



THE PROFITABLE  
*Pinterest Secrets*

**YOUR  
KEYWORD  
BANK**

[www.isabeltalens.com](http://www.isabeltalens.com)



## Welcome!

*I love seeing you here!*

*You're **on your way to great results** on Pinterest.*

*You know how important keywords are for your pins to rank.*

*This Keyword Bank gives a starting point to **make it your own.***

*You have:*

- **Sections to add evergreen keywords** for your niche content pillars (these keywords work all year round).
- **Sections to add seasonal keywords** (the examples here are based on USA trends).
- **An annual planning calendar** to plan what content to start:
  - creating and
  - pinning.

*I am so proud of all your progress!*

*Isabel*





# THE PURPOSE OF YOUR KEYWORD BANK



Save time not searching for keywords every time



Capture seasonal keywords



Remember where to use them with the checklist

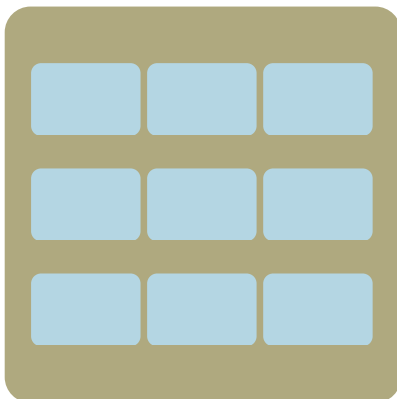


# Where to use keywords **CHECKLIST**



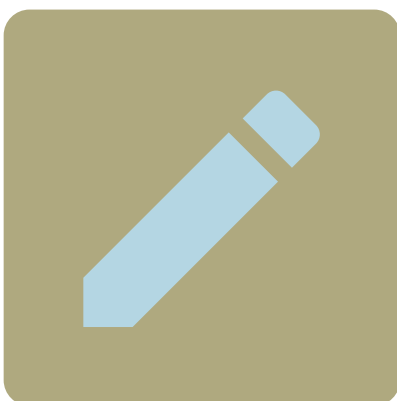
## profile

- Name
- About
- Username (if it makes sense)
- Cover photo (banner photo)



## boards

- Board name
- Board description
- In the pins save to the board



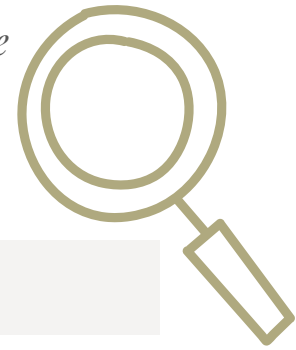
## pins

- Pin title
- Pin description
- Text overlay
- Alt-text
- Link (when possible)
- File name (when possible)



# EVERGREEN KEYWORDS

*These keywords are not related to a specific moment of the year. They work all year round.*



## CONTENT

### PILLAR 1:





**CONTENT PILLAR 1:**

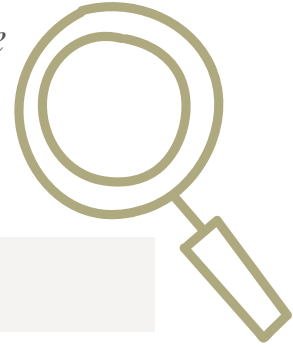
## **MORE EVERGREEN KEYWORDS**

## **TAGS (for video pins and idea pins)**



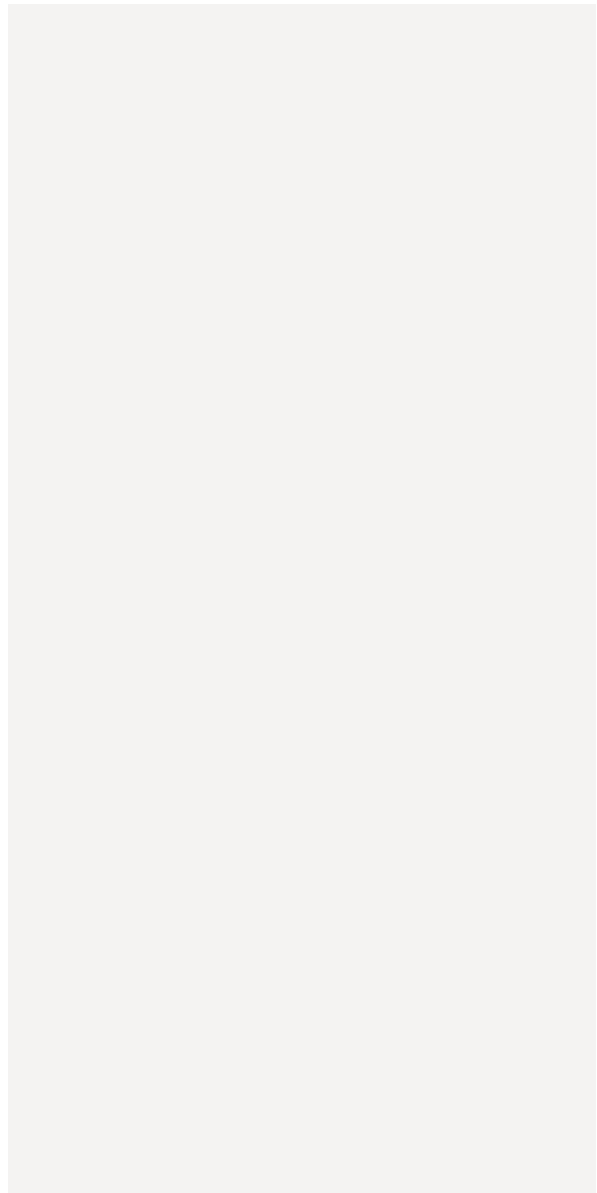
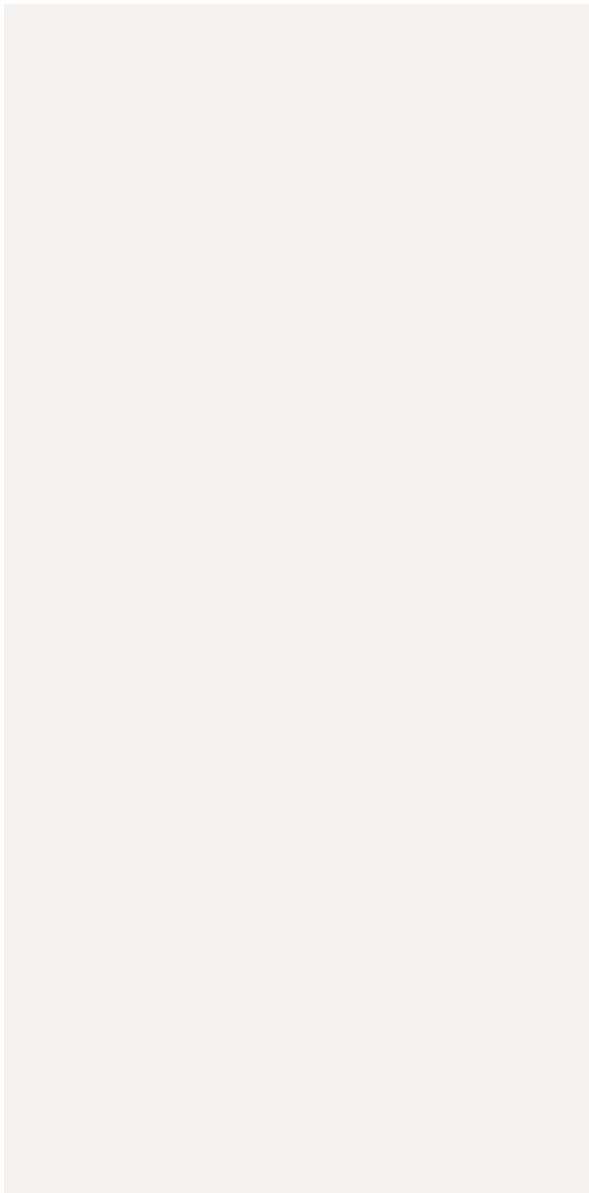
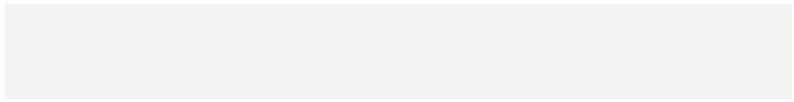
# EVERGREEN KEYWORDS

