

Pinterest Trends is probably the most well-known KW research tool for Pinterest.

While I do like it, I find myself using it less these days because it's not specific enough for most of my needs.

Here's when I still use it:

- To explore a new niche and get a general overview (it's typically my starting point)
- To generate fresh KW ideas I wouldn't typically think of
- To analyze the trend development of a KW (& to see, if it's a highly seasonal KW or if it also has an evergreen scheme)
- For seasonal KWs (I rarely use them for my site portfolio tho, I prefer evergreen topics).
- To create easy long-tails with "ideas" or "designs" at the end.

How to find new KW ideas:

- Go to "Discover trends in the United States" > Interests

The screenshot shows the Pinterest Trends interface for the United States. The left sidebar has a 'Filters' section with 'Trend type' set to 'Growing trends' and 'End date' set to '01/22/2025'. Under 'Interests (2)', 'Home Decor' is selected. The main table lists keywords with their weekly, monthly, and yearly change percentages. A red arrow points to the 'Home Decor' interest filter.

Keywords	Weekly change	Monthly change	Yearly change
vintage princess aesthetic bedroom	10%	200%	1,000%
spring home decor ideas	-3%	500%	-20%
altoid tin ideas diy	0%	200%	600%
nursery room decor	2%	200%	900%
spring mantel decorating ideas	1%	1,000%	-10%
valentines room decor	-1%	1,000%	-10%
island countertop decor	-20%	600%	400%
vintage dressing rooms	10%	300%	30%
spring wreath for front door	-3%	500%	-30%

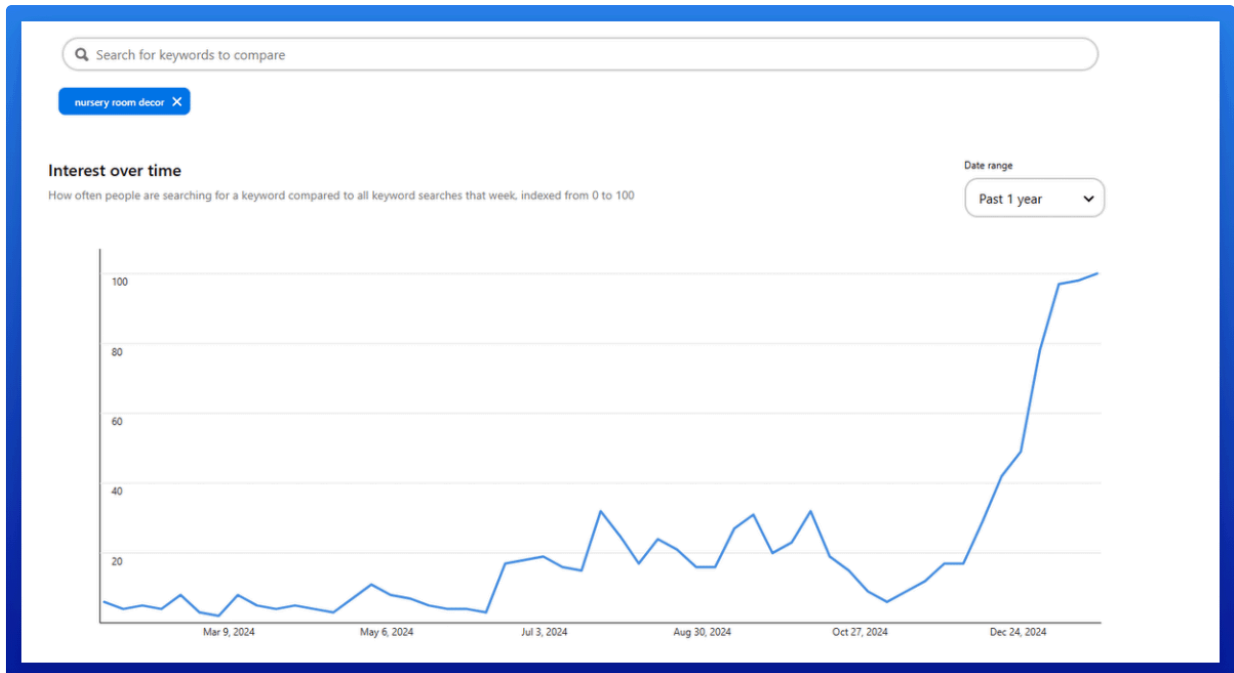
- Enter your site's interests and check the KWs for seasonal trends, growing trends, top yearly trends, and top monthly trends.

