

# PINTEREST SEO

## *action plan*



**A 4-Step Process to Writing Searchable  
Descriptions on Pinterest**

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Improve your pin's appearance in searches by following the 4 steps below. Information on how to access the Pinterest Keyword Planner and other resources mentioned in the video are on the last page of this workbook.

### *Step 1:* **Define Your Topic**

The core of what your post or pin board is about. Write this down as your Main Keyword or record it in your spreadsheet as the Search Term.

### *Step 2:* **Search for Related Terms**

Use Pinterest search to find what words people use along with your main keyword. Write down the ones you're most likely to use or copy and paste all of them into your spreadsheet.

### *Step 3:* **Write a Description**

Choose the keywords you want to include in your description and write a few sentences to string them together. Make sure these words make sense for your pin's content.

You may want to include qualifiers to target the right people (i.e. "for kids" or "for women over 30").

### *Step 4:* **Add Your Description**

Depending on what your description is for, add it to your pins, blog posts, Pinterest profile, or Pinterest board description.



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## Post or Board Keywords

Choose a post or pinboard title, a main keyword, and related keywords that you want to include in your description.

**Post/Board Title**

**Main Keyword**

**Keywords for This Post/Board**

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**Pin/Board Description**

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## Additional Resources

### Pinterest Keyword Planner Spreadsheet

A Google Spreadsheet to keep track of your keyword lists.

### Better Word Count Google Docs Add-on

Use to count characters for your pin descriptions.

### Social Warfare WordPress Plugin

The best plugin for social sharing, especially Pinterest.

\*Btw, this is my affiliate link, in case you grab the pro version.

### The Ultimate List of Stock Photo Websites

In case you want to check out the post I was working on.

### Blog + Create Pinterest Posts

More Pinterest resources available on my blog.

If you have any questions or feedback about this course or would like send in a testimonial, please email me!



#### About Blog + Create

Blog + Create is run by Stephanie Bledsoe. Her mission is to empower women through teaching tech and design skills they can use to start and run their own online businesses.



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