

Pinterest for Etsy Sellers

Your action checklist from the Kate & Tara episode

Drive traffic from Pinterest • Let Etsy do its thing • Play the long game



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LISTING MILESTONES:

- 100 listings
- 500 listings
- 1,000 listings

Plan for 6–9 months before big results

● TECH SETUP & LINKS

- Use the Etsy "Share & Save" link (top right of your live listing) as your Pinterest URL — fee discount AND signals Etsy you're driving traffic
- Add Pinterest pins directly inside Etsy listings as product photos (you have 20 slots!)
- Using Tailwind? Swap the regular listing link for the Share & Save link
- Category page links work great as roundup pin destinations — no Share & Save needed

● ETSY METRICS TO KNOW

- Etsy tracks views, favorites & sales for search ranking and Best Seller badges
- Pinterest drives VIEWS → views drive favorites → favorites help drive sales
- Pinterest visitors are warm — they came specifically for your product
- Focus on great pins, then let Etsy handle its own search algorithm

● LISTING STRATEGY

- Make multiple listings per product (if not one-of-a-kind) to pin into different category roundups
- Use Etsy category pages as landing pages for roundup pins
- Roundup pins crush straight product pins — think like a pinner!

● FINDING KEYWORDS: END OF PINTEREST

- Search a broad term (ex: "necklace") on Pinterest
- Click the bubble filters one by one (gold → dainty → flower...)
- When no more bubbles appear — that's your granular keyword!
- Use it in your pin title AND description

● PIN ANGLES — PINTEREST SUPERPOWER

- On Etsy: be factually accurate. On Pinterest: explore ALL the angles!
- One product can live on foodie boards, coquette boards, seasonal boards — different audiences, same item
- Create different images, titles & descriptions for each angle
- A candy jar pattern could be foodie AND coquette AND kitchen decor

● MINDSET CHECK

- Pinterest traffic ≠ Etsy search traffic — different game, different strategy
- Being on podcasts WILL hurt your conversion rate temporarily — that's okay!
- Plan for 6–9 months before real results — Pinterest rewards consistency
- More listings = more to pin = faster growth

● MY NOTES FROM THE EPISODE

<p>MY ETSY SHOP URL</p> <hr/> <p>END OF PINTEREST KEYWORDS I FOUND</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>MY PINTEREST PROFILE</p> <hr/> <p>ANGLES FOR MY PRODUCTS</p> <hr/> <hr/> <hr/> <hr/>
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