

# The Pinterest Traffic Take Over Quick Start Guide



## Introducing... Pinterest!

If you've been struggling to get traffic to your website, blog, or online business, you're in the same boat as millions of others! Social media feels like a never-ending hamster wheel, SEO is slow and frustrating, and *paid ads*? Well, let's just say they can drain your bank account faster than you can say, "*Where did my money go?*"

But there's one platform that most people completely overlook when it comes to traffic, and that's **Pinterest!** If you think Pinterest is just for saving recipes or DIY projects, buckle up because you're about to see just how powerful it is for getting real, targeted visitors to your business without the constant grind. **And it caters to LOADS of niches!**

Unlike Facebook and Instagram, where you're competing with an algorithm that decides whether or not to show your content, Pinterest plays by a completely different set of rules. *And the best part?* Your content on Pinterest doesn't disappear after a few hours like it does on social media. Pins can bring in traffic for months or even years after you post them. That's the magic of Pinterest! It's a visual search engine where people come to find ideas, inspiration, and solutions. If you know how to position yourself right, those people will be clicking on your content and landing right on your website.

Before we dive into exactly how to do that, let's break down what Pinterest is, how it works, and why it's different from the other social media platforms you're used to.

Pinterest is truly a one of a kind traffic powerhouse...

## What Is Pinterest And How Does It Work?

The biggest mistake people make is thinking of Pinterest as just another social media platform. **It's not at all!** Pinterest is actually a search engine, just like Google. *The only difference?* Instead of showing pages of text results, Pinterest serves up images (*Pins*) that lead to content on websites.

Here's how it works. Someone goes to Pinterest and types in something they're looking for, like "*easy meal prep ideas*" or "*how to start a side hustle*". Pinterest then shows them a feed of Pins related to their search. When they see something that

grabs their attention, they click on the Pin, and it takes them to a the website the Pin is linked to. That could be a blog post, a product page, a sign-up form for a freebie etc.

Unlike platforms where you have to build an audience before you can get seen, Pinterest doesn't care how many followers you have. Your Pins can rank in search results and get traffic even if you're brand new. This makes it one of the best traffic sources for beginners who don't have a big audience but want to get in front of people who are already searching for what they offer.

## How Pinterest Is Different From Other Platforms

If you're used to marketing on Facebook, Instagram, or TikTok, Pinterest might feel a little strange at first. The way people engage with content is completely different, and that's actually what makes it so powerful for driving traffic.

First, Pinterest isn't about social engagement. It's not a place where people chat, comment, or engage in long conversations. Instead, it's a place where they search for ideas, click on content, and take action. While social media platforms want to keep users engaged on their app, Pinterest is designed to send people to your website, blog, or sales page. Whatever your Pin promotes! That means you're not fighting an algorithm that's trying to keep people from clicking your links.

*Cool right?*

Well, another huge difference is the lifespan of content. If you post something on Facebook or Instagram, it gets buried within hours or days. On Pinterest, a well-optimized Pin can continue driving traffic for months, even years, without you having to do anything extra. This makes Pinterest a long-term traffic strategy that doesn't require you to be constantly posting and engaging just to stay visible.

**AND...** Pinterest users tend to have higher buyer intent compared to people scrolling through social media. They're not just passively browsing; they're actively searching for solutions. If someone searches for *"best planners for productivity,"* they're likely interested in buying a planner. If they search for *"how to start an online business,"* they're looking for real, actionable information. That's why businesses that use Pinterest strategically often see higher conversions from their traffic than from other platforms.

# Why Pinterest Is A Powerful Traffic Source

*Let's sum this up...* Pinterest is different from social media because it's a search engine, it doesn't rely on algorithms that limit your reach, and the traffic it sends can last for months or years instead of disappearing overnight. But what makes it truly powerful is the way people use it.

When someone is on Facebook or Instagram, they're usually scrolling for entertainment or to check in on their friends. They're not necessarily looking for something to buy or a new blog post to read. Pinterest users, on the other hand, are actively searching for content that will help them solve a problem, learn something new, or find something they want to buy.

