

How to Use

*Pinterest*

in Your Pet Business to:

- Attract Clients
- Increase Brand Awareness
- Boost SEO



# Finding Keywords



Finding the right keywords for your business doesn't have to be hard. Below, you'll find step by step instructions for the most effective ways to find keywords on Pinterest.

## Suggestive Search

1. Type a term or phrase into the search bar.
2. Under the bar, a list of related keywords will populate.
3. All of these are keywords/phrases you can use for your business.

## You Try!

Pick a common word associated with your business and type it into the search bar. Below, write the keywords and phrases that come up under that term.

**Keyword:** \_\_\_\_\_

1

2

3

4

**Keyword:** \_\_\_\_\_

1

2

3

4

# Finding Keywords



## Trends

Analytics > Trends > Search bar

NOTE: Not every keyword will populate in Trends. That doesn't mean it's not a good keyword. It means that people aren't searching for that term right now. For example, Dog flea meds are more likely to populate in spring and summer than in winter.

\*You must have a business account to access Trends.

## You Try!

Pick a common word associated with your business and type it into the Trends search bar. Below, write the keywords and phrases that come up under that term.

**Keyword:** \_\_\_\_\_

Under the graph, there are additional suggested keywords.

1

2

3

4

**Keyword:** \_\_\_\_\_

1

2

3

4



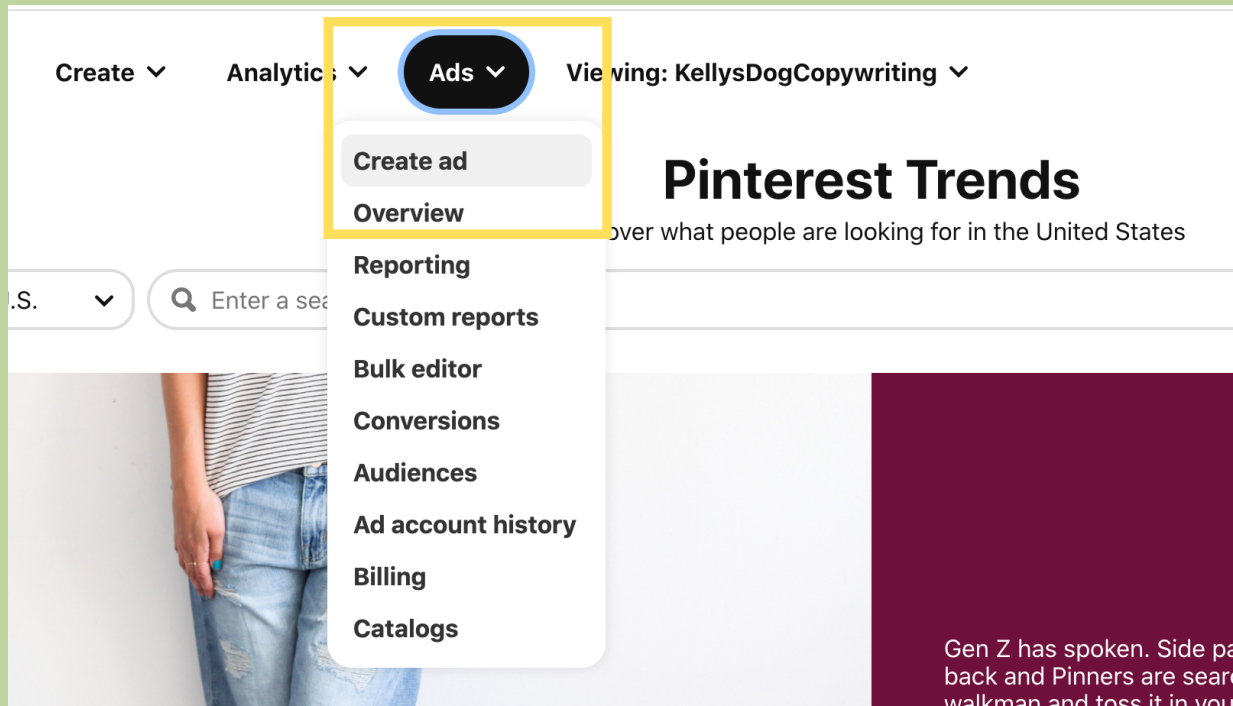
# Finding Keywords



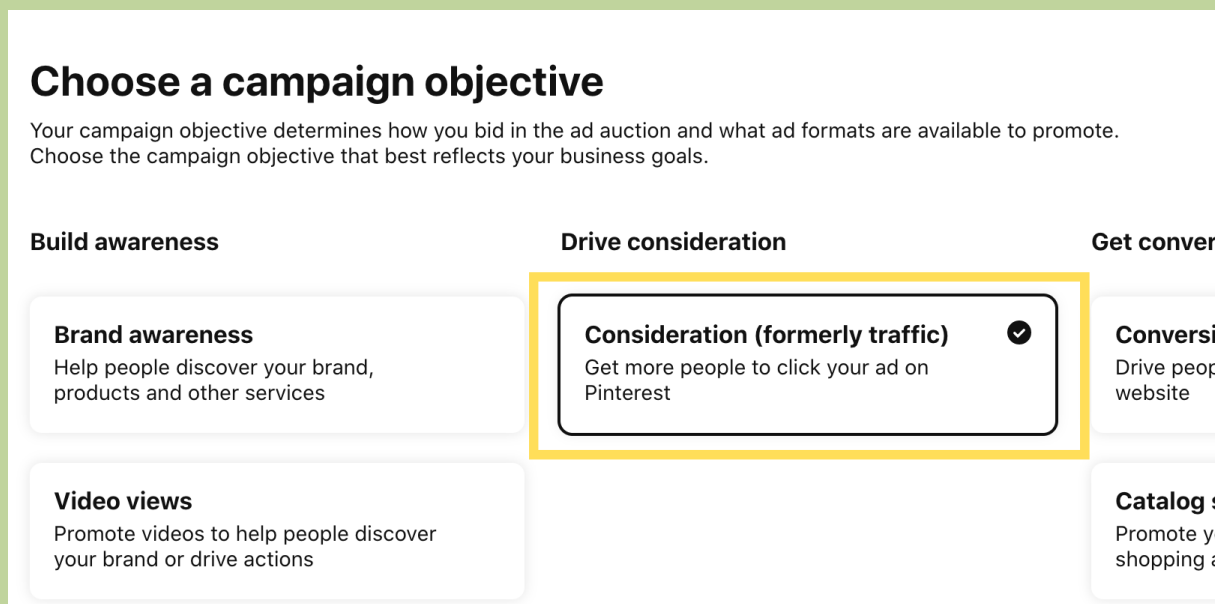
## Ads

\*You must have a business account to access Ads.