*These keywords are not related to a specific moment of the year. They work all year round.*



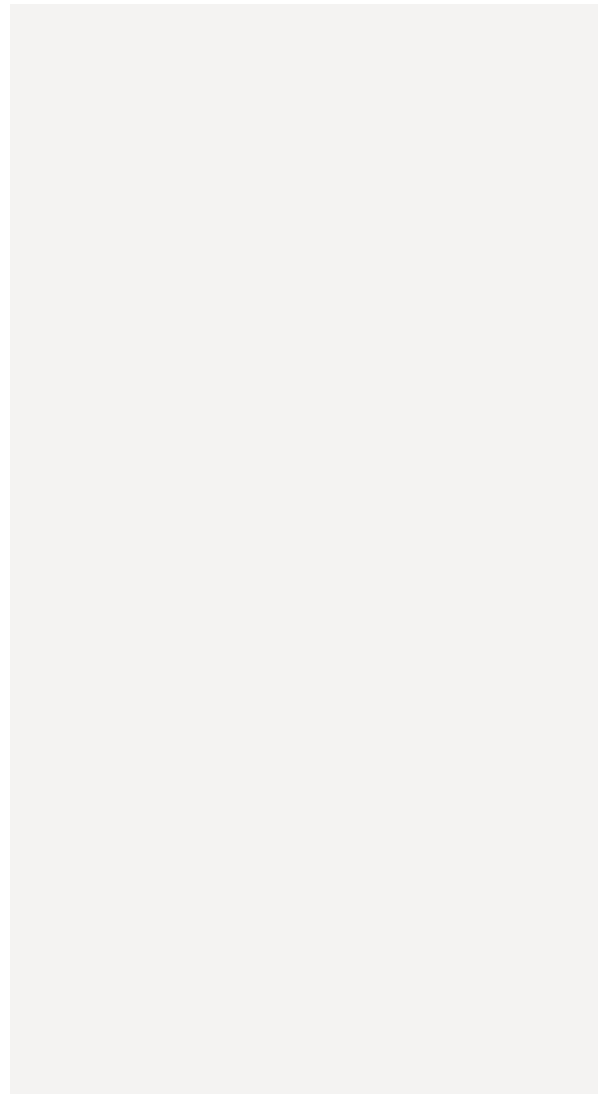
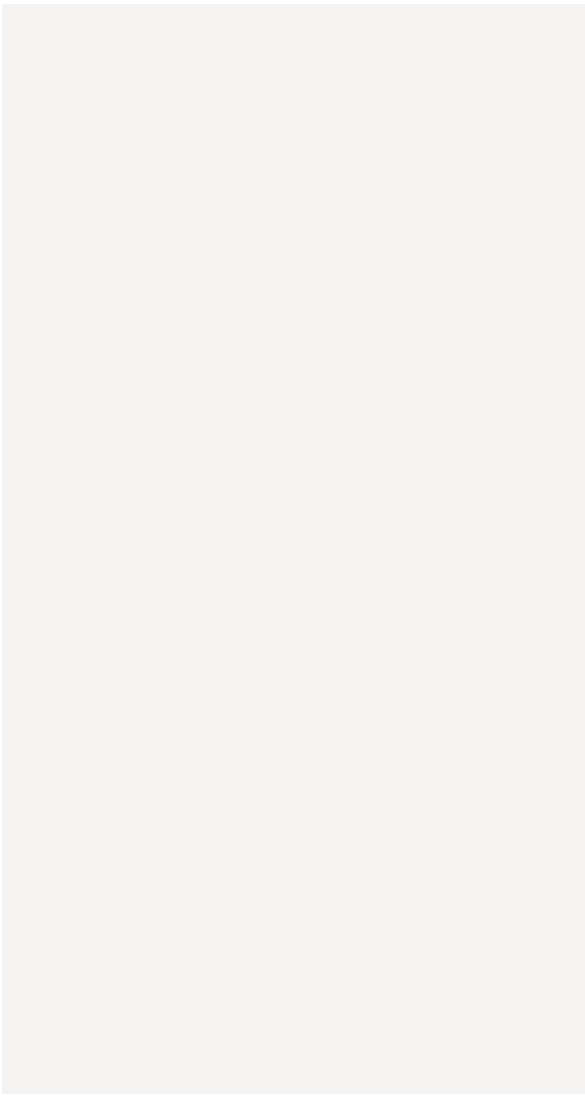
## CONTENT

### PILLAR 2:

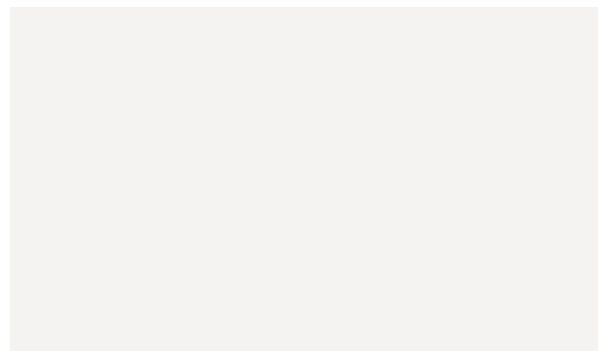
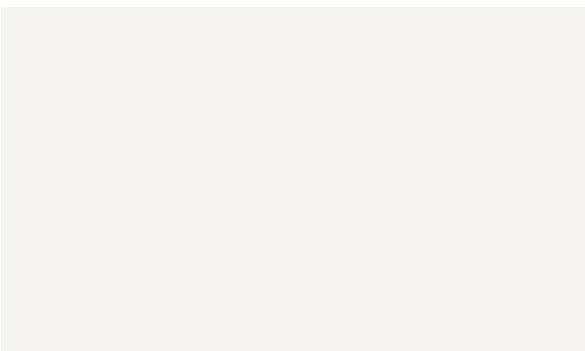


**CONTENT PILLAR 2:**

## **MORE EVERGREEN KEYWORDS**



## **TAGS (for video pins and idea pins)**





# EVERGREEN KEYWORDS

*These keywords are not related to a specific moment of the year. They work all year round.*



## CONTENT

### PILLAR 3:



**CONTENT PILLAR 3:**

## **MORE EVERGREEN KEYWORDS**

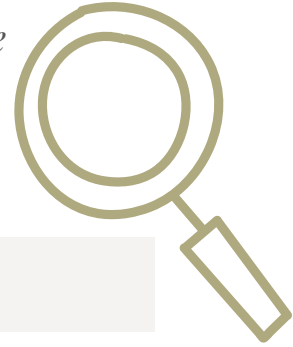
## **TAGS (for video pins and idea pins)**