The screenshot shows the Pinterest Trends interface for the United States. The left sidebar has a 'Filters' section with 'Trend type' set to 'Top yearly trends'. The main table lists keywords with their weekly, monthly, and yearly change percentages. A red arrow points to the 'Top yearly trends' filter.

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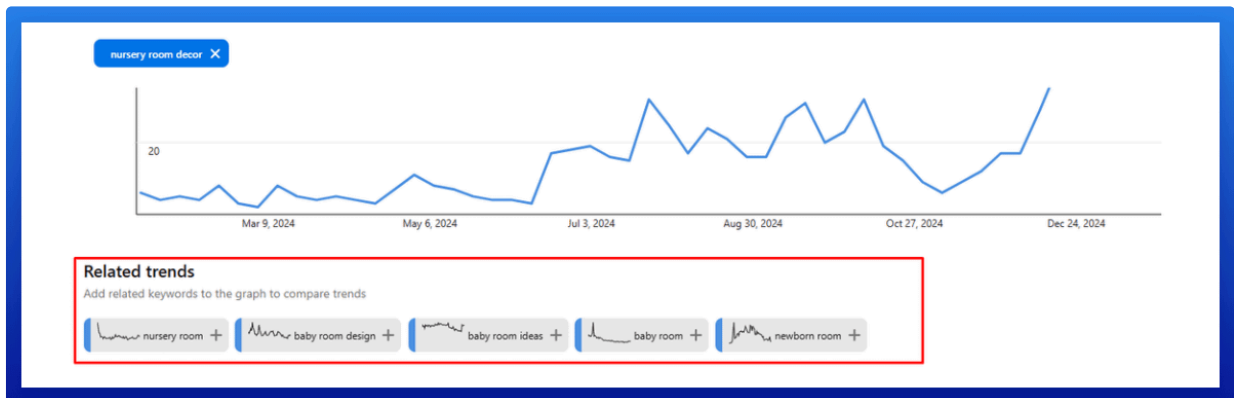
- When a KW catches your attention, click on it.

- This opens a detailed view in another tab where you can see its trend development, which helps you prepare content in advance.



Ideally, start creating content 2-3 months before the peak.

- I also find the “related trends” section super useful—it often suggests KWs you wouldn’t typically come across.



