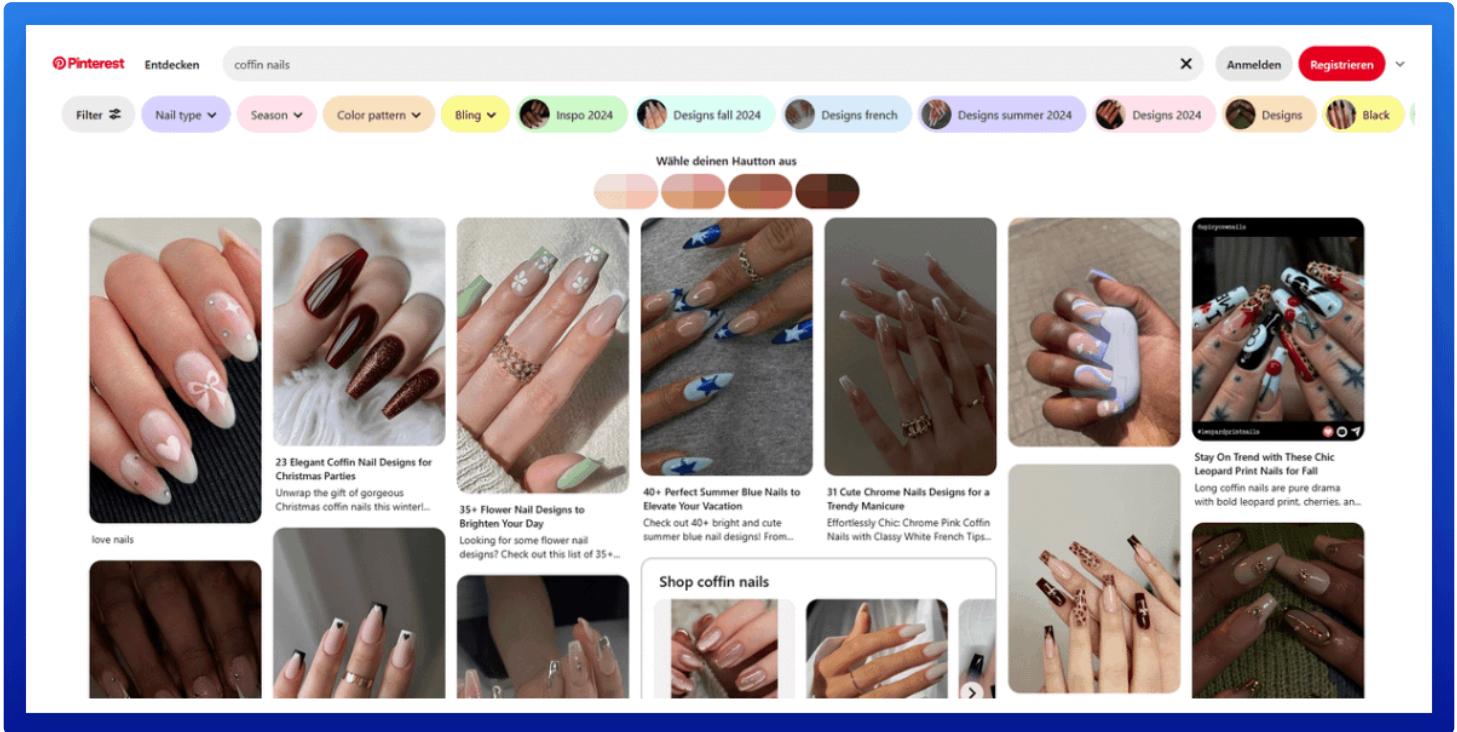


Make it yours: [https://docs.google.com/document/d/1qP7wh2ba\\_grPIFREo0VFbM45DnK36NNNh2lv2ECK9uA/copy](https://docs.google.com/document/d/1qP7wh2ba_grPIFREo0VFbM45DnK36NNNh2lv2ECK9uA/copy)

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



Look at:

- The dominant pin formats (collage, plain image or text overlays?)
- The color schemes (these can make a big difference)
- If product pins or ads dominate (not a good sign when you want to promote your article)
  - If it's mostly product pins or ads and you want to link to an inspirational/informational blog article, better skip this KW.
- The common title formats

Use this data to get inspired and create your pins in a similar style.

Use:

- The pin format that dominates (collage, plain image, or text overlays)
- The color scheme that dominates
- Similar title patterns