
PRINTABLE AUDIT WORKBOOK

Pinterest SEO Audit Workbook

A practical 52-point audit with evidence fields, scoring, a worked example, and a 30-day action plan.

52 checks

Worked example

30-day action plan

Review one account, topic cluster, or Pin campaign at a time. Record evidence before choosing what to change.

[Open the current online checklist](#)

Define the audit before scoring

Choose one clear scope and one comparison period. This keeps the score diagnostic instead of turning it into a vague opinion about the whole account.

Audit scope

Pinterest account _____

Website or canonical domain _____

Topic cluster or campaign _____

Audit owner _____

Audit date _____

Comparison period _____

Baseline

Impressions _____

Saves _____

Outbound clicks _____

Top destination page _____

Top Pin or creative angle _____

How to use this workbook

1. Give one point only when you can point to current evidence.
2. Write the evidence or URL beneath each section.
3. Score all eight sections; do not average away one weak link.
4. Choose the smallest high-impact fix and define one success signal.
5. Review after 30 days without changing every variable at once.

Audit path

Follow the same path a Pinterest visitor takes—from account discovery to the destination and measured result.

1 Account and profile SEO

2 Board SEO and topic organization

3 Keyword and topic planning

4 Pin image and creative SEO

5 Pin title, description, and accessibility

6 Destination-page SEO

7 Publishing and cadence

8 Measurement and monthly review

Interpret the total carefully

0–30 · Repair

Fix broken relevance, unclear destinations, and publishing gaps before expanding output.

31–43 · Focus

The foundation works, but one or two weak sections are limiting the complete path.

44–52 · Maintain

Keep the workflow consistent and use measured tests for incremental improvement.

A high score is not a ranking guarantee.

The score organizes your review. Search demand, competition, creative quality, audience response, and destination value still determine outcomes.

Pinterest SEO audit

1. Account and profile SEO

Score

___ / 6

Make the account immediately understandable to both people and Pinterest.

- ☐ The profile name describes the business, publication, or creator clearly.
- ☐ The bio explains the topics you cover and who the content helps.
- ☐ The bio uses natural topic language rather than a disconnected list of keywords.
- ☐ The website is claimed and points to the correct canonical domain.
- ☐ The profile image, business name, and website branding match.
- ☐ The account is a Pinterest Business Account when analytics and website tools are needed.

Evidence to record

Record the profile URL and the one topic a new visitor should understand immediately.

2. Board SEO and topic organization

Score

___ / 6

Use boards as clear topic destinations rather than vague collections.

- ☐ Each active board has a specific, readable name.
- ☐ The board description explains the topic and the content visitors will find.
- ☐ Boards are grouped by real audience needs or topics, not internal production labels.
- ☐ The most relevant Pins are saved to the most specific board available.
- ☐ Empty, duplicate, or outdated boards are reviewed and consolidated when appropriate.
- ☐ Seasonal boards have a clear purpose and are refreshed before the season begins.

Evidence to record

Write down the strongest board and one board that needs consolidation or a clearer description.

Pinterest SEO audit

3. Keyword and topic planning

Score

___ / 6

Map one search intent to one useful destination before writing Pin copy.

- ☐ Every content idea has one primary topic or search phrase.
- ☐ Secondary phrases are close variations, not unrelated additions.
- ☐ The topic matches an actual page, product, category, or resource on your site.
- ☐ The audience problem or intent behind the search is identified.
- ☐ Seasonal and evergreen topics are separated in the plan.
- ☐ The source and date of important keyword observations are recorded.

Evidence to record

Record the keyword source, observation date, destination URL, and intended audience problem.

4. Pin image and creative SEO

Score

___ / 7

Make the subject, promise, and hierarchy understandable at mobile thumbnail size.

- ☐ The image has one clear subject and one primary visual message.
- ☐ Text overlay is short, legible, and useful rather than decorative filler.
- ☐ The design has enough contrast between text and background.
- ☐ The creative uses a vertical 2:3 composition, such as 1000 × 1500 px.
- ☐ The image is distinct from other variations that lead to the same page.
- ☐ The visual accurately represents the linked content.
- ☐ The file is sharp, properly licensed, and free of accidental artifacts.

Evidence to record

Note the Pin URL and write the first message visible at thumbnail size.

Pinterest SEO audit

5. Pin title, description, and accessibility

Score

___ / 7

Coordinate the title, description, overlay, topics, and alt text around one truthful promise.

- ☐ The primary topic appears naturally near the beginning of the title.
- ☐ The title gives the reader a concrete reason to open or save the Pin.
- ☐ The description explains what the visitor will find after the click.
- ☐ Related wording is included only when it improves clarity.
- ☐ The call to action matches the destination page.
- ☐ The wording is specific and avoids unsupported promises.
- ☐ Alt text describes the visible image rather than repeating promotional copy.

Evidence to record

Copy the current Pin title and underline the exact phrase that identifies the topic.

6. Destination-page SEO

Score

___ / 8

Make the click land on a fast, trustworthy page that fulfills the Pin promise.

