

Get found on Pinterest. *Keep getting found.*

A 90-day plan for product brands. It turns the product photos you already have into pins that send shoppers to your store for months.

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A week-by-week plan, a keyword map, a board plan and a pin plan.

WHO THIS IS FOR

Brands with their own online store and products that photograph well: jewelry, ceramics, candles, homeware, prints, stationery, gifts and craft supplies. You'll need good product photos and around two hours a week.

WHO WROTE IT

Aralas Creative is a marketing studio run by makers and publishers. Our own craft publishing has brought in 3.9 million website visitors. This is the Pinterest method we use.

CHAPTER 1

The short *version*.

Pinterest is a search engine with pictures. People go there to plan things they're going to buy: a gift, a room, a wedding, a project. Treat it like Google, not like Instagram, and it can send you traffic for months from a single pin.

- 1 **Set it up as a shop.** A business account, your website claimed and your product catalog connected, so every product can become a pin with a price.
- 2 **Use the words buyers type.** Every board name, pin title and description is built from real Pinterest searches.
- 3 **Publish fresh pins every week.** New images and new text, made from your product photos, each linking to the most specific page you have.
- 4 **Pin for the season early.** Shoppers plan ahead. Your Valentine's pins should be live before Christmas.
- 5 **Judge it at month three.** Look at outbound clicks and Pinterest sessions in your store. Followers barely matter.

640M

people used Pinterest each month in mid-2026, about 106 million of them in the US and Canada.

Source: Pinterest Q2 2026 results, August 2026.

WHY IT SUITS YOUR PRODUCTS

An Instagram post mostly reaches your followers for a day or two. A pin can turn up in search and in related pins long after you posted it. Giftable, beautiful products do especially well, because that's what people are planning.

AN HONEST WARNING

Pinterest is slow to start. The first month usually looks quiet, and it's the brands that keep pinning through months two and three that see it work. If you need sales this week, start with email instead (see our Email Flows Playbook).

CHAPTER 2 · ONE AFTERNOON

Set up the account *properly*.

Most brands skip this and wonder why their pins never turn into sales. These steps give Pinterest your products, your prices and a way to credit sales back to the pins that earned them.

The account

- ☐ Switch to a free **business account**, or convert your existing one in settings. You keep your followers and pins.
- ☐ **Claim your website**. It verifies you own the domain, adds your logo to pins from your site and unlocks analytics on them.
- ☐ Make your **display name** say what you sell: "Fern & Wick | Hand-poured Soy Candles". People search names too.
- ☐ Write a **bio** in plain words: what you make, who for, where you ship.

The store connection

- ☐ On Shopify, install the official **Pinterest app**. It syncs your catalog, installs the Pinterest tag and handles the website claim. WooCommerce has an official Pinterest extension that does the same.
- ☐ Check the **catalog** in Pinterest's Business Hub. Products should show with price and stock. Fix any errors it lists.
- ☐ Confirm the **Pinterest tag** is recording page visits, add-to-carts and checkouts. This is how you'll see which pins bring orders.

Your product data

Your catalog pins pull their titles and descriptions from your store, so weak product titles become weak pins.

PRODUCT TITLE

Before: "The Luna"

After: "Luna Gold-Filled Huggie Hoop Earrings, 10mm"

Keep the creative name if you love it. Add what the product actually is after it.

Track your links

Add tracking tags to every link you pin by hand, so your analytics can tell Pinterest traffic apart:

```
yourstore.com/products/luna-hoops?utm_source=pinterest&utm_medium=social&utm_campaign=organic
```

SELLING ONLY ON ETSY?

You can pin your listings and it works. Every sale still pays Etsy's fees, though, so if you have your own store, send pins there.

CHAPTER 3 · 45 MINUTES

Find the words your *buyers type*.

Pinterest matches pins to searches using the words on and around them. Your job is to learn the exact phrases your buyers use, then use them everywhere: board names, pin titles, descriptions and the text on the image.

