90-DAY GROWTH SYSTEM

Pinterest Traffic Planner

Make a plan. Learn from the clicks.

A complete 90-day system for researching ideas, planning useful Pins and tracking the traffic they bring to your business.



AUDIT · PLAN · PIN · TRACK · GROW

01 Build your strategy and content plan.

02 Keep all 13 weeks in view.

03 Review evidence and plan the next cycle.

For Etsy sellers, bloggers, KDP publishers and digital product creators.

THIS WORKBOOK BELONGS TO: _____

YOUR PLANNER / CONTENTS

Keep the whole system in view

Strategy, content, a full 90-day planning cycle and reusable trackers. Use the bookmarks to move between pages.

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YOUR PLANNING HORIZON

Keep all 13 weekly plans: 12 full weeks plus the final six days make 90 days. Date the pages to suit your start date. The daily tracker and other reusable pages can be copied as often as needed. Fields support handwriting or PDF annotation; they do not calculate automatically.

SECTION 01 / YOUR NEXT STAGE

Strategy & setup



Start with the audience, destination and evidence that will guide your Pins.

01 Understand the path

Connect discovery, outbound clicks and a relevant destination.

02 Audit your account

Review your profile, boards, current activity and measurable starting point.

03 Research the language

Define your niche and record useful search terms before planning content.

WHAT SHOULD PINTEREST HELP MY BUSINESS ACHIEVE?

MY NEXT ACTION

TARGET DATE

STRATEGY / THE TRAFFIC PATH

Give every Pin a purpose

Pinterest supports discovery and planning. Useful content can continue to be found over time, but reach, traffic and sales are not guaranteed.

01 Be found

Use relevant topics and clear language in your Pins and boards.

02 Earn the outbound click

Show the value clearly and give people an accurate reason to visit.

03 Send people somewhere useful

Connect the Pin to the matching article, listing, free resource or product.

04 Measure the next action

Use available site or shop reporting to assess visits, signups or sales.

FIVE AREAS TO IMPROVE

Relevant keywords · original content · a repeatable publishing routine · readable design · a destination that delivers on the Pin’s promise.

READ METRICS TOGETHER

Impressions count on-screen appearances. Saves count saves to a board. Outbound clicks lead off Pinterest. Profile visits and followers add context. A click is not necessarily a recorded site session or an attributed sale; compare each system’s dates and definitions.

THE ACTION I WANT A VISITOR TO TAKE

STRATEGY / THE REPEATABLE LOOP

Build a system you can repeat

Use the same research–create–measure loop throughout the 90 days. Adjust the plan using comparable evidence.

STAGE	YOUR JOB
Audit	Review profile, boards, links and your starting metrics.
Research	Choose audience needs, search terms and relevant boards.
Create	Make original, clear images or videos with a useful destination.
Publish	Use a planned cadence that fits your content and capacity.
Track	Record publishing, impressions, outbound clicks and saves.
Refine	Test promising patterns and update weak assumptions.

Formats: use image Pins, video Pins and eligible product Pins where appropriate. Legacy Idea Pins are now categorized in analytics as image or video formats; they are not a separate required organic content strategy.

MAKE VARIATIONS MEANINGFULLY USEFUL

Explore different relevant angles for the same destination. Do not assume a small cosmetic change guarantees distribution. Pinterest advises original content and avoiding repeated duplicate uploads or saves.

MY PINS POINT TO	MAIN OFFER / PRODUCT	FREE LEAD MAGNET

HOW TO USE / YOUR RHYTHM

Plan, publish, then learn

Set up the foundation, then use the full set of daily, weekly and monthly pages.

01 Set the foundation

Complete the profile audit, SEO, niche and keyword worksheets.

02 Plan boards and content

Choose relevant boards, useful ideas and your design standards before batching.

03 Run the 90-day plan

Set three monthly goals, fill all 13 weekly plans and copy the daily tracker as needed.

04 Track consistently

Use the same reporting windows and filters. Recent analytics can be estimates; record when data was pulled.

05 Review and refine

Compare the month’s evidence and conversions before deciding what to repeat, change or stop.

PRINT AND REUSE

US Letter, 8.5 × 11 inches. Print single-sided where useful. Thirteen weekly sheets are included; copy the daily sheet for up to 90 days. Copy design, calendar and tracking pages when you need more capacity.

MY REGULAR PLANNING / REVIEW TIME

AUDIT / PROFILE

Account audit — profile

Mark completed items; write N/A for features that do not apply to your account or website.

