

# Pinterest for Content Creators — Workbook

This workbook accompanies the Pinterest for Content Creators course and turns each module into hands-on application. Complete the exercises in order alongside the course lessons, using your own niche and content URLs throughout. By the final section you will have a completed keyword map, a pin design system, and a 90-day content schedule ready to implement.

## How Pinterest Actually Works

Establish your foundational platform setup and audit your existing account (or set up a new one) against the business account checklist.

### Exercise: Platform Mental Model Reset

Before touching your Pinterest account, answer these questions to surface any assumptions that may have been limiting your results.

- How have you been using Pinterest so far (if at all), and what result did you expect vs. what you actually got?  
\_\_\_\_\_
- Name one piece of content you published more than 6 months ago that could still be driving traffic today if it were properly optimized for search.  
\_\_\_\_\_
- What is the single destination URL you most want Pinterest traffic to reach — and why is that URL the right starting point?  
\_\_\_\_\_

### Worksheet: Pinterest Business Account Audit

Complete one row for each element of your Pinterest Business profile. Rate each field as: Done, Needs Update, or Missing.

Profile name (includes keyword descriptor): status  
\_\_\_\_\_

Bio (160 chars, keyword-rich, transformation-focused): status  
\_\_\_\_\_

Profile photo (165x165px, high contrast): status  
\_\_\_\_\_

Website claimed and verified: status  
\_\_\_\_\_

Rich Pins enabled: status  
\_\_\_\_\_

Number of boards created: count  
\_\_\_\_\_

Boards with keyword-optimized titles: count  
\_\_\_\_\_  
\_\_\_\_\_

Boards with written descriptions: count

---

Connected Instagram account: yes/no

---

Pinterest Analytics accessible: yes/no

---

### Checklist: First 48 Hours Setup Checklist

- Convert personal account to Business account (or create a new Business account)
- Set profile name to: brand name + 1–2 keyword descriptors
- Write and publish a 160-character keyword-rich bio
- Claim your website using the HTML tag or DNS method
- Submit your site URL to Pinterest's Rich Pin Validator
- Create 8–12 boards with keyword-matched titles
- Write a 2–3 sentence keyword-rich description for each board
- Populate each board with 15–20 curated third-party pins
- Verify Pinterest Analytics is tracking data
- Install the Pinterest Save button on your website

## Section

Build your complete Pinterest keyword map using the autocomplete, guided search, and Pinterest Trends methods taught in Module 2.

### Exercise: Autocomplete Keyword Harvest

Open Pinterest in a browser and go through the autocomplete research protocol for your niche seed keyword. Record every result before analyzing.

- Type your primary niche seed keyword into Pinterest search and list every autocomplete suggestion that appears (aim for 15–20 phrases).
- Now add each letter of the alphabet after your seed keyword and list any new phrases that were not in your first list.
- Circle the 5 phrases from your combined list that have the best balance of specificity (long-tail) and likely search volume. What pattern do they share?

### Worksheet: Board and Pin Keyword Map

Fill in one row per board you plan to create or optimize. This map will be the reference document for all pin titles and descriptions you write.

Board name (exact keyword phrase as it appears in autocomplete)

---

Board description keywords (5–8 related phrases, comma-separated)

---

Primary pin keyword for this board (4–8 word long-tail phrase)

---

Secondary pin keywords (2–3 phrases to weave into descriptions)

---

Linked content URL for first 3 pins on this board

---

Seasonal peak month (if applicable — leave blank for evergreen boards)

---

---

## Checklist: Keyword Implementation Checklist

- Complete autocomplete harvest for primary seed keyword
- Complete autocomplete harvest for 2 secondary seed keywords
- Identify 3 seasonal keywords using Pinterest Trends; note the peak month for each
- Update all existing board titles to match exact autocomplete phrases
- Write keyword-rich descriptions (2–3 sentences) for every board
- Update existing pin titles to lead with the primary long-tail keyword
- Rewrite existing pin descriptions to 100–200 characters with natural keyword use
- Add alt text to all new pins going forward

## Designing Pins That Get Saved and Clicked

Build your Canva template library and design your first batch of fresh pins using the visual frameworks from Module 3.

### Exercise: Competitor Pin Audit

Search your primary keyword on Pinterest and analyze the top 10 pins that appear in the results. Use this to benchmark what is already working.

- Describe the visual style of the top 5 pins: what colors, font sizes, image types, and text overlay patterns do they share?
- Read the top 3 pin titles and descriptions verbatim. What keyword phrases appear in multiple pins? What headline formulas are used?
- Identify one specific design or copy element that none of the top 10 pins use — this is your differentiation opportunity.

