SEO

How Do You Search on Pinterest? The Search Bar, Filters and Lens

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> **To search on Pinterest, click the search bar at the top of the screen on desktop, or tap the search icon at the bottom of the app and then the search bar, and enter your search terms. Pinterest's help page then lets you narrow the results with guides, a content type filter and, for some searches, the Less AI button.**

Key takeaways

- On desktop, Pinterest's help page says to click the search bar at the top of the screen; in the app, tap the search icon at the bottom of your screen, then the search bar.
- Guides are the suggested terms Pinterest shows near the search bar after a search; clicking one starts a new search with that term added.
- The content type filter limits results to one type, and the help page lists all Pins, Boards, Profiles, Videos and Products.
- Pinterest says Search with a Pin is available on desktop and iOS only, and voice search only in the US with English language settings.
- Lens searches with your camera or an uploaded image, and the visual search icon on a Pin searches inside that Pin's image.

Pinterest's business blog says people use Pinterest as they would a search engine, so the search bar your readers use is also a useful place for a blogger to see how ideas are grouped. This guide walks through each search feature with the labels from Pinterest's help pages, on desktop and in the app. How Pins rank once someone searches is covered in our guide to how Pins rank in Pinterest search.

Where is the search bar on Pinterest?

The search bar sits in a different place on desktop and in the app, according to Pinterest's "Search for ideas on Pinterest" help page.

- **On desktop:** click the search bar at the top of the screen.
- **In the app (Android and iOS):** tap the search icon at the bottom of your screen, then tap the search bar at the top of your screen.

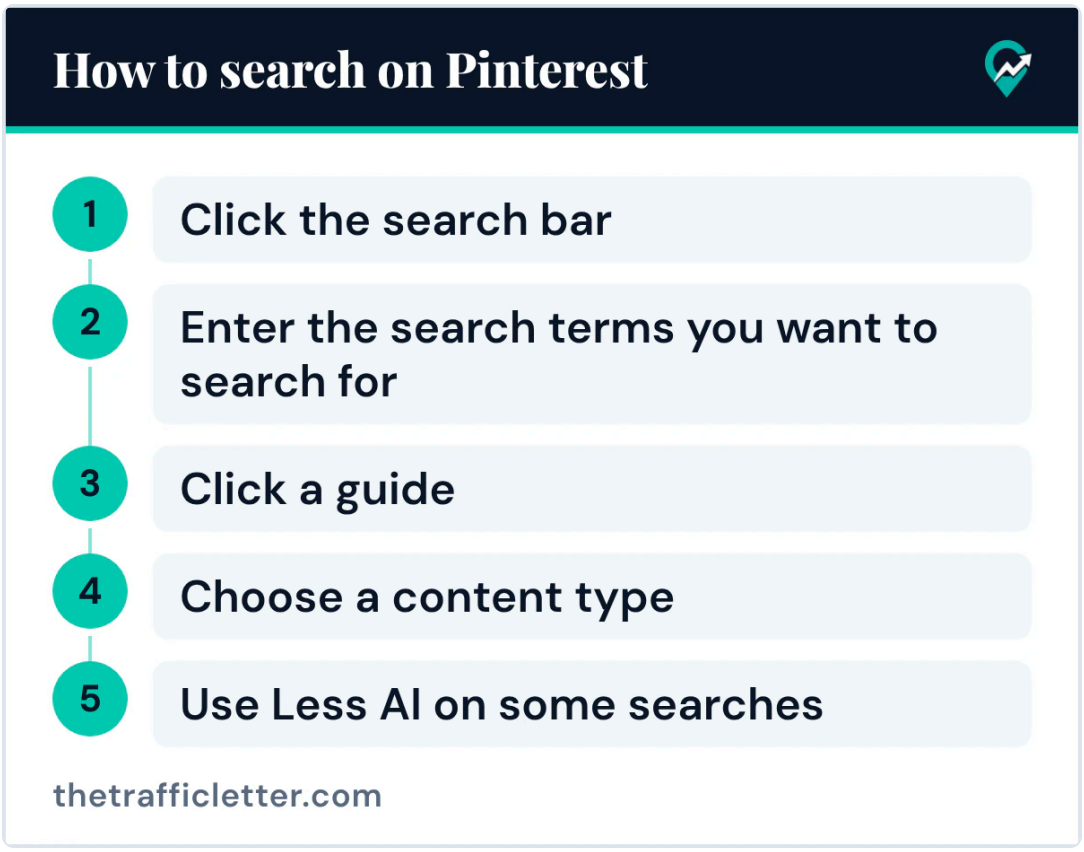
In the app, the search icon opens the search tab first. The help page says the types of searches you might see there include popular searches, personalized searches, handpicked search topics or “Today’s inspiration”.

How do you search on Pinterest?

Once the search bar is open, the desktop steps on the help page give three ways to start:

1. Enter the search terms you want to search for.
2. Click on a recent search to search again for a previous idea.
3. Click on a suggested term to explore new ideas.

Pinterest’s “Discover ideas on Pinterest” page adds that you can search for Pins, boards, or people in the search bar. When you are not sure what you want, it suggests typing in something general, like “dinner ideas”, then using Pinterest’s suggestions in the search bar, like “healthy” or “for kids”, to narrow down your results.



The steps follow the desktop instructions of Pinterest's search help page, read on 7 November 2026.

