

**THE
PINNING
CLUB**
BY JEN STANBROOK

**PIN
DESCRIPTION
TEMPLATES**

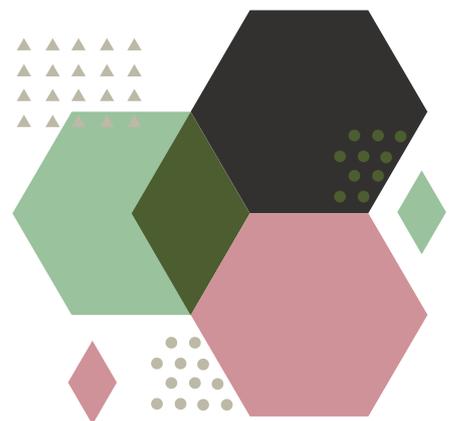


PIN DESCRIPTION TEMPLATES

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.
- Create a description of 2-3 sentences that describe your pin, your offer or product but also include keywords from the guided search facility.
- Pack it full of keywords and keyword rich phrases that enhance your description and improve its chances of being found in search results.
- The following 10 templates allow you to curate a different description for each set of 5 saves. Every time you save one fresh pin to 5 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.
- You'll also find a batch of example descriptions which you can use and adapt as your own.



▶ 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].

- **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].

- **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.

- **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]

▶ 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.

- **DESCRIPTION #6**

<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.

- **DESCRIPTION #7**

<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.

- **DESCRIPTION #8**

<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.

▶ TEMPLATES ◀

- DESCRIPTION #9

<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.

- DESCRIPTION #10

<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.

▶ EXAMPLES ◀

Pin Title:

17 Ways to Use Wall Tiles in 2021

Wall tiles are a great way to add texture and style to your home. We've rounded up 17 of our favorite ways that homeowners have used wall tiling in their homes for inspiration! From the bathroom, kitchen, laundry room, entryway - there's no limit to what you can do with these versatile pieces. Check out some ideas below or head over to Pinterest for even more tile inspo!

Pin Title:

EASY Ways to Style Christmas Lights

How to style Christmas string lights in your home. Here are some beautiful starry string light ideas to make your festive rooms sparkle. Learn how to use string lights indoors to achieve a luxury modern feel with DIY Lighting. Use Christmas lights in the bedroom for a unique holiday look. String light decoration ideas for every room in your home. Use these Christmas lighting ideas by Love Chic Living to light up the darker corners in your home

Pin Title:

17 Ways to Use Wall Lights in YOUR Home

Wall lights are an easy way to add style and personality to your home. This beautiful neon wall light will create the perfect accent in any room, especially when mounted on a dark or blank wall. It's also great for creating that focal point you've been looking for! Find out how it works here.



EXAMPLES



Pin Title:

The Best Twig Christmas Tree for Indoors and Outdoors

Are you thinking about having a twig Christmas tree this year? Here are some natural Christmas tree ideas for something quirky and fun ideas this year. Unique Christmas tree decorations outside of the traditional Christmas tree styling & holiday crafts to help get the kids involved in decorating the Christmas tree. Twig xmas trees are a great option if you're looking for a more rustic Christmas trees or a minimal Christmas trees. Here are 6 twig or wooden xmas trees ideas for your home

Pin Title:

How to Paint Furniture for a Garden Makeover

Pin Description:

This summer, take your furniture makeover outdoors with these easy ideas. Whether you're looking to repaint an old coffee table or dress up a metal chair, take a look at our tips and inspirations. Garden makeovers need upcycled furniture for a fresh and colourful style - we have all the products you need from garden paint to brushes and painting accessories.

Pin Title:

Interior Design Ideas for Contemporary Homes

Pin Description:

If you're looking to make your home feel like a contemporary design, we've got the perfect interior design ideas. Get inspired by these beautiful homes and get started with some simple decorating today! From colourful walls, to striking home accessories, to trending colour palettes and modern interiors, there's something for all home decor tastes.



EXAMPLES



Pin Title:

The Best Beauty Gift for Every Woman this Christmas

Pin Description:

It's the holiday time of year to start thinking about what gifts you're going to be giving this Christmas. Don't forget your skin and hair! This is a great opportunity to give something that will make them feel good and also show how much you care. We've got some lovely beauty products we think they'll love, all made in the UK with natural ingredients and eco-friendly packaging. Take a look at our gift box here

Pin Title:

How to Use Pinterest for your Business Marketing

Pin Description:

How to use Pinterest in your business for marketing and promotion to make extra sales, increase traffic, revenue and profits. Learn how to connect Pinterest to email marketing for a simple, easy to use digital marketing plan that all creative business owners can use. Increase your profit learning how to use Pinterest for business in 2021

Pin Title:

10 of the BEST Wall Collage Ideas

Pin Description:

10 of the Best Wall Collage Ideas for your home. Bring interest to walls throughout your home. Learn how to a make stylish wall art collage that suits your home. Whether you have a modern, contemporary interior or want ideas for a traditional home decor, these wall gallery tips will help you create a colourful, unique wall feature in any room.

EXAMPLES

Pin Title:

Prepare for Christmas with this Cleaning Checklist

Prepare for Christmas with this household cleaning schedule. These house cleaning tips will get your home ready for the festive season and help you get your home mess free and more organised before the guests arrive. Visit my website for this free Christmas cleaning checklist. Complete with cleaning hacks and a Christmas chore checklist that everyone can help with. Seasonal cleaning tips and tricks for a clutter free home. Prepare for Christmas with this cleaning check list by Love Chic Living

Pin Title: (Idea Pin)

Christmas Trail Ideas - 5 Tips for a Family Christmas Adventure

Pin Description:

5 simple tips to help you create a fabulous family Christmas trip out. Looking for something family Christmas activity ideas? A visit to a Christmas Light Trail can be a perfect winter evening out for the whole family. These five tips will help ensure you have the most magical Christmas evening full of festive fun!

Pin Title:

Decorate your Home with Neon Wall Art

Pin Description:

Create a stunning visual impact with neon wall decor for your home interior ideas. White neon signs look great as part of your bedroom decor, kitchen decor or living room design. This gorgeous neon light is available to buy from our website and would make a great addition to your home interior styling.