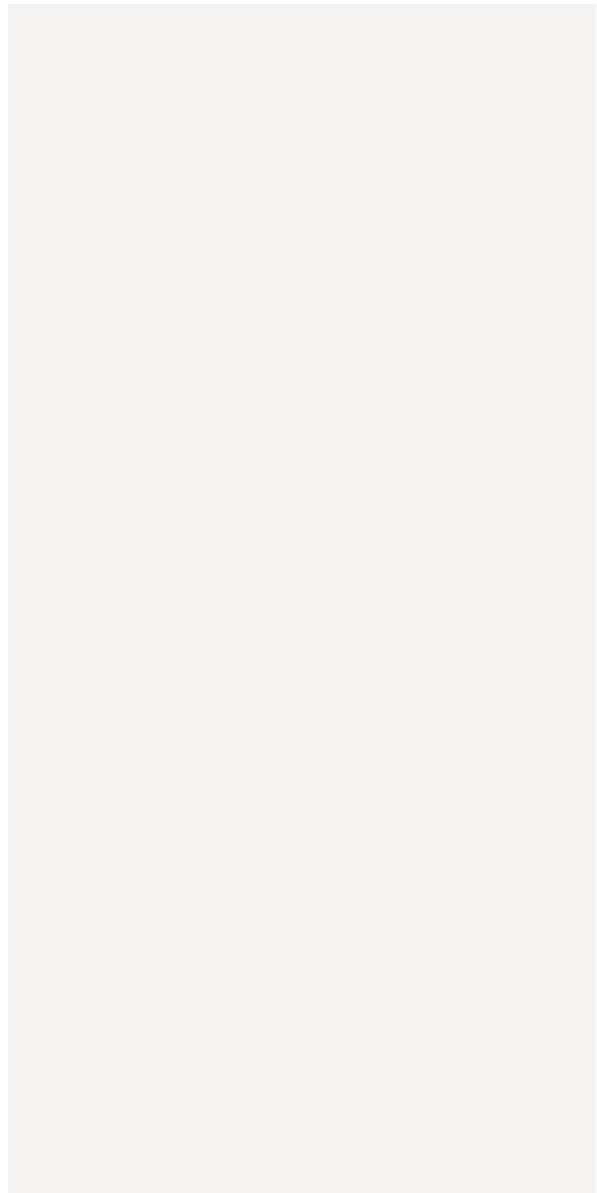
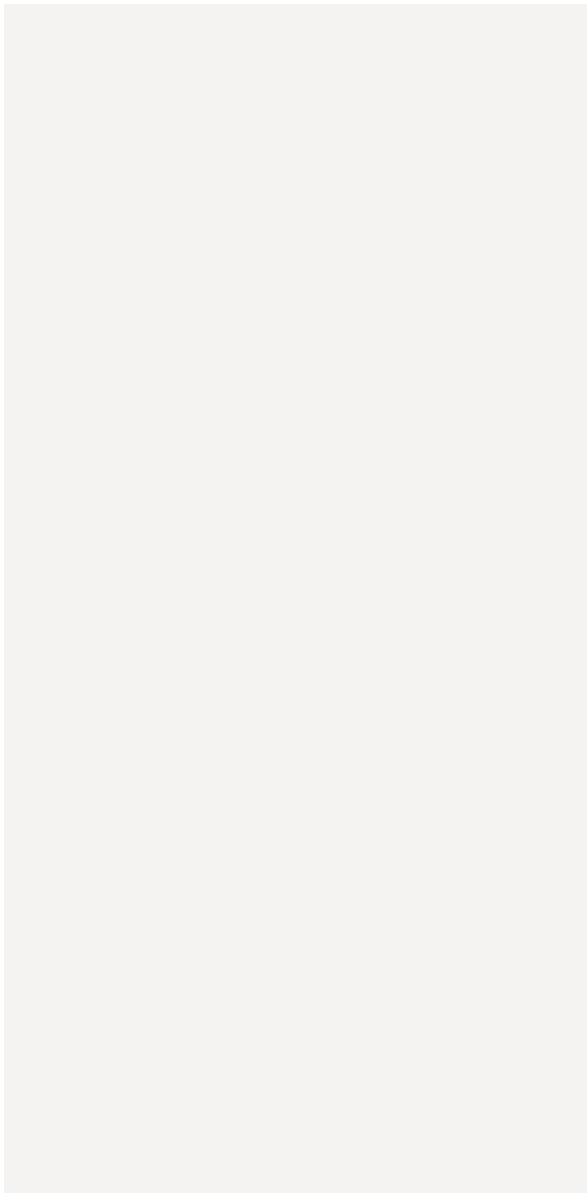
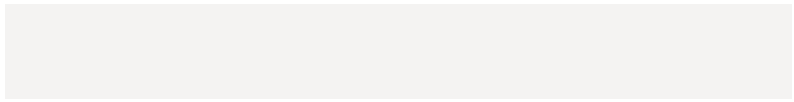
# EVERGREEN KEYWORDS

*These keywords are not related to a specific moment of the year. They work all year round.*