- ☐ Business account set up
- ☐ Rich Pins checked where applicable
- ☐ Bio explains audience and subject
- ☐ Public boards fit the account's niche
- ☐ Eligible owned website claimed
- ☐ Clear profile name with relevant topic
- ☐ Recognizable photo / logo

Claiming requires ownership and access to the website's code or verification settings. Most Etsy, eBay and Amazon marketplace shops cannot be claimed as your website. Rich Pins depend on eligible content and metadata; these steps do not guarantee more reach.

AUDIT DATE / REPORTING PERIOD

FOLLOWERS / TOTAL

MONTHLY IMPRESSIONS

MONTHLY OUTBOUND CLICKS

TOTAL LIVE PINS

MY PROFILE NAME

MY BIO / WHO I HELP AND WHAT I SHARE

THREE ACCOUNTS IN MY NICHE TO STUDY

WOULD I FOLLOW MY PROFILE? WHY / WHY NOT?

AUDIT / BOARDS AND PINS

Account audit — content

Look for unclear topics, missing information, broken destinations and gaps in your publishing routine.

TOTAL BOARDS	ON-TOPIC BOARDS	PINS / WEEK NOW	TOP BOARD

BOARD	ON TOPIC?	SEO CHECKED?	FIX NEEDED

KEEP / OPTIMIZE	ARCHIVE / MERGE / DELETE — CONSIDER CAREFULLY

TOP THREE FIXES THIS WEEK

Record the reason for any change. Review current Pinterest options before changing or removing a board; this worksheet is a plan, not an instruction to delete content.

SEO / PLACEMENT

Make the subject clear

Use natural, accurate language. Relevance matters more than repeating the same phrase everywhere.

PLACEMENT	PURPOSE	MY WORDING / TERMS
Profile name	Brand plus a clear topic phrase.	
Bio	Who you help and what you share.	
Board title	A clear, accurate topic people recognize.	
Board description	Natural explanation of the board’s subject.	
Pin title	Specific subject and useful benefit.	
Pin description	Relevant context and a fitting next action.	
Image wording	A readable headline that matches the destination.	
Alt text	Describe the visible content for accessibility.	
File name	Use a descriptive name for your own organization.	

Alt text is for people using screen readers; it is not a keyword-stuffing field. A descriptive file name helps your workflow, but this planner does not claim it improves Pinterest ranking.

WHERE MY WORDING IS WEAKEST

MY SEO FIXES THIS WEEK

SEO / YOUR KEYWORD SET

Choose your working vocabulary

Start with one main phrase, then add related topics and specific searches that fit your content.

MY PRIMARY KEYWORD

FIVE SUPPORTING KEYWORDS

SIX LONG-TAIL PHRASES

ACCOUNT / COMPETITOR	TERMS OBSERVED	RELEVANT IDEA TO ADAPT

OBSERVE WITHOUT COPYING

Use public examples to understand audience language. Create your own imagery and wording, and record a search date rather than assuming someone else's ranking or traffic is known.

RESEARCH / AUDIENCE AND NICHE

Define the people you help

Focus makes content planning clearer. Validate the audience and topic with evidence; a niche does not guarantee distribution.

MY NICHE IN ONE SENTENCE

WHO IS MY INTENDED PINNER?

THEIR PROBLEMS / DESIRES

WHAT MIGHT THEY SEARCH FOR?

SUB-NICHES TO EXPLORE LATER

POSITIONING: I HELP ___ DO ___

FIVE CONTENT PILLARS / TOPICS

FREE CONTENT I WILL LINK

PRODUCT / LISTING I WILL LINK

SEASONAL / RECURRING ANGLES

THREE RELEVANT ACCOUNTS TO STUDY

RESEARCH / FIND TERMS

Build a useful keyword bank

Use available search suggestions and related topics as leads. Interfaces vary; suggestions are not exact search-volume measurements.

01 Start with a seed phrase

Record relevant suggestions that appear while you search.

02 Explore related topics

Read related results and use Pinterest Trends for supported regions and terms.

03 Study public examples

Observe language in relevant Pin titles and boards without assuming you know their ranking or results.

SIX SEED WORDS

KEYWORD BANK / EVERYTHING USEFUL

TRENDING / SEASONAL TERMS NOTICED

COMPETITOR TERMS WORTH RESEARCHING

RESEARCH / ORGANIZE TERMS

Give each topic a direction

Sort your phrases into content pillars, then select ten terms to work with this month.

