If you have a site with an ad provider, the KW research process becomes much more effective and scaling is so much easier because you already have data on what works and what doesn't.

What's the biggest leverage in this business?

It's not the articles, nor the Pinterest account—it's the data. In particular, which KWs get good clicks (work well on Pinterest) and which KWs get high RPMs.

Once you know this, the next step is to leverage these KWs by identifying their variants. The chances that these variants also perform well are very high.

This can double, triple, or even quadruple your traffic and revenue most efficiently, as you're targeting related KWs that may not be as large but still drive solid traffic.

Diversification

This approach also diversifies your strategy.

Pinterest, like Google, frequently tests rankings and rotates top-performing pins to find those with the best CTR and engagement. Even if you rank in the top 3 for a big KW briefly, that traffic can disappear quickly if another pin outperforms yours.

To protect yourself from these fluctuations, target multiple KW variants. This ensures more stable performance.

That's Our Secret

Now you can see why we're able to find so many good KWs for that many sites—we leverage data from our experiments to identify what works and target related variants on different sites.

With a large dataset, you essentially build an endless database of great KW ideas.

Summary of the Process:

1. Phase 1: Build your first site and collect KW data (test as many different KWs as possible).
2. Phase 2: Identify the top 10-15 performing articles and KWs.
3. Phase 3: Find KW variants for these 10-15 KWs.
4. Phase 4: Scale and leverage.

For example, if you know 15 high-performing KWs with good RPMs, finding just 5 variants for each gives you 75 keywords—enough to fill 2-3 sites.

This is how you gradually build a successful portfolio of sites.
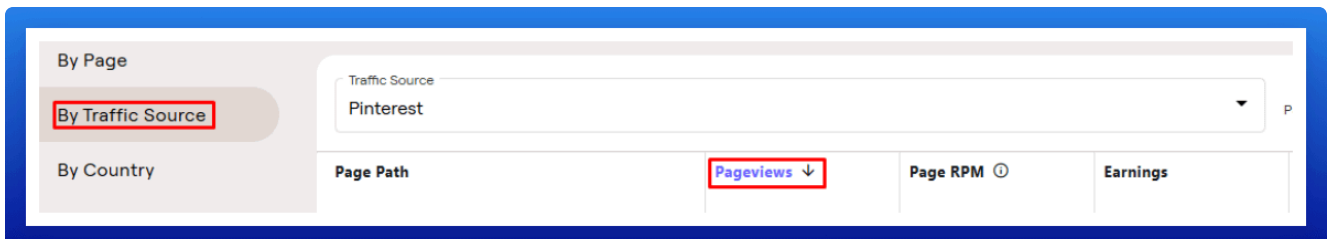
Our KW variant research process:

1. Open the tab "Top KWs" in your Overview Sheet.
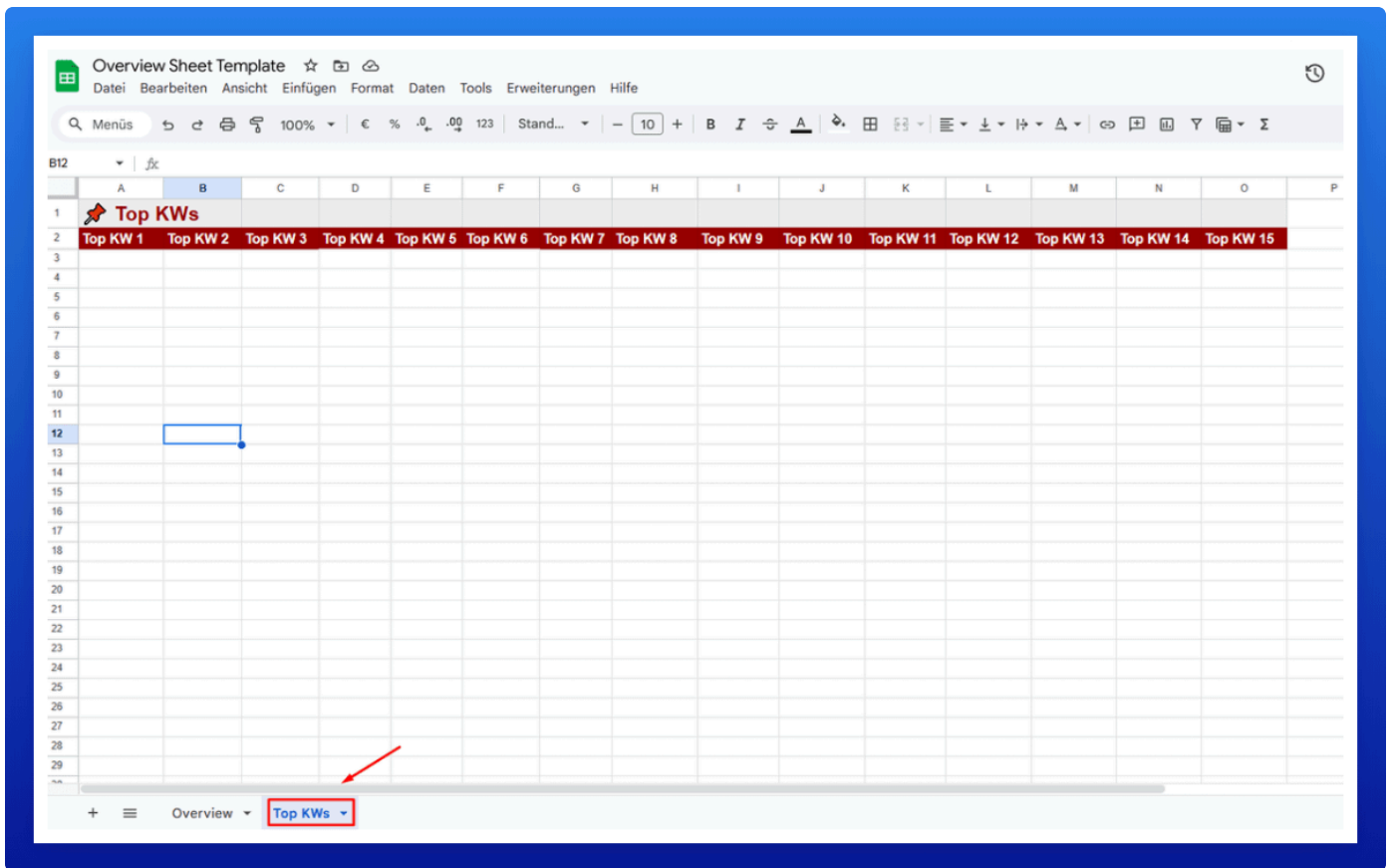
2. Identify your best 10-15 top articles & their RPMs in your ad program:

    1. For example, in Raptive: go to Earnings > By Traffic Source > Pinterest > Toggle to Pageviews. This shows you which articles got the most clicks and their RPMs over the last 30 days.

    2. Write down your top 10-15 KWs (or more) in your Overview Sheet under "Top KWs." Make sure to choose the best KWs based on both pageviews and RPMs—focus on finding the right balance between the two.

For each KW, follow this process:

1. Pinterest Trends

    1. Search the KW in Pinterest Trends and note down any relevant variations.

2. Add them under your Top KW in your Overview Sheet.

2. Interests

1. Go to Pinclicks* > Interest Explorer > Enter your Top KW

2. Add all relevant interests (e.g., >1k volume) to the Overview Sheet under 'Top Pins' for the respective KW as well.

3. Other KWs

   1. Enter the KW in Pinclicks* > Keyword Research as well. Add all relevant KWs to your Overview Sheet too.

4. Now you have a list of potentially good KW variants under your top KW.

   1. Go through them manually and decide which KW variations to add to your Overview Sheet or another sheet for a different site.

      Alternatively, you can ask ChatGPT to group them:

      'Please group all of these keywords by topic. Don't add or remove anything.'

If you don't always want to create a completely new article for your KW variants, our rephrase tool will help you.

*(Aff link, we earn a commission if you make a purchase, at no additional cost to you. Use the coupon code "nichegrownerd" to get 25% OFF)