

90-DAY GROWTH SYSTEM

Pinterest Traffic Planner

A 90-Day Pinterest Growth System for Etsy Sellers,
Bloggers, KDP Publishers & Digital Product Creators

AUDIT · PLAN · PIN · TRACK · GROW

THIS WORKBOOK BELONGS TO _____

CONTENTS

What's Inside

A complete 90-day Pinterest growth system — strategy, research, content planning, the daily system, trackers, and reviews.

SECTION ONE — STRATEGY & SETUP

Pinterest Strategy Overview	4
How To Use This Workbook	6
Account Audit Worksheet	7
Pinterest SEO Worksheet	9
Niche Research Worksheet	11
Keyword Research Worksheet	12

SECTION TWO — BOARDS & CONTENT

Board Planning Worksheets	15
Pin Idea Generator	17
Pin Design Planning	19
Seasonal Content Planner	21
Pinterest Content Calendar	23

SECTION THREE — THE 90-DAY SYSTEM

90-Day Posting Plan	25
Monthly Pinterest Goals (x3)	26
Weekly Pinterest Action Plans (Weeks 1-13)	29
Daily Pinterest Tracker	42

SECTION FOUR — TRACKING & ANALYTICS

Pin Publishing Tracker	44
Traffic Tracking Sheets	45
Click Tracking Sheets	46
Top-Performing Pin Tracker	47
Pin Experiment Tracker	48
Growth Milestone Tracker	49

SECTION FIVE — REVIEW & GROWTH

Monthly Review Pages (x3)	51
90-Day Pinterest Review	54

01

SECTION ONE

Strategy & Setup

Pinterest Strategy Overview

Account Audit

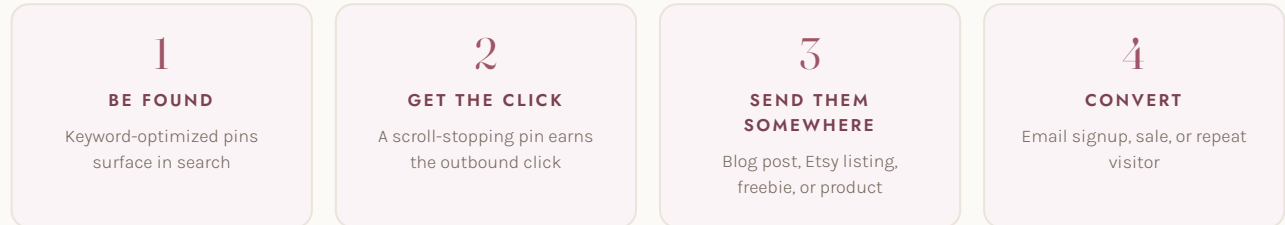
Pinterest SEO

Niche & Keyword Research

How Pinterest Drives Traffic

Pinterest is a visual search engine, not a social network. Pins don't expire in a feed – a good pin can send traffic for months. Your job is to be found, get the click, and turn it into a visit, a subscriber, or a sale.

YOUR PINTEREST FUNNEL



THE 5 LEVERS OF PINTEREST TRAFFIC

- SEO – the right keywords in the right places _____
- Fresh pins – new images, published consistently _____
- Consistency – showing up daily beats bursts _____
- Design – vertical, readable, scroll-stopping _____
- Relevance – pin matches what the pinner wants _____

WHY IT WORKS FOR SELLERS

Pinterest users arrive with intent – they're planning, shopping, and saving for later. That makes them warmer traffic than most social platforms for **Etsy, blogs, KDP, and digital products.**

METRICS THAT MATTER

- Outbound clicks – traffic to you (the goal)
- Impressions – reach in search/feed
- Saves – signals useful, extends reach
- Profile visits & followers – secondary

The 90-Day Pinterest System

A simple, repeatable loop. Set it up once, then run it every day for 90 days. The work compounds.