That's why Pinterest traffic tends to convert better. Instead of trying to convince someone to check out your content while they're busy watching cat videos on Facebook, you're showing up exactly when they're looking for what you offer.

Now that you know why Pinterest is such a goldmine for traffic, let's get into the first step...

Are you ready to take action?

We need to set up your **Pinterest Business Account** the right way so you can start getting seen by the right people!

## Action Step #1: Setting Up A Pinterest Business Account

If you're going to use Pinterest to grow your business, you need to set up a **Business Account** instead of a personal one. A Business Account gives you access to analytics, Rich Pins, and the ability to claim your website, all of which help you get more visibility and traffic.

Setting it up is simple. Here are the steps you need to take...

**Step 1:** Go to Pinterest for Business and click "Sign Up." Or you can upgrade (*for free*) with your regular account. If you haven't used your Pinterest account for business, I recommend creating one from scratch.

**Step 2:** Enter your email, business name, and category.

**Step 3:** Fill in your profile details (we'll optimize this in the next section).

**Step 4:** Claim your website so Pinterest recognizes you as a trusted source. To do this, go to **Settings > Claim > Websites** and follow the instructions to add a small piece of code to your site.

Once you've completed these steps, you now have a fully set-up **Pinterest Business Account**. This is your foundation for everything we're about to cover, so make sure it's done before moving on.

Next, we're going to optimize your profile so Pinterest knows exactly what your business is about and can start sending the right people your way.

## **Action Step #2: How To Optimize Your Pinterest Business Profile For Traffic**

Setting up your account is just the first step. Now, you need to optimize your profile so that Pinterest (*and your potential audience*) knows exactly what your business is about. This is where most people drop the ball, and it costs them traffic.

A fully optimized profile tells Pinterest's algorithm what kind of content you create so it can show your Pins to the right people. *And when the right people see your content?* **More clicks. More traffic. More leads.**

Here's how to make your Pinterest profile work for you instead of just sitting there looking pretty.

### **Step 1: Craft a Killer Pinterest Bio**

Your bio is the first impression visitors get when they land on your profile. You need to make it crystal clear who you are, what you offer, and why they should follow you.

Think of it like an elevator pitch but in one or two short sentences.

A great bio should include...

- ⇒ Who you help (*your target audience*)
- ⇒ What you offer (*your niche or expertise*)
- ⇒ A call to action (*directing them to your website, lead magnet, or main offer*)

### **Example Pinterest Bios:**

- ⇒ *Helping busy moms start profitable side hustles from home. Get my free guide here [yourlink.com]*
- ⇒ *Teaching entrepreneurs how to grow their email lists & make passive income online. Grab my free checklist!*
- ⇒ *Easy meal planning & budget-friendly recipes for busy families! Start saving time & money today!*

**Pro Tip:** Use keywords in your bio that your audience is searching for. Pinterest uses your bio to determine what kind of content you create, so make sure to include words people actually type in when searching.

You can do keyword research with the Ad Tool on Pinterest or by using the TailWind App. Keyword research for Pinterest specifically is important. Just because there is a million searches on Google for a keyword doesn't mean there are people searching for it on Pinterest.

### **Step 2: Upload A Professional Profile Image**

Pinterest is a visual platform, and your profile image is a big part of your branding. If you're a personal brand, use a clear, smiling headshot so people can connect with you. If you run a business brand, use a high-quality, easy-to-read logo (*no tiny text or complicated designs*).

Your profile image should be consistent with your branding on other platforms so people instantly recognize you.

### **Step 3: Claim Your Website (DO NOT Skip This!)**

We talked about this in the first action step, but one of the most important things you need to do is claim your website on Pinterest. This tells Pinterest that you're a trusted content creator, which helps your Pins rank higher in search results.

When you claim your website...

