

BONUS 2 · PINMYLISTINGS BONUS PACK

100 Pinterest Board Names for Etsy Shops

Keyword-rich board names by niche, plus a formula for board descriptions.

Why board names matter

A board name is one more place Pinterest reads keywords. "Personalized Wedding Gifts" tells Pinterest and shoppers exactly what's inside; "My Favorites" tells them nothing. Start with 5–10 boards that match what you sell, and save each pin to the most relevant one first.

Board description formula: what's on the board (main keyword) + who it's for or when (1–2 related keywords) + what they'll find.

Example: "Personalized wedding gifts for the bride, groom and wedding party. Engraved keepsakes, bridesmaid proposal ideas and table decor for a meaningful celebration."

Printables & digital downloads

1. Printable Planner Pages
2. Printable Wall Art Ideas
3. Kids Chore Charts & Routines
4. Printable Party Games
5. Budget Planner Printables
6. Classroom Printables for Teachers
7. Wedding Printables & Signs
8. Digital Planner Ideas
9. Printable Gift Tags
10. Instant Download Decor

Weddings

11. Personalized Wedding Gifts
12. Bridesmaid Proposal Ideas
13. Wedding Table Decor Ideas
14. Groomsmen Gift Ideas
15. Rustic Wedding Inspiration
16. Wedding Signs & Table Numbers
17. Bridal Shower Ideas
18. Wedding Keepsakes
19. Mother of the Bride Gifts
20. Engagement Gift Ideas

Home decor

- 21. Farmhouse Decor Ideas
- 22. Boho Living Room Decor
- 23. Kitchen Decor & Gifts
- 24. Nursery Decor Ideas
- 25. Gallery Wall Inspiration
- 26. Housewarming Gift Ideas
- 27. Minimalist Home Decor
- 28. Cozy Fall Home Decor
- 29. Bathroom Decor Ideas
- 30. Personalized Home Signs

Gifts by person

- 41. Gifts for Mom
- 42. Gifts for Dad
- 43. Gifts for Her
- 44. Gifts for Him
- 45. Gifts for Grandma
- 46. Gifts for Best Friends
- 47. Gifts for Coworkers
- 48. Teacher Gift Ideas
- 49. Gifts for New Parents
- 50. Gifts for Pet Lovers

Kids & baby

- 61. Personalized Baby Gifts
- 62. Kids Room Decor
- 63. Toddler Activity Ideas
- 64. Baby Shower Gift Ideas
- 65. Kids Birthday Party Ideas
- 66. Montessori Toys & Ideas
- 67. First Birthday Ideas
- 68. Kids Learning Printables
- 69. Gifts for Kids
- 70. Baby Milestone Ideas

Jewelry & accessories

- 31. Dainty Jewelry Ideas
- 32. Personalized Necklaces
- 33. Birthstone Jewelry Gifts
- 34. Gold Jewelry Stacks
- 35. Handmade Earrings
- 36. Jewelry Gifts for Her
- 37. Bridesmaid Jewelry
- 38. Silver Jewelry Inspiration
- 39. Minimalist Rings
- 40. Name Bracelets & Charms

Gifts by occasion

- 51. Birthday Gift Ideas
- 52. Christmas Gift Ideas
- 53. Valentine's Day Gifts
- 54. Mother's Day Gift Ideas
- 55. Father's Day Gift Ideas
- 56. Graduation Gift Ideas
- 57. Anniversary Gift Ideas
- 58. Stocking Stuffer Ideas
- 59. Easter Basket Ideas
- 60. Thank You Gift Ideas

Print on demand & apparel

- 71. Funny T-Shirt Ideas
- 72. Matching Family Shirts
- 73. Teacher Shirts
- 74. Mama & Mini Outfits
- 75. Custom Mug Ideas
- 76. Graphic Tee Inspiration
- 77. Bachelorette Party Shirts
- 78. Dog Mom Gifts
- 79. Sticker Ideas
- 80. Tote Bag Designs

Seasonal

81. Christmas Decor Ideas
82. Halloween Decor & Gifts
83. Fall Decor Inspiration
84. Thanksgiving Table Ideas
85. Spring Decor Ideas
86. Summer Party Ideas
87. Back to School Ideas
88. New Year Party Ideas
89. Valentine's Day Decor
90. Holiday Gift Guide

Craft, hobby & lifestyle

91. Self Care Gift Ideas
92. Gardening Gifts
93. Gifts for Book Lovers
94. Coffee Lover Gifts
95. Baking & Kitchen Gifts
96. Gifts for Crafters
97. Travel Gift Ideas
98. Candle Gift Ideas
99. Positive Affirmation Gifts
100. Unique Handmade Gifts

Tips

- Edit the names to fit your products exactly. "Personalized Dog Mom Mugs" beats "Dog Mom Gifts" if mugs are all you sell.
- Keep 1 board per clear theme. 8 focused boards beat 40 vague ones.
- Use seasonal boards before the season starts and keep them: they come back every year.
- In PinMyListings, each pin suggests a board name you can use as is or change.

PinMyListings bonus pack · Sunmesa Labs · No results are guaranteed: Pinterest traffic builds over weeks and depends on your products and consistency.