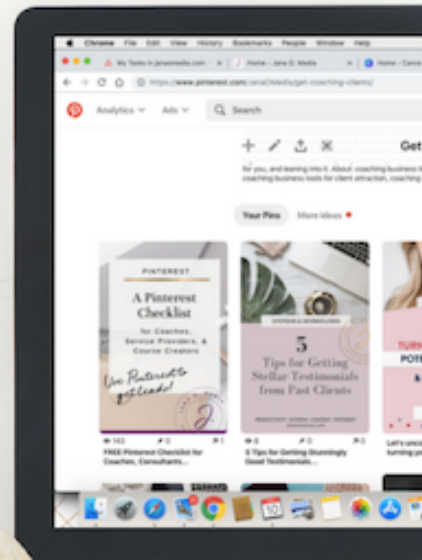




How to Keyword 6 Areas of Your *Pinterest* profile

Post-Session Resource
for 1:1 Intensive Clients



How to Add Your Researched Keywords to 6 Areas of Your Pinterest Profile

Congratulations! We did the heavy lifting during our intensive. Now it's time to add your researched keywords to six areas of your Pinterest profile.

In this guide, you'll find instructions and formulas for doing so. Don't forget to add me on Voxer (Jana Osofsky) ... and ask me any questions while you're doing this optimization work. I'm available via Voxer for 14 days after the intensive!



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1. Your profile name

up to 65 characters!

HOW TO KEYWORD IT:

Start with your name **or** your brand name (not both - save room for keywords!). Add a hyphen or line, and 2 to 3 high priority keywords that show **what your Pinterest account is about**.

AVOID:

- Using all your characters on name / brand name.
- Using jargon or "on-brand" language that unique to you. Prioritize the keywords!

Example:

**Andi Forness - Online Dating Profiles
+ Online Dating Advice**

Keywords used:

- Online dating
- Dating advice
- Online dating profile

Formulas & more Examples:

Your Name - [Keyword Phrase] & [Keyword Phrase] for [Keyword Phrase]

Sarah Masci | Branding Tips & Mood Boards for Entrepreneurs

Your Name - [Your Title] for [Keyword Phrase] for [Keyword Phrase]

Sara Wiles | Mentor For Virtual Assistants & Online Business Pros

Your Name or Brand - [Keyword Phrase], [Keyword Phrase], & [Keyword Phrase]

Cassandra Sethi - Work Wardrobe Essentials & Wear to Work Outfits

Nagina | Weight Loss Plans, Meals & Spicy Weight Loss Recipes

2. Your "About Me" / Bio

up to 160 characters!

HOW TO KEYWORD IT:

Right a blurb about how you help, and who you help. Incorporate 3 to 5 high priority keywords - easily done by listing a few at the end!

AVOID:

- Using jargon or brand-specific words/phrases your ideal client isn't searching for
- Wasting characters on "filler words" (Use "&" not "and.")

Example:

**Helping women be healthy over 40, 50, & beyond - through more *gentle* healthy lifestyle changes...
Body positivity, clean eating, spiritual weight loss & more.**

Keywords used:

- Healthy over 40
- lifestyle changes
- body positivity
- clean eating
- spiritual weight loss

Formulas & more Examples:

[What you teach about / help with] & [What you teach about / help with]. Pinning about: [Keyword Phrase], [Keyword Phrase], [Keyword Phrase], & more. [Free thing with keywords]: [bitly link]



Simple design & branding tips. Pinning about: DIY logos, brand style guides, design business tips & more. Free Mood Board Templates: bit.ly/FreeMBTemplate

[What you do] for [Keywords - Who you do it for]. [List benefits, including keyword phrases for results and solutions your person seeks.]



Personal styling for busy professionals. *Always know what to wear to work. Curate your work wardrobe essentials. Feel confident at work and look amazing.

I help [Keywords - Who you do it for]. [list results, including keyword phrases] - using / with / through [list methods or topics you teach about / help with, including keyword phrases]



I help successful women lose weight, get the bodies they dream of, and look sexy - with weight loss plans, spicy weight loss recipes & fat burning foods!

3. Board titles

*Keep them short -
2 to 5 words - max!*

HOW TO KEYWORD THEM:

When doing your keyword research, note the keywords that are both:

- a) the subjects you create content about; and
- b) highly searched on Pinterest.

Those become your board titles - word for word!

AVOID:

- Using cutesy or stylized board titles.
- Creating boards that are not closely-related to the exact solutions and content you offer.

Keep your account niched to attract just the right pinners!

4. Board descriptions

up to 500 characters!

HOW TO KEYWORD THEM:

Start with one or two on-brand sentences that describe what types of things you'll pin to the board.

Optional: Include a bit about you - and use those high priority keywords!

Next, gracefully list some of your researched long tail keywords that modify your main keywords. (Use sentences; keep it sounding conversational.)



Example:

Don't call your board:
"All Plants - Sweeeeeeet!"

Call it "Vegan Desserts."

...It's tempting to be clever, but it's unlikely that anyone is searching for the first version! And your board titles are high-level keyword real estate!

Example:

Pins about starting a virtual assistant business; becoming a VA. From Sara Wiles, virtual assistant mentor, coach for social media managers & done-for-you pros. How to identify your transferrable skills and leave your 9-5 for that work from home or laptop lifestyle! Virtual assistant jobs for beginners, virtual assistant training. VA business tips & tricks to know. Resources for new virtual assistants, those starting a virtual assistant business & also those scaling one!

*Can you spot
all the keywords?* ↗



5. Your pin descriptions

up to 500 characters!

THE FORMULA:

[Headline with Keywords]

+ [1 or 2 summarizing lines from the piece of content] or [A description of what the pinner will find if she clicks through]

(Incorporate keywords!)

+ [Call to Action]

(Encourage pinners to try, do, or learn.)

+ About: [1 to 2 closely-related additional keywords]

NOTES:

*Be sure to keep it conversational! Use sentences!

*Effective March 2020 (ish!), I'm no longer recommending the use of hashtags on Pinterest.

6. Your pin titles

Pinterest is now requiring a Title for pins.
Another opportunity to add keywords - Yesssss!

THE FORMULA:

[A Headline with Keywords]

NOTES:

*To keep it simple, you CAN use the same headline from the text overlay or pin description. Alternatively, you can use a different one. Either is acceptable.

*Advanced strategy: You can incorporate keywords that match the title of the board you intend to pin this pin to!

board titles in bold! →

Examples:

Free Swipe File: Steal my "One-Sheet Strategy" and be your own publicist! ... You've heard of media kits + press releases... Now try this easy PR strategy! Use this pitch template to get speaking gigs, for promoting your book, for a podcast pitch + more.
About: pitching the media & PR for entrepreneurs.

Top 10 Honeymoon Hotels of 2019. Whether you're planning a destination wedding, a couples trip, or a luxury honeymoon - Why not start with the best options? Access the free list of the best honeymoon hotels from The Honeymoon Concierge. About: the best honeymoon destinations & luxury honeymoon destinations.

3 Keys to Finding Your Voice After Your Divorce... Speaking our truths to others is not selfish. In fact, it's responsible, productive, and loving. And it's necessary for healthy relationships in your life after divorce & during divorce recovery. About: Divorce advice for women & divorce and kids.

Examples: One pin; 3 headlines:

3 Keys to Finding Your Voice After Your Divorce
Divorce Advice for Women - Finding Your Voice
Life After Divorce - Finding Your Voice