SEO

How to Find Pinterest Keywords for Free

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> **To find Pinterest keywords for free, type your topic into Pinterest search and note the suggested phrases, then compare wording in Pinterest Trends and check what your own top Pins and audience respond to. Trends needs a business account, which is free, and it shows relative interest rather than search counts.**

Key takeaways

- Pinterest's own pages point to two free starting points: typing ideas into the search tab and the Pinterest Trends tool.
- Pinterest Trends needs a free business account, and it shows how a term compares with its own peak, not how many searches it gets.
- Your own top Pins and Audience Insights show which topics already work for your account.
- Pick one main phrase per post, then reuse it on the board, the Pin title and description and the page.
- Some Trends features are in testing and limited by region, so what you see can differ from the help page.

Good Pinterest SEO starts with the phrase people actually type. You can find it without paying for anything, using features Pinterest already provides. This guide shows five free methods, then how to organize what you find. If you want the bigger picture first, our Pinterest SEO guide explains where keywords go once you have them.

What does Pinterest say about keyword research?

Pinterest's own creator guide says you can do keyword research on Pinterest itself by typing ideas into the search tab, and it points creators to the Pinterest Trends tool to see what is popular. Its audience guide adds that people often search for a general idea or phrase and then use suggested results to narrow down. That is the logic behind the methods below: Pinterest search itself shows how people word an idea.

The creator guide is from 2022 and was updated in March 2025. It also mentions a trending topics area in a creator hub on mobile, which this article leaves out because no current help page confirms where to find it.



The five methods of this guide, in order.

Method 1: Use Pinterest search and its suggestions

Type each of your main topics into Pinterest search and watch what Pinterest offers as you type and after you search. Write down the phrases that appear, especially longer ones that name an audience, a method or a season. Those qualifiers are what turn a broad topic into a phrase you can win.

The pages read for this guide do not explain how suggestions are generated, so treat them as a view of wording and not as a ranking of demand. Repeat the search for each topic your blog covers.

Method 2: Compare wording in Pinterest Trends

Pinterest Trends needs a business account. Pinterest says a business account is free, and it gives you access to the Pinterest Business Hub and Pinterest Analytics.

On the web, Pinterest's help page gives this route:

1. Log in to your Pinterest business account.
2. Click the hamburger icon at the top-left of the page.
3. Under Analyze performance, select Pinterest Trends.
4. Choose a Region at the top-right.
5. Select Search trends, then enter a keyword in the search bar at the top of the page.

On the graph you can pick a Date range, add up to four keywords to compare and open Related trends to add more terms. Demographics below the graph shows age and gender for each keyword, and Popular Pins shows top Pins for the keywords you searched. Pinterest also describes Moments, which show how interest in a seasonal or cultural event builds, peaks and cools, a useful guide for when to publish.

For a side by side view of what Trends and the other free tools measure, see our guide to free Pinterest keyword tools. The other sections of Trends, such as Moments and audience trends, are covered in our walkthrough of the Pinterest Trends tool.

Read the numbers correctly. Pinterest says it compares the share of searches for each trend against all searches in the same period, and indexes the highest point of each term to 100. The graph tells you which of two wordings is stronger and when interest rises. It does not give a search count. Pinterest also says some features are in testing and available only in certain regions.

Method 3: Study the Pins and boards already in your niche

Search for your phrase and look at what comes up. Note the wording in Pin titles, board names and descriptions across the first results. Pinterest says people can discover boards in search results, so board names are part of the picture. In Trends, clicking a Pin under Popular Pins opens the actual Pinterest search results for the keywords, which gives a quick way to see what people find.

Pinterest does not say that top results are a model to copy, so use them only as a source of wording ideas. Pinterest's guidelines ask for original content that adds unique value, so write your own titles and descriptions and do not copy someone else's.

Method 4: Check your own analytics

Your account already holds evidence. On the web, open the hamburger icon at the top-left and select Overview under Analytics. Overview shows Top boards and Top Pins for the last 30 days, sorted by impressions to start. Use the chevron below Top Pins to switch the sort to engagements, Pin clicks, outbound clicks or saves.

Look at the wording of the Pins that earn saves and outbound clicks, and reuse the topic in new Pins. The Analytics help page does not describe a report of search terms, so top Pins are a proxy and not a keyword list.

Method 5: Read Audience Insights

Audience Insights is built from actions people take on Pinterest, such as searches and saves. On the web, open the hamburger icon at the top-left and click Audience insights under Analytics. Its Affinities tables list top categories and interests for your audience compared with all of Pinterest. These show topics your readers care about, which you can turn into keyword ideas.

How do you organize the keywords you find?

A small table keeps the research usable. List each candidate phrase, where you found it and what it should be used for. The examples below are model entries, not research results.

Phrase	Found in	Use it for
easy weeknight dinner recipes	Search suggestions, Trends	Board name, Pin title
weeknight dinner ideas for families	Search suggestions	Pin description variation
meal planning for beginners	Top Pins in Analytics	New post and its Pins

Group close variations together and pick one main phrase for each post. Then match each phrase to a board. A phrase that fits many posts is a board name, and a phrase that fits one post is a Pin title.

Where should each keyword go?

Place the main phrase where your audience and Pinterest will read it: the board name, the Pin title, the Pin description and the title and first paragraph of the post. The full system is in our guide to driving blog traffic from Pinterest. Our guide to board names built on keywords covers boards, and writing Pin titles and descriptions covers the Pin text. Use the phrase once in natural wording and add related words only where they fit, since the community guidelines list stuffing irrelevant keywords as spam.

What to do next

Pick one post. Run its topic through Pinterest search, compare two wordings in Trends and write down the winner in your table. Then apply it to the board, the Pin and the page, and review the result in Analytics after a few weeks. When you write the post itself, our guide to blog writing for search engines covers the title, headings and links.

Frequently asked questions

Is there an official Pinterest keyword tool?

Pinterest Trends is the official tool. It shows up to two years of trends by region and lets you compare up to four keywords on one graph. It reports relative interest, not a number of searches.

Do I need a business account to find keywords?

Typing ideas into Pinterest search works on any account. Pinterest Trends and Pinterest Analytics need a business account, which Pinterest says is free.

How many keywords should I pick for one post?

Pinterest sets no number. Choose one main phrase for the post and a few close variations to use on different Pins, keeping each one relevant to what the Pin shows.

Why is a keyword missing from Pinterest Trends?

Pinterest says some Trends features are in testing and only available in certain regions, and audience-specific trends only appear once your audience is large enough. Try a broader wording or a different region.

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