



## Pinterest SEO, Workflow, and Repurposing

with Vanessa Shepherd

### Episode 345

#### WHAT'S STILL ACCURATE

- SEO fundamentals still matter
- File naming supports discovery
- Repurpose content
- Batch work saves time
- Scheduling creates consistency
- Analytics show what works

#### 2025 UPDATES

- Native scheduler is strong
- Short video pins increase reach
- No auto-publishing from IG/TikTok — Pinterest prefers native uploads
- Keyword stuffing penalized
- Idea Pins phased out

#### TAKEAWAYS FOR WINDOW TREATMENT PROS

- Batch a full project:
  - One wide shot
  - Two to three detail shots
  - One video sweep
  - One hardware close-up
- Turn each install into 8–12 pins
- Name files intentionally
- One blog post per install
- Pinterest rewards transformation stories