- ☐ The URL is live, canonical, and relevant to the Pin.
- ☐ The page title and main heading describe the same subject as the Pin.
- ☐ The promised answer, product, recipe, or resource is easy to find.
- ☐ The page works well on a mobile screen.
- ☐ The page has a clear next step without blocking the core answer.
- ☐ Images have useful alternative text where appropriate.
- ☐ The page is not blocked by an avoidable redirect, login wall, or broken link.
- ☐ Analytics can distinguish Pinterest visits from other traffic.

Evidence to record

Open the destination on mobile and record the first useful answer and next action you can see.

Pinterest SEO audit

7. Publishing and cadence

Score

___ / 6

Use a paced workflow that keeps review and native Pinterest publishing intentional.

- ☐ Each Pin has a destination URL, target board, and planned date.
- ☐ Related variations are spread over time instead of posted together.
- ☐ The Pin is reviewed on a mobile-sized screen before publishing.
- ☐ The link, image, title, description, board, and topics agree with one another.
- ☐ The native Pinterest publishing step and actual date are recorded.
- ☐ Published, skipped, failed, and rescheduled items are reviewed later.

Evidence to record

Record the board, destination, planned date, local timezone, and actual published date.

8. Measurement and monthly review

Score

___ / 6

Use performance signals to improve the next topic and creative decisions.

- ☐ The Pinterest profile, website, and review period are recorded.
- ☐ Impressions are compared with saves and outbound clicks.
- ☐ Results are reviewed by topic, board, creative angle, and destination page.
- ☐ Wording and visual patterns that deserve another test are documented.
- ☐ Pinterest visitor behavior on the destination page is reviewed where available.
- ☐ The review date, next change, owner, and follow-up date are recorded.

Evidence to record

Record the date range, strongest signal, weakest signal, and one decision the evidence supports.

52-point scorecard

Use the section scores to find the bottleneck. The lowest score is not automatically the first fix; prioritize the weak section that most directly blocks the visitor's next action.

Area	Checks	Score
Profile	6	___ / 6
Boards	6	___ / 6
Keywords	6	___ / 6
Creative	7	___ / 7
Pin copy	7	___ / 7
Destination	8	___ / 8
Publishing	6	___ / 6
Measurement	6	___ / 6
Total	52	___ / 52

Highest-impact mismatch

Section _____
Evidence _____
What it blocks _____

Do not change yet

Working element _____
Evidence _____
Keep stable until _____

Priority rule

Prefer a fix that improves the complete path—such as aligning a Pin promise with its destination—over a cosmetic change that affects only one field.

Example: diagnose before generating more

This example separates the visible symptom from the actual bottleneck and changes one meaningful variable at a time.

Topic Cluster	Weeknight chicken dinners
Primary Keyword	lemon chicken orzo
Destination	A complete lemon chicken orzo recipe page
Board	Easy Chicken Dinners
Pin Angle	One-pan dinner ready in 30 minutes
Evidence	The Pin earned saves, but outbound clicks were weak. On mobile, the page opened with a long personal introduction and the recipe answer appeared below the fold.
Finding	The keyword, board, and creative matched, but the destination did not deliver the promised quick answer near the top.
Priority Fix	Move a concise recipe summary and jump link above the long introduction, then retest the destination with one fresh creative.
Follow Up	Compare outbound-click rate and on-page engagement after 30 days; do not change the keyword and creative at the same time.

Why this is the priority

Saves show that the creative earned some interest. Weak outbound clicks plus a delayed answer on mobile point to a promise-to-destination problem. Creating ten more Pins before improving the destination would multiply the same friction.

Apply the reasoning to your audit

Observed signal

Likely bottleneck

One variable to change

clicktopin.com/templates/pinterest-seo-checklist

Version 2.0 · Updated August 25, 2026 · Example

Turn the audit into a 30-day test

Write actions that have an owner, deadline, and observable success signal. Keep the rest of the path stable long enough to learn from the change.

This week

Priority problem	_____	Evidence	_____
Action	_____	Owner	_____
Due date	_____	Success signal	_____

Next 30 days

Priority problem	_____	Evidence	_____
Action	_____	Owner	_____
Due date	_____	Success signal	_____

Next review

Priority problem	_____	Evidence	_____
Action	_____	Owner	_____
Due date	_____	Success signal	_____

30-day experiment

Hypothesis	_____
Change	_____
Primary success signal	_____
Review date	_____

Continue with current evidence

Use the live checklist for updates and the linked tools or official Pinterest guidance when your audit identifies the next task.

Current Pinterest SEO Checklist

<https://clicktopin.com/templates/pinterest-seo-checklist>

Pinterest Keyword Research Tool

<https://clicktopin.com/tools/pinterest-keyword-research>

Pinterest Pin Generator

<https://clicktopin.com/tools/pinterest-pin-generator>

Pinterest Content Planner

<https://clicktopin.com/features/pinterest-content-planner>

Pinterest guide to creating Pins

<https://help.pinterest.com/en/guide/guide-to-creating-pins>

Pinterest Analytics

<https://help.pinterest.com/en/business/article/pinterest-analytics>

Workbook details

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Usage: For personal use or internal business use. Do not resell or redistribute the file.