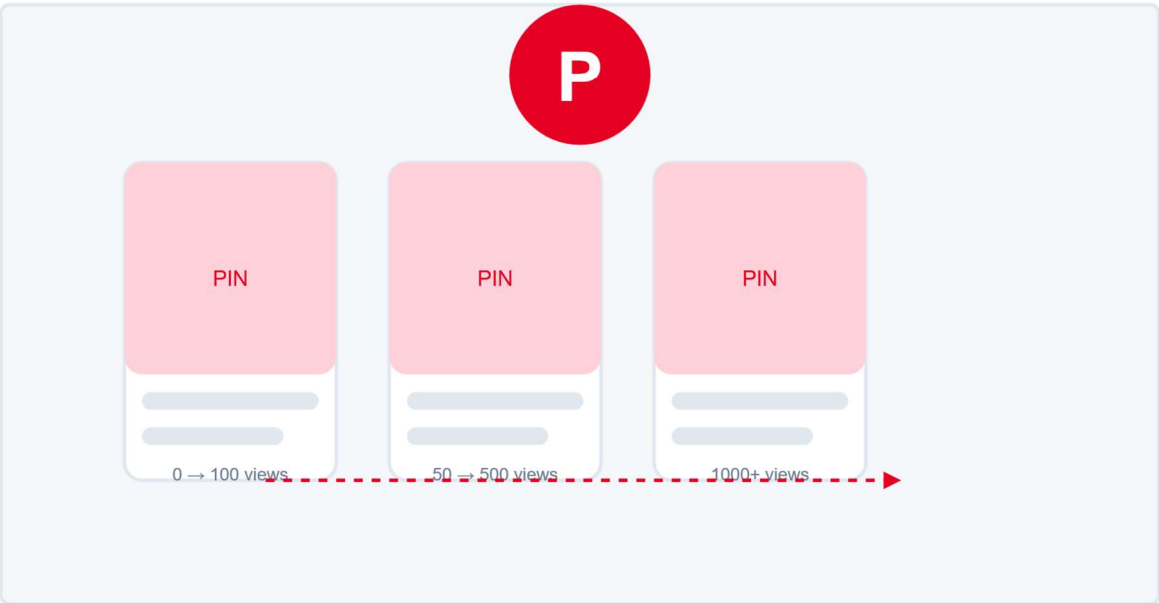
THE SMART AFFILIATE'S PINTEREST STARTER GUIDE

From Setup to Your First 100 Views



INTRODUCTION: WHY PINTEREST WORKS FOR AFFILIATE MARKETERS

Pinterest isn't just another social media platform—it's a visual search engine. Unlike Facebook or Instagram where content disappears quickly, Pinterest pins can drive traffic for months or even years after posting.

Key advantages for affiliate marketers:

- **Longevity:** Pins continue working long after you post them
- **Search-driven:** Users actively look for solutions (unlike scrolling feeds)
- **Purchase intent:** Many users are in research/buying mode
- **Less competition:** Fewer marketers use it effectively
- **No follower requirement:** Pins can go viral without a large following

This guide will help you set up Pinterest correctly and get your first 100 views, even if you're starting from zero.

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PHASE 1: ACCOUNT SETUP (WEEK 1)

Step 1: Create a Business Account

A business account gives you access to Pinterest Analytics and is required for proper affiliate marketing.

1. Go to pinterest.com and click "Sign up"
2. Choose "Create a business account"
3. Enter your business name, email, and password
4. Select your business category and country
5. Skip the ad account setup for now

If you already have a personal account:

1. Log in to your account

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2. Click the dropdown arrow in top-right corner
3. Select "Add a free business account"
4. Follow the prompts to set it up

Step 2: Complete Your Profile

Your profile is your first impression - make it clear and professional.

1. **Upload a clear profile image**
    - Use your face for personal brands
    - Use a simple logo for business brands
    - Optimal size: 165 x 165 pixels
2. **Write a keyword-rich bio (60-160 characters)**
    - Format: [What you do] + [who you help] + [how you help them]
    - Example: "Helping beginning affiliate marketers build traffic without paid ads | Free guides & resources"
    - Include 2-3 relevant keywords naturally
3. **Add your website URL**
    - Use your main domain, not a specific post
    - Make sure the site has content before linking
4. **Set location** (important for local search)

Step 3: Claim Your Website

Claiming your website verifies ownership and enables rich pins.

1. Go to Settings → Claim
2. Select "Claim a website"
3. Choose one of these verification methods:
    - HTML tag (add code to your website's header)
    - HTML file upload (upload a file to your site's root directory)
    - DNS verification (add a TXT record)

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For WordPress users (HTML tag method):

1. Choose the HTML tag option
2. Copy the verification code
3. Install a plugin like Yoast SEO or Insert Headers and Footers
4. Paste the code in the header section
5. Return to Pinterest and click "Submit"

Verification troubleshooting:

- Make sure code is in the <head> section
- Wait 24 hours before trying again
- Try alternate verification method if one fails

Step 4: Enable Rich Pins

Rich pins automatically pull information from your website, making your pins more engaging and informative.

