



Pinterest Foundations for Window Treatment Pros

with Cathy Heflin

Episode 343

Cathy Heflin — Pinterest Foundations That Still Matter

WHAT'S STILL ACCURATE

- Pinterest is a search engine, not social media
- Pins are evergreen; traffic grows over time
- Keywords drive discoverability:
- titles, descriptions, board names, board descriptions, on-image text
- Consistency matters more than frequency
- Fresh pins still outperform duplicates
- Pinterest rewards niche clarity
- Local businesses can succeed with location keywords

2025 UPDATES

- Idea Pins de-emphasized; links supported again
- Short video pins perform well
- Native scheduler now strong enough to replace Tailwind
- Search suggestion interface changed; strategy remains the same
- Pinterest leaning into semantic search

TAKEAWAYS FOR WINDOW TREATMENT PROS

- Pin the problems you solve: glare, heat, privacy, softness, noise
- Use “Local + Service” keywords
- Before/after pins do extremely well
- Motorization demos make great short videos
- Your portfolio drives your entire Pinterest engine