- ⇒ Your website URL appears on your profile
- ⇒ Your Pins get a small verified checkmark (*which builds trust*)
- ⇒ You unlock Rich Pins, which display extra details about your content

Here's how to claim your website...

- ⇒ Click on Settings in your Pinterest account.
- ⇒ Go to Claim > Websites and enter your website URL.
- ⇒ Pinterest will give you a small piece of code to add to your site.
- ⇒ Add the code to your website's header OR verify through your domain settings.
- ⇒ Click Verify and wait for Pinterest to approve it (*usually takes a few hours*).

**Pro Tip:** If you're using WordPress, the easiest way to add the code is by using a plugin like Insert Headers & Footers.

Once your site is claimed, you'll rank higher, build trust, and get more traffic.

#### **Step 4: Organize Your Pinterest Boards Strategically**

Now that your profile is optimized, it's time to set up boards that attract your ideal audience. Your boards act like folders that organize your content and help Pinterest understand your niche.

Each board should have...

- ⇒ A clear, keyword-rich name (*not just "My Stuff" or "Random Pins"*) This is another area that keyword research is important.
- ⇒ A detailed description that includes relevant search terms
- ⇒ At least 5-10 Pins to start (*we'll add more later*)

Here are a few example board names and descriptions...

- ⇒ Pinterest Marketing for Beginners – Learn how to use Pinterest to grow your blog, get traffic, and make money online.
- ⇒ Easy Keto Recipes – Simple, low-carb meal ideas for anyone following a keto diet.
- ⇒ Side Hustle Ideas – The best ways to start making money from home with a side business.

Having well-optimized boards helps Pinterest categorize your content, which means your Pins get discovered faster!

Okay now let's talk about one more important part of your Pinterest account...

## **Introduction To Pinterest Analytics (*Know What's Working Before You Even Start Pinning*)**

At this point, you might be thinking, "*Why do I need to worry about analytics when I haven't even created a single Pin yet?*" Well because **Pinterest Analytics** is your roadmap to success, and if you understand it from the beginning, you'll set yourself up for long-term traffic.

Most beginners make the mistake of posting blindly without tracking anything. They throw out random Pins, cross their fingers, and hope something works. Then, when they don't see results, they give up thinking Pinterest "*just doesn't work*" for them. But the truth is, Pinterest works when you know how to track and tweak your strategy.

Think of Pinterest Analytics like the dashboard in your car. You wouldn't drive cross-country without a speedometer, fuel gauge, or GPS, *right?* Those tools tell you when you need to adjust, refuel, or reroute. Pinterest Analytics does the same thing for your traffic.

It shows you...

- ⇒ How many people are seeing your Pins
- ⇒ Which Pins are getting the most clicks and saves
- ⇒ Where your traffic is coming from

Even though you don't have any data yet, you need to understand these numbers now so you'll know what to look for when you start Pinning.

Once you begin creating Pins, your Pinterest Business Hub will start collecting data about how they're performing.

*Here's what you'll be able to see...*

**1. Impressions** – This tells you how many times your Pins have appeared in someone's search results or home feed.

If your Pins get a lot of impressions, it means Pinterest is showing your content to people. If your impressions are low, that's a sign that your Pin titles, descriptions, or board names need better keywords so they show up in search.

**2. Outbound Clicks** – This is the number of times people clicked on your Pin and went to your website.

This is the most important number because it tells you how many visitors you're actually getting from Pinterest. If your Pins get lots of impressions but few clicks, it might mean your Pin design or call-to-action needs improvement.

**3. Saves (Repins)** – When someone saves your Pin to their own board, it means they found it valuable and want to refer back to it later.

Pins that get a lot of saves spread organically because every time someone saves a Pin, it gets shown to more people. This is how Pinterest creates a snowball effect and gives you free exposure over time.

**4. Engagement Rate** – This is the percentage of people who interacted with your Pins by clicking, saving, or commenting.

