Overview sheet template:

https://docs.google.com/spreadsheets/d/1YJVTyhN6NsZhf4OgrDXgJURGPRq7lvB_XJgxnl8W8rY/copy

We organize each site in its own overview sheet.

So, we add the keywords, article URL, title, pin and board description. We also check if pins for an article have been uploaded and whether the article is complete.

Word Meaning:

- Keyword (board): Add all the KWs you want to target with your site here.

- Related article: This is where you add the URL of the completed article.

- Title: Enter the catchy title for the blog post here.

- Description: This is the pin description.

- Created article?: Helps you (or your team) track whether the article has already been created.

- Uploaded pins?: You can check this off once all pins for this article have been uploaded. Alternatively, you can check it when the pins have been created and uploaded to Google Drive.

  We usually do the second option, so we can quickly see where we need to create new pins.

- Board Description: This is the description for the board where you'll upload the pins for this KW.

This is our simple workflow:

When I add a KW to the sheet, my business partner usually writes the article, and I upload pins to our Google Drive folders (each KW has its own Pinterest board and folder in Google Drive; named in an exact match).

Example:

- Keyword (added in the Overview Sheet): "Boho Living Room Decor"

- Google Drive Folder: "Boho Living Room Decor"

- We then upload these pins to the Pinterest board "Boho Living Room Decor"

Makes sense? 😉

I typically do KW research in one go, adding at least 20–30 new KWs at a time.

Right after that, I create the titles, such as the pin and board descriptions (with our generators).

I like to keep things as simple as possible and batch these tasks in one sitting—but of course, that's up to you and what works best for you.

This also means that whoever writes the article doesn't need to come up with a catchy title—they simply use the one from the overview sheet.

Why We Use Overview Sheets for Organizing Our Sites

With this system, we always know where a site stands—how many articles it has, which KWs we've uploaded pins for, and where updates (new pins, new articles, titles, etc.) are needed.

It also makes it easy to adjust titles or pin descriptions, especially when linking to the same article multiple times. (I recommend updating them after every 10-15 pins to the same URL to keep things fresh!)

Our Overview Sheet Workflow at a Glance:

01 Add Keywords to Overview Sheet

02 Create Titles and Descriptions

03 Write Article

04 Upload Pins to Folder

05 Upload Pins to Pinterest

06 Check Off Completion

1. Add KW(s) to the overview sheet

2. Add a title, board, and pin description for every KW (automate this with our generators)

3. Create the article and use the existing title for it & check it off once it's live

4. Create pins for these articles and upload them to their Google Drive folders (name the folder like the KW)

5. Upload pins to Pinterest.

In the next lesson, I'll show how I organize our folders in Google Drive to make sure each KW has its dedicated one.