1. Go to the Rich Pins Validator (search "Pinterest Rich Pins Validator")
2. Enter the URL of a blog post from your site
3. Click "Validate"
4. If validation succeeds, click "Apply"
5. Wait for approval (usually within 24 hours)

Requirements for rich pins:

- Claimed website
- Open Graph or Schema markup on your site (most WordPress themes have this built-in)

Step 5: Set Up Key Boards

Create 5-8 boards relevant to your niche to establish your account focus:

1. **Main Content Board:**
    - Name: Your primary topic (e.g., "Affiliate Marketing Strategies")

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- Description: 2-3 sentences with relevant keywords
- Cover: Branded image with text

2. **Broader Niche Boards:**
    - Create 3-5 topic-specific boards
    - Examples: "Traffic Generation," "Email Marketing," "Social Media Tips"
    - Add 5-10 relevant pins from others to each board before pinning your own content
3. **Lifestyle/Aspiration Board:**
    - Create 1-2 boards showing the lifestyle your affiliate products enable
    - Example: "Work From Home Lifestyle," "Digital Nomad Living"

For each board:

- Write keyword-rich descriptions (100-200 characters)
- Choose relevant categories
- Start with 10+ pins (can be from other accounts) to establish relevance

Board names should be:

- Clear and straightforward (not clever)
- Keyword-focused
- Specific to a single topic

PHASE 2: PIN CREATION BASICS (WEEK 2)

Step 1: Understand Pin Formats

Standard Pin Dimensions:

- **Optimal ratio:** 2:3 (width:height)
- **Recommended size:** 1000px × 1500px
- **Maximum length:** 2000px

Other Pin Types:

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- **Idea pins:** Multi-page content (like Instagram stories)
- **Video pins:** Short video content up to 15 minutes
- **Product pins:** Showcase products with pricing
- **Collection pins:** Grouped products

For beginners, focus on standard pins first. They're easiest to create and most versatile.

Step 2: Create Pin Templates in Canva

1. Sign up for free Canva account
2. Search for "Pinterest Pin" templates
3. Create or modify 3-5 basic templates with:
    - Clear, readable text (title visible at a glance)
    - Simple, relevant imagery
    - Consistent brand colors/fonts
    - Space for your website name/logo

Effective Pin Design Elements:

- **Vertical orientation** (2:3 ratio)
- **Bold, readable headline** (visible on mobile)
- **Clean, uncluttered layout**
- **Brand colors and fonts**
- **High-quality images**
- **Text overlay that explains the content**

Step 3: Design Your First Pins

For each blog post, create 2-3 different pin designs:

1. **Text-based pin:**
    - Bold headline
    - Simple background

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    - Clear value proposition
2. **Image-focused pin:**
    - High-quality relevant image
    - Minimal text overlay
    - Clear branding
3. **List/steps pin:**
    - Preview of key points
    - Numbered format
    - "Read more" teaser

Pin Design Tips for Beginners:

- Use Canva's free elements and templates
- Stick to 1-2 fonts maximum
- Use 2-3 brand colors consistently
- Include your website name/logo
- Avoid cluttering with too much text
- Use easy-to-read fonts (avoid script for main text)

Step 4: Write Effective Pin Descriptions

Pin descriptions help your content get discovered in search.

Structure:

1. Start with a hook or question
2. Explain the benefit
3. Include relevant keywords
4. Add 3-5 hashtags
5. Include a call to action

Example:

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Struggling to get traffic to your new affiliate site? This step-by-step guide shows you 5 free methods to get your first 100 visitors without paid ads. Perfect for beginners with no existing audience! #affiliatemarketing #trafficgeneration #beginneraffiliate Click to learn more!

Pin Description Tips:

- 150-300 characters is optimal
- Include your main keyword early
- Write naturally for humans (not keyword stuffing)
- Use 3-5 relevant hashtags
- Always include a call to action

Step 5: Save Images Correctly

1. Use descriptive filenames with keywords (e.g., "affiliate-marketing-traffic-guide.jpg")
2. Compress images for fast loading
3. Include alt text when uploading to your website
4. Save in JPG or PNG format

Image Quality Best Practices:

- High resolution (never blurry)
- Properly compressed (under 1MB)
- Good lighting and clear subjects
- Avoid stock photo clichés when possible
- Test how they look on mobile

PHASE 3: FIRST PINNING STRATEGY (WEEKS 3-4)

Step 1: Create Content Pins

For each piece of content on your site:

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1. Create 2-3 different pin designs
2. Upload pins to your website
3. Add proper descriptions and alt text
4. Ensure images are shareable (social sharing plugin)

Content Best Practices:

- Include a Pinterest-optimized image in every blog post
- Enable social sharing buttons
- Add "Pin It" buttons to images
- Make sure pins link to relevant landing pages

Step 2: Manual Pinning Schedule (Early Growth)

1. Pin 3-5 times per day
2. Mix your pins with relevant others (70% yours, 30% others)
3. Space pins throughout the day
4. Pin to most relevant board first, then schedule to other boards after 1-2 days

Consistency is key: Better to pin 2-3 times daily consistently than 20 pins one day and none the next.

