

Pinterest Blog Traffic Swipe File

FREE
SWIPE FILE

Pin Title Formulas, Description Templates,
Keyword Sheets, and a Blog-to-Pin Workflow



TITLE
FORMULAS



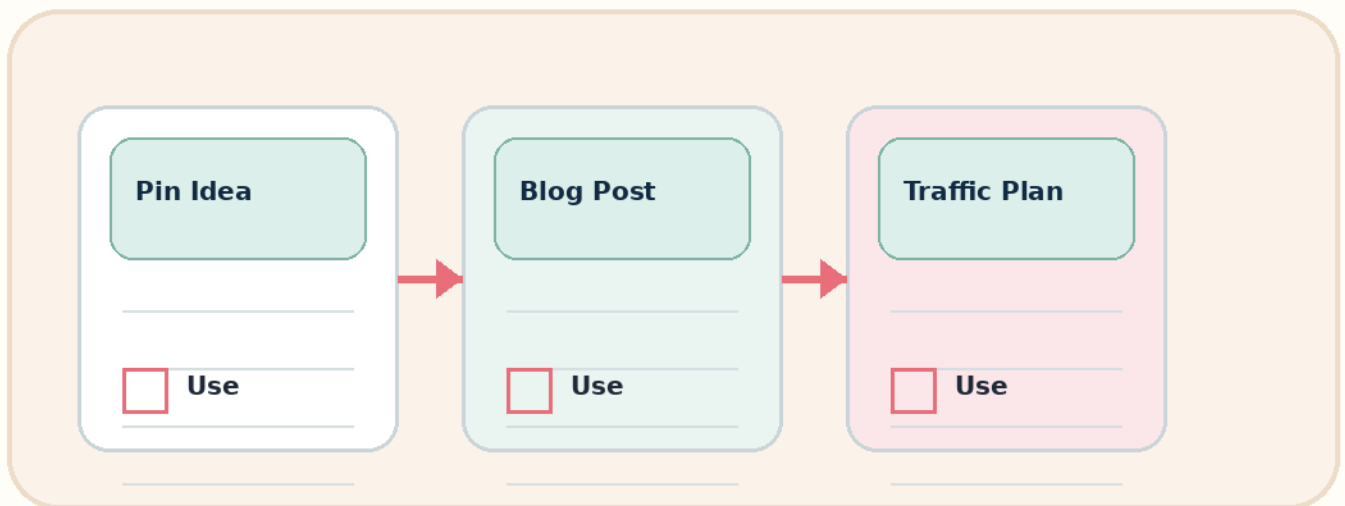
PIN
DESCRIPTIONS



KEYWORD
TRACKER



30-DAY
PLANNER



✓ Swipe File

✓ Keyword Planner

✓ Pin Workflow

Marketerna

SIMPLE STRATEGIES. REAL INCOME. LIFE ON YOUR TERMS.

Welcome to Your Pinterest Blog Traffic Swipe File

Use this workbook to plan Pinterest-friendly blog promotion without starting from a blank page.

This swipe file is for bloggers and beginners who want simple Pinterest traffic ideas. It gives you title formulas, description templates, keyword planning sheets, and a workflow for turning one blog post into several pin ideas.

How to use it:

- Choose one blog post you want to promote.
- Find 3-5 Pinterest keywords related to that post.
- Use the title and description swipe pages to create multiple pin ideas.

My Pinterest Traffic Goal

The blog post I want to promote first:

The main topic or keyword:

The reader problem this post solves:

The traffic result I want to build toward:

Blog-to-Pin Traffic Workflow

Use this simple process to turn one blog post into several Pinterest-friendly pin ideas.

1

Choose one blog post

Start with a post that solves a clear problem or gives a list of ideas.

2

Find Pinterest keywords

Look for words your reader would type into Pinterest search.

3

Create 3 pin angles

Use beginner, list, mistake, checklist, or quick-win angles.

4

Write pin titles

Create multiple titles using the swipe formulas in this workbook.

5

Write descriptions

Add keywords naturally and tell the reader what they will get.

6

Save to the right board

Choose the most relevant board first, then related boards later.

7

Track what works

Watch saves, clicks, and impressions so you can repeat stronger ideas.

Pin Title Formula Bank

Use these formulas to write stronger pin titles without starting from zero.

Number + Topic + Benefit

Example: 17 Budget Tips for Beginners Who Want to Save More

How to + Desired Result

Example: How to Start a Blog When You Feel Overwhelmed

Mistake Angle

Example: Blogging Mistakes That Keep New Bloggers From Getting Traffic

Beginner Angle

Example: Pinterest Tips for New Bloggers Who Need Traffic

Quick Win Angle

Example: Simple Ways to Save Money This Week

Specific Audience

Example: Side Hustle Ideas for Busy Moms and Beginners

Before/After Angle

Example: From No Plan to Simple Weekly Budget

Checklist Angle

Example: The New Blogger Pinterest Checklist

Pin Description Swipe File

Use these templates to write descriptions that feel natural and keyword-aware.

Template 1: Simple benefit

Looking for [keyword/topic]? This guide shares [benefit] so you can [result]. Save this for later and click through for the full list.

Template 2: Problem solution

If you are struggling with [problem], this post gives you [solution]. Find beginner-friendly tips for [keyword] and start with the easiest step.

Template 3: Listicle teaser

Get [number] ideas for [topic], including [example 1], [example 2], and [example 3]. Perfect for anyone planning [keyword/topic].

Template 4: Beginner angle

New to [topic]? This beginner-friendly guide explains [benefit] with simple steps, ideas, and examples you can use today.

Write Your Pin Descriptions

Draft descriptions for the same blog post using different angles.

Blog post:

Main keyword:

Related keywords:

Description Draft 1

Description Draft 2

Description Draft 3

Description Draft 4

30-Day Pinterest Content Planner

Plan simple pinning actions for the next 30 days.

1 Choose first blog post <input type="checkbox"/>	2 Find 5 keywords <input type="checkbox"/>	3 Write 3 pin titles <input type="checkbox"/>	4 Write 2 descriptions <input type="checkbox"/>	5 Save first pin <input type="checkbox"/>
6 Create second pin angle <input type="checkbox"/>	7 Check board relevance <input type="checkbox"/>	8 Plan next blog post <input type="checkbox"/>	9 Find related keywords <input type="checkbox"/>	10 Write 3 more titles <input type="checkbox"/>
11 Create third pin angle <input type="checkbox"/>	12 Save to best board <input type="checkbox"/>	13 Review impressions <input type="checkbox"/>	14 List winning topics <input type="checkbox"/>	15 Create new pin for old post <input type="checkbox"/>
16 Write beginner angle title <input type="checkbox"/>	17 Write mistake angle title <input type="checkbox"/>	18 Update description <input type="checkbox"/>	19 Save to related board <input type="checkbox"/>	20 Check clicks <input type="checkbox"/>
21 Create listicle angle <input type="checkbox"/>	22 Create quick-win angle <input type="checkbox"/>	23 Plan next 5 posts <input type="checkbox"/>	24 Review top boards <input type="checkbox"/>	25 Create fresh pin <input type="checkbox"/>
26 Repurpose best title <input type="checkbox"/>	27 Track saves/clicks <input type="checkbox"/>	28 Choose next topic <input type="checkbox"/>	29 Repeat best formula <input type="checkbox"/>	30 Review monthly results <input type="checkbox"/>