### 1. Click on the ADs dropdown and select Create Ad



### 2. Choose a Campaign Objective > Drive Converstions





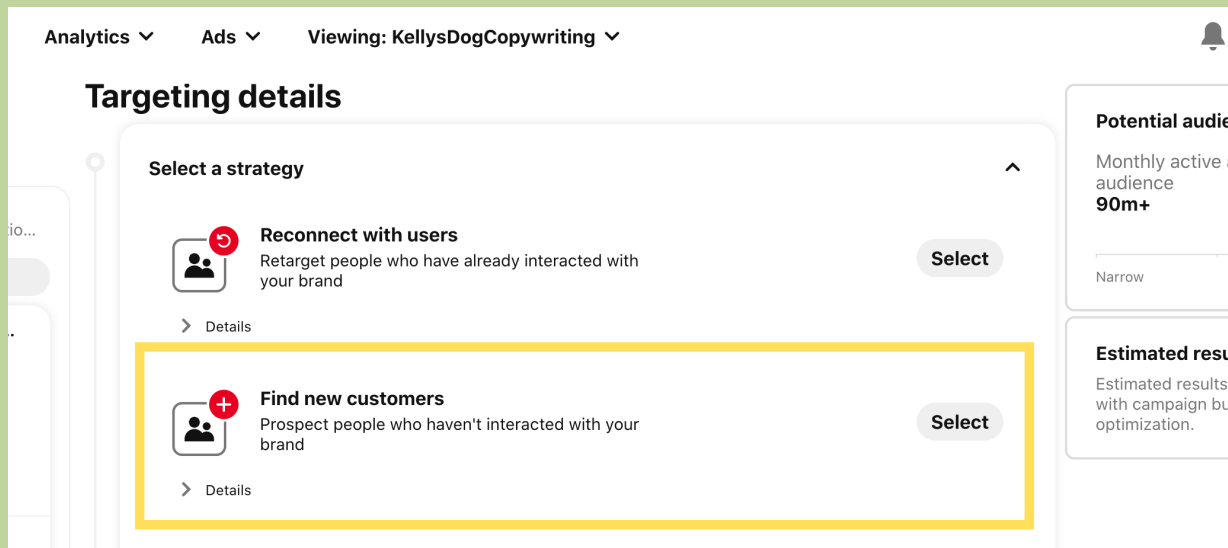
# Finding Keywords



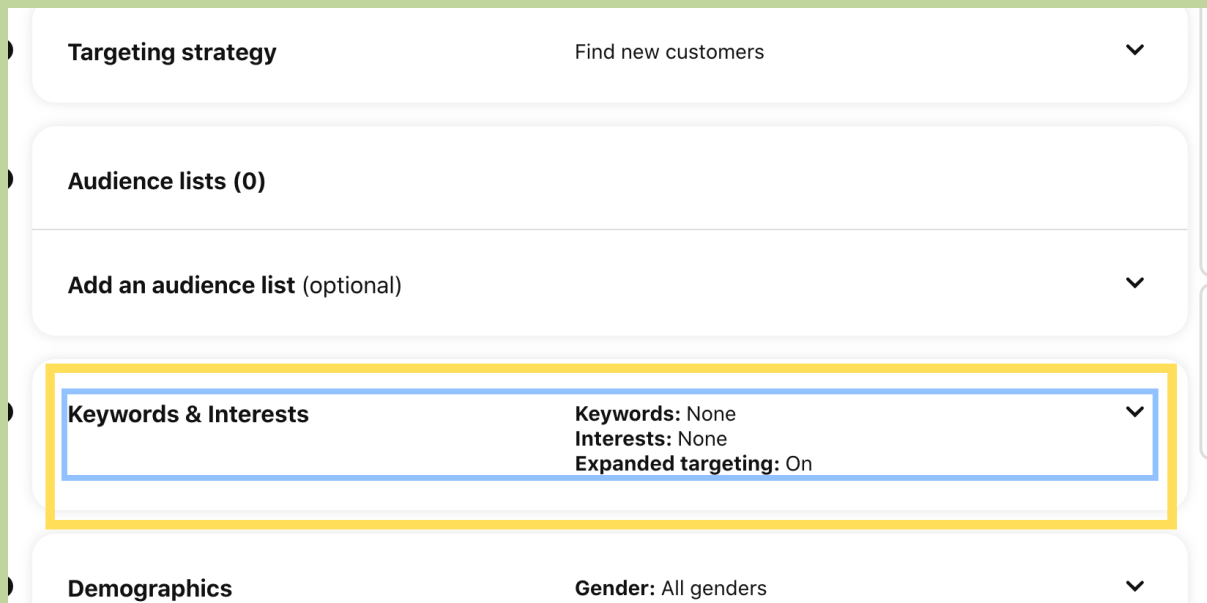
## Ads

3. Scroll to the bottom and hit continue

4. On the next page, Targeting Details > Select Find New Customers



5. Scroll down and click Keywords & Interests



# Finding Keywords



## Ads

### 6. Select Add Keywords

☒ Enable keywords and interests

☒ Enable expanded targeting ⓘ

**Add interests** **Add keywords**

Pick topics related to your brand so you can reach people based on other Pins they engage with.  
[Learn more](#)

**All interests** **Selected**

> ☐ Art (24)

> ☐ Beauty (7)

**Potential audience**  
Monthly active audience  
**90m+**

Narrow

**Estimated results**  
Estimated results not available with campaign budget optimization.

### 7. Type a keyword in the search bar to see its popularity and other suggested keywords/phrases

Business Create Analytics Ads Viewing: KellysDogCopywriting

Ads Manager  
Create campaign

Consideration campaign, 1 ad group  
2021-03-25 14:18 UTC | Consideratio...