Where to find them

- The Pinterest search bar.** Type the plain name of your product ("ceramic mug") and write down every suggestion that drops down. Then add a letter after it ("ceramic mug a", "ceramic mug b") for more.
- The coloured tiles under results.** Search a phrase and Pinterest shows refinement tiles under the bar. Each one is a phrase people search.
- Pinterest Trends** (trends.pinterest.com). Shows when a search rises and peaks across the year. Use it to time seasonal pins.
- Your own customers.** The words in DMs, reviews and emails. Your store's search box and Google Search Console show real queries too.

Four kinds of keyword

TYPE	EXAMPLE
What it is	speckled stoneware mug
How it looks	earthy kitchen decor, cottagecore mug
Why they buy	housewarming gift ideas, gift for coffee lover
What they want to know	how to style open shelves, best mug for latte art

Most brands only use the first kind. The other three are where buyers who don't know your brand yet find you.

WORKED EXAMPLE: A JEWELRY DESIGNER'S KEYWORD MAP

THEME	PHRASES FOUND IN PINTEREST SEARCH
Everyday gold	dainty gold necklace, everyday gold jewelry, gold necklace layering, minimalist gold earrings
Ear stacks	ear stack ideas, huggie hoop earrings, curated ear, second hole earrings
Gifts	birthstone necklace gift, bridesmaid jewelry gift, gift for best friend jewelry, anniversary gift for her
Care and how-to	how to clean gold filled jewelry, gold filled vs gold plated, how to layer necklaces

Aim for 5 to 8 themes with 5 to 10 phrases each. There's a blank map on page 12.

CHAPTER 4

Build boards that work *like shelves*.

Boards tell Pinterest what your pins are about. A board called "Love these!" tells it nothing. A board called "Housewarming Gift Ideas" tells it exactly who to show your pins to.

The rules we follow

- **8 to 12 boards to start.** Enough to cover your themes, few enough to keep every one active.
- **Name each board with a search phrase** from your keyword map. Not your collection name, unless people search it.
- **Write a two-sentence description** for each board in normal language, using two or three of its phrases.
- **Mix three kinds of board:** product boards (by type or style), occasion boards (gifts, seasons, events) and idea boards (styling, rooms, care, projects).
- **Make seasonal boards early.** Create the board when you start pinning for the season, about two to three months before it.
- **Archive dead boards** rather than leaving them half-empty on your profile.

SHOULD YOU PIN OTHER PEOPLE'S WORK?

A few good saves from other accounts on your idea boards make them more useful to browse. Keep the product boards for your own pins.

EXAMPLE BOARD SET: A SMALL-BATCH CERAMICS STUDIO

BOARD	KIND
Handmade Ceramic Mugs	Product
Stoneware Serving Bowls	Product
Ceramic Vases for Dried Flowers	Product
Earthy Kitchen Decor	Style
Housewarming Gift Ideas	Occasion
Wedding Registry Ideas	Occasion
Gifts for Coffee Lovers	Occasion
Open Shelf Styling Ideas	Idea
Table Setting Ideas	Idea
How Pottery Is Made	Idea
Christmas Gifts for Her	Seasonal

Each board name is a phrase that appeared in Pinterest's own search suggestions.

CHAPTER 5

Make pins people *save and click*.

A pin has two jobs. It has to stop someone scrolling, and then it has to make them want to see more. The image does the first. The words and the link do the second.

The anatomy of a pin that sells

Shape	Vertical 2:3, 1000 × 1500 pixels. Square Instagram crops look small in the feed.
Image	Your real product, clear and well lit, filling most of the frame. Keep it in the top two-thirds, where the eye lands first.
Text on the image	3 to 7 words that match a search: "Gold huggies for an everyday ear stack". Big enough to read on a phone.
Branding	A small logo or web address in a corner. Enough to recognise, small enough to ignore.
Title	Up to 100 characters. Lead with the keyword. The first 40 or so show in the feed.
Description	Up to 500 characters. Two or three natural sentences using related phrases.
Link	The most specific page you have. A pin of one mug goes to that mug, never the homepage.
Alt text	Describe the image plainly. It helps people using screen readers and it helps search.

Copy you can borrow

TITLE FORMULA

[Keyword] + [the thing that makes yours different]

"Speckled Stoneware Mug, Handmade in Small Batches in Vermont"

DESCRIPTION FORMULA

Sentence 1: what it is and who it's for.