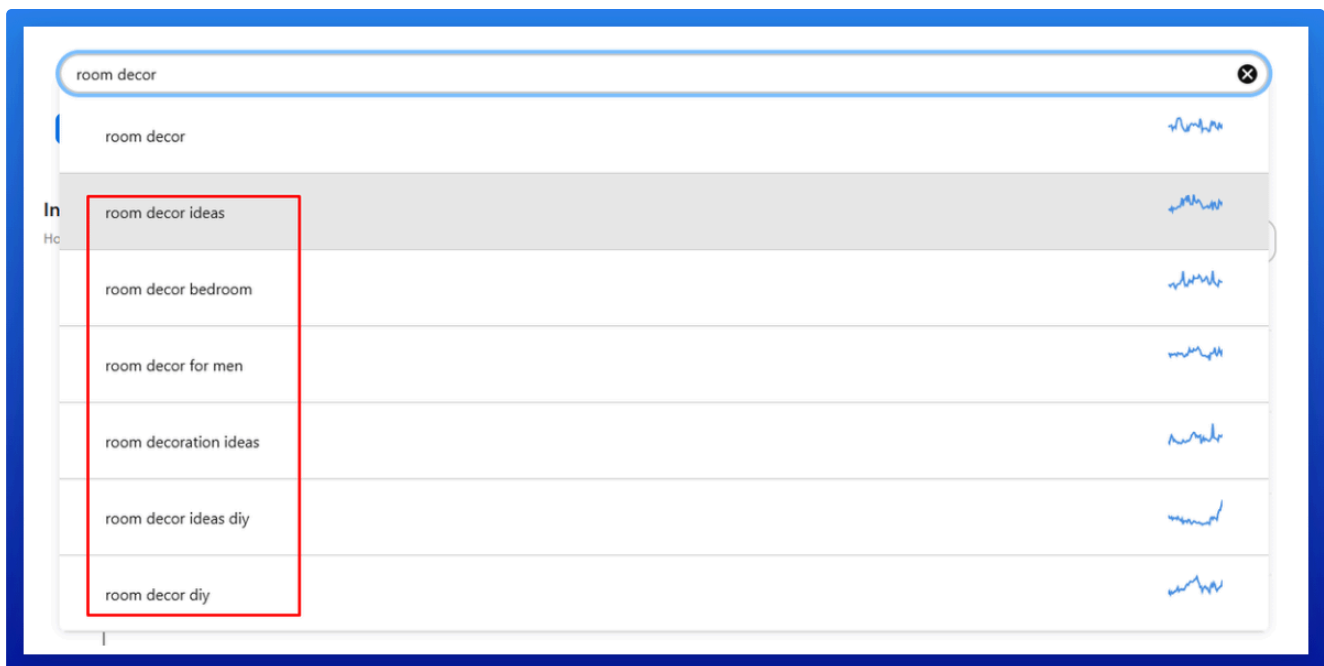
How to find KW variations the lazy way:

We all know by now that focusing solely on large, broad KWs isn’t the smartest strategy.

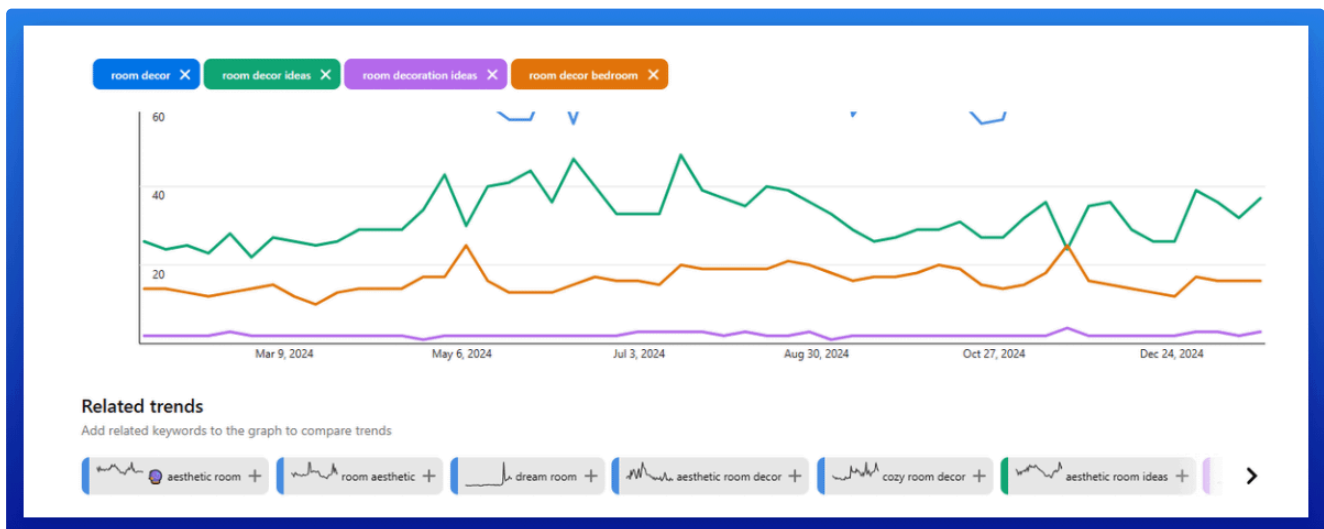
It’s much better to diversify your KW portfolio with a mix of larger KWs that can drive a lot of short-term traffic and smaller long-tail KWs that are less competitive, easier to rank for, and provide more stable traffic.

