

What Are Pinterest Interests?

Pinterest categorizes every pin, board, and user interaction into a huge database of interests.

These interests help Pinterest understand:

- What your content is about
- Which users are likely to engage with it
- Where to show your pins in search, home feeds, and related pins

There are over 10 million official interests in Pinterest's database which are structured into a hierarchical taxonomy. This means every broad interest has subcategories and related terms.

Why Are Interests Critical for Ranking on Pinterest?

1. Pinterest assigns interests to every user.

- If someone searches for "boho living room", Pinterest adds the "boho decor" interest to their profile.
- Over time, their home feed will show more boho-related content—even if they don't search for it again.

2. Pinterest assigns interests to every pin.

- Pins don't just rank based on KWs—they rank based on interests.
- Example: A pin titled "*10 Cozy Boho Bedroom Ideas*" may be tagged with:
 - Boho Home Decor
 - Cozy Bedroom Interior
 - Boho Small Apartment Style
- If a user is assigned to any of these interests, they may see this pin in their home feed—even if they never search for it.

How to Optimize for Pinterest Interests & Taxonomy

1. Use the Pinterest Interest Database

- You can find official Pinterest interests in the [PinClicks Interest Explorer*](#) feature.

The screenshot shows the Interest Explorer interface with a search bar containing 'boho decor'. The left sidebar has a menu with 'Interest Explorer' highlighted. The main area displays a table of search results with columns: Interest, Volume, Followers, Taxonomy, Related Interests, and Related Searches. Each row includes a 'Research Keyword' button. The results include terms like 'boho rainbow classroom decor', 'minimal boho wedding decor', 'boho wall basket decor living room', 'coastal boho classroom decor', 'crochet boho decor free pattern', and 'boho decor apartment'.

- Look for interests with at least >5-10k volumes and add these to your Pinterest Research Database or directly to your Overview sheet.
(You can also add interests with smaller volumes if you want)

2. Name Boards After Official Interests

- Boards are a strong signal for Pinterest's algorithm.
- If an official interest exists, name your board after it!
 - “DIY Boho Decor” (Good)
 - “Stuff I Love” (Bad)

3. Write Pin Descriptions Using Official Interests & Annotations

- Pinterest scans pin descriptions for KWs that match official interests.
- Example: If you target a KW like “farmhouse kitchen decor”, write:
 - Looking for cozy farmhouse kitchen decor? These 10 budget-friendly ideas will transform your home with rustic charm! Perfect for those who love DIY farmhouse decor and country home aesthetics! Read now!*

4. Pin to Highly Relevant Boards

- Pinterest associates pins with boards, so make sure your board topics are topically tight.
- A pin about “modern kitchen cabinets” should go in:
 - Modern Kitchen Ideas
perhaps into a second board named...
 - Kitchen Cabinet Trends
but not in...
 - Random Home Ideas

5. Monitor Your Pin Annotations

- Pinterest automatically assigns KW annotations to every pin.
- The best way to check your annotations is to:

- Search your pin title on Pinterest.
- Look at the related searches and interest suggestions.
- If your pin isn't ranking for the right terms, tweak the title, description, and board name.

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