CONTENT PILLAR	MAIN KEYWORD	LONG-TAIL VARIATIONS / 2–3

MONTHLY TARGET KEYWORDS / 01–05

MONTHLY TARGET KEYWORDS / 06–10

RESEARCH DATE / REGION

EVIDENCE TO REVISIT

SECTION 02 / YOUR NEXT STAGE

Boards & content



Connect audience needs to useful Pins and relevant destinations.

01 Plan the boards

Organize content around clear topics and write natural descriptions.

02 Develop useful angles

Explore different benefits, questions and formats for each destination.

03 Plan the calendar

Build design standards, seasonal campaigns and a realistic content schedule.

WHICH CONTENT DESERVES ATTENTION FIRST?

MY NEXT ACTION

TARGET DATE

BOARDS / STRATEGY

Build a focused board plan

Choose the number of boards that your content can support. There is no universal required board count.

BOARD NAME	PRIMARY KEYWORD	PIN TARGET	PRIORITY

BOARD-COUNT GOAL

NEW BOARDS THIS MONTH

MY STRONGEST BOARD / CLOSEST TO MY OFFER

BOARDS I WILL CREATE FIRST

BOARDS / DETAIL

Write the board information

Three complete board plans. Copy this page for additional boards.

BOARD 1 / TITLE WITH CLEAR TOPIC

DESCRIPTION / NATURAL SENTENCES

CATEGORY / TOPIC IF AVAILABLE	PINS / WEEK	COVER PIN / IF USED

BOARD 2 / TITLE WITH CLEAR TOPIC

DESCRIPTION / NATURAL SENTENCES

CATEGORY / TOPIC IF AVAILABLE	PINS / WEEK	COVER PIN / IF USED

BOARD 3 / TITLE WITH CLEAR TOPIC

DESCRIPTION / NATURAL SENTENCES

CATEGORY / TOPIC IF AVAILABLE	PINS / WEEK	COVER PIN / IF USED

CONTENT / IDEA GENERATOR

Explore angles for one link

Create only the variations that genuinely help the intended audience. A single destination can support several distinct ideas.

TEN PROMPTS FOR NEW ANGLES

Benefit or result · problem solved · how-to steps · numbered list · before and after · question · free resource · mistake to avoid · specific audience · seasonal need.

THE CONTENT / DESTINATION URL

PIN HEADLINES / IDEAS 01–06

PIN HEADLINES / IDEAS 07–12

THE FIVE PINS I WILL MAKE FIRST

CONTENT / ANGLE MATRIX

Find the ideas you have missed

For each content destination, write a headline only where the angle is useful and accurate.

CONTENT / LINK	HOW-TO	LIST	BENEFIT	FREE RESOURCE
A				
B				
C				
D				
E				

EVERGREEN IDEAS TO BATCH

PINS TO MAKE THIS WEEK

DESIGN / STANDARDS

Make the idea easy to read

Use a clear vertical composition, readable wording and a destination that matches the promise.

- [ ] Image Pin planned at 2:3 / e.g. 1000 × 1500 px
- [ ] Strong contrast and clear hierarchy
- [ ] Brand fonts and colors used
- [ ] Wording is accurate and relevant
- [ ] Headline readable on a phone
- [ ] One clear focal point
- [ ] Brand name, logo or website visible

HEADING FONT

BODY FONT

COLOR 1 / HEX

COLOR 2 / HEX

LOGO / WEBSITE TREATMENT

A PRACTICAL TEMPLATE SYSTEM

Prepare two to four layouts as an optional starting point, then vary the composition and useful idea. Check the export on a phone. Original visuals and readable content matter more than a promise of “freshness” from a tiny change.

TEMPLATES OR DESIGN CHANGES I WANT TO TEST

DESIGN / FOUR PIN PLANS

Plan before you create

Keep a full URL in your working records if it is too long for the field. CTA means the action you invite the reader to take.

PIN 1 / HEADLINE

BOARD

DESTINATION URL / REFERENCE

KEYWORD

CTA

PIN 2 / HEADLINE

BOARD

DESTINATION URL / REFERENCE

KEYWORD

CTA

PIN 3 / HEADLINE

BOARD

DESTINATION URL / REFERENCE

KEYWORD

CTA

PIN 4 / HEADLINE

BOARD

DESTINATION URL / REFERENCE

KEYWORD

CTA

SEASONAL PLANNING / ANNUAL VIEW

Plan ahead of the peak

Use your audience's region and Pinterest Trends to identify when interest begins. A fixed 30–45-day lead time is not a rule for every topic.