A high engagement rate means your content is interesting and useful to your audience. If engagement is low, you may need to test different types of Pins, topics, or Pin descriptions.

Right now, these numbers don't mean much to you, but once you have a handful of Pins out in the world, these stats will help you understand what's working and what needs improvement.

Now, even though you don't have data yet, knowing what you'll be tracking will help you make smarter decisions from the start.

*Here's why this matters...*

- ⇒ If you know Pinterest tracks impressions, then you'll make sure your Pin descriptions are keyword-rich so your content actually gets seen.
- ⇒ If you know that outbound clicks are the most important metric, then you'll focus on creating clickable, curiosity-driven headlines instead of just slapping random words on an image.
- ⇒ If you know saves help your content spread, then you'll focus on creating Pins that people actually WANT to save and share.

Pinterest Analytics isn't just a tool to check after you've created content! It's a guide for making better Pins from the start so you can actually get **RESULTS!**

Refer back to this section after you've made about 10-20 Pins of your own and see how well they're doing.

*Okay... Here's what you need to do now...*

## **Action Step #3: Set Up Your Pinterest Analytics Dashboard**

Even though you don't have any Pins yet, you should still set up your Analytics now so it's ready to track your progress from the moment you start posting.

Here's what to do right now:

1. Log into your Pinterest Business Account.
2. Go to the Business Hub and click on Analytics.
3. Familiarize yourself with the dashboard. Click through the different sections (Impressions, Outbound Clicks, Saves, Engagement) so you can see where your data will appear later.
4. Bookmark your Analytics page. You'll want to check back regularly once you start posting Pins.

By doing this now, you'll be one step ahead when you start posting content. Instead of waiting until later to figure out what's working, you'll already know exactly where to look for answers.

Pinterest isn't about guesswork. It's about strategy. And the only way to improve your strategy is by tracking what's working.

Even though you don't have any data yet, understanding Pinterest Analytics before you start Pinning will make you smarter, faster, and more effective at getting traffic.

Now that you're set up for success, it's time to move on to the fun part—creating Pins that attract clicks and bring traffic to your website.

*Ready? Let's do this!*

## **What You Can Promote On Pinterest (*And How To Pick The Right Focus For Your Business*)**

Before we dive into creating Pins, let's talk about what you're actually going to be promoting. **Pinterest traffic needs a destination!** Meaning a place where people land after they click on your Pin. Without that, you're just sending people into the void with nowhere to go. And that's not how we get traffic that actually makes us money.

*So, what should you promote?*

Let's break it down in simple terms so you can pick the best option for your business.

So, every Pin on Pinterest is clickable. That means when someone sees your Pin, they can click through to another website, blog post, or product page. Your job is to make sure they're clicking through to something that makes sense and actually benefits your business.

*Think of it this way...* Pinterest is just the starting point of the journey. Your website, email list, or sales page is where the real magic happens. If you don't send people to the right place, all the traffic in the world won't do you any good.

That's why before you start creating Pins, you need to decide what you're promoting and prepare your links.

## **The Best Things To Promote On Pinterest**

Since Pinterest is a search engine, people are looking for solutions, inspiration, or products they can use. That means the best things to promote on Pinterest are:

### **Option #1: A Squeeze Page (*Best Option for Long-Term Growth!*)**

A squeeze page is a simple webpage designed to collect email addresses in exchange for something valuable (*like a free checklist, guide, or template*).

This is one of the best ways to use Pinterest because once someone joins your email list, you can market to them over and over again. Unlike social media, where you're constantly fighting to get seen, your email list is yours! No algorithms, no disappearing content.

This is the best option because...

- ⇒ You own the traffic (*instead of relying on Pinterest forever*).
- ⇒ You can build a relationship with your audience through email.
- ⇒ You can sell products or services later through email marketing.

**Hot Tip:** If you don't have a squeeze page yet, this should be your top priority. You can create one using tools like Optimize Press, ConvertKit, or Systeme.io.