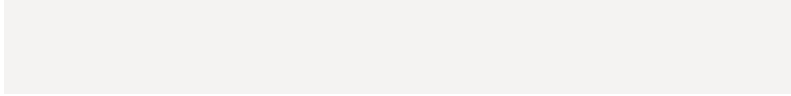
## CONTENT

### PILLAR 4:

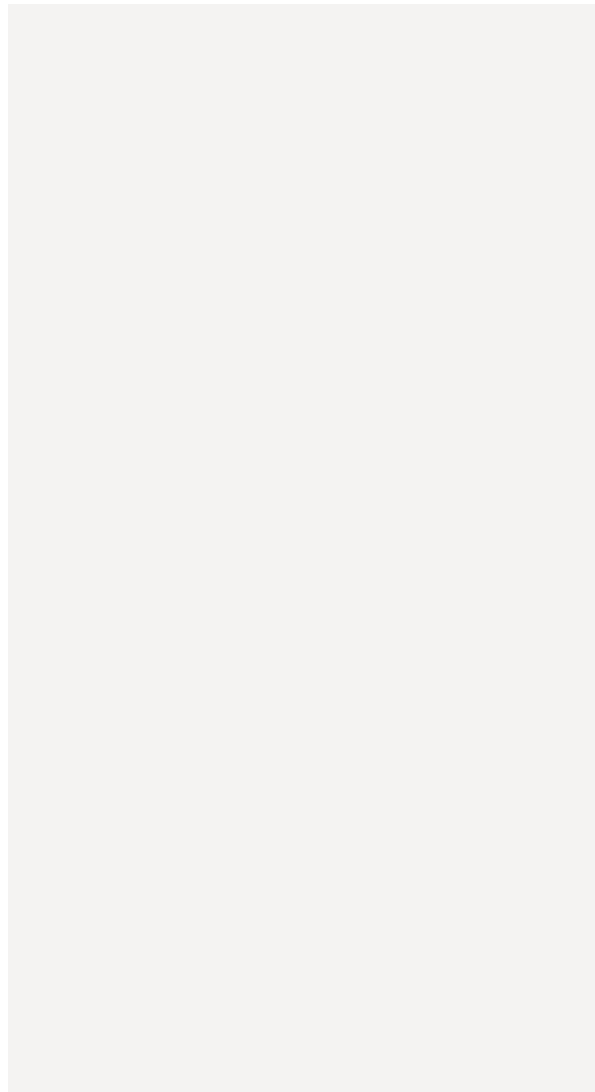
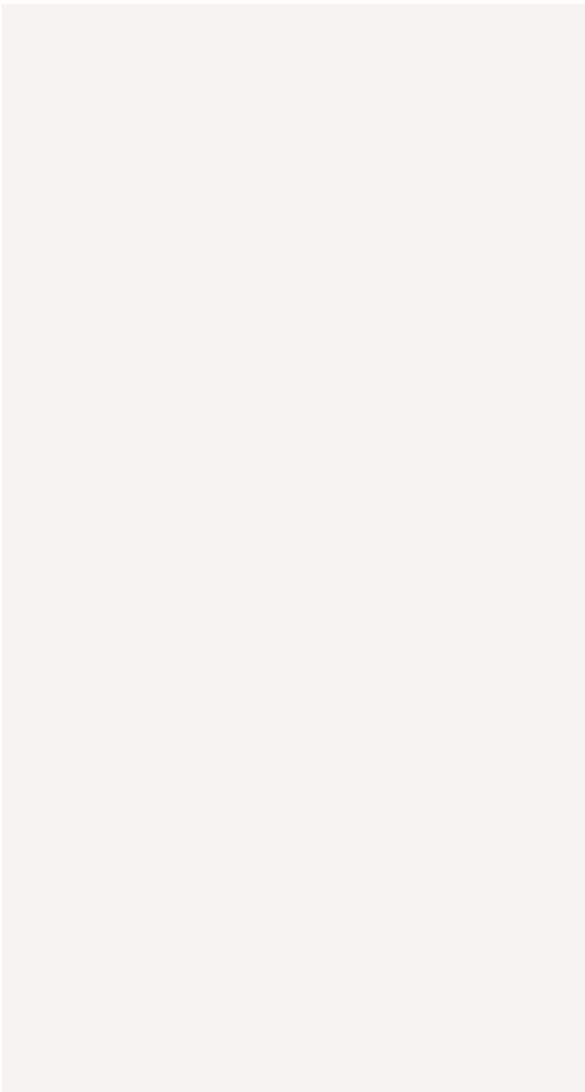




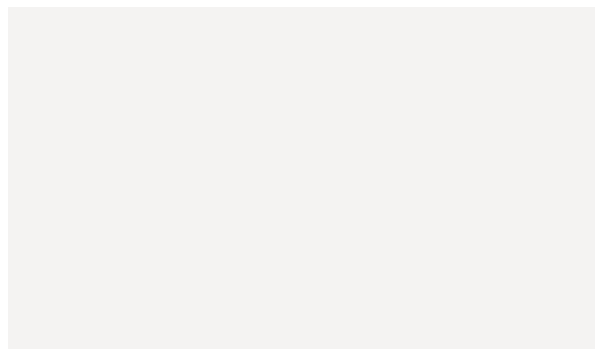
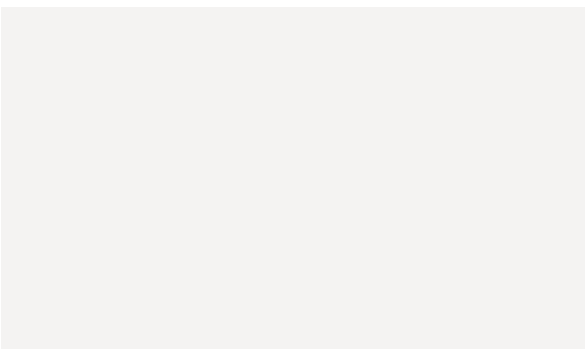
**CONTENT PILLAR 4:**



## **MORE EVERGREEN KEYWORDS**

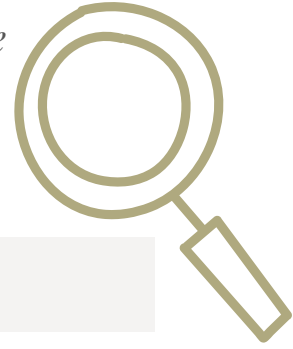


## **TAGS (for video pins and idea pins)**

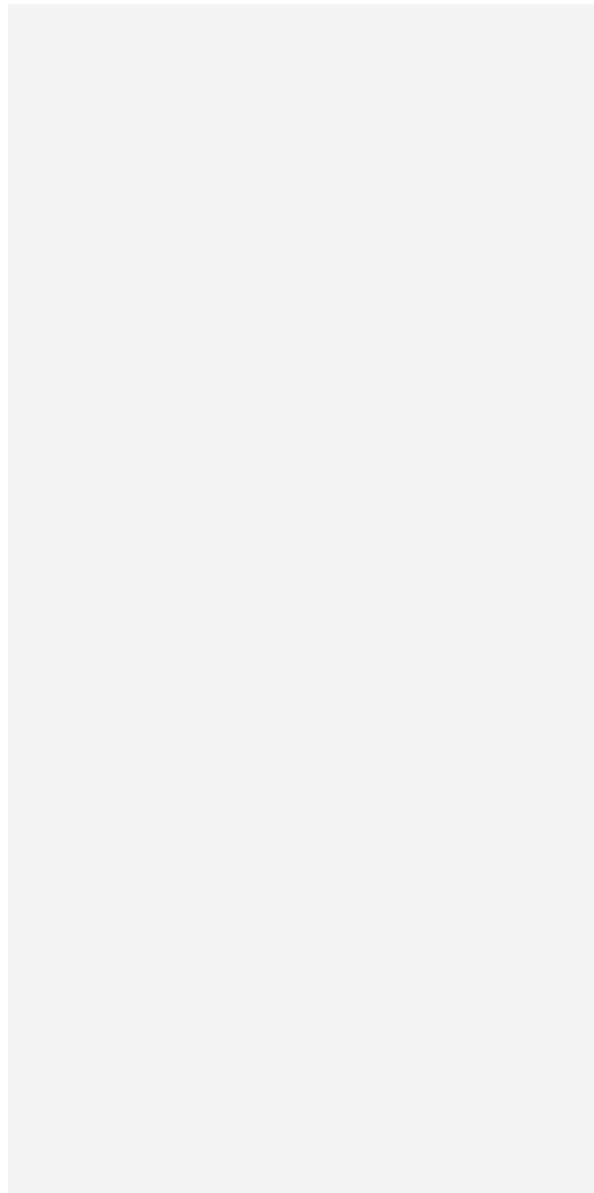
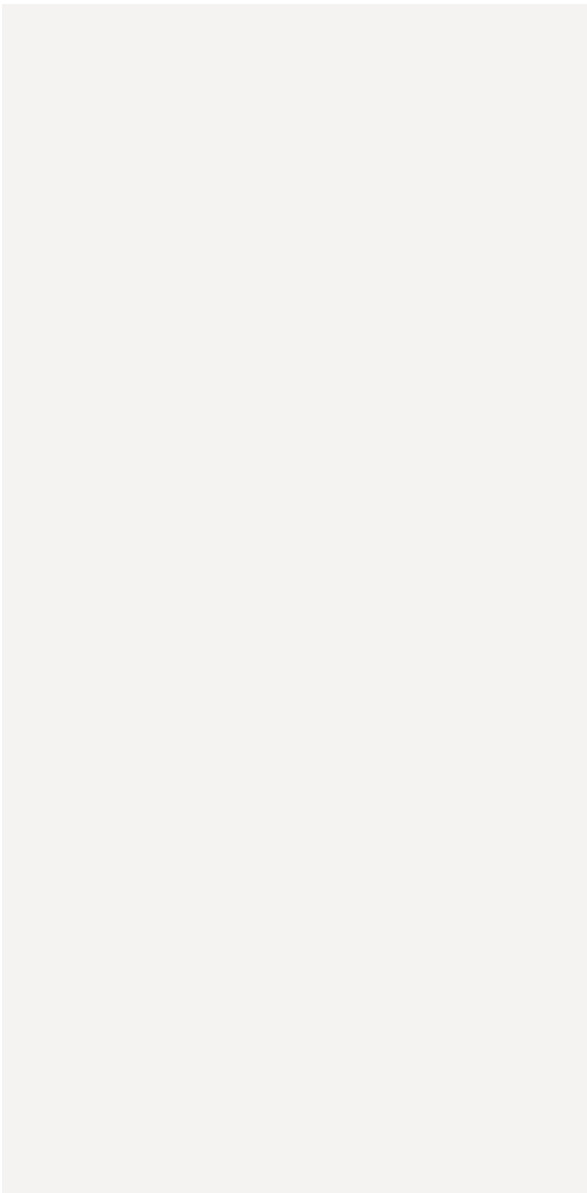