MONTH	SEASON / EVENT TO TARGET	START PUBLISHING BY
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

For example, test a campaign beginning 30 days before an event, then adjust using actual search history and preparation time. Some topics need a much earlier start. Record a specific date rather than relying on a generic holiday schedule.

SEASONAL PLANNING / CAMPAIGNS

Give each campaign a brief

Plan two seasonal campaigns and choose a mix that fits your business and audience.

CAMPAIGN 1 / EVENT OR SEASON

START DATE

NUMBER OF PINS TO MAKE

KEYWORDS

BOARDS

CAMPAIGN 2 / EVENT OR SEASON

START DATE

NUMBER OF PINS TO MAKE

KEYWORDS

BOARDS

MY EVERGREEN SHARE / %

MY SEASONAL SHARE / %

The shares should total 100%. A 70% / 30% split is an optional test, not a Pinterest requirement. Review results before retaining that mix.

NEXT THREE SEASONAL OPPORTUNITIES

CALENDAR / REUSABLE MONTHLY VIEW

Pinterest content calendar

Write dates into the grid, then add the planned Pin count and campaign. Six rows cover months that span six calendar weeks.

MONTH / YEAR

MONTHLY ORIGINAL-PIN GOAL

MON	TUE	WED	THU	FRI	SAT	SUN

Legend: I = image · V = video · P = product · S = seasonal. Use I or V for legacy Idea Pin content, according to its current format.

SECTION 03 / YOUR NEXT STAGE

The 90-day system



Keep the plan flexible enough to improve and specific enough to use.

01 Set a measurable direction

Choose goals for each 30-day block and record the starting point.

02 Plan all 13 weeks

Use 12 full weeks and the last six days; mark any extra calendar day outside the plan.

03 Record the work

Keep the daily tracker, then compare results on a consistent review schedule.

WHAT PUBLISHING RHYTHM CAN I SUSTAIN AND MEASURE?

MY NEXT ACTION

TARGET DATE

THE SYSTEM / POSTING PLAN

Choose your publishing rhythm

Set your own cadence. Pinterest recommends regular original content; daily publishing and automatic monthly increases are not universal requirements.

START DATE

DAY 90 / END DATE

PINS PER PUBLISHING DAY

PUBLISHING DAYS / WEEK

TOTAL PINS PLANNED / 90 DAYS

PHASE	FOCUS	DAILY TARGET
Days 1–30 / build	Set the foundation and test your routine.	
Days 31–60 / refine	Review evidence and test ideas or designs.	
Days 61–90 / extend	Repeat promising patterns and plan ahead.	

MON	TUE	WED	THU	FRI	SAT	SUN

HOW I WILL BATCH-CREATE

SCHEDULER / TOOL I WILL USE

Count actual planned publishing dates. Example: 2 Pins × 60 publishing days = 120 Pins. Do not multiply by 90 unless you plan to publish on all 90 days. Exclude the unused day in week 13.

MONTH 1 / DAYS 1–30

Monthly Pinterest goals

Use a dated 30-day block or record your chosen calendar-month window. Targets are your planning choices, not promised results.

DATE RANGE / THIS MONTH'S FOCUS

ORIGINAL PINS GOAL

IMPRESSIONS TARGET

OUTBOUND CLICKS TARGET

SAVES TARGET

TOP THREE GOALS

NEW BOARDS TO BUILD

FOLLOWERS TARGET

WHAT "DONE" LOOKS LIKE

MY CONTENT FOCUS

MONTH 2 / DAYS 31–60

Monthly Pinterest goals

Use a dated 30-day block or record your chosen calendar-month window. Targets are your planning choices, not promised results.

DATE RANGE / THIS MONTH'S FOCUS

ORIGINAL PINS GOAL

IMPRESSIONS TARGET

OUTBOUND CLICKS TARGET

SAVES TARGET

TOP THREE GOALS

NEW BOARDS TO BUILD

FOLLOWERS TARGET

WHAT "DONE" LOOKS LIKE

MY CONTENT FOCUS

MONTH 3 / DAYS 61–90

Monthly Pinterest goals

Use a dated 30-day block or record your chosen calendar-month window. Targets are your planning choices, not promised results.

