PINTEREST MARKETING

Pinterest Board Names: Examples That Get Found in Search

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> **Good Pinterest board names are specific, put the search phrase first and say plainly what the board holds. Pinterest itself advises clear, descriptive board titles, with 'Easy no-bake dinners' as its example, to help with search.**

Key takeaways

- Pinterest advises giving boards clear, descriptive titles to help with search.
- Put the phrase people would type first, then add a qualifier that narrows the topic.
- Skip cute or private names. A reader should know what is inside from the name alone.
- Write a plain board description that says what the board covers and who it helps.
- Check wording with Pinterest Trends, and edit a name later if you find a better phrase.

A board name is the first thing a reader sees about a collection, and it is one of the few pieces of text you fully control on Pinterest. Naming boards well is one step of the wider system in our guide on how to get traffic from Pinterest, and it is quick to fix when a name is wrong.

How does Pinterest read board names?

Pinterest does not publish the ranking rules behind search, so the safe approach is the one it states itself. Its guidance for creating Pins says to organize Pins into well-named boards, using clear and descriptive titles such as “Easy no-bake dinners” to help with search.

That example shows the pattern. It names the food, the method and the occasion in plain words. Nothing in it needs explaining, and a person who types those words into Pinterest would recognize it as relevant.

Pinterest also shows a board’s name and description on your profile, which is where people judge whether to follow you or open a board. A name that is searchable and understandable serves both purposes.

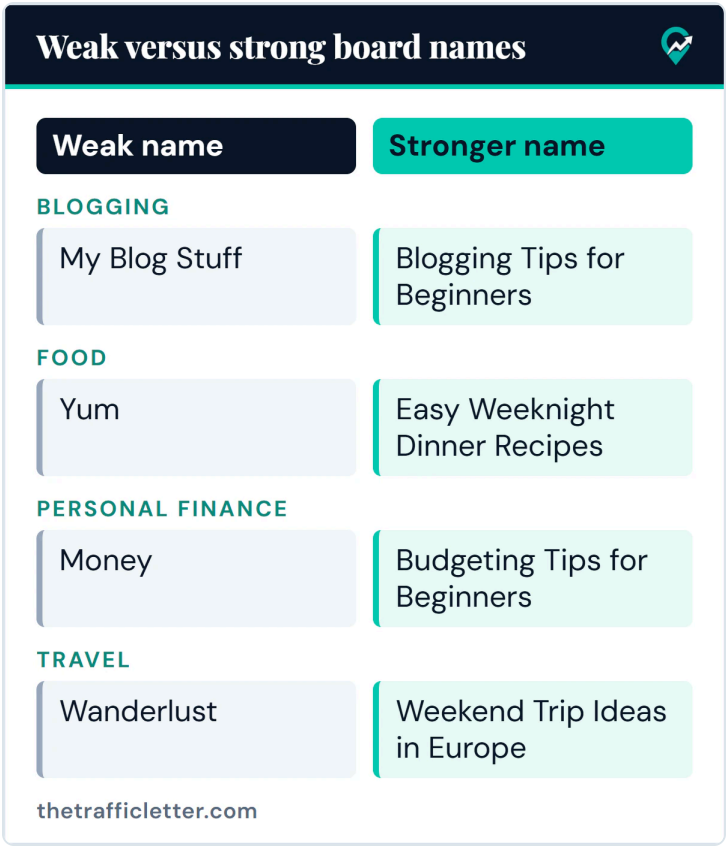
A simple method for naming a board

1. Decide what the board holds in one sentence.

2. Write the phrase a reader would type to find that content.
3. Put that phrase first, then add a qualifier if the topic is broad, such as an audience, a method or a season.
4. Read it aloud. If a stranger could not say what is inside, rewrite it.
5. Compare alternatives in Pinterest Trends and keep the wording people use more.

Pinterest Trends needs a business account. Pinterest says it shows up to two years of top search and save trends by region, and that you can learn when people start searching for various keywords. For other free ways to research the phrase itself, see our guide to ways to research board name phrases.

