



Become a Marketing Superhero

THE KEYWORD DETERMINATOR

*The Secret Weapon of
Keyword Mastery*


PinLit
Pinterest for book sellers & creators

Welcome to the World of SEO Clarity with The Keyword Determinator!

Hello and welcome to a transformative journey with The Keyword Determinator! As any savvy Pinterest marketer knows, the key to success on this platform lies in crystal-clear communication. The Pinterest algorithms are like sharpshooters, seeking out precision and clarity amidst a sea of content. And that's exactly where our tool, The Keyword Determinator, becomes your secret weapon.

Our journey into the world of Pinterest marketing begins with a simple truth: eye-catching graphics might stop the scroll, but it's the power of SEO precision that really drives engagement and visibility. That's why we've crafted a unique process tailored to examine your content from three critical angles, ensuring that every aspect of your message is clear, targeted, and effective.

Here's How It Works:

1. **The 'What':** We start by dissecting the essence of your content. Be it a book, program, or digital service, we delve into the genre, age-level, subject matter, author, and illustrator. We strip it down to the bare facts, ensuring a solid foundation for our keyword strategy.
2. **The 'Who':** Next, we shift our focus to your audience. Who will find inspiration, education, entertainment, or enlightenment in your content? This step involves a deep dive into understanding the perspective of your audience, connecting the dots between what your offer and the benefits they seek.
3. **The 'Why':** Finally, we explore the emotional connection. Why and how does your content resonate with the audience? We look for themes that tug at heartstrings, skills that can be enhanced, causes to support, and lessons to learn. It's all about understanding the impact your content can have on improving lives.

This thorough process of discovery is not just a strategy; it's the bedrock of every successful Pinterest campaign we create. The keywords and insights we unearth are woven into every facet of your presence on Pinterest – from pin overlays to board titles.

Now, if all this talk of keywords and algorithms sounds daunting, don't worry. We've got you covered with The Keyword Determinator. Designed with versatility and user-friendliness in mind, this tool is your ally in decoding the complexities of Pinterest SEO. It's not just a tool; it's your gateway to a thriving, ever-evolving presence on Pinterest.

So, let's embark on this journey together with The Keyword Determinator. It's time to transform your Pinterest strategy and watch your digital content soar to new heights!



Deb Gonzales

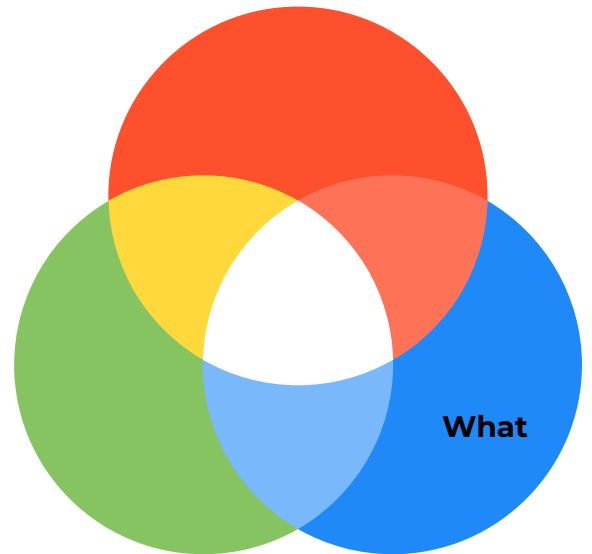
www.pinlitmarketing.com

The Keyword Determinator



The Keyword Determinator: The 'What'

Identify the book, program, service, or content you desire to promote in the spaces provided below. Approach this step as if it is being listed in a catalog of some kind. List the title and the specifics of your content. Is it a book? A podcast? A process? A course? An article? Nonfiction or Fiction? Written by? Illustrated by? Produced by?