THE LOOP

- 1 AUDIT**
Fix your profile, boards & SEO foundation
- 2 RESEARCH**
Lock in your niche, keywords & boards
- 3 CREATE**
Design fresh, vertical, keyworded pins
- 4 PUBLISH**
Pin daily on a steady, planned cadence
- 5 TRACK**
Log impressions, clicks & saves
- 6 DOUBLE DOWN**
Make more of what already works

PIN TYPES TO USE

- Static pins – one vertical image (your workhorse)
- Video / idea pins – short, native, high reach
- Product pins – link straight to a listing

THE FRESH PIN RULE

A “fresh pin” is a **new image** – even for the same link. Pinterest favors fresh visuals, so design multiple pins per piece of content rather than re-pinning the same one.

MY PINTEREST FUNNEL

PINS POINT TO

MAIN OFFER / PRODUCT

FREE LEAD MAGNET

HOW TO USE

How To Use This Workbook

This is a working system, not a guide to read once. Set up the foundation, then run the daily and weekly pages for the full 90 days.

1

SET THE FOUNDATION

Work through Section One once: audit, SEO, niche, and keywords. This is what everything else stands on.

2

PLAN YOUR BOARDS & PINS

Build keyworded boards, generate pin ideas, and plan your designs before you create in bulk.

3

RUN THE 90-DAY SYSTEM

Set monthly goals, plan each week, and use the daily tracker every time you pin.

4

TRACK WHAT HAPPENS

Log publishing, traffic, clicks, and your top pins. Pinterest data lags – track weekly, judge monthly.

5

REVIEW & DOUBLE DOWN

Use the monthly and 90-day reviews to repeat winners and cut what isn't driving clicks.

REPRINT THESE

- Weekly Action Plan × 13
- Daily Pinterest Tracker × 90
- Pin Design Planner as needed
- Trackers at the back

PRINT GUIDE

US Letter (8.5 × 11"). Print single-sided for the reusable pages. Keep this workbook beside you while you pin.

Account Audit — Profile

Before you scale, fix the foundation. A keyword-optimized, claimed, business profile gets more reach from the same effort.

PROFILE SETUP CHECKLIST

- Using a free Business account _____
- Website claimed / verified _____
- Rich Pins enabled _____
- Profile name includes a keyword _____
- Bio describes who I help + keywords _____
- Clear profile photo / logo _____
- Boards are public & on-niche _____

CURRENT STATS SNAPSHOT

DATE OF AUDIT

FOLLOWERS

MONTHLY VIEWS

MONTHLY OUTBOUND CLICKS

TOTAL LIVE PINS

MY PROFILE NAME (WITH KEYWORD)

MY BIO (WHO I HELP + WHAT I PIN ABOUT)

3 ACCOUNTS IN MY NICHE TO STUDY

- _____
- _____
- _____

FIRST IMPRESSION: WOULD I FOLLOW MY OWN PROFILE? WHY / WHY NOT?

AUDIT WORKSHEET

Account Audit — Boards & Pins

Now audit what you're publishing. Look for off-niche boards, weak SEO, and inconsistent output.

TOTAL BOARDS _____	ON-NICHE BOARDS _____	PINS / WEEK NOW _____	TOP BOARD _____
-----------------------	--------------------------	--------------------------	--------------------

BOARD QUICK-AUDIT

BOARD	ON NICHE?	SEO DONE?	FIX NEEDED

KEEP / OPTIMIZE

ARCHIVE / MERGE / DELETE

TOP 3 FIXES I'LL MAKE THIS WEEK

Pinterest SEO — Placement

Pinterest reads text to decide where to show your pins. Put your keywords in every place below — naturally, not stuffed.

PLACEMENT	WHAT GOES HERE	MY KEYWORDS
PROFILE NAME	Brand + 2-3 keywords	
BIO	Who you help + topic keywords	
BOARD TITLES	The exact term people search	
BOARD DESCRIPTIONS	2-3 keyword-rich sentences	
PIN TITLES	Front-load the main keyword	
PIN DESCRIPTIONS	Keywords + benefit + soft CTA	
IMAGE TEXT OVERLAY	Readable headline with the keyword	
ALT TEXT / FILE NAME	Describe the pin with keywords	

RULE OF THUMB

Write for a human first, then make sure the keyword is in there. Stuffed, robotic text gets fewer saves — and saves drive reach.