# EVERGREEN KEYWORDS

*These keywords are not related to a specific moment of the year. They work all year round.*



## CONTENT PILLAR 5:





**CONTENT PILLAR 5:**

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**MORE EVERGREEN KEYWORDS**

[Large empty rectangular box for evergreen keywords]

[Large empty rectangular box for evergreen keywords]

**TAGS (for video pins and idea pins)**

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[Large empty rectangular box for tags]

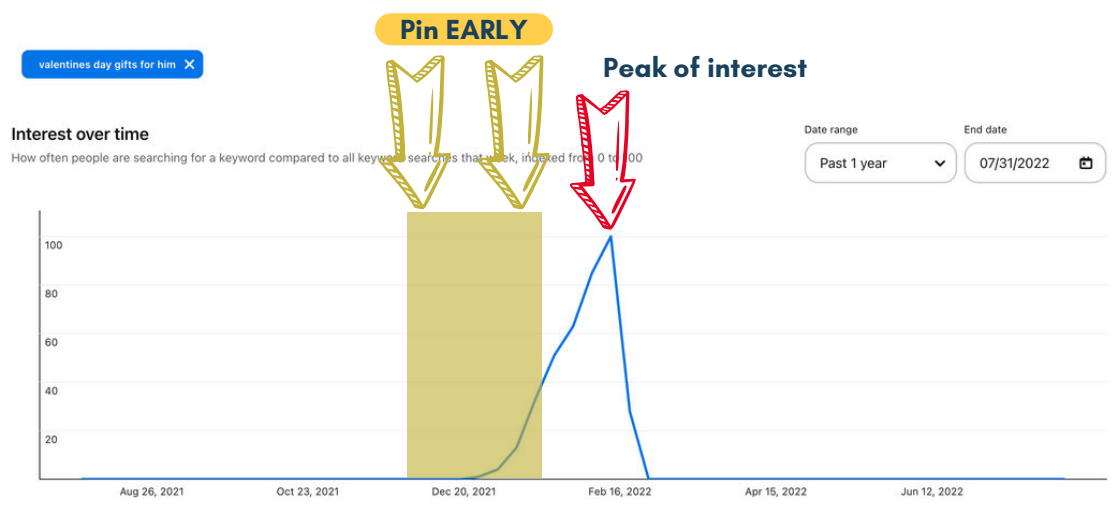




# Pin 2-3 months BEFORE the season

**FOR EXAMPLE: Valentine's day (February)**

Start pinning in December, prep content in November.





# Seasonality Calendar

*Seasonality of trends for your pins and content*

	<b>WORK ON CONTENT FOR NEXT MONTH PINS</b>	<b>START PINNING NOW</b>	<b>IN SEASON (FOR ADS)</b>
<b>JANUARY</b>	<ul style="list-style-type: none"> <li>• Easter</li> <li>• Outdoor</li> <li>• Gardening</li> <li>• Spring</li> <li>• Tax season</li> </ul>	<ul style="list-style-type: none"> <li>• All things spring</li> <li>• Spring break</li> <li>• St Patricks day</li> <li>• Taxes</li> </ul>	<ul style="list-style-type: none"> <li>• New Year</li> <li>• Goals</li> <li>• Planning</li> <li>• Healthy living</li> <li>• Weight loss, fitness</li> </ul>
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>• Mother's day</li> <li>• Summer</li> <li>• Graduation</li> </ul>	<ul style="list-style-type: none"> <li>• Easter</li> <li>• Outdoor</li> <li>• Gardening</li> <li>• Spring</li> <li>• Tax season</li> </ul>	<ul style="list-style-type: none"> <li>• Valentine's Day</li> <li>• All things winter</li> <li>• Super Bowl</li> </ul>
<b>MARCH</b>	<ul style="list-style-type: none"> <li>• Father's day</li> <li>• Summer, beach</li> <li>• Packing tips</li> <li>• 4th of July</li> <li>• Weddings</li> </ul>	<ul style="list-style-type: none"> <li>• Mother's day</li> <li>• Summer</li> <li>• Graduation</li> </ul>	<ul style="list-style-type: none"> <li>• All things spring</li> <li>• Spring break</li> <li>• St Patricks day</li> <li>• Taxes</li> </ul>
<b>APRIL</b>	<ul style="list-style-type: none"> <li>• Summer</li> <li>• Fitness</li> <li>• Holidays</li> <li>• 4th of July</li> </ul>	<ul style="list-style-type: none"> <li>• Father's day</li> <li>• Summer, beach</li> <li>• Packing tips</li> <li>• 4th of July</li> <li>• Weddings</li> </ul>	<ul style="list-style-type: none"> <li>• Easter</li> <li>• Outdoor</li> <li>• Gardening</li> <li>• Spring</li> <li>• Tax season</li> </ul>
<b>MAY</b>	<ul style="list-style-type: none"> <li>• Travel</li> <li>• Organisation</li> <li>• Meal prepping</li> </ul>	<ul style="list-style-type: none"> <li>• Summer</li> <li>• Fitness</li> <li>• Holidays</li> <li>• 4th of July</li> </ul>	<ul style="list-style-type: none"> <li>• Mother's day</li> <li>• Summer</li> <li>• Graduation</li> </ul>
<b>JUNE</b>	<ul style="list-style-type: none"> <li>• Back to School</li> <li>• Back to work</li> <li>• Routines</li> <li>• Comfort food</li> <li>• Fall</li> </ul>	<ul style="list-style-type: none"> <li>• Travel</li> <li>• Organisation</li> <li>• Meal prepping</li> </ul>	<ul style="list-style-type: none"> <li>• Father's day</li> <li>• Summer, beach</li> <li>• Packing tips</li> <li>• 4th of July</li> <li>• Weddings</li> </ul>