### **Option #2: A Blog Post or Website Page**

If you have a blog, Pinterest is a goldmine for getting traffic to your posts. Pinterest loves how-to guides, tutorials, and list-style posts because people go there to learn and find solutions.

*This works because...*

- ⇒ Your blog builds trust and positions you as an expert.
- ⇒ Blog visitors can join your email list or buy products from your site.
- ⇒ Pinterest users are actively looking for helpful content.

**Hot Tip:** If you're a blogger, make sure you have a clear way to capture leads (*like an email opt-in box*) on your blog posts. That way, your Pinterest traffic isn't just visiting and leaving.

### **Option #3: Digital or Physical Products**

If you sell printables, digital downloads, eBooks, courses, or physical products, Pinterest can send buyers straight to your sales pages.

This works because...

- ⇒ Pinterest users love shopping, especially for DIY, home, business, and educational products.

- ⇒ People on Pinterest are often looking to buy, not just browse.
- ⇒ You don't need a huge following. Just a good Pin and the right keywords.

#### **Option #4: Affiliate Products (If You're Doing Affiliate Marketing)**

Pinterest allows affiliate marketing, meaning you can promote products and earn commissions when people buy through your links.

*This is great because...*

- ⇒ You don't need to create your own products.
- ⇒ You can monetize your blog or Pinterest traffic without selling anything yourself.
- ⇒ It's a low-effort way to earn passive income.

**Hot Tip:** If you're using affiliate links, Pinterest prefers that you link to a blog post first instead of directly to the product. That way, your audience gets value first before seeing an offer.

That's **FOUR** different options for you and **YES!** you can use them all, but your **BIGGEST** focus **REALLY** should be getting people on your email list.

## **Action Step #4: Decide What You'll Promote And Prepare Your Links**

Now that you know what works best, it's time to take action!

- ⇒ Choose **ONE** thing to promote first. *Are you driving traffic to a squeeze page? A blog post? A product page?* Pick your main focus.
- ⇒ Set up the page or link. If it's a squeeze page, make sure it's live and ready to collect emails. If it's a blog post, check that it's well-written and valuable. If it's a product page, ensure it has a clear description and a strong call-to-action.

- ⇒ Get the exact URL. You'll need this when you start creating Pins, so have it handy.
- ⇒ Make sure your destination is mobile-friendly. Most Pinterest users are on mobile devices, so your page should look great on a phone.

As I said earlier, Pinterest isn't about randomly posting content. It's about sending targeted traffic to the right place.

Now that you've decided what you'll promote, you're ready to start creating Pins that drive clicks. In the next section, we'll cover how to design Pins that stand out, get attention, and make people want to click!

Get your link ready, because we're about to turn Pinterest into a traffic machine for your business!

## **Keyword Research The Google Pinterest Way**

You've got your Pinterest account set up, your profile optimized, and you know what you're promoting. Now it's time to create Pins that actually get clicks and drive traffic.

But before you start designing, you need to understand how Pinterest keywords work. Because if you create Pins without the right keywords, they might never get found. All that gorgeous Pin designing will be for nothing!

### **Pinterest Keyword Research: The Secret to Getting Seen**

Most people make the mistake of doing keyword research on Google and assuming those keywords will work on Pinterest. **Big mistake!** Pinterest is its own search engine, and people search for things differently here. A keyword that's popular on Google might not be popular on Pinterest.

**Example:** On Google, someone might search for "best email marketing strategies." On Pinterest, they're more likely to search for "grow your email list fast" or "easy email marketing tips."

*See the difference?* Pinterest searches tend to be shorter, more casual, and action-based.

So, here's what to do... Before creating a Pin, you must find the exact words people are using to search for content like yours.

*Here's your options for doing that...*

## **1. Use Pinterest's Search Bar for Keyword Ideas**

The easiest way to find keywords is to start typing in Pinterest's search bar and see what autocomplete suggestions pop up.