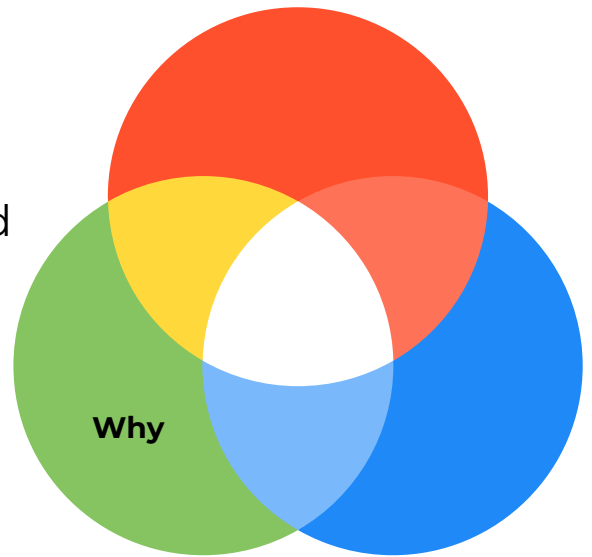
The Keyword Determinator: The 'Who'

Make a list of groups or individuals who will find inspiration, education, entertainment, or enlightenment in your content? This step involves a deep dive into understanding the perspective of your audience, connecting the dots between what your offer and the benefits they seek.



The Keyword Determinator: The 'Why'

Tell why your offer will benefit your audience. Determine why they would want to purchase this product? How is it helpful? In what ways will it entertain, edify, instruct, inspire, enhance, or improve their life?

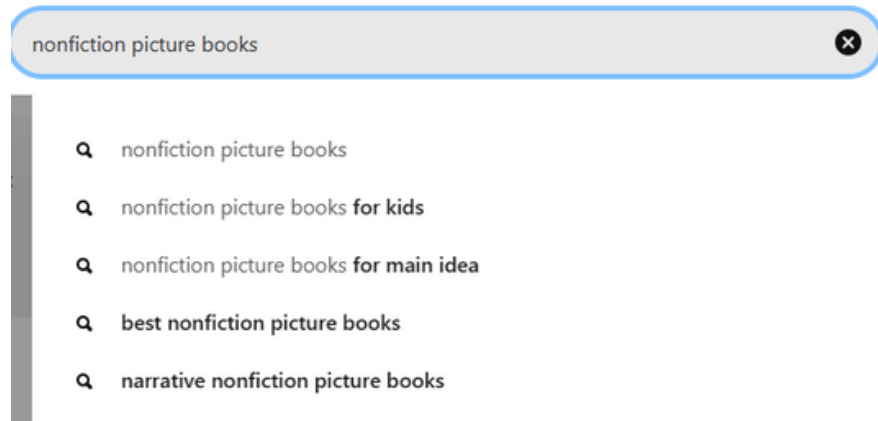


The Keyword Determinator: The ‘You’

Identify who you are and the audience that you serve. No coffee or chocolate-loving comments here. The bots don't care about cappuccino. Are you an author? An educator? An illustrator? A speaker? A specialist of some kind? Have you garnered any awards? Where can people find you on the web? Rock it!



Keywords in Action: The Pinterest Search Bar



Access the Pinterest Search Bar as a tool to discover short tail and long tail keywords in your niche. Short-tail keywords are broad and often highly competitive, attracting a wide audience, while long-tail keywords are more specific and targeted, leading to higher conversion rates due to their specificity. Remember, the algorithms are sharp-shooters. Be concise.

The Keyword Determinator in Action

Who

Why

Innovative Women in Science

The Unstoppable Dr. Apgar and Her Life-Saving Invention

VIRGINIA WOULDN'T SLOW DOWN

Carole A. Pearson
Illustrated by Henry Cooper

Engaging STEM Biography for Kids
Educational Guide for Virginia Wouldn't Slow Down!

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Teacher Resources

Save

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STEM Adventure Awaits: VIRGINIA WOULDN'T SLOW DOWN Guide

Embark on a STEM adventure with the educational guide for VIRGINIA WOULDN'T SLOW DOWN! Filled with creative activities like role-playing and vocabulary building, this guide is designed for teachers and homeschooling parents. Uncover the wonders of Dr. Virginia Apgar's inspiring journey. Dive into the adventure at guidesbydeb.com. ... less

Debbie Gonzales: Author | Educator | Marketing Expert
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