# Seasonality Calendar

*Seasonality of trends for your pins and content*

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<b>JULY</b>	<ul style="list-style-type: none"> <li>• Halloween</li> <li>• All things fall</li> <li>• Fall breaks</li> </ul>	<ul style="list-style-type: none"> <li>• Back to School</li> <li>• Back to work</li> <li>• Routines</li> <li>• Comfort food</li> <li>• Fall</li> </ul>	<ul style="list-style-type: none"> <li>• Summer</li> <li>• Fitness</li> <li>• Holidays</li> <li>• 4th of July</li> </ul>
<b>AUGUST</b>	<ul style="list-style-type: none"> <li>• Black Friday</li> <li>• Ciber Monday</li> <li>• Thanksgiving</li> </ul>	<ul style="list-style-type: none"> <li>• Halloween</li> <li>• All things fall</li> <li>• Fall breaks</li> </ul>	<ul style="list-style-type: none"> <li>• Travel</li> <li>• Organisation</li> <li>• Meal prepping</li> </ul>
<b>SEPTEMBER</b>	<ul style="list-style-type: none"> <li>• Christmas</li> <li>• Holiday Gifts</li> <li>• Holidays Decor</li> <li>• Holidays Recipes</li> </ul>	<ul style="list-style-type: none"> <li>• Black Friday</li> <li>• Ciber Monday</li> <li>• Thanksgiving</li> </ul>	<ul style="list-style-type: none"> <li>• Back to School</li> <li>• Back to work</li> <li>• Routines</li> <li>• Comfort food</li> <li>• Fall</li> </ul>
<b>OCTOBER</b>	<ul style="list-style-type: none"> <li>• New Year</li> <li>• Goals</li> <li>• Planning</li> <li>• Healthy living</li> <li>• Weight loss, fitness</li> </ul>	<ul style="list-style-type: none"> <li>• Christmas</li> <li>• Holiday Gifts</li> <li>• Holidays Decor</li> <li>• Holidays Recipes</li> </ul>	<ul style="list-style-type: none"> <li>• Halloween</li> <li>• All things fall</li> <li>• Fall breaks</li> </ul>
<b>NOVEMBER</b>	<ul style="list-style-type: none"> <li>• Valentine's Day</li> <li>• All things winter</li> <li>• Super Bowl</li> </ul>	<ul style="list-style-type: none"> <li>• New Year</li> <li>• Goals</li> <li>• Planning</li> <li>• Healthy living</li> <li>• Weight loss, fitness</li> </ul>	<ul style="list-style-type: none"> <li>• Black Friday</li> <li>• Ciber Monday</li> <li>• Thanksgiving</li> </ul>
<b>DECEMBER</b>	<ul style="list-style-type: none"> <li>• All things spring</li> <li>• Spring break</li> <li>• St Patricks day</li> <li>• Taxes</li> </ul>	<ul style="list-style-type: none"> <li>• Valentine's Day</li> <li>• All things winter</li> <li>• Super Bowl</li> </ul>	<ul style="list-style-type: none"> <li>• Christmas</li> <li>• Holiday Gifts</li> <li>• Holidays Decor</li> <li>• Holidays Recipes</li> </ul>





# Your Seasonality Calendar

*Add here your niche trends seasonality*

	<b>WORK ON CONTENT FOR NEXT MONTH PINS</b>	<b>START PINNING NOW</b>	<b>IN SEASON (FOR ADS)</b>
<b>JANUARY</b>			
<b>FEBRUARY</b>			
<b>MARCH</b>			
<b>APRIL</b>			
<b>MAY</b>			
<b>JUNE</b>			





# Your Seasonality Calendar

*Add here your niche trends seasonality*

	WORK ON CONTENT FOR NEXT MONTH PINS	START PINNING NOW	IN SEASON (FOR ADS)
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			





# JANUARY

## NEW YEAR, GOALS, FITNESS, WEIGHT LOSS, PLANNING

- New Year Resolutions
- Goals
- Affirmations
- Weight loss
- Fitness routine
- Healthy recipes
- Easy meals / dinner
- Meal planning

- Business planning
- Relationship
- Journaling aesthetic
- Winter breaks
- Weekend getaways
- New skincare
- M. Luther King Day

### EARLY TRENDS:

- valentines nails
- valentines day ideas for boyfriend
- valentine desserts
- february nails
- kitchen desig

- 100 days of school shirt
- 100 days of school
- football food
- st patricks day
- flower bar
- bridal shower inspiration

**Add the keywords for your niche for January:**





# JANUARY

**NEW YEAR, GOALS, FITNESS, WEIGHT LOSS, PLANNING**

**Add the keywords for your niche for January:**

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# FEBRUARY

## VALENTINE'S DAY, ALL THINGS WINTER

- Valentine's Day
- Valentines day ideas
- Valentines gifts
- Winter decor
- Winter decor after Christmas
- Winter decor ideas for home
- Winter food
- Winter comfort food recipes
- Winter fashion
- Winter fashion outfits casual
- Super Bowl
- Super Bowl party food

### EARLY TRENDS:

- st patricks day food
- st patricks day crafts for kids
- spring nails
- march nail colors
- wedding food
- easter basket ideas
- march bulletin board ideas
- spring crafts for kids
- march crafts for preschoolers

**Add the keywords for your niche for February:**





# FEBRUARY

## VALENTINE'S DAY, ALL THINGS WINTER

Add the keywords for your niche for February:





# MARCH

## SPRING, ST PATRICKS DAY, SPRING BREAK, TAXES

- Spring decorations
- Spring cleaning
- Spring fashion outfits
- Spring breakers
- Spring break destinations
- Spring travel ideas
- St Patricks day
- Tax help
- Crafts for kids
- Flowers
- Spring nails
- April fools pranks

### EARLY TRENDS:

- easter crafts for toddlers
- easter recipes
- summer outfits
- spring nails
- graduation party ideas
- april quotes
- april fools pranks
- april fools food
- peonies
- mothers day crafts for kids
- mothers day gifts

**Add the keywords for your niche for March:**







# MARCH

**SPRING, ST PATRICKS DAY, SPRING BREAK, TAXES**

**Add the keywords for your niche for March:**

Empty vertical box for adding keywords.

Empty vertical box for adding keywords.





