

# Pinterest Marketing — Workbook

This workbook turns the Pinterest Marketing course into action. You will set up and optimize your business profile, build a keyword bank and board plan, design and write search-ready Pins, and stand up an analytics and scheduling routine. Work through one section per module, then use the templates to run your Pinterest engine week after week.

## Pinterest as a Search Engine and Your Business Foundation

Stand up a verified, fully optimized business account that is ready to drive evergreen traffic.

### Exercise: Reframe Your Pinterest Strategy as Search

Pick one page on your site you want more traffic to. Imagine the exact phrases a person would type into Pinterest to find it, and write down how a durable, evergreen Pin would change your approach versus a disappearing social post.

- Which page or product do you most want Pinterest traffic to reach?

- 
- What three search phrases would a person type to find it?

- 
- How does Pins lasting months change how often you must post?
- 

### Worksheet: Profile Optimization Sheet

Draft each profile element using a keyword from your niche. Keep the bio under about 160 characters and the display name clear and keyword-led.

Brand name

---

Primary keyword to add to display name

---

Final display name (brand + keyword)

---

Bio draft (who you help + top 3 themes)

---

Bio character count

---

Profile photo dimensions confirmed (165x165)

---

Claimed website URL

---

---

## Checklist: Business Account Setup Checklist

- Created or converted to a free Pinterest business account
- Chose one website-claim method (meta tag, HTML file, or DNS TXT)
- Completed domain claim and saw the verified confirmation
- Added primary keyword to the display name
- Wrote a keyword-rich bio under 160 characters
- Uploaded a clean profile photo or logo
- Confirmed Pinterest Analytics is now accessible

## Keyword Research and Board Architecture

Build a keyword bank from native Pinterest tools and turn it into a ranked board structure.

### Exercise: Mine the Search Bar and Guided Tiles

Open Pinterest and type one seed keyword for your niche. Record every autocomplete suggestion, then click into a result and capture the colored guided search tiles. Combine tiles into long-tail phrases.

- What seed keyword did you start from?

---

- List the autocomplete suggestions you captured.

---

- Which two guided-search tiles combine into a strong long-tail phrase?

---

- What does Pinterest Trends show about its seasonality?

---

### Worksheet: Board Planning Worksheet

Plan 8 to 12 boards mapped to your keyword themes. For each, write a search-friendly title and a two to three sentence keyword-rich description.

Board title (real search keyword)

---

Primary keyword for this board

---

Two to three related keywords

---

Board description draft

---

Board category

---

Cover image idea

---

---

### Checklist: Board Launch Checklist

- Collected 30 to 50 keywords into the keyword bank
- Tagged each keyword as broad or long-tail
- Created 8 to 12 boards mapped to keyword themes
- Wrote a keyword-rich description for every board
- Set a relevant category and cover for each board
- Seeded each board with several quality Pins before promoting

## Designing and Writing Pins That Get Clicks

Produce on-spec Pin designs and keyword-optimized metadata that earn outbound clicks.

### Exercise: Build Your Reusable Pin Templates

In Canva or a similar tool, create two or three reusable Pin templates at 1000 by 1500 pixels in your brand colors and fonts. Draft a benefit-led headline for each layout and note where your logo or URL sits.

- What benefit-led headline will you test first?

---

- Which two layouts will you compare (for example full-photo vs split)?

---

- Where does your consistent branding appear on each template?

---

### Worksheet: Pin SEO Metadata Sheet

For one Pin, write each metadata element within its limit and confirm the destination matches the promise.

Target keyword

---

Pin title (lead with keyword, up to 100 chars)

---

Title character count

---

Pin description (2 to 3 sentences, up to 500 chars)

---

Soft call to action

---

Alt text describing the image

---

Exact destination URL (specific page, not homepage)

---

### Checklist: Pin Quality Checklist

- [ ] Designed at 1000 by 1500 pixels in a 2:3 ratio
- [ ] Added a short, high-contrast, readable text overlay
- [ ] Included consistent branding (logo or URL)
- [ ] Led the title with the primary keyword and a benefit
- [ ] Wrote a keyword-rich description with a call to action
- [ ] Filled in accurate alt text
- [ ] Confirmed the link opens with the content the Pin promised
- [ ] Checked the destination loads fast on mobile

## Rich Pins, Idea Pins, Analytics, and Scaling

Enable richer metadata and tracking, add reach formats, and build a weekly scale-and-measure routine.

### Exercise: Plan Your First Idea Pin

Storyboard a multi-page Idea Pin or short video Pin for a top-of-funnel topic. Plan a strong opening frame and text overlays that work with the sound off.

- What topic or how-to will the Idea Pin cover?

---

- What hook or payoff appears in the very first frame?

---

- What text overlays make it understandable silently?

---

- Which standard Pin will carry the outbound click for this topic?

---

### Worksheet: Weekly Analytics Review Sheet

Each week, record your key metrics and the actions you will take. Leave the change and total cells blank until you have the new numbers in front of you.

Review date

---

Impressions this period

---

Saves this period

---

Outbound clicks this period

---

Conversions this period

---

Top Pin by outbound clicks

---

Action: which winner to create fresh designs for

---

Action: which underperformer to retire or redesign

---

### Checklist: Rich Pins and Scaling Checklist

- Confirmed website is claimed and verified
- Verified pages include Open Graph or schema.org markup
- Validated a URL in the Rich Pin Validator and saw approval
- Installed the Pinterest tag for conversion tracking
- Set up native or Tailwind scheduling for a steady cadence
- Booked a recurring weekly batch-and-schedule session
- Booked a recurring weekly analytics review

## Your Action Plan

1. Create or convert to a free Pinterest business account and claim plus verify your website
2. Optimize the display name, bio, and profile photo with your primary keyword
3. Build a 30 to 50 phrase keyword bank from the search bar, guided tiles, and Trends
4. Create 8 to 12 keyword-named boards with rich descriptions and seed each with quality Pins
5. Build two or three reusable 1000 by 1500 Pin templates in your brand style
6. Publish one to three fresh Pins per day with keyword-optimized titles, descriptions, and alt text
7. Enable Rich Pins via the validator and install the Pinterest tag for conversion tracking
8. Storyboard and publish Idea Pins or video Pins for top-of-funnel reach
9. Batch-create and schedule a week of Pins in a single session
10. Review outbound clicks and conversions weekly and create fresh designs for proven winners









