

PINSIGHT WORKBOOK

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PINSIGHT - Powerful Pinning for Brands and Blogs

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Overview

Welcome to the PINSIGHT course workbook. Print and use this guide to help keep you focused, record your task results and as a reference to your learning.



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Lesson 1 - Profile Preening

Use this section to help you record notes and questions as you move through the lesson. Note down your task results and any issues, as well as focus on what you found most relevant about this lesson.

Notes:

Questions?

Task Results:

Lesson Takeaway: What main aspect of the lesson has been your biggest takeaway?



Lesson 2 - Boards and Branding

Use this section to help you record notes and questions as you move through the lesson. Note down your task results and any issues, as well as focus on what you found most relevant about this lesson.

Notes:

Questions?

Task Results:

Lesson Takeaway: What main aspect of the lesson has been your biggest takeaway?



Lesson 3 - Powerful Pins

Use this section to help you record notes and questions as you move through the lesson. Note down your task results and any issues, as well as focus on what you found most relevant about this lesson.

Notes:

Questions?

Task Results:

Lesson Takeaway: What main aspect of the lesson has been your biggest takeaway?



Lesson 4 - Perfect Pinning

Use this section to help you record notes and questions as you move through the lesson. Note down your task results and any issues, as well as focus on what you found most relevant about this lesson.

Notes:

Questions?


Task Results:

Lesson Takeaway: What main aspect of the lesson has been your biggest takeaway?

Pinterest Wordlist

The table below gives you descriptions of Pinterest terms used frequently in the course, and those related to Pinterest topics that will come up from time to time.

PINTEREST WORDLIST	
Name	Description
Alt Text	A secondary area to record information about an image on a blog post or web page
Business Name	Also known as username. The name you're known by on Pinterest, which also makes up your URL http://pinterest.com/xxx
Chat	A Pinterest messaging system
Cover image	The main feature image on an individual board, selected when editing a board.
Group Boards	When the editor of the board invites other pinners and creates a collaborative, group board.
Hashtags	Often seen in pin descriptions but they don't work in the same way as on social media sites. Should not be used.
Keywords	The words relative to your brand or blog used to help your pins and boards be found in search results.
Likes	When you click the heart button to 'like' a pin. Can be done as well as, or instead of, a save.




Meta Description	The 'behind the scenes' description of a blog post or webpage picked up by search engines.
Profile Name	The name at the top of your Pinterest profile (not your url). Can be amended to include keywords where relevant.
Saves	The new name for repins!
Showcase	The slider at the top of your profile. Can be activated from settings and amended to include up to 5 favourite boards.
Smart feed	The name given to the main Pinterest feed or home page.
Traffic	The hits / readers/ views that you can gain from Pinterest to your blog or website.
Tried It	A Pinterest feature that allows you say you've tried a recipe, diy or tutorial, and leave comments on its success. (Or not).
URL	The web address taken from the main browser bar.
Visual Search	A Pinterest feature that allows you to focus on an aspect of a pin and search for more pins relating to that element.

Keywords

Keywords are an essential tool when creating board and pin descriptions and so it's useful to record those that you will use regularly as a reference point.

Use the table below to record your brand keywords, both broad and niche. Spend some time brainstorming relevant keywords, choosing those that fit your brand and the type of pins you share. Use small phrases as well as single words.

Broad Branded Keywords	Suitable For: Pins/Boards



Niche Branded Keywords	Suitable For: Pins/Boards

Board Ideas

You may have lots of boards on your profile currently but it's always good to create new and fresh boards that inspire pinners. Use this section to keep a record of new board ideas as they come to you, and as you work through Lesson 2.

Board Name	Comments