# APRIL

## EASTER, OUTDOOR, GARDENING, SPRING, TAX SEASON

- Easter crafts
- Easter decorations
- Easter basket ideas
- Easter recipes
- Cinco de mayo
- Spring outdoor activities
- Outdoor activities
- Prom dresses
- Vegetable garden
- Spring garden
- Spring gardening for beginners
- Spring fashion outfits
- Spring fashion trends
- Coachella

### EARLY TRENDS:

- mothers day gifts
- mothers day crafts for kids
- mothers day brunch
- mothers day gifts from kids
- teacher appreciation gifts
- cinco de mayo party
- dream backyard
- summer decor
- summer wreaths for front door
- summer activities for kids

**Add the keywords for your niche for April:**



# APRIL

**EASTER, OUTDOOR, GARDENING, SPRING, TAX SEASON**

**Add the keywords for your niche for April:**





# MAY

## MOTHER'S DAY, SUMMER, GRADUATION, MEMORIAL DAY

- Mothers day gifts
- Mothers day crafts for kids
- Mother's day cards
- Summer outfits
- Pasta salad recipes
- Camping meal
- Summer ideas
- Summer activities for kids
- Summer bucket list
- Camping hacks
- Above ground pool landscaping
- Graduation party ideas
- Graduation pictures
- Graduation outfit ideas
- Summer hairstyle

### EARLY TRENDS:

- fathers day gifts ideas
- potato salad
- bbq side dishes
- camping meals
- summer salads
- last day of school
- summer outfits
- summer nails
- rhubarb
- 4th of july food
- graduation quotes high school senior

**Add the keywords for your niche for May:**





# MAY

**MOTHER'S DAY, SUMMER, GRADUATION, MEMORIAL DAY**

**Add the keywords for your niche for May:**





# JUNE

## FATHER'S DAY, SUMMER, BEACH, PACKING TIPS, WEDDINGS

- summer casual dresses
- beach hacks
- camping packing list
- sunburn remedies
- road trip essentials
- hot day outfit
- summer drinks
- summer date ideas
- fathers day gifts idea
- newborn family photos
- gender reveal nails ideas
- summer engagement photos
- kid snacks
- 4th of july (all things)

### EARLY TRENDS:

- back to school
- back to school bulletin boards
- july bulletin board ideas

**Add the keywords for your niche for June:**





# JUNE

**FATHER'S DAY, SUMMER, BEACH, PACKING TIPS, WEDDINGS**

**Add the keywords for your niche for June:**

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Empty vertical box for adding keywords.





# JULY

## SUMMER, FITNESS, HOLIDAYS, 4TH OF JULY

- All things summer
- Fitness
- Holidays / vacations
- 4th July
- Summer fitness
- Summer DIY decor
- Summer house decor
- Casual summer outfits
- Summer fashion trends
- wedding dresses
- Summer entertaining food
- Fresh summer recipes
- Picnic date food
- Healthy summer food ideas

### EARLY TRENDS:

- school outfits
- back to school outfits
- back to school
- teacher outfits
- fall outfits
- halloween decorations
- fall decor
- autumn aesthetic
- school lunch ideas for kids
- matching halloween costumes

**Add the keywords for your niche for July:**







# JULY

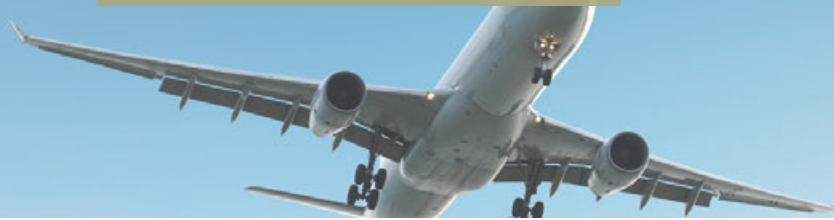
**SUMMER, FITNESS, HOLIDAYS, 4TH OF JULY**

**Add the keywords for your niche for July:**

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# AUGUST

## TRAVEL, ORGANISATION, MEAL PREPPING

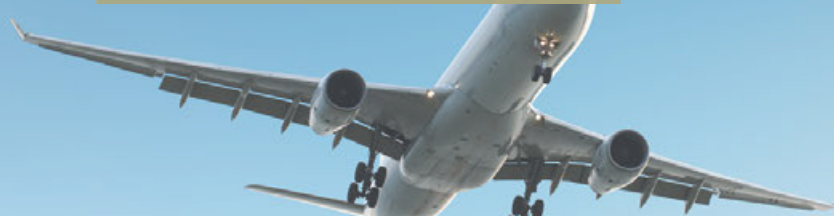
- Travel destinations
- Adventure travel
- Female solo trips
- Summer organization for kids
- Summer daily routines
- Summer fun list
- School lunch ideas for kids
- Late summer outfits
- Summer fashion trends
- Wedding dresses
- Summer entertaining food
- Fresh summer recipes
- Picnic date food
- Healthy summer food ideas

### EARLY TRENDS:

- halloween decorations
- september nails
- fall wallpaper
- casual fall outfits
- halloween diy crafts
- fall harvest
- homecoming mums
- labor day food ideas
- labor day
- minimalist fall decor
- grandparents day
- fall plants

**Add the keywords for your niche for August:**





# AUGUST

TRAVEL, ORGANISATION, MEAL PREPPING

Add the keywords for your niche for August:

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# SEPTEMBER

## BACK TO SCHOOL, BACK TO WORK, COMFORT FOOD

- back to school tips
- Back to school outfits
- Comfort Food
- Back to school checklist
- Fall, autumn aesthetic
- Fall garden vegetables
- Comfort food
- Fall decor ideas

### EARLY TRENDS:

- fall foliage
- soup recipes
- fall outfits women
- october nails
- halloween nail designs
- halloween treats

- Back to work / routines
- Back to work outfits
- Back to work quotes
- Working from home with kids
- Work life
- Comfort food recipes
- Simple dinner recipes

- pumpkin carving ideas
- halloween snacks
- halloween party food
- chili recipe
- fall date night outfit
- national daughters day

**Add the keywords for your niche for September:**





# SEPTEMBER

**BACK TO SCHOOL, BACK TO WORK, COMFORT FOOD**

**Add the keywords for your niche for September:**

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Blank vertical box for entering keywords.





# OCTOBER

## HALLOWEEN, ALL THINGS FALL, FALL BREAKS

- Last minute halloween costumes
- Halloween costumes
- Halloween makeup
- Halloween decorations
- Fall decor ideas
- Fall recipes
- Fall break

- Fall porch decor
- Casual fall outfits
- fall harvest
- fall flower pots
- fall flowers to plant
- fall wedding guest dress
- fall engagement photos
- pumpkin recipes

### EARLY TRENDS:

- christmas decor ideas
- xmas tree decorating ideas
- christmas dining table decor
- thanksgiving appetizers

- outdoor christmas planters
- christmas porch ideas
- thanksgiving desserts
- winter bulletin boards
- christmas in new york

**Add the keywords for your niche for October:**





# OCTOBER

**HALLOWEEN, ALL THINGS FALL, FALL BREAKS**

**Add the keywords for your niche for October:**

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Empty vertical box for entering keywords.



# NOVEMBER

## BLACK FRIDAY, CIBER MONDAY, THANKSGIVING

- Thanksgiving decorations
- Thanksgiving recipes
- happy thanksgiving
- turkey recipes
- Black Friday sale
- Cyber Monday deals
- Christmas door decorations
- Indoor plants
- november nails
- winter nails
- sweet potato recipes
- mac and cheese recipe
- winter flowers
- winter bulletin boards
- table setting

### EARLY TRENDS:

- christmas nails
- winter nails
- christmas cookies
- easy elf on the shelf ideas
- small business quotes
- winter flowers
- couple gifts
- winter floral arrangements
- wish list ideas
- classroom christmas decorations

**Add the keywords for your niche for November:**







# NOVEMBER

**BLACK FRIDAY, CIBER MONDAY, THANKSGIVING**

**Add the keywords for your niche for November:**

Empty vertical box for adding keywords.

Empty vertical box for adding keywords.