That’s why I also use Pinterest Trends when I want to quickly find new keyword variations without going through the full process I’ve outlined [here](#).

I simply enter the KW into Pinterest Trends and check for suggested variations, comparing them to each other.

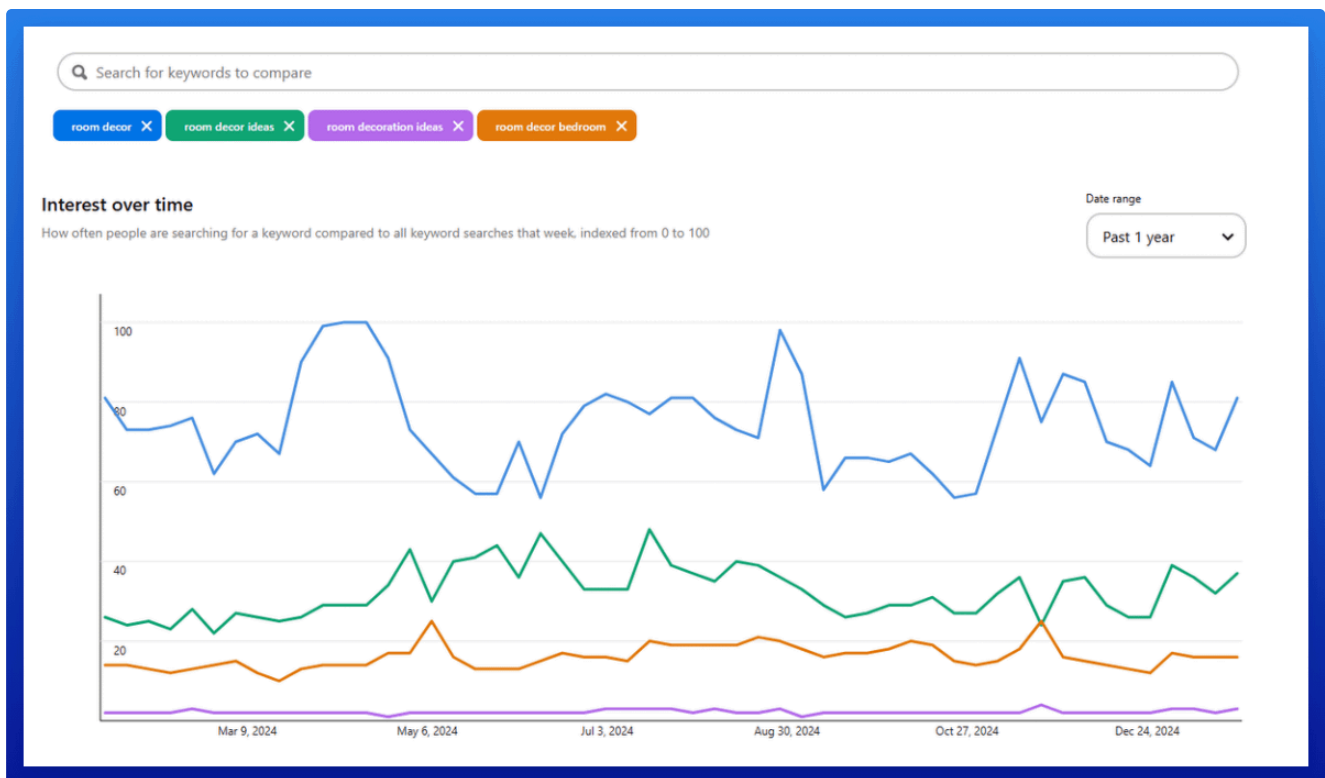


I also look at the “Related Trends” section for additional ideas.



Note all relevant variations, even if they have a lower search volume.

For example, I'd note "room decor ideas" and "room decoration ideas." However, I'd skip "room decor bedroom" because it's dominated by ads and product pins.



💡 I especially love KWs that include words like “ideas” or “designs” since these variations are less likely to be commercial KWs and this way you can transform your KWs easily into smaller long-tails.

To confirm this, I always check in an incognito tab to see which pins rank. If there are too many product pins, I leave the KW out.