WHERE I'M WEAKEST ON KEYWORDS RIGHT NOW

MY SEO FIXES THIS WEEK

Pinterest SEO — My Keywords

Lock in the words you'll build everything around. One primary keyword, a handful of supporting terms, and long-tails for specific pins.

MY PRIMARY KEYWORD (WHAT I WANT TO RANK FOR)

SUPPORTING KEYWORDS (5)

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

LONG-TAIL KEYWORDS (SPECIFIC PHRASES)

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

COMPETITOR KEYWORD SPY

COMPETITOR / ACCOUNT	KEYWORDS THEY USE	WHAT I'LL BORROW

RESEARCH WORKSHEET

Niche Research

Pinterest rewards focus. A clear niche tells the algorithm exactly who to show your pins to – and tells pinners you're for them.

MY NICHE IN ONE SENTENCE

WHO EXACTLY IS MY PINNER?

THEIR BIGGEST PROBLEMS / DESIRES

WHAT DO THEY TYPE INTO PINTEREST SEARCH?

CONTENT PILLARS (3-5 TOPICS)

1

2

3

4

5

WHAT I'LL LINK / SELL

FREE CONTENT

PRODUCT / LISTING

SUB-NICHES I COULD EXPAND INTO LATER

MY SEASONAL / RECURRING ANGLES

MY ONE-LINE PINTEREST POSITIONING: I HELP ___ DO ___

3 ACCOUNTS THAT NAIL THIS NICHE

Keyword Research — Find Them

Pinterest hands you keywords for free. Use these three methods, then bank everything you find.

GUIDED SEARCH

Type a seed word in the search bar. The auto-suggestions and the colored tiles underneath are real searches.

RELATED SEARCHES

Search a keyword, then read the 'related' terms that appear below the results.

STEAL FROM SEARCH

Look at the keywords competitors use in their top pin titles and board names.

SEED KEYWORDS → WHAT I FOUND

MY SEED WORDS

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

KEYWORD BANK (EVERYTHING I FOUND)

TRENDING / SEASONAL TERMS I NOTICED

KEYWORDS COMPETITORS RANK FOR

Keyword Research — Organize

Sort your keywords by content pillar so every pin and board has a clear term to target.

KEYWORDS BY PILLAR

CONTENT PILLAR	MAIN KEYWORD	2-3 LONG-TAIL VARIATIONS

10 KEYWORDS I'LL TARGET THIS MONTH

- 01 _____
- 02 _____
- 03 _____
- 04 _____
- 05 _____
- 06 _____
- 07 _____
- 08 _____
- 09 _____
- 10 _____

02

SECTION TWO

Boards & Content

Board Planning & SEO

Pin Idea Generator

Pin Design Planning

Seasonal Planner & Calendar

BOARD WORKSHEET

Board Planning — Strategy

Each board is a keyword bucket. Plan 8-15 tightly themed, on-niche boards — quality over quantity.

BOARD NAME	PRIMARY KEYWORD	PINS TARGET	PRIORITY

BOARD COUNT GOAL

NEW BOARDS THIS MONTH

MY #1 BOARD (MOST ALIGNED WITH WHAT I SELL)

BOARDS I'LL CREATE FIRST

Board Planning — SEO Detail

Write each priority board's title and description with keywords. Copy this template for every board you build.

BOARD 1

BOARD TITLE (WITH KEYWORD)

DESCRIPTION (2–3 KEYWORD-RICH SENTENCES)

CATEGORY

PINS / WEEK

COVER PIN

BOARD 2

BOARD TITLE (WITH KEYWORD)

DESCRIPTION (2–3 KEYWORD-RICH SENTENCES)

CATEGORY

PINS / WEEK

COVER PIN

BOARD 3

BOARD TITLE (WITH KEYWORD)

DESCRIPTION (2–3 KEYWORD-RICH SENTENCES)

CATEGORY

PINS / WEEK

COVER PIN

Pin Idea Generator

One blog post, listing, or product = 10+ pins. Different headlines, angles, and images all point to the same link. Never run out of pins.

