Creating a board for each blog post can work well if the article's main keyword is a distinct topic or phrase that aligns with Pinterest's official interests or KWs.

Here's how to decide:

1. If your article targets a specific KW or topic (e.g., *"10 Cozy Fall Kitchen Decor Ideas"*), creating a board like "Fall Kitchen Decor" or "Fall Kitchen Decor Ideas" helps Pinterest better understand and categorize your pins.

2. We also like to create multiple boards with different keyword variations to see which one gains more traction.

   Example:

   - Create a board called "Fall Kitchen Decor"
   - Create another board called "Cozy Fall Kitchen Decorations"

3. Use your board as a "container" for broader Pinterest interests that cover multiple articles.

   For example, a board called "Kitchen Decor Ideas" could include articles like:

   - "Cozy Fall Kitchen Ideas"
   - "Modern Kitchen Decor Tips"