

**THE  
PINNING  
CLUB**  
BY JEN STANBROOK

**PIN  
DESCRIPTION  
TEMPLATES**

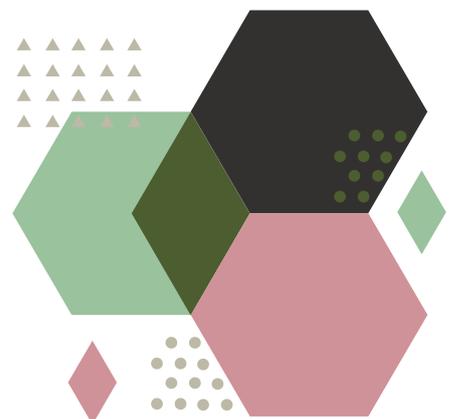


# PIN DESCRIPTION TEMPLATES

PIN DESCRIPTIONS ARE OFTEN IGNORED AND AN UNDER UTILISED PART OF PIN OPTIMISATION IN THE PINTEREST STRATEGY

## ▶ GUIDELINES ◀

- 500 characters although the first 5-60 words are the most important. Upto 100 words is ideal.
- Pack it full of keywords and keyword rich phrases that enhance your description and improve its chances of being found in search results.
- Add 3-5 hashtags which are high level and broad, e.g. #gardening #familytravel #kidscraft. One of your hashtags must be a brand hashtag, the same every time.
- The following 5 templates allow you to curate a different description for each set of 10 saves. Every time you save one fresh pin to 10 boards you need to use just 1 of the templates below. Once you change the pin, you can select another template.
- Insert your own keywords into the descriptions, based on your research, and add to the length if you wish to.

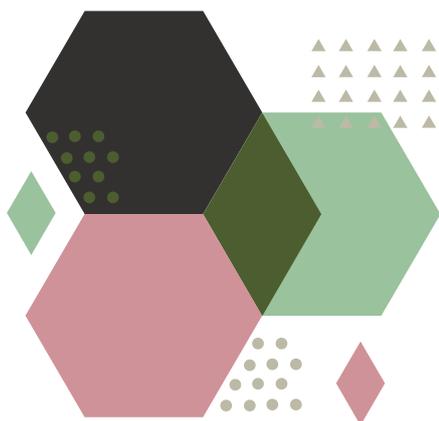


# ▶ TEMPLATES ◀

- DESCRIPTION #1

<Insert pin title / blog post title >. If you are looking for [keyword] to add to your [keyword] then look no further that these [keyword] which are an essential part of your [keyword].Whether you have [keyword], [keyword], or [keyword] you need a [keyword] for your latest [keyword].

#brandhashtag #hashtag1 #hashtag2



- DESCRIPTION #2

<Insert pin title / blog post title >. We are always wanting [keyword] to enhance our [keyword] and bring [keyword] and [keyword] to our [keyword].It is always worth adding a [keyword] to your [keyword] and giving your [keyword] a fabulous [keyword].

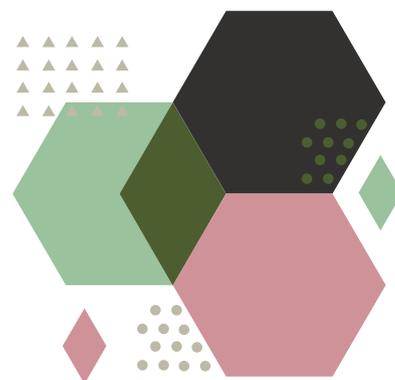
#brandhashtag #hashtag1 #hashtag2

# ▶ TEMPLATES ◀

- DESCRIPTION #3

<Insert pin title / blog post title >. Don't worry about not [keyword] for your [keyword], just look at these [keyword] [keyword] and see how you can do [keyword] to your [keyword]. You can always add [keyword] and create the [keyword] you always dreamed of.

#brandhashtag #hashtag1 #hashtag2



- DESCRIPTION #4

<Insert pin title / blog post title >. When you always wanted a [keyword], look no further, we have the perfect [keyword] for your [keyword]. Find out how to [keyword] your [keyword] and bring a new [keyword] to your [keyword], with our new [keyword] perfect for your [keyword]

#brandhashtag #hashtag1 #hashtag2

# ▶ TEMPLATES ◀

- DESCRIPTION #5

<Insert pin title / blog post title >. Your [keyword] is the ideal way to [keyword] your [keyword], so check out these [keyword] [keyword] and [keyword] for updating your [keyword]. Whether you want a [keyword] or [keyword], these [keyword] will give you the [keyword] you need.

#brandhashtag #hashtag1 #hashtag2