10 ANGLES FOR ONE LINK

1. The benefit / result
2. The problem it solves
3. A how-to / steps
4. A numbered list
5. Before & after
6. A question hook
7. A freebie / lead magnet
8. A mistake to avoid
9. For [specific person]
10. Seasonal angle

CONTENT / LINK I'M MAKING PINS FOR

PIN IDEAS (HEADLINES)

01 _____

02 _____

03 _____

04 _____

05 _____

06 _____

07 _____

08 _____

09 _____

10 _____

11 _____

12 _____

THE 5 PINS I'LL MAKE FIRST

Pin Angle Matrix

Map your content against angles to spot the pins you haven't made yet. Fill a headline for each strong cell.

CONTENT	HOW-TO ANGLE	LIST ANGLE	BENEFIT ANGLE	FREEBIE ANGLE
CONTENT / LINK A				
CONTENT / LINK B				
CONTENT / LINK C				
CONTENT / LINK D				
CONTENT / LINK E				

EVERGREEN PIN IDEAS TO BATCH

PINS TO MAKE THIS WEEK

Pin Design — Standards

Pins are vertical and built to be read at a glance on a phone. Lock your brand look so every pin is recognizably yours.

DESIGN CHECKLIST

- Vertical 2:3 ratio (1000 × 1500 px) _____
- Bold, readable headline text _____
- High contrast, easy to read on mobile _____
- One clear focal point / image _____
- Brand fonts & colors used _____
- Logo or website URL on the pin _____
- Text overlay includes the keyword _____

MY BRAND KIT

HEADING FONT

BODY FONT

COLOR 1 (HEX)

COLOR 2 (HEX)

LOGO / WATERMARK

MAKE MULTIPLES

Design **2-4 templates** you can reskin fast. Swapping headline + photo on a template is how you produce fresh pins daily without burning out.

Pin Design Planner

Plan each pin before you open your design tool. Copy this template for every pin you batch.

PIN 1

HEADLINE / TEXT OVERLAY

BOARD

DESTINATION URL

KEYWORD

CTA

PIN 2

HEADLINE / TEXT OVERLAY

BOARD

DESTINATION URL

KEYWORD

CTA

PIN 3

HEADLINE / TEXT OVERLAY

BOARD

DESTINATION URL

KEYWORD

CTA

PIN 4

HEADLINE / TEXT OVERLAY

BOARD

DESTINATION URL

KEYWORD

CTA

Seasonal Content Planner

Pinterest plans ahead. Pinners search for seasons and holidays 30-45 days early, so your pins must go up early too.

THE LEAD-TIME RULE

Start pinning seasonal content **30-45 days before** the event. Halloween pins in September; holiday pins in early November.

MONTH	SEASON / EVENT TO TARGET	START PINNING BY
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

Seasonal Campaign Planner

Plan one seasonal push at a time. Then make sure most of your output stays evergreen.

SEASONAL CAMPAIGN 1

EVENT / SEASON

START DATE

PINS TO MAKE

KEYWORDS

BOARDS

SEASONAL CAMPAIGN 2

EVENT / SEASON

START DATE

PINS TO MAKE

KEYWORDS

BOARDS

EVERGREEN VS SEASONAL BALANCE

Aim ~70% evergreen / 30% seasonal. Evergreen pins earn all year; seasonal pins spike then fade.

MY EVERGREEN %

MY SEASONAL %

NEXT 3 SEASONAL OPPORTUNITIES

PLANNER

Pinterest Content Calendar

Plan a month of pinning at a glance. Note how many fresh pins go out each day and which campaign they support.

MONTH MONTHLY FRESH-PIN GOAL

MON	TUE	WED	THU	FRI	SAT	SUN

LEGEND

Mark each day with your pin count and type: **S** = static **V** = video/idea **P** = product **★** = seasonal

03

SECTION THREE

The 90-Day System

90-Day Posting Plan

Monthly Goals · Weekly Plans

Daily Pinterest Tracker

Pin · Track · Repeat

THE SYSTEM

90-Day Posting Plan

Consistency beats volume. Pick a daily fresh-pin number you can actually sustain, then ramp it across the three months.