Avoid names that depend on context only you have. Cute names, inside jokes, brand slogans and single vague words such as “Inspo” or “Favorites” tell a searcher nothing.



Four of the twelve pairs from the table below. Model wording, not tested results.

Weak versus strong Pinterest board names

The strong examples below are model wording, not tested results. Replace them with the exact phrases from your own research.

Niche	Weak name	Stronger name
Blogging	My Blog Stuff	Blogging Tips for Beginners
Blogging	Words I Love	Blog Post Ideas and Content Planning
Food	Yum	Easy Weeknight Dinner Recipes
Food	Sweet Tooth	Healthy Dessert Recipes
Home	Home Goals	Small Living Room Decor Ideas
Home	House Things	Organization Ideas for Small Kitchens
Fashion	Outfits	Casual Fall Outfits for Work
Fashion	Style	Capsule Wardrobe Basics
Personal finance	Money	Budgeting Tips for Beginners
Personal finance	Saving	Ways to Save Money on Groceries
Travel	Wanderlust	Weekend Trip Ideas in Europe
Travel	Trips	Packing List for Carry-On Travel

Each strong name states the topic first and a qualifier second. They are also narrow enough that the Pins inside will agree with the name.

How to write a Pinterest board description

Pinterest lets you add a description to any board, and you can change it whenever you like. Treat it as a short explanation for the person who just opened the board.

A simple formula:

- Sentence one: what the board contains, using the main phrase.
- Sentence two: who it helps or what they can do with it.
- Optional sentence three: how often you add to it or what kind of Pins appear.

Examples:

> Easy weeknight dinner recipes for busy families. Simple ingredient lists and short cooking times for nights when there is little time to plan.

> Blogging tips for beginners who want to start a blog and grow readers. Guides on writing posts, choosing topics and getting traffic.

> Budgeting tips for beginners. Practical ways to track spending, set limits and save for goals.

Pinterest does not state how descriptions are weighted, so there is no value in repeating a keyword over and over. One clear sentence reads better, and Pinterest gives no reason to expect repetition to help.

If you would like help drafting names or descriptions for several boards, the board prompts in our ChatGPT prompt collection use the same approach. Choose the name that matches what the board really holds, and edit the wording yourself. Our overview of where AI helps and falls short on Pinterest explains why that last step matters.

Common mistakes with board names

- Using a name only you understand.
- Stuffing several keywords into one title, such as “Recipes Food Dinner Cooking”.
- Making names so broad that every Pin could fit, such as “Ideas”.
- Creating near-duplicate boards with slightly different names. Merging them is covered in how to organize Pinterest boards.
- Leaving the description empty.
- Never revisiting names after your blog topics change. Pinterest allows edits at any time, so correct them.

Where board names fit in the bigger picture

Once your names are clear, the next job is deciding how many boards you need and how to arrange them. That is covered in our guide to organizing Pinterest boards for a blog, which also explains sections and what to do with old boards.

Your profile text should use the same keywords as your boards, so writing a Pinterest bio with the right keywords is the natural companion to this guide.

After that, pair each board with Pins that link to the matching post, as set out in the full Pinterest traffic system for bloggers.

Frequently asked questions

How long can a Pinterest board name be?

Pinterest does not state a limit in the help pages used for this guide. Keep names short enough to read on a phone, which usually means a few words, with the main phrase at the start.

Can I rename a Pinterest board?

Yes. Pinterest says you can edit a board at any time, including its name, description and cover. Open the board, select the ellipsis icon, then choose Edit board.

Do Pinterest board descriptions matter?

A description is part of how your board appears on your profile, and Pinterest lets you write one for every board. Pinterest does not publish how descriptions are weighted, so write them for the reader and use the main phrase naturally.

How do I find the words people search for on Pinterest?

Pinterest Trends, available with a business account, shows search and save trends by region for up to two years and can show when people start searching for a keyword. Use it to compare two wordings of the same idea.

Should board names match my blog categories?

Often yes. A board named after a main blog topic gives you a clear place to save the Pins for every post on that topic.

Sources

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