



Pinterest Algorithm Cheat Sheet

In this lesson, you will learn about

- ★ The Pinterest smart feed (aka home feed)
- ★ How related pins work
- ★ What key things help the algorithm find your pins
- ★ Pin quality
- ★ SEO

The Pinterest Home Feed

The "Smart Feed" is the algorithm that Pinterest uses to determine what a user sees in their Home Feed.

There are three sections to the Home Feed:

1. For You
2. Today
3. Following

Home Feed - For You

- ★ Pinterest wants to show you a mix of content that you care about. Good content. The kind of content that will have you clicking, saving, and coming back for more.
- ★ Pins used to be seen in real-time. However, that's not the case anymore.
- ★ Pins are shown as "best first" rather than "newest first".
- ★ Pinterest's Smart Feed is responsible for prioritizing and ranking pins based on their quality, with quality being determined by their algorithm.

Your home feed is made up of content from 3 different places:

1. Saved pins from users and boards you're following
2. Related pins
3. Pins from your interests

They put them all into a bucket.....Give the Smart Feed Bucket a good mix and

- ★ Your feed is filled with what Pinterest chooses from each of these three buckets to display in your Home Feed.
- ★ Getting your pins into the Smart Feed is a great way to see spikes of viral traffic, however, for long lasting, steady traffic you need to get your pins ranking in the Pinterest search engine.

How Related Pins Work

- ★ Over 40% of user engagement on Pinterest is based on related pins. This is Pinterest's recommendation system.
- ★ Whenever a user clicks on a pin on Pinterest, if they scroll down, Pinterest shares other pins that are similar - these are 'Related Pins'.



Pinterest Algorithm Cheat Sheet

Related pins are selected and displayed based on:

- ★ Board co-occurrence – pins that are saved to the same boards.
- ★ Session co-occurrence – pins that are saved during the same session by users.
- ★ Search query relevance.
- ★ Visual similarity of images.

There are 3 things you can do to help your pins get into the related pins pool:

1. Make sure your boards are carefully curated.
2. Use the Pinterest SEO guidelines to help your pins rank in search.
3. Use relevant images on your pins so Pinterest can tell your pin is related to others with a similar image.

How does Pinterest choose which pins to show in search?

Like any search engine algorithm, Pinterest's algorithms are complex and they hold their cards close to their chest. They also update them frequently.

However, there are 3 main factors which are known to influence whether or not your pins show up on Pinterest:

1. Quality of website (URL destination of the Pin)
2. Pin quality
3. SEO

Website Quality (or also known by Pinterest as your domain quality)

Pinterest can see how popular pins are, from your website, and it learns whether your site is a source of high-quality content over time.

How do you improve your domain quality ranking and get Pinterest to trust you?

- ★ Convert to a business account if you haven't already done so. (This is covered in Lesson 1).
- ★ Claim your website to show Pinterest that you are a content creator (this is covered in Lesson 2). Pinterest has stated that they give 'a boost' to content creators pinning their own fresh content. This boost helps your pins get some initial visibility which helps your pin get the clicks and saves it needs to be shown more widely.
- ★ Enable rich pins on your account (this is covered in Lesson 5). Rich pins add extra information to your pins directly from your blog. The best part is that if you update the information on your blog, it'll automatically transfer across to Pinterest. The added information helps to improve your ranking.



Pinterest Algorithm Cheat Sheet

Pin Quality

Pin quality is determined by the popularity, freshness, and engagement level of your pins.

- ★ If a lot of people closeup, click through, save, add a photo or comment on your pin, Pinterest will view that as a high-quality pin.
- ★ Please don't expect everything to happen at once!
- ★ Pinterest is different to social networks and unless you have lots of friends following your boards you may not receive comments. Don't get disheartened though.
- ★ Your aim is to build impressions and grow your Pinterest account in steps and it won't all happen overnight.
- ★ While you might think that this means new pins and new pinners have no chance to make it on Pinterest, this isn't so – another important factor Pinterest considers is the 'freshness' of a pin.
- ★ Pinterest is increasingly focused on providing fresh content to their users.
- ★ If you're not a graphic designer, don't worry! Attractive pins are easy to achieve using templates – there are many free templates right inside Canva.
- ★ Many Pinterest experts also offer pin templates for free as a lead magnet.

3 things to focus on for Pin quality:

1. Pin image
 - a. High quality image
 - b. Clear product
 - c. Call to action
2. Description keywords
 - a. Carry out keyword research and use the types of words in your pin description that pinners will search for
3. URL link
 - a. Your pin destination link must be related to your pin image and description.

SEO (Search Engine Optimisation)

Until this point, we've discussed how to increase your authority in Pinterest's eyes. But even if Pinterest views you as a high-quality pinner, they won't show your pins unless they think your pins are relevant to their users.

Relevance is how closely your pins fit your audience's overall interests, specific searches, and recent search history.

If you know much about SEO, you'll know that the only way for a search engine to know what your content is about is with keywords. Just like on Google, keywords influence what appears in searches on Pinterest.

While domain quality, pin quality and pinner quality tell Pinterest how important your pins are, keywords tell Pinterest what your pins are about.



Pinterest Algorithm Cheat Sheet

Pinterest extracts and assigns keywords to pin images

Pinterest assigns keywords (called annotations) to your pins. These are between 1 and 6 words long and analyse your pin's relevance to these keywords with a confidence score.

They base the confidence score on the quality of the information extracted (text based keywords are more highly rated) and how many times that keyword appears where they look for keywords.

Pinterest extracts keywords from:

- ★ The pin title, description, and the URL of your blog post.
- ★ The board name and description from where the pin was saved.
- ★ Page title and description of the link.
- ★ The names of objects identified in the image.
- ★ Your text overlay.

Pinterest is also watching what search terms lead to clicks on your pin. If users search for a keyword and click on your pin regularly, Pinterest will begin to associate your pin with that keyword.

How can you put this into practice and improve your Pinterest relevance?

When it comes to optimizing your pins for SEO, you may wonder whether there is a good Pinterest keywords tool you can use.

Actually, the best way to do keyword research for Pinterest is on Pinterest itself.

- ★ When you're typing in a search query on Pinterest, you'll notice that it auto-suggests keywords for you, similar to the way Google does. These suggestions are popular search phrases.
- ★ After you've run a search, a set of suggested keywords will appear beneath the search bar for you to add to your search to narrow it down even further.
- ★ You can then select where the Pins should be pulled from.
- ★ Remember 'People' is the same as 'business' if you are searching for a specific business name on Pinterest.

Once you have found some great keywords in Pinterest search, you can use Pinterest Trends to give you an idea of the popularity of search terms over time. Pinterest Trends is a new feature similar to Google Trends and can help you decide the best keywords for you to target. What do trends show?

- ★ Related terms and popular Pins will show the rise and fall of popularity.
- ★ This is important if you are putting together a strategy and need to carry out key trend research.
- ★ By researching keywords you are one big step ahead of the competition.



Pinterest Algorithm Cheat Sheet

Key Takeaways

- ★ Pinterest will show high quality pins first, rather than newest first.
- ★ The quality of the linked website, pins and use of keywords are important to producing high quality pins.
- ★ Keyword research can be carried out on Pinterest itself.