FRESH PINS / DAY _____	PINNING DAYS / WEEK _____	TOTAL PINS IN 90 DAYS _____
---------------------------	------------------------------	--------------------------------

THE 90-DAY RAMP

PHASE	FOCUS	DAILY PIN TARGET
MONTH 1 — BUILD	Set foundation, fill boards, find your rhythm	
MONTH 2 — CONSISTENCY	Daily fresh pins, test headlines & designs	
MONTH 3 — SCALE	Lean into winners, batch & schedule ahead	

MY WEEKLY CADENCE

Pins per day, Mon-Sun:

MON	TUE	WED	THU	FRI	SAT	SUN
-----	-----	-----	-----	-----	-----	-----

HOW I'LL BATCH-CREATE PINS

SCHEDULER / TOOL I'LL USE TO SPACE PINS OUT

Monthly Pinterest Goals

One focus, clear targets. Pinterest data lags by days – set the month's direction and let it compound.

THIS MONTH'S FOCUS

FRESH PINS GOAL _____	IMPRESSIONS TARGET _____	OUTBOUND CLICKS _____	SAVES TARGET _____
---------------------------------	------------------------------------	---------------------------------	------------------------------

TOP 3 GOALS

- _____
- _____
- _____

NEW BOARDS TO BUILD

FOLLOWERS TARGET

WHAT "DONE" LOOKS LIKE THIS MONTH

MY CONTENT FOCUS

Monthly Pinterest Goals

One focus, clear targets. Pinterest data lags by days – set the month's direction and let it compound.

THIS MONTH'S FOCUS

FRESH PINS GOAL _____	IMPRESSIONS TARGET _____	OUTBOUND CLICKS _____	SAVES TARGET _____
---------------------------------	------------------------------------	---------------------------------	------------------------------

TOP 3 GOALS

- _____
- _____
- _____

NEW BOARDS TO BUILD

FOLLOWERS TARGET

WHAT "DONE" LOOKS LIKE THIS MONTH

MY CONTENT FOCUS

Monthly Pinterest Goals

One focus, clear targets. Pinterest data lags by days – set the month's direction and let it compound.

THIS MONTH'S FOCUS

FRESH PINS GOAL _____	IMPRESSIONS TARGET _____	OUTBOUND CLICKS _____	SAVES TARGET _____
---------------------------------	------------------------------------	---------------------------------	------------------------------

TOP 3 GOALS

- _____
- _____
- _____

NEW BOARDS TO BUILD

FOLLOWERS TARGET

WHAT "DONE" LOOKS LIKE THIS MONTH

MY CONTENT FOCUS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
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FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Weekly Action Plan

DATES

TOP 3 PRIORITIES

- _____
- _____
- _____

PINS TO CREATE

- _____
- _____
- _____
- _____

KEYWORDS TO TARGET

- _____
- _____

ENGAGEMENT ACTIONS

- _____
- _____

PUBLISHING SCHEDULE

DAY	PINS	WHAT / BOARD
MON		
TUE		
WED		
THU		
FRI		
SAT		
SUN		
TOTAL		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

Daily Pinterest Tracker

TODAY'S PIN GOAL

PINS PUBLISHED

IMPRESSIONS

OUTBOUND CLICKS

PINS PUBLISHED TODAY

#	PIN TITLE / HEADLINE	BOARD
1		
2		
3		
4		
5		
6		

KEYWORDS USED TODAY

TOP PIN TODAY

PIN

WHY IT WORKED

ENGAGEMENT TASK

END-OF-DAY CHECK

YES NO — HIT MY PIN GOAL?

NOTES / TOMORROW'S FOCUS

SAVES TODAY

PROFILE VISITS

NEW FOLLOWERS

04

SECTION FOUR

Tracking & Analytics

Pin Publishing · Traffic · Clicks

Top-Performing Pins

Pin Experiments

Growth Milestones

TRACKER

Top-Performing Pin Tracker

Your winners are your blueprint. Capture what made each top pin work so you can repeat the pattern.

PIN / HEADLINE	BOARD	KEYWORD	IMPR.	CLICKS	SAVES	WHY IT WORKED

TRACKER

Pin Experiment Tracker

Treat Pinterest like a lab. Change one thing, measure it, keep the winner. Small tests compound into big growth.

EXPERIMENT	VARIABLE CHANGED	HYPOTHESIS	RESULT	KEEP?