How to narrow your search results

A first search is often broad. Pinterest gives three tools to narrow it.

Click a guide

After you search for an idea, you might see suggested terms near your search bar. Pinterest calls these terms guides and says they are designed to help you find what you are looking for. When you click a guide, you are taken to a new search with the guide term added to your original search.

On desktop, the help page says to press enter after your search terms, then click the guide below the search bar that you want to add. In the app, it says to tap the guides above the search bar.

Choose a content type

After a search, a filters menu appears. The help page lists content type filters including all Pins, Boards, Profiles, Videos and Products, and says your results will then only show in that content type: choose Boards, and the results are only boards related to your search.

To use it, click the filter icon after your search and choose a content type. In the app, tap Apply to see results related to the filter you picked. The help page places the filter icon under the search bar on desktop, and its app sections place it at the right side, the left side or above the search bar, so look for the filter icon near the search bar rather than at one fixed spot.

Use Less AI on some searches

The help page says that for some searches you can click the Less AI button to see less AI-modified content. Our guide to the settings that reduce AI Pins covers the other controls.

Search with a Pin

When you find a Pin close to what you want, you can use it to refine the search. Pinterest's help page says that after you search for an idea, you can select a Pin and continue your search with that Pin in mind, and that Pinterest will use that Pin to inform future search results.

On desktop, the steps are:

1. Click on a Pin from the search results.
2. Click Search with this Pin.
3. Type in additional search terms, or select one of the suggestions.

Pinterest says Search with a Pin is currently available on desktop and iOS only. The help page also describes the Evolved search bar, which lets you combine text and Pins to narrow down your search results, for example by starting from a jacket Pin and adding your own words about color and style.

Search with your camera or an image

Pinterest has two image-based ways to search.

Pinterest Lens

Pinterest's Lens page says Lens lets you discover ideas inspired by anything you point your Pinterest camera at. On desktop, click the lens icon in the search bar and upload an image, then click the chevron-right icon. In the app, tap the camera icon in the search bar, allow camera access when Pinterest asks, then snap a picture or select a photo from your camera roll. Our guide to reverse image search on Pinterest adds how to look for where an image appears outside Pinterest.

Visual search inside a Pin

Pinterest's visual search page describes a way to search by individual objects in a Pin. Open a Pin in closeup and click or tap the magnifying-glass-sparkle icon, then select an item in the image to find similar items and refine your search. The page says visual search features are not available on ads or collage Pins at this time.

Search with your voice

The help page says voice search is currently only available in the US, and your language settings must be set to English. Tap the microphone icon, say your search term out loud, and the term appears in the search bar when you finish speaking. If the audio cannot be converted to text, Pinterest notifies you so you can try again. When voice search or any other part of search stops responding, our troubleshooting guide for Pinterest search lists the checks to try first.

Search for people and profiles

To find a person, a creator or a brand, search for a name and then choose Profiles in the content type filter. The full steps for desktop and the app, and the reasons a profile may not show up, are in our guide to finding someone on Pinterest by name or username.

Clear your recent searches

Recent searches appear when you open the search bar. To remove them on desktop, Pinterest's help page says to click into the search bar at the top of Pinterest, then click the clear icon next to Recent searches. In the app, tap the search bar and tap the clear icon next to any recent searches you would like to clear. The related settings for recommendations and personalization are in our steps to clear Pinterest search history.

What Pinterest search means for bloggers

Pinterest's business blog says people use Pinterest as they would a search engine: they often search general ideas or phrases, then use the suggested results to narrow down to final plans or products. That is the same path as the guides above, so the guides under a broad search show the phrases Pinterest suggests for narrowing that topic.

The same post says to fill in all Pin fields, always include a Pin title and description with relevant keywords, and give every board a proper title and description, because people can also discover boards in their search results. In practice:

- Type your main topic into the search bar and write down the guides Pinterest shows. Our step-by-step method for finding Pinterest keywords turns that list into keywords.
- Filter by Boards to see how other boards on the topic are named, then name yours clearly with our examples of board names that get found.
- Use the phrase you chose in the Pin title and description, as shown in our formula for writing Pin descriptions.

Right after

- Search your main blog topic on Pinterest, click two guides and note the phrases they add.
- Filter the same search by Profiles to see which creators publish on it, using our people search walkthrough.
- Read how those phrases turn into rankings in our Pinterest ranking guide for bloggers.
- No account at hand? Our guide to searching Pinterest from Google without logging in uses the site: operator.

Frequently asked questions

Where is the search bar on Pinterest?

On desktop, Pinterest's help page places it at the top of the screen. In the Pinterest app, you tap the search icon at the bottom of your screen, and the search bar is at the top of your screen.

How do I filter my search on Pinterest?

After a search, use the filter icon to choose a content type, such as Boards or Profiles. Pinterest's help page says your results will then only show in that content type. In the app, tap Apply to see the filtered results.

Can you search Pinterest with a picture?

Yes. Pinterest Lens lets you search with your camera or an uploaded image, through the lens icon in the search bar on desktop or the camera icon in the app. You can also open a Pin and use the visual search icon to search inside its image.

Why does Pinterest show suggested words under the search bar?

Pinterest calls these suggested terms guides. Its help page says they are designed to help you find what you are looking for, and clicking one starts a new search with the guide term added to your original search.

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