---

### Worksheet: Pin Design Template Tracker

Record each template you build in Canva. Track its first performance results after 30 days to inform future design decisions.

Template name (e.g., Text-Dominant v1, Image-Dominant v1)

---

Template type (text-dominant / image-dominant / step-by-step / quote / comparison)

---

Primary use case (blog post / product / recipe / tip / course landing)

---

Background style (solid color / photo / gradient / pattern)

---

Headline formula used

---

Canva file link

---

First pin published using this template: URL

---

30-day saves for that pin

---

30-day outbound clicks for that pin

---

---

## Checklist: Pin Design System Launch Checklist

- Set up Canva Brand Kit with primary, secondary, and accent hex codes
- Upload brand fonts or select free alternatives from Canva library
- Upload logo as PNG with transparent background
- Build template 1: Text-Dominant (1000x1500px)
- Build template 2: Image-Dominant with bottom text banner
- Build template 3: Step-by-Step numbered list format
- Build template 4: Quote card
- Design 3 fresh pins for your highest-traffic blog post or product
- Schedule Pin 1 for day 1, Pin 2 for day 14, Pin 3 for day 35
- Add all templates to a shared Canva folder for future access

## Publishing Systems, Analytics, and Scaling

Set up your weekly batching workflow, configure your analytics tracking, and build a 90-day content schedule using the multiplication matrix.

### Exercise: Content Multiplication Matrix

Choose your top 3 performing blog posts or product pages and apply the 5x3 multiplication formula to each.

- For Blog Post 1: list 3 different headlines (one number-based, one how-to, one specific outcome). Then list 2 visual treatments for each headline. How many unique pins does that generate?

---

- Look at your existing content library. Which 5 URLs should be the highest priority to multiply — and what business outcome (traffic, leads, or sales) does each one serve?

---

- Map out a 12-week drip schedule for one of your multiplied content sets. Which week does each pin go live, and on which board?

### Worksheet: Weekly Pinterest Workflow Planner

Fill in this planner once to create your recurring Monday batching session template. Update it quarterly as your strategy evolves.

Weekly pin target (total fresh pins per week)

---

Scheduled batching day and start time

---

Analytics review: metric to check first (saves / outbound clicks / impressions)

---

Number of new blog posts or URLs to create pins for this week

---

Number of pins per URL this week

---

Design time estimate (minutes)

---

Copy-writing time estimate (minutes)

---

Scheduling tool used (Pinterest native / Canva Pro / Tailwind)

---

---

Optimal posting days for your niche

---

Optimal posting time window for your niche

---

### Checklist: Pinterest Analytics and Scaling Checklist

- Install Pinterest tag on website via Google Tag Manager
- Link Pinterest Analytics to Google Analytics 4
- Set up a recurring Monday calendar block for the batching session
- Create a pin tracking spreadsheet with columns: URL, pin title, board, publish date, 30-day saves, 30-day outbound clicks
- Complete the first 30-day analytics review and record findings in the tracking spreadsheet
- Identify top 3 performing pins and note their shared design and copy patterns
- Apply multiplication matrix to top 5 performing URLs
- Build a 90-day drip schedule for multiplied content
- Review and update keyword map quarterly using Pinterest Trends data
- Set a 6-month milestone: define what success looks like in outbound clicks per month

### Your Action Plan

1. Day 1–2: Convert to a Pinterest Business account, complete the profile optimization checklist, and claim your website
2. Day 3–5: Complete the keyword harvest using autocomplete and Pinterest Trends; build your full keyword map spreadsheet
3. Day 6–7: Audit and update all existing board titles and descriptions to match keyword map; add descriptions to every board
4. Week 2: Set up Canva Brand Kit and build all 4–5 core pin templates; design your first batch of 10 fresh pins
5. Week 2: Schedule first pins using Pinterest's native scheduler or Canva Pro; stagger across 7 days
6. Week 3: Conduct your first competitor pin audit; identify 1 differentiation angle to test in your next design batch
7. Week 3–4: Apply the multiplication matrix to your top 3 existing content URLs; create 7–10 fresh pins per URL
8. Month 2: Complete your first 30-day analytics review; identify top performers and roll their patterns into your templates
9. Month 2: Set up Pinterest tag and GA4 link to close the loop between Pinterest saves and website conversions
10. Month 3: Build a 90-day forward content schedule with drip-scheduled pins for your 5 highest-priority URLs