DATE RANGE / THIS MONTH'S FOCUS

ORIGINAL PINS GOAL

IMPRESSIONS TARGET

OUTBOUND CLICKS TARGET

SAVES TARGET

TOP THREE GOALS

NEW BOARDS TO BUILD

FOLLOWERS TARGET

WHAT "DONE" LOOKS LIKE

MY CONTENT FOCUS

WEEK 01 OF 13 / DAYS 1–7

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 02 OF 13 / DAYS 8–14

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 03 OF 13 / DAYS 15–21

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 04 OF 13 / DAYS 22–28

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 05 OF 13 / DAYS 29–35

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 06 OF 13 / DAYS 36–42

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 07 OF 13 / DAYS 43–49

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 08 OF 13 / DAYS 50–56

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 09 OF 13 / DAYS 57–63

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 10 OF 13 / DAYS 64–70

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 11 OF 13 / DAYS 71–77

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 12 OF 13 / DAYS 78–84

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

WEEK 13 OF 13 / DAYS 85–90

Weekly action plan

Dates: _____ Final week: use six days; mark the extra day outside this plan.

TOP THREE PRIORITIES

PINS TO CREATE

KEYWORDS TO TARGET

ENGAGEMENT ACTIONS / USEFUL REPLIES

DAY	PINS	WHAT / BOARD
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
Total		

WINS

NEXT WEEK'S FOCUS

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

REUSABLE / ONE PAGE PER DAY

Daily Pinterest tracker

Record daily activity; treat recent analytics as provisional and avoid judging a new Pin by one day.

Date: _____ Day: _____ / 90

TODAY'S PIN GOAL

PINS PUBLISHED

IMPRESSIONS

OUTBOUND CLICKS

#	PIN HEADLINE	BOARD
1		
2		
3		
4		
5		
6		

KEYWORDS USED TODAY

TOP PIN TODAY

WHY IT MAY HAVE WORKED / HYPOTHESIS

ENGAGEMENT TASK

NOTES / TOMORROW'S FOCUS

☐ Yes — I met my Pin goal

☐ No — record what changed

SAVES TODAY

PROFILE VISITS

NEW FOLLOWERS

SECTION 04 / YOUR NEXT STAGE

Tracking & analytics



Use comparable numbers to understand the path from publishing to business results.

01 Record what you publish

Keep the Pin, board, keyword and destination connected.

02 Separate clicks from visits

Pinterest outbound clicks, site sessions and attributed sales measure different events.

03 Compare fairly

Use matching periods, filters and Pin ages. Recent estimates and attribution can change.

WHICH METRIC WILL GUIDE MY NEXT DECISION?

MY NEXT ACTION

TARGET DATE

TRACKER / PUBLISHING

Pin publishing tracker

Log each publication. Keep a Pin ID or short URL reference when a full destination is too long for a cell.

DATE	PIN TITLE	BOARD	KEYWORD	DESTINATION	TYPE

TRACKER / TRAFFIC

Traffic tracking sheet

Use a consistent reporting period, pull date and organic/paid filter. “Followers” is the total at the end of the period.

WEEK / DATE	IMPR.	ENGAGE.	SAVES	OUTBOUND	PROFILE	FOLLOWERS

Impr. = impressions; Engage. = engagements; Outbound = outbound clicks; Profile = profile visits. Record missing metrics as N/A.

TRACKER / CLICKS AND OUTCOMES

Click tracking sheet

Record outbound clicks alongside available sales or signup attribution. Use matching periods; clicks are not identical to visits.

PIN / HEADLINE	DESTINATION	PERIOD	CLICKS	SALES / SIGNUPS	NOTES

Keep the attribution method in Notes. Use N/A when a platform does not provide reliable Pin-level sales attribution.

TRACKER / TOP-PERFORMING PINS

Learn from your strongest Pins

Use comparable date windows and Pin ages. Record a hypothesis about the result, then test it.

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

Impr. = impressions. Clicks here means outbound clicks. Keep the measurement window and source in your records.

TRACKER / EXPERIMENTS

Test one useful change

Name the hypothesis, change one variable where practical and compare on a consistent basis. Results can remain inconclusive.

EXPERIMENT	VARIABLE CHANGED	HYPOTHESIS	RESULT	KEEP?

Ideas: headline wording or length · colors or layout · photo versus graphic · call to action · image versus video. Record the test period, comparison metric and relevant Pin IDs in the row.

MY STRONGEST OBSERVED IMPROVEMENT / WHAT I WILL TEST AGAIN

TRACKER / GROWTH MILESTONES

Mark the progress that matters

These are optional milestones, not expected results. Write the achievement date beside each checked item.