**New ad group**

2021-03-25 14:18 UTC | Ad gr...

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

Duplicate ad group

**Publish**

results, use a minimum of 25 keywords. [Learn more](#)

**Extend your reach**  
Search for related keywords

**Add all results**

Keyword	Monthly Searches
+ dog	5m+
+ dog diys	5m+
+ cat and dog	5m+
+ dog home	5m+
+ dog stuff for the home	5m+
+ baby and dog	5m+
+ dog ate	5m+
+ diy pet ideas dog	5m+
+ diys for dogs	5m+

0 keywords

Format your keywords to indicate: broad match, phrase match, [exact match], - [negative phrase match] or -[negative exact match]

**Potential audience size**  
Monthly active ads audience  
**90m+**

Narrow Broad

**Estimated results**  
Estimated results not available with campaign budget optimization.



# Finding Keywords



## You Try!

Pick a common word associated with your business and type it into the Ads search bar. Below, write the keywords and phrases that come up under that term.

**Keyword:** \_\_\_\_\_

You can also note how popular each keyword is.

1

2

3

4

**Keyword:** \_\_\_\_\_

1

2

3

4



## How to Use Keywords

### Dos

- Use keywords in a sentence.
- Write several difference sentences using the same keyword.
- Use several keywords in each pin title, descriptions, pin image.

### Don'ts

- Keyword stuff - This is where you list a bunch of keywords instead of using them in sentences.

## Where to Use Keywords

- Pin titles
- Pin descriptions
- Pin images
- Profile description
- Username
- Board descriptions
- Board Titles

## You Try!

Write a pin title and description using one of the keywords you found above.

Title: \_\_\_\_\_

Description :



## What Kind of Content Do You Need?

### 3 Types of Content

- **Inspirational** - Best for increasing brand awareness, grabbing attention, and creating an engaging relationship
- **Educational** - Best for increasing brand awareness, building authority in your niche, and creating a trusting relationship
- **Sales** - Best for increasing brand awareness, building your email list, and selling

### What you can use as content

- Blogs
- Podcasts
- Inspirational quotes
- Opt-ins for an email list
- Product/Service listings

## You Try!

What content do you already have that will work on Pinterest?

- 
- 
- 
- 
- 
-



## Pin Image Design

- 2:3 ratio
- Photo
  - Should be relevant to the topic of your source content
- Text overlay
  - Should include keywords
  - Should have a catchy headline
- Call to Action
- Your website's URL
- Logo
  - You don't have to add your logo unless you are working on brand awareness.
- Your brand colors
  - Using 2 contrasting colors makes the pin stand out.
- Your brand fonts
  - Your fonts should **not** be cursive or curly. Fonts need to be big and easy to read. They need to be easy to read on small phone screens and when scrolling quickly through Pinterest.

Fun Fact: You can create multiple pin designs for one blog, podcast, opt-in, etc. Just change the picture and move things around a little to make a whole new pin!



## What to Look For

- **Engagements** - How many times someone has engaged with your pin in any way other than scrolling past it.
  - Clicked the link
  - Saved
  - Viewed it close-up
- **Outbound Clicks** - When someone clicks to the source of the pin (like your website).
- **Impressions** - These tell you how many people your pin has been in front of based on the keywords you used.
  - These are only important when you look at them on an individual pin level.

This data tells you what your audience is interested in so you can make more of it. It also helps you know what pin designs and keywords are working to get your audience's attention.

## What to Ignore

The following are called 'vanity metrics'. They don't tell you much about your account even though they may look impressive.

- Followers - Not important on Pinterest.
- Monthly viewers
- Impressions - For the entire account.

# Thank you!

I know your pet business can soar with Pinterest. Just follow the steps in this workbook and you're off to a great start!

Keep in touch! And let me know how your account is doing once it's up and running.

If you have any questions about Pinterest, don't hesitate to reach out.

Send me an email at [kelly.helmick@thedogcopywriter.com](mailto:kelly.helmick@thedogcopywriter.com)

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