

Pinterest Pin SEO Cheat Sheet for Etsy Sellers

Where Pinterest reads your keywords, how long each field can be, and formulas you can copy.

How Pinterest finds a pin

Pinterest is a visual search engine. It decides what a pin is about from the words around it: the title, the description, the board it's saved to, the alt text, the text on the image and the page it links to. Pins that use the words shoppers type show up for those searches, often for months.

The fields at a glance

FIELD	LIMIT	WHAT TO PUT THERE
Title	100 characters (the first ~40 show in the feed)	The main keyword first, then what makes the product special.
Description	500 characters (the first ~50–60 show)	1–3 natural sentences with 2–3 related keywords, who it's for, and a reason to click.
Alt text	500 characters	A plain description of what's in the image. Helps accessibility and search.
Board	Name + description	A keyword-rich board name, like "Personalized Wedding Gifts", not "Stuff I Love".
Image text	3–8 words	A short headline people can read on a phone. Say the benefit or the occasion.
Link	One URL	The exact Etsy listing, not your shop home page.

Title formulas

- **Keyword + detail:** Personalized Cutting Board, Engraved Walnut
- **Occasion + product:** Mother's Day Gift: Custom Name Necklace
- **Who it's for + product:** Teacher Gift Idea: Thank You Tote Bag
- **Problem + solution:** Messy Mornings? Printable Kids Routine Chart
- **List angle:** 5 Ways to Style Arch Table Numbers

Description formula

What it is (with the main keyword) + **who it's for or when to use it** (with 1–2 related keywords) + **one detail that sells it** + **a gentle call to action**.

Example: This personalized walnut cutting board makes a thoughtful housewarming gift for couples who love to cook. Engraved with their family name and year, it's a kitchen keepsake they'll use every day. Tap to see sizes and fonts.

Avoid: cutting board gift wedding gift housewarming gift kitchen decor personalized gift custom gift #gift #kitchen

Keyword lists and stacks of hashtags read as spam to people and to Pinterest. Write sentences.

Finding the right keywords

1. Type your product into the Pinterest search bar and note the suggestions that drop down. Those are real searches.
2. Search one of them and look at the coloured guided-search bubbles under the bar. They show the words people add next.
3. Prefer specific phrases ("*personalized gift for new dad*") over broad ones ("*gift*"). They have fewer competitors and clearer intent.
4. Reuse the words from your Etsy title and tags that describe the product. Shoppers search both places the same way.
5. Add the season or occasion when it fits: "*christmas*", "*teacher appreciation*", "*wedding*".

Fresh pins beat repins

- Pinterest favours new images. Make several pins for the same listing with different photos, layouts and headlines instead of re-saving one pin.
- Give each pin a different angle: gift idea, how it's used, who it's for, a seasonal moment, a comparison.
- Spread them out. A few pins a day, every day, does better than 50 on one afternoon.

Pin image basics

- Size: 2:3 portrait, 1000 × 1500 px.
- Your product should be clear at thumbnail size. Crop tight.
- High-contrast text, large enough to read on a phone. One headline, not a paragraph.
- Keep the bottom-right corner clear: Pinterest places buttons there.

Quick checklist before you publish

- ☐ Main keyword in the first words of the title

- ☐ Description is real sentences with 2–3 keywords
- ☐ Alt text describes the image
- ☐ Saved to a board with a keyword name
- ☐ Link goes to the exact listing
- ☐ The image text is readable on a phone

PinMyListings bonus pack · Sunmesa Labs · Field limits as published by Pinterest at the time of writing; Pinterest can change them. No results are guaranteed: Pinterest traffic builds over weeks and depends on your products and consistency.