Sentence 2: the true detail that sets it apart. Sentence 3: a reason to click.

"A handmade stoneware mug for slow mornings, sized for a full latte. Each one is wheel-thrown and glazed in our studio, so the speckles are never quite the same twice. See all six glazes and the exact measurements."

KEEP YOUR PRODUCT TRUE

Change the background, the setting or the crop as much as you like. Never change the product's colour, shape or size, even slightly. Shoppers notice, and misleading product images can break consumer law in the UK and US.

CHAPTER 5, CONTINUED

One photo, *eight pins*.

You don't need a new photoshoot for every pin. Each fresh pin needs a new image and new words, and each can target a different search. Here's how one shoot of a gold necklace becomes eight pins.

<p>Dainty gold necklace you'll never take off</p> <p>Clean product shot · "dainty gold necklace"</p>	<p>How to layer gold necklaces</p> <p>Three lengths on a neck form · "gold necklace layering"</p>	<p>A birthstone gift she'll actually wear</p> <p>Necklace in its gift box · "birthstone necklace gift"</p>	<p>Gold-filled or gold-plated?</p> <p>Close-up of the clasp · "gold filled vs gold plated"</p>
<p>Bridesmaid gifts under \$60</p> <p>Five boxes in a row · "bridesmaid jewelry gift"</p>	<p>Everyday gold for a capsule wardrobe</p> <p>Styled with a white tee · "everyday gold jewelry"</p>	<p>See it made</p> <p>8-second video of the chain being cut · "handmade jewelry"</p>	<p>Gold jewelry care in 3 steps</p> <p>Step pin, polishing cloth · "how to clean gold filled jewelry"</p>

The six pin types that work for product brands

- **The hero:** the product on its own, clean and sharp.
- **In use:** on a table, a shelf or a person, so buyers see scale.
- **The detail:** a close-up with one true fact on it.
- **The gift idea:** written for the person buying for someone else.
- **The how-to:** styling, care or a project. These get saved most.
- **The video:** 6 to 15 seconds, captioned.

What makes a pin "fresh"

Pinterest has favoured fresh pins for years: an image it hasn't seen before. A new crop, new background, new text overlay or new angle all count. Pinning the exact same image to ten boards doesn't.

Templates help. Make three or four layouts in your brand fonts, then drop in new photos and words each week.

CHAPTER 6

Keep a rhythm *you can manage.*

Pinterest rewards steady publishing over months. Fifty pins in one weekend and then nothing does less than seven a week, every week, until spring.

How much to pin

Start with 5 to 10 fresh pins a week. That's sustainable for most small teams and enough to learn what works. Spread them across the week using Pinterest's own scheduler or a tool like Tailwind.

Once you know your best pin types, scale up. For our Social Growth clients we publish 200 pins a month, because more fresh pins on more keywords means more ways to be found.

Your weekly 90 minutes

20 min	Pick this week's products and keywords from your map. Favour what's in stock and in season.
40 min	Make 7 to 10 pins from your templates.
20 min	Write titles, descriptions and alt text. Add tracked links.
10 min	Schedule them across the week and check last week's top pins.

The seasonal calendar

Shoppers plan ahead on Pinterest, so pin early. Our rule of thumb is to start two to three months before the date. Check your own keyword in Pinterest Trends, because some searches start rising even sooner.

MOMENT	START PINNING
Valentine's Day	Early December
Mother's Day (UK, March)	Mid January
Mother's Day (US, May)	Early March
Weddings and graduation	March
Father's Day	Mid April
Back to school	June
Autumn and Halloween	August
Christmas gifts	September

Keep evergreen pins going all year alongside the seasonal ones.

CHAPTER 7

Measure *what pays*.

Followers and impressions feel good, but they don't pay for stock. Three numbers tell you whether Pinterest is working for your business.

1	2	3
Outbound clicks	Store sessions from Pinterest	Orders from Pinterest
People who tapped through to your site. In Pinterest Analytics. The number that matters most on Pinterest itself.	In Shopify, sessions by referrer. In Google Analytics, Traffic acquisition. Your tracked links make this cleaner.	In Shopify's sales by referrer report and the Pinterest tag's conversions. Expect these last.

