

## 1. Interests vs. Annotations:

- Interests are the big topics Pinterest uses (like "DIY Crafts" or "Home Decor"). They are broad categories that help group similar pins together.
- Annotations are specific tags that Pinterest automatically adds to your pin based on the image and text.  
They help determine which interest your pin fits into.

The screenshot shows a Pinterest pin from the account 'jullysplace.com'. The pin has a blue border. At the top right are buttons for 'Lesen' and 'Merken'. Below the title, there's a tag cloud with several tags highlighted by a red box, including 'Wohnzimmer Inspiration Boho', 'Wohnzimmer Ideen Gemütlich Boho', and 'Boho Chic'. An arrow points from the text in the question to this red box. The pin also includes a 'Shop the look' section with five product cards and a 'Kommentare' section at the bottom.

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jullysplace.com

Lesen Merken

**Boho Living Room Ideas for a  
Magical Home in 2024**

Create a serene and stylish sanctuary with boho living room ideas that blend eclectic charm with laid-back luxury. Infuse your space with a mix of textures, patterns, and natural elements for th ... Mehr

Wohnzimmer Inspiration Boho Wohnzimmer Ideen Gemütlich Boho Boho Chic >

Jullys Place ♥ Home Ideas | Apartment Decor | College...

Shop the look

89,00 €  
Boho pillow...  
White...

2.201,95 €  
Mahafar ...  
Benisouk

629,00 €  
Seattle...  
MAGNA...

59,90 €  
CURTAIN TAI  
Wabi Home

677,06 €  
Kamila !  
OPCSUN

Kommentare

Noch liegen keine Kommentare vor. Füge zum Beginnen der Unterhaltung einen Kommentar hinzu.

Kommentar hinzufügen

## 2. Interests vs. Keywords:

- Keywords are the exact words people type into Pinterest when searching (like "DIY project ideas").
- Interests are broader themes that include many related keywords. They help Pinterest understand the overall topic even if the search doesn't use the exact word.

## 3. What Exactly are Keywords and Why Are Interests Needed?

- Keywords describe exactly what your pin is about.

- Interests exist so Pinterest can group many related keywords into one big category, making it easier to match your pin with what users like.

#### 4. Taxonomy and Interest Mapping:

- Taxonomy is like a family tree for interests—it organizes broad topics into smaller, more specific ones (for example, "Food" → "Dinner" → "Lasagne").
- Interest Mapping is the process of linking the keywords and annotations in your pin to the correct part of this taxonomy so Pinterest can show it to the right people.

 In short, you use keywords to describe your pin, annotations help Pinterest tag your pin correctly, and interests (organized by a taxonomy) group these tags into big topics for better matching with user searches.

#### Why Keyword Research and Annotations Are So Important:

- Precision: Using researched keywords and clear annotations in your description helps Pinterest understand exactly what your pin is about.
- Stronger Signals: When you include the right KWs & annotations, your pin sends stronger signals to Pinterest's algorithms (like PinSage). This improves its "embedding similarity"—a technical way of saying it's more likely to match with user interests and show up in feeds.
- Optimization: Without these clear KWs and annotations, your pin might be matched less precisely or even wrong, even though Pinterest still makes a good guess.