# DECEMBER

## CHRISTMAS, HOLIDAY GIFTS, HOLIDAYS DECOR & RECIPES

- Gift guides
- Christmas decorations
- Christmas recipes
- Christmas gift ideas
- Wreaths & garlands
- Christmas tree ideas
- Christmas appetizers
- Party Ideas

### EARLY TRENDS:

- spring wedding
- vision board
- january nails
- self care
- health
- fitness inspiration

- Holiday recipes
- Travel tips
- Dinner parties
- Elf on the Shelf ideas
- Winter destinations
- Winter activities
- Inspirational board
- New Year's Resolutions

- valentines day decorations
- money saving tips
- financial freedom
- debt free
- money aesthetic

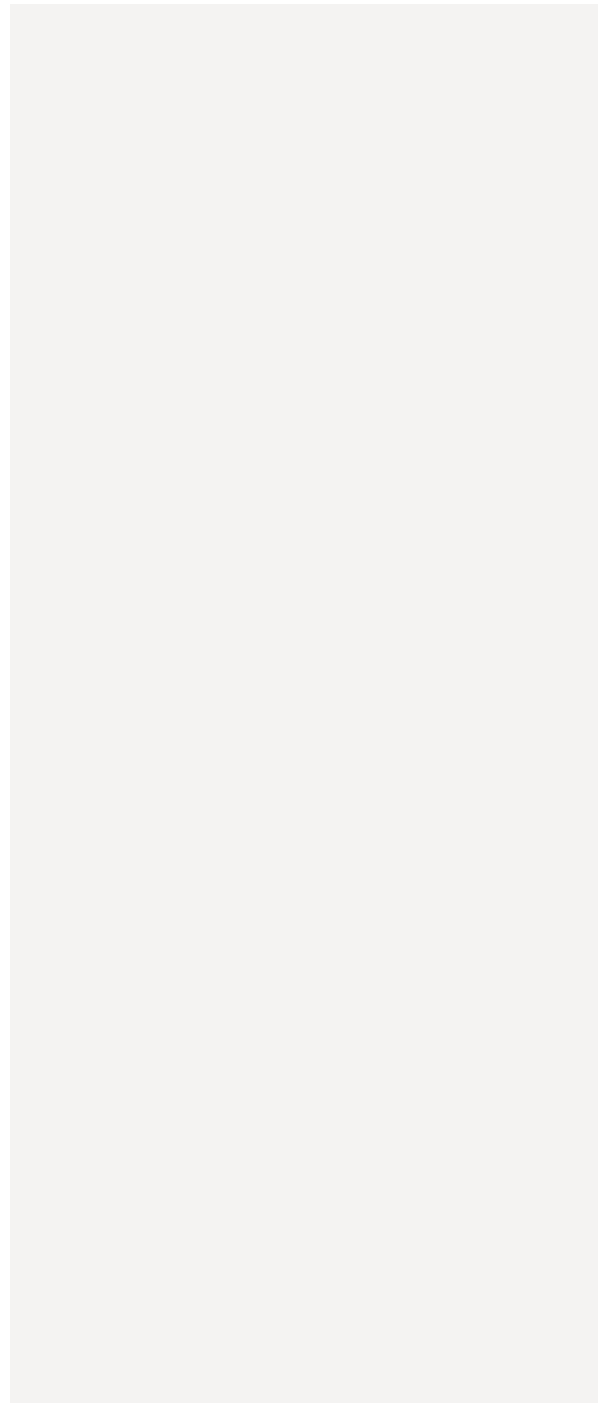
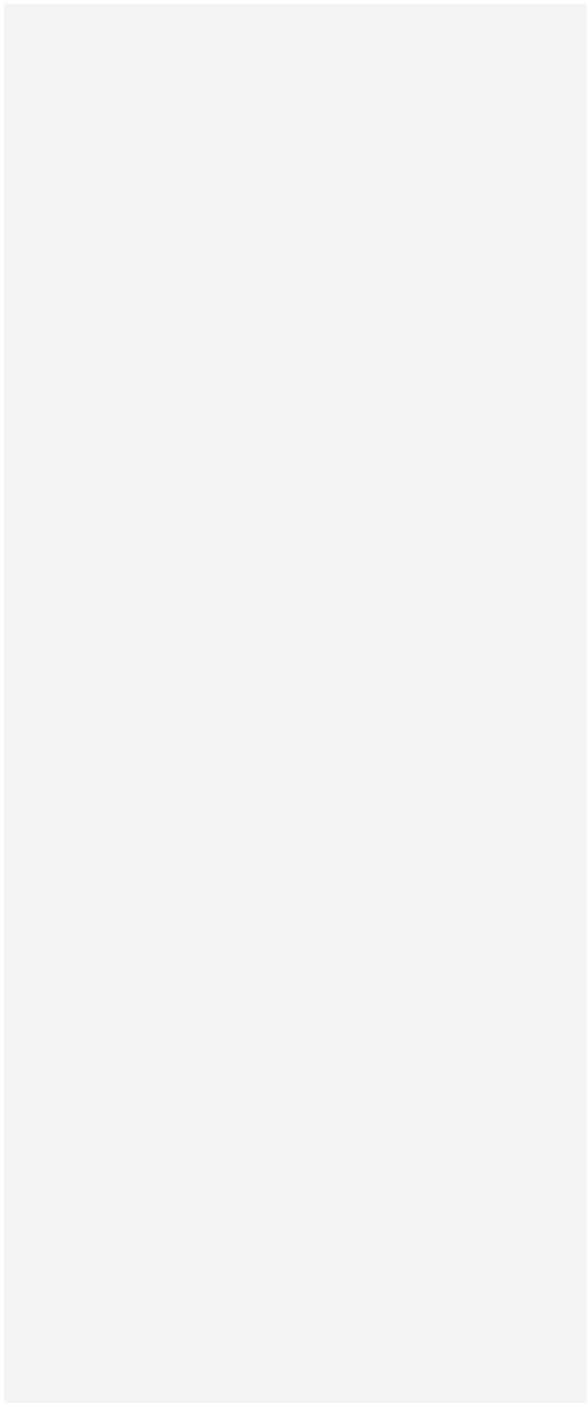
**Add the keywords for your niche for December:**



# DECEMBER

**CHRISTMAS, HOLIDAY GIFTS, HOLIDAYS DECOR & RECIPES**

**Add the keywords for your niche for December:**



# Tools & other resources



**Canva**

Pin designs



**Tailwind**

Pin scheduling



**Pininspector**

Keyword search



**CapCut**

Captions & video editing app



**InShot**

Video editing app



**Kartra**

All-in-one marketing platform



**Asana**

Organisation Project management



**Uplevel with Asana**

Increase your productivity, streamline your systems and level up your business



**Passive Profit Accelerator**

Create a money-making online course and add a passive income stream to your business ASAP



# Tools & other resources



## Squarespace

Website platform



## Website that Wows

A step-by-step course to help you DIY a stunning, professional and client-winning Squarespace website (no tech skills needed!)



## Grammarly

Writing app

Full disclosure: This post may contain affiliate links that, at no additional cost to you, I may earn a small commission from.





# THE PROFITABLE *Pinterest Secrets*

AFFILIATE PROGRAM



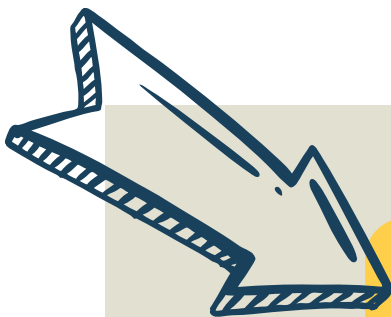
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