SEO

Pinterest Pin Descriptions: A Simple Formula With Examples

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Updated Oct 29, 2026

> **A good Pinterest pin description is one or two plain sentences that say what the Pin shows and what the reader gets, using the main search phrase once. Pinterest advises adding a title and description with relevant keywords to every Pin and does not set a required keyword count.**

Key takeaways

- Pinterest advises always adding a Pin title and description with relevant keywords to give your content context.
- Lead the title with the phrase people search, and write the description as plain sentences about what the Pin shows and what the reader gets.
- The character limits Pinterest lists (100 for a title, 800 for a description) are from its ad specifications, so use them as a guide for organic Pins.
- Stuffing irrelevant keywords is listed as spam in Pinterest's community guidelines, so one clear phrase beats a list of terms.
- The Pin text should agree with the board it is saved to and with the page it links to.

The text on a Pin does two jobs. It helps Pinterest understand the Pin, and it helps a person decide whether the Pin is worth a save or a click. This guide gives a simple way to write both, with examples. It builds on the keyword placement covered in our Pinterest keyword placement guide, so read that first if you want the full picture of where words matter.

What are a Pin title and a Pin description for?

A Pin title is the short headline attached to a Pin. A description is the longer text that explains it. Pinterest says you should always include both, using relevant keywords to help contextualize your content, and to fill in every Pin field because some fields are not shown to people but still power its recommendation engines.

Pinterest also says the text you write affects how your content appears, because descriptions and names give the system more relevant context. It does not publish how much weight each field carries, so the goal is accuracy and clarity, not a formula built on guessed numbers.

For limits, Pinterest's ad specifications give up to 100 characters for a Pin title, with the first 40 most likely to show, and up to 800 characters for a description. Those figures are written for ads. Treat them as a sensible guide for organic Pins, not a confirmed rule.

A simple formula for Pin titles

1. Start with the phrase a reader would search. Find it with the methods in five free keyword research methods.
2. Add a qualifier that narrows the topic or states the benefit.
3. Keep it short enough that the main phrase sits at the start.

Examples of the pattern: "Easy Weeknight Dinner Recipes for Busy Families" or "Budgeting for Beginners: A Simple Monthly Plan". Each begins with the topic and then adds a qualifier.

A simple formula for Pin descriptions

- Sentence one: say what the Pin shows, using the main phrase once.
- Sentence two: say what the reader gets from the post, such as a checklist, a recipe or a plan.
- Optional sentence three: a plain, specific call to action.

Pinterest's creator guidance says to encourage saves with clear language and specific calls to action, so a closing line such as "Save this Pin to plan next week's dinners" is in line with it. Keep it honest and short.

If the Pin leads to a page with affiliate links, the description is also a natural place for a disclosure. Where it goes and how the FTC describes it is covered in our guide to Pinterest affiliate links and disclosure.

If you want an assistant to draft options first, the prompts in our guide to copy-ready ChatGPT prompts for Pin text follow this same formula. Check every draft against the formula and against your post before you use it.



The three sentences of the description formula.

Weak versus strong examples

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

Niche	Weak title	Stronger title	Stronger description
Blogging	My blog tips	Blogging Tips for Beginners	Blogging tips for beginners who want to start a blog. This guide covers choosing a topic and writing your first posts.
Food	Yum dinner	Easy Weeknight Dinner Recipes	Easy weeknight dinner recipes for busy families. Each recipe uses a short ingredient list and takes little prep.
Home	Cozy vibes	Small Living Room Decor Ideas	Small living room decor ideas for renters and anyone short on space. See layout and furniture ideas you can try this weekend.
Fashion	Fall fit	Casual Fall Outfits for Work	Casual fall outfits for work that mix easily. Get outfit combinations built around a few basic pieces.
Personal finance	Money talk	Budgeting for Beginners	Budgeting for beginners. Learn how to track spending, set limits and plan your month in a simple routine.
Travel	Wanderlust	Weekend Trip Ideas in Europe	Weekend trip ideas in Europe for short breaks. Find destinations and a simple way to plan two days away.

Each weak title tells a searcher nothing. Each stronger one names the topic first and a qualifier second, and the description says what the post offers without promising results it cannot show.

What should you avoid in Pin text?

- A list of keywords in place of sentences. Pinterest's community guidelines name stuffing irrelevant keywords among the tactics that improperly influence distribution. The same goes for a long row of hashtags: our guide to hashtags and topic tags on Pinterest explains what Pinterest documents instead.
- Titles that promise something the page does not deliver. The guidelines also ask for a no surprises approach so people can anticipate where a link takes them, and Pinterest's beginner guide says the platform is not a place for clickbait.
- The same wording on every Pin. Different images deserve different descriptions.
- Copying the first lines of your blog post word for word. The Pin and the post should agree, but a copy adds nothing for a reader who sees both.

- Claims you cannot support, such as promised results or numbers you cannot show.

How should Pin text fit with the board and the page?

A Pin is read in context. The board it is saved to has its own name and description, and Pinterest says people can discover boards in search too. A Pin about “Easy Weeknight Dinner Recipes” belongs on a board with a matching name, as described in our guide to naming Pinterest boards.

The page matters as well. Pinterest’s scheduling help names the title, board, description and link as the details you can still update after you schedule a Pin, which shows how the pieces belong together. Make the link point to the exact post, as our Pinterest traffic playbook for blog posts explains, and let the post title and first paragraph use the same phrase as the Pin. If you turn on article rich Pins, Pinterest pulls the headline, description and author from the post itself and updates them when you edit the post, so the page text counts there as well.

How do you improve descriptions over time?

Use Pinterest Analytics to see which Pins earn saves and outbound clicks, then look at the wording of the top ones. If a Pin gets impressions but few clicks, the title or image may not match what people expected. Change one thing at a time so you can tell what worked. The routine is covered in our guide to Pinterest SEO.

What to do next

Take the post you want to promote and write one title and one description with the formulas above. Check that the main phrase is the same on the Pin, the board and the page, then publish and review it in a few weeks.

Frequently asked questions

How long should a Pinterest pin description be?

Pinterest does not state a length for organic Pins in the pages read for this guide. Its ad specifications allow up to 800 characters for a description, and a short one or two sentence description is easier to read and to keep accurate.

How long should a Pinterest pin title be?

Pinterest's ad specifications allow up to 100 characters and say the first 40 are most likely to show for people on the platform. Put the main phrase at the start so the important words are not cut off.

Do I need hashtags in a pin description?

The Pinterest pages read for this guide do not ask for hashtags. They ask for a title, a description with relevant keywords and topics when the option is offered, so spend your effort there.

Can I use the same description for every Pin of one post?

You can, but it is better to vary them. Pinterest's guidelines say not to create repetitive content to make money, and different images work best with descriptions that match each angle of the post.

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Sources last checked on Oct 22, 2026.

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