Step 3: First Week Pinning Calendar

- **Day 1:** Pin your first pin to your main board
- **Day 2:** Pin to second relevant board, pin something from another creator
- **Day 3:** Create a new pin design for same content, pin to main board
- **Day 4:** Pin to third relevant board, pin 2 relevant pins from others
- **Day 5:** Create new pin design for different content, pin to main board
- **Day 6:** Repin your first pin to another relevant board
- **Day 7:** Create new pin for new/different content

Important: Don't pin the same image to multiple boards on the same day. Space them out by 1-2 days.

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Step 4: Engage with the Platform

1. Follow 10-20 relevant accounts in your niche
2. Save 5-10 relevant pins daily
3. Spend 10-15 minutes daily browsing and saving content
4. Comment occasionally on popular pins in your niche

Engagement Tips:

- Save pins you genuinely find useful
- Follow active accounts in your niche
- Engage authentically, not just for visibility
- Look for content creators similar to your level

Step 5: Track Results

1. Enable Pinterest Analytics (available with business account)
2. Check weekly for:
    - Top performing pins
    - Traffic to your website
    - Engagement rates
    - Best performing boards

Key Metrics to Track:

- Impressions (how many people saw your pins)
- Outbound clicks (traffic to your site)
- Saves (repins)
- Top performing pins
- Top performing boards
- Traffic sources (Pinterest) in Google Analytics

Simple Tracking Spreadsheet:

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Date	Pin Description	Impressions	Saves	Clicks	Notes

PHASE 4: REACHING YOUR FIRST 100 VIEWS

Milestone Tracking

Your first 100 views won't happen overnight. Track progress in smaller chunks:

- **First 10 views:** Usually from your own activity
- **First 50 views:** Indicates Pinterest is starting to show your pins
- **First 100 views:** You're gaining traction!

Realistic Expectations:

- Weeks 1-2: Setup and learning (minimal views)
- Weeks 3-4: First few views (5-20)
- Weeks 5-8: Growing momentum (25-75)
- Weeks 9-12: Reaching 100+ views

Accelerating Growth Tactics

1. **Create fresh pins for existing content:**
    - New designs for same URLs
    - Different headlines and approaches
    - Test different pain points or solutions
2. **Join 2-3 group boards:**
    - Find relevant boards via Pin Groupie or searching
    - Follow board rules exactly
    - Pin your best-performing content
    - Reciprocate by pinning others' content
3. **Create a simple board for a trending topic:**
    - Check Pinterest Trends for emerging topics

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- Create board around trending topic related to your niche
- Pin mix of your content and others' content

4. **Use "idea pins" (Pinterest's multi-page format):**
    - Convert blog post into 3-5 slide idea pin
    - Include tips/steps with call to action at end
    - These often get higher initial distribution
5. **Focus on seasonal content:**
    - Create pins related to upcoming holidays/seasons
    - Pin seasonal content 30-60 days in advance
    - Use seasonal keywords in descriptions

Daily 15-Minute Pinterest Routine:

- 5 min: Create one new pin design
- 5 min: Save 5-10 relevant pins from others
- 5 min: Check analytics and adjust strategy

TROUBLESHOOTING COMMON ISSUES

Problem: No impressions after 2 weeks

Possible causes:

- Website not properly claimed
- Rich pins not enabled
- Poor keyword usage in descriptions
- Low-quality pin designs

Solutions:

- Verify site claim is active
- Check rich pin status

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- Improve keyword research
- Create more professional pin designs

Problem: Impressions but no clicks

Possible causes:

- Unclear value proposition
- Misleading pin content
- Poor landing page experience
- Pin design doesn't stand out

Solutions:

- Improve your pin titles and descriptions
- Ensure pin accurately represents the content
- Check that landing page loads quickly
- Test different pin designs with clearer call-to-action

Problem: Account growth has stalled

Possible causes:

- Pinning the same content repeatedly
- Irregular pinning schedule
- Staying in comfort zone with designs
- Not creating fresh pins for existing content

Solutions:

- Create fresh pins for existing content
- Pin more consistently (3-5 pins daily)
- Test completely different design styles
- Join more relevant group boards

Problem: Pinterest traffic not converting

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Possible causes:

- Traffic landing on wrong pages
- Disconnect between pin promise and page content
- Slow loading pages
- Mobile optimization issues

Solutions:

- Link directly to most relevant pages
- Ensure content delivers what pin promises
- Optimize page load speed
- Test mobile experience

NEXT STEPS AFTER 100 VIEWS

Once you've reached your first 100 views:

1. **Analyze what's working:**
    - Which pin designs perform best?
    - Which boards drive most engagement?
    - What topics get most traction?
2. **Create a content plan:**
    - Plan 2-4 weeks of pins in advance
    - Create templates for regular content types
    - Build a pin creation workflow
3. **Consider a scheduling tool:**
    - Tailwind (has free starter plan)
    - Pinterest's native scheduler
    - Batch creation once weekly

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4. **Expand strategic boards:**
    - Create more specific topic boards
    - Join additional group boards
    - Consider starting a group board yourself
5. **Develop a Pinterest-first mindset:**
    - Create content specifically for Pinterest
    - Design blog images with Pinterest in mind
    - Plan seasonal content in advance

PINTEREST AFFILIATE MARKETING GUIDELINES

Pinterest has specific rules for affiliate marketing:

1. **Disclosure is required:**
    - Include #affiliate or #ad in your pin description
    - Be transparent about affiliate relationships
2. **Direct affiliate links:**
    - Pinterest now allows direct affiliate links
    - However, linking to your own content first is still recommended for better user experience
3. **Forbidden content:**
    - Before and after weight loss images
    - Miracle health claims
    - Get-rich-quick schemes
    - Spammy tactics
4. **Best practices:**
    - Focus on helping, not selling
    - Create valuable pins that solve problems

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- Link to informative content, not just product pages
- Follow FTC disclosure guidelines

PINTEREST SUCCESS CHECKLIST

Use this checklist to ensure you've completed all critical steps:

Account Setup:

□ Business account created
□ Profile completed with keywords
□ Website claimed
□ Rich pins enabled
□ 5-8 relevant boards created
□ Each board has 10+ pins
□ Board descriptions include keywords

Pin Creation:

□ 3-5 pin templates created in Canva
□ 2-3 pins created for each piece of content
□ Pin descriptions include keywords and hashtags
□ Images saved with descriptive filenames
□ Alt text added to images on website
□ "Pin It" button enabled on website

Pinning Strategy:

□ Consistent daily pinning schedule established
□ Mix of your content and others' content
□ Pins added to relevant boards
□ Following relevant accounts in your niche
□ Engaging with other content daily
□ Weekly analytics review scheduled

Growth Tactics:

□ Fresh pins created for existing content
□ 2-3 group boards joined
□ Idea pins tested

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□ Seasonal content planned
□ Daily 15-minute Pinterest routine established

SIMPLE 30-DAY PINTEREST PLAN

Here's a simple 30-day plan to get started:

Days 1-7: Setup

- Create business account
- Complete profile
- Claim website
- Enable rich pins
- Create 5 core boards
- Add 10 pins to each board (from others)

Days 8-14: Content Creation

- Create 3-5 pin templates in Canva
- Design 2-3 pins for each blog post
- Write keyword-rich descriptions
- Add Pinterest-optimized images to website
- Enable social sharing buttons

Days 15-21: Pinning Strategy

- Begin daily pinning routine (3-5 pins)
- Mix your content with others (70/30)
- Follow 10-20 relevant accounts
- Join 1-2 group boards
- Track initial results

Days 22-30: Optimization

- Create fresh pins for top content

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- Test different design styles
- Review analytics for insights
- Adjust strategy based on data
- Plan next month of content

PINTEREST KEYWORD RESEARCH

Finding the right keywords is crucial for Pinterest success:

Quick Keyword Research Methods:

1. **Pinterest search bar:**
    - Type main keyword and note suggestions
    - Look for long-tail variations
2. **Guided search results:**
    - After searching, note the suggestion bubbles
    - These are popular related terms
3. **Related pins:**
    - Find successful pins in your niche
    - Check descriptions for keyword patterns
4. **Pinterest Trends:**
    - Use the Pinterest Trends tool for seasonal keywords
    - Note when topics peak in popularity

Key Keyword Categories for Affiliates:

- Problem-solving keywords ("how to fix...")
- Comparison keywords ("best...for...")
- Inspirational keywords ("ideas for...")
- Seasonal keywords ("summer...", "holiday...")

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- Beginner keywords ("...for beginners")

Remember: Pinterest is a long-term strategy. The work you do now will continue driving traffic months from now, making it perfect for affiliates who want to build sustainable traffic sources.

Your first 100 views are just the beginning!

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