- ☐ 1,000 monthly impressions
- ☐ 10,000 monthly impressions
- ☐ 50,000 monthly impressions
- ☐ 100,000 monthly impressions
- ☐ 100 outbound clicks / month
- ☐ 1,000 outbound clicks / month
- ☐ First attributed sale from Pinterest
- ☐ 500 total followers
- ☐ 1,000 total followers

MONTH	IMPRESSIONS	FOLLOWERS	OUTBOUND CLICKS	SAVES
01				
02				
03				
04				
05				
06				
07				
08				
09				
10				
11				
12				

Use the same monthly window and filters throughout; the follower column is an ending total.

SECTION 05 / YOUR NEXT STAGE

Review & growth



Keep the evidence, the lessons and a clear next action.

01 Review each month

Connect publishing and traffic with the audience actions you can measure.

02 Identify useful patterns

Treat apparent winners as hypotheses, especially with small samples.

03 Plan the next cycle

Retain effective work, revise weak assumptions and document the next experiment.

WHAT DO I WANT THE NEXT REVIEW TO MAKE CLEAR?

MY NEXT ACTION

TARGET DATE

MONTH 1 OF 3 / REVIEW

Monthly Pinterest review

Record the date window and compare it with the matching goal sheet. Look at traffic and business outcomes alongside reach.

Reporting period / pull date / filters: _____

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

TOP PIN

TOP BOARD

BEST KEYWORD

WHAT WORKED

TRAFFIC TO MY SITE / SHOP THIS MONTH

WHAT DID NOT WORK / STILL UNCERTAIN

REPEAT / REVISE / REMOVE NEXT MONTH

BEST CONTENT PILLAR / THEME

NEXT MONTH'S MAIN PINTEREST GOAL

MONTH 2 OF 3 / REVIEW

Monthly Pinterest review

Record the date window and compare it with the matching goal sheet. Look at traffic and business outcomes alongside reach.

Reporting period / pull date / filters: _____

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

TOP PIN

TOP BOARD

BEST KEYWORD

WHAT WORKED

WHAT DID NOT WORK / STILL UNCERTAIN

REPEAT / REVISE / REMOVE NEXT MONTH

TRAFFIC TO MY SITE / SHOP THIS MONTH

BEST CONTENT PILLAR / THEME

NEXT MONTH'S MAIN PINTEREST GOAL

MONTH 3 OF 3 / REVIEW

Monthly Pinterest review

Record the date window and compare it with the matching goal sheet. Look at traffic and business outcomes alongside reach.

Reporting period / pull date / filters: _____

IMPRESSIONS

OUTBOUND CLICKS

SAVES

NEW FOLLOWERS

TOP PIN

TOP BOARD

BEST KEYWORD

WHAT WORKED

WHAT DID NOT WORK / STILL UNCERTAIN

REPEAT / REVISE / REMOVE NEXT MONTH

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BEST CONTENT PILLAR / THEME

NEXT MONTH'S MAIN PINTEREST GOAL

DAY 90 / THE FULL REVIEW

90-day Pinterest review

Compare like-for-like periods. Record totals, differences and what the evidence suggests you should do next.

METRIC	START	END	CHANGE
Monthly impressions			
Outbound clicks / month			
Saves / month			
Total followers			
Traffic to site / shop			
Attributed sales from Pinterest			

MY TOP FIVE PINS

BEST KEYWORDS AND BOARDS

BIGGEST LESSON

MY PINTEREST SYSTEM GOING FORWARD / WHAT I WILL KEEP DOING

Change = end − start. Percentage change = (end − start) ÷ start × 100; if start is zero, report the absolute change and mark percentage change N/A.

NEXT CYCLE / CURRENT REFERENCES

Carry the learning forward



Audit. Plan. Pin. Track. Grow. Use the next cycle to test what you have learned, with current platform guidance close at hand.

MY NEXT CYCLE'S MOST USEFUL ACTION

OFFICIAL PINTEREST GUIDANCE / CHECKED 13 NOVEMBER 2026

Pinterest Analytics / metric definitions and filters

Pin stats / current formats and recent estimates

Pin performance / original content and distribution

Website claiming / eligibility and marketplace limitations

Alt text / accessibility

Rich Pins / supported content and metadata

Pinterest Trends / research by region and period

Creative best practices / standard image proportions

LET YOUR EVIDENCE SHAPE THE PLAN

Posting targets, board counts, seasonal lead times and content mixes are choices to test. No fixed schedule or number of Pins guarantees distribution, clicks or income. Reuse the planning pages and keep a record of what changed.

NEXT CYCLE BEGINS

FIRST REVIEW DATE