What to expect, month by month

Month 1	Impressions start slowly. Few clicks. This is normal, so keep pinning.
Month 2	Saves pick up and a handful of pins start showing in search.
Month 3	Your first real read. Outbound clicks and Pinterest sessions should be rising week on week.
Months 4 to 6	A library of pins working together. Your best keywords and pin types are clear. Orders follow the traffic.

Products, photos and season all change the pace. These are typical patterns from our own work, not promises.

The monthly review

- 1 Sort last month's pins by **outbound clicks**. Make more pins like the top ten: same keyword and angle, new images.
- 2 Find pins with **lots of impressions and few clicks**. The image works but the words or promise don't. Rewrite the overlay.
- 3 Check the **pages pins land on**. If visits are good but nobody adds to cart, the problem is the product page.
- 4 Note which **boards** grow fastest and add more pins to their themes.

CHAPTER 8

Your 90 days.

WHEN	WHAT TO DO
Week 1	Business account, website claimed, catalog connected, tag checked. Fix product titles on your 20 best sellers.
Week 2	Keyword map (page 12). Create 8 to 12 boards with descriptions (page 12). Build 3 or 4 pin templates.
Weeks 3 to 6	7 to 10 fresh pins a week. Start the next seasonal board if it's within 60 days.
Week 7	First monthly review. Drop pin types getting no saves. Double down on what's being saved.
Weeks 8 to 12	Keep the rhythm. Add new keywords from Pinterest's suggestions as you notice them.
Week 13	The real verdict. Compare Pinterest sessions and orders with week 3. Decide whether to scale up.

The mistakes we see most

- Linking every pin to the homepage, so shoppers have to hunt for the product they clicked.
- Board names nobody searches, like "Spring Drop" or "Our Faves".
- Only white-background product shots. They work as catalog pins, but the styled and how-to pins get saved.
- Square crops copied straight from Instagram.
- Text on the image too small to read on a phone.
- Pinning products that are sold out, or links that now go to a 404 page.
- Posting seasonal pins the week before the holiday, when buyers have already planned.
- Giving up in month two, just before it starts working.

WORKSHEET 1

Your keyword map

5 to 8 themes. Fill the phrases straight from Pinterest's search suggestions.

THEME	PHRASES PEOPLE SEARCH
What it is	
How it looks	
Why they buy	
What they want to know	
Season	

WORKSHEET 2

Your board plan

[illegible]

WORKSHEET 3

Your first week of pins

Pick one product. Plan seven fresh pins from the photos you have. Repeat with a new product each week.

Product: _____ **Page it links to:**

#	PIN TYPE	KEYWORD	TEXT ON IMAGE	PHOTO OR CROP
1	Hero			
2	In use			
3	Detail			
4	Gift idea			
5	How-to			
6	Style or room			
7	Video			

Before each pin goes live

- | | |
|--|--|
| ☐ Vertical 2:3, readable on a phone | ☐ Links to the specific product, with tracking tags |
| ☐ Product looks exactly as it does in real life | ☐ Product is in stock |
| ☐ Keyword in the title and the description | ☐ Alt text written |

Rather we *did the pinning?*

This is the work we do every month for brands like yours. We make the pins from your own product photos, a person checks every one, and we report what went out and what changed.



A sample pin from our studio, built around the search "how to style gold hoops".

SOCIAL GROWTH · \$199 A MONTH (£159)

200 Pinterest pins a month, plus 20 Facebook and Instagram posts including 4 Reels, and 2 email campaigns. Month to month, no setup fee. Pinterest takes about three months to build, so we review results with you at month three.

NOT SURE YET?

Send us a link to one product and we'll make three free sample posts from your own photos. Then decide if you'd like more.

aralascreative.com · hello@aralascreative.com

We usually reply within one business day.

Sources: Pinterest Q2 2026 results (August 2026) for user numbers. Pin sizes and character limits follow Pinterest's published specs at the time of writing. Timelines and volumes are from our own work and will vary by product and season. © 2026 Aralas Creative.