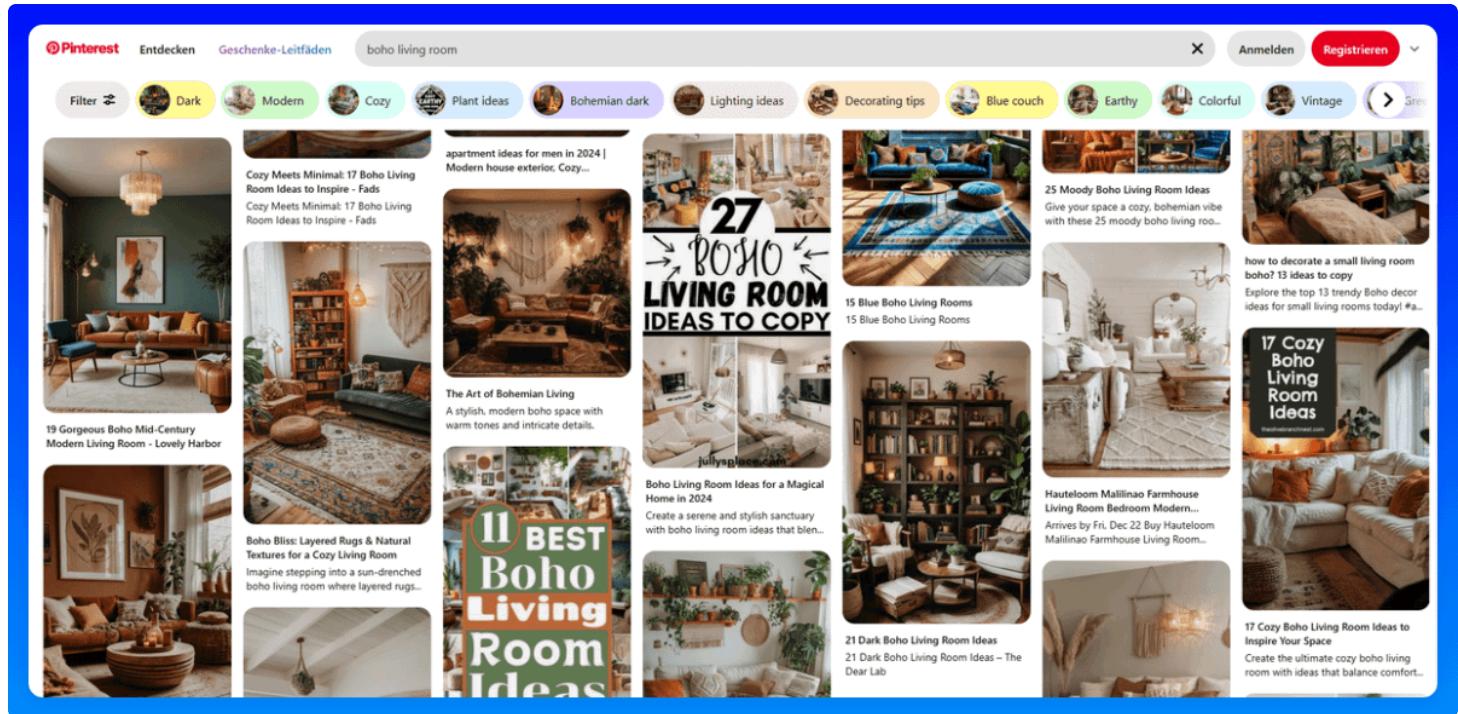
Your second focus should be your pins.

Ask yourself:

- Are your pins aligned with what your audience is searching for?
- Are they visually appealing (remember, Pinterest is highly visual and inspiration-driven)?
- Do you use effective color schemes?
- Which pin format works best for your type of KWs?

**Here's an easy trick:**

Before creating pins, use an incognito tab to see what's already ranking.



Look at:

- The dominant pin formats (collage, plain image or text overlay)
- The color schemes (these can make a big difference)
- Whether product pins or ads dominate (not ideal if you're promoting a blog post)
- The common title formats

Use that to get inspired for your pins and create them in a similar style.

## 3. Articles

The third focus is on articles.

They're important but only gain significance once your KWs and pins are solid.

Make sure your articles are relevant to the pins you upload because Pinterest crawls linked URLs to check if they match the pin's content (focus on basic SEO practices like adding your main KW in your title, H2, meta description, and secondary keywords within your article).

The title (both the pin title and article title) is crucial—it determines whether users click on your article (CTR). Catchy titles are essential.

Lastly, ensure your articles are visually engaging. Pinterest users come from a state of "inspiration," and your blog should continue that feeling to keep them on your page longer.

I highly recommend listicle articles—they consistently perform the best on Pinterest.

**Example:**

"20 Boho Living Room Ideas You Want to Recreate in 2025"