

The Pinterest SEO Guide

Pinterest is a search engine, so SEO is how you get found. This guide shows how Pinterest search works, where to mine keywords for free, and exactly where to place them.

How Pinterest search works

Pinterest matches pins to searches using the words in your titles, descriptions, board names, and even the text on your images. Beautiful pins with no keywords stay invisible — relevance comes first.

Where to find keywords (free)

- Search-bar autocomplete — ranked by real demand
- Guided-search tiles — long-tail goldmines
- The Trends tool — publish 30–45 days before a peak
- Competitor pins — read their titles and descriptions

Where to place keywords

LOCATION	HOW TO USE IT
Pin title	Lead with your main keyword, kept natural.
Pin description	2–3 sentences, 1 primary + 2–3 related keywords.
Board name & description	Category-level keywords that frame the topic.
On-image text	Pinterest reads text on the image — add your hook.
File name & alt text	Describe the image with keywords before upload.

The one rule

Write for humans first. Pinterest rewards natural language and suppresses spammy repetition — never keyword-stuff.

Grow on Pinterest with PinBoostr

Keyword research, AI pin design, and official-API scheduling — the strategy in this resource, automated.

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pinboostr.com — the all-in-one Pinterest growth tool

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