IDEAS TO TEST NEXT

- Headline wording & length
- Pin colors / template
- Photo vs graphic
- CTA on the pin
- Static vs video

MY BIGGEST WINNING CHANGE SO FAR

TRACKER

Growth Milestone Tracker

Pinterest growth is slow then sudden. Mark each milestone, track the trend, and celebrate the climb.

MILESTONES

- First 1,000 monthly views _____
- First 10,000 monthly views _____
- First 50,000 monthly views _____
- First 100,000 monthly views _____
- First 100 outbound clicks/mo _____
- First 1,000 clicks/mo _____
- First sale from Pinterest _____
- First 500 followers _____
- First 1,000 followers _____

MONTHLY TREND

MONTH	MONTHLY VIEWS	FOLLOWERS	OUTBOUND CLICKS	SAVES
MONTH 1				
MONTH 2				
MONTH 3				
MONTH 4				
MONTH 5				
MONTH 6				
MONTH 7				
MONTH 8				
MONTH 9				
MONTH 10				
MONTH 11				
MONTH 12				

05

SECTION FIVE

Review & Growth

Monthly Pinterest Reviews

90-Day Growth Review

Keep what drives clicks

MONTH 1 OF 3

Monthly Pinterest Review

Judge the month on outbound clicks and traffic, not vanity impressions. Keep what worked; cut the rest.

IMPRESSIONS _____	OUTBOUND CLICKS _____	SAVES _____	NEW FOLLOWERS _____
-----------------------------	---------------------------------	-----------------------	-------------------------------

TOP PIN & TOP BOARD

TOP PIN

TOP BOARD

BEST KEYWORD

WHAT DIDN'T WORK

REPEAT / REMOVE NEXT MONTH

WHAT WORKED

TRAFFIC TO MY SITE / SHOP THIS MONTH

BEST CONTENT PILLAR / THEME

NEXT MONTH'S #1 PINTEREST GOAL

MONTH 2 OF 3

Monthly Pinterest Review

Judge the month on outbound clicks and traffic, not vanity impressions. Keep what worked; cut the rest.

IMPRESSIONS _____	OUTBOUND CLICKS _____	SAVES _____	NEW FOLLOWERS _____
-----------------------------	---------------------------------	-----------------------	-------------------------------

TOP PIN & TOP BOARD

TOP PIN

TOP BOARD

BEST KEYWORD

WHAT DIDN'T WORK

REPEAT / REMOVE NEXT MONTH

WHAT WORKED

TRAFFIC TO MY SITE / SHOP THIS MONTH

BEST CONTENT PILLAR / THEME

NEXT MONTH'S #1 PINTEREST GOAL

Monthly Pinterest Review

Judge the month on outbound clicks and traffic, not vanity impressions. Keep what worked; cut the rest.

IMPRESSIONS _____	OUTBOUND CLICKS _____	SAVES _____	NEW FOLLOWERS _____
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TOP PIN & TOP BOARD

TOP PIN

TOP BOARD

BEST KEYWORD

WHAT DIDN'T WORK

WHAT WORKED

REPEAT / REMOVE NEXT MONTH

TRAFFIC TO MY SITE / SHOP THIS MONTH

BEST CONTENT PILLAR / THEME

NEXT MONTH'S #1 PINTEREST GOAL

90-Day Pinterest Review

The full picture. Measure the growth, name your winners, and lock in the system that carries you forward.

GROWTH: START → END

METRIC	DAY 1	DAY 90	CHANGE
MONTHLY VIEWS			
OUTBOUND CLICKS / MO			
SAVES / MO			
FOLLOWERS			
TRAFFIC TO MY SITE/SHOP			
SALES FROM PINTEREST			

MY TOP 5 PINS

BEST KEYWORDS & BOARDS

BIGGEST LESSON

MY PINTEREST SYSTEM GOING FORWARD (WHAT I'LL KEEP DOING)

SIMPLELIFECALC

Audit. Plan. Pin. Track. Grow.

Pinterest rewards the consistent, not the loudest. Show up daily, publish fresh pins, track your clicks, and double down on what works. Reprint the daily and weekly pages and run the full 90 days – the traffic compounds.

Now go make your next pin.

PINTEREST TRAFFIC PLANNER · FOR PERSONAL USE