### **Example:**

1. Go to Pinterest's search bar and type in *"email list"*.
2. You'll see suggestions like *"email list growth," "email list building tips," "email list for beginners."*
3. These are real keywords people are searching for so use them in your Pin titles and descriptions.

**Hot Tip:** The most popular keywords appear first in the suggestions. The longer you type, the more specific keywords Pinterest will show you.

## **2. Check the "Related Searches" on Pinterest**

Once you search for a term, Pinterest will often show related keyword bubbles underneath the search bar. These are hot keywords you can use in your descriptions.

### **Example:**

If you search for *"blog traffic"*, Pinterest might suggest:

*"blog traffic tips"*

*"how to get blog traffic"*

*"increase blog traffic fast"*

These are the exact phrases people use when searching, so they belong in your Pin descriptions.

### **3. Use Pinterest's Ad Tool for Hidden Keywords**

Even if you're not running ads, Pinterest's Ad Tool is a goldmine for finding high-traffic keywords.

#### **How to do it:**

- 1.** Go to Pinterest Ads Manager and start creating a new ad (don't worry! you won't actually run it).
- 2.** When you get to the "*Keywords*" section, type in a broad term related to your niche.
- 3.** Pinterest will suggest tons of related keywords, along with their popularity!

This is one of the best ways to find keywords Pinterest's algorithm already ranks highly.

### **4. Look at the Top Pins in Your Niche**

Go to Pinterest and search for a topic you plan to create a Pin about. Click on the top-performing Pins and read their titles, descriptions, and hashtags. *What words keep popping up?* Those are strong keywords you can use for your own Pins.

*So, there's your options...*

**Hot Tip:** I recommend saving keywords you find somewhere so you can access them for future use.

Once you've found the right Pinterest keywords, you need to place them in the right "spots" so Pinterest knows what your Pin is about.

#### **Use keywords in:**

⇒ Your Pin title (*make it natural, not just a list of keywords*).

⇒ Your Pin description (*mix in keywords with a clear call to action*).

⇒ Your board names and descriptions (*this helps Pinterest categorize your content*).

*And now... You're ready to create your Pins!*

*But first...*

## **Action Step #5: Do Your Pinterest Keyword Research NOW!**

Before you design your first Pin, follow these steps:

1. Go to Pinterest and search for a topic related to what you're promoting. Write down at least 5-10 keyword phrases you see in search suggestions.
2. Use Pinterest's Ad Tool to find hidden keywords that have high engagement.
3. Check the top Pins in your niche and see what keywords they're using.
4. Write 2-3 keyword-rich Pin descriptions based on what you found.

By doing this before creating Pins, you'll set yourself up for better rankings and more traffic.

*Here's the truth...* Most beginners skip Pinterest SEO and wonder why their Pins don't get seen. But now, you know better.

By using Pinterest's own keywords, you're giving the algorithm exactly what it wants... Content that matches what people are searching for.

So, before you create your first Pin, **DO THE RESEARCH!** It only takes a few minutes, but it can mean the difference between zero traffic and thousands of clicks.

Now that you know how to find the best keywords, you're ready to move on to designing Pins that make people **STOP, CLICK, and TAKE ACTION!**

# Creating Pinterest Pins That Get Clicks (*Even If You've Never Designed One Before!*)

You've done all the groundwork... Your Pinterest profile is set up, you know what you're promoting, and you've done keyword research the right way (*on Pinterest itself*). Now, it's time to create the actual Pins that will drive traffic to your business.

But here's the thing... **Not all Pins are created equal!**

Some Pins get ignored, while others get clicked on thousands of times. *The difference? Design, messaging, and strategy!*

Let me walk you through how to create Pins that stand out, attract clicks, and bring you the traffic you want. Even if you have zero design experience! *Don't worry... I'll make this easy for you!*

So, Pinterest is a visual platform, which means people make decisions in seconds based on how something looks. If your Pin is cluttered, dull, or hard to read, people will scroll right past it.

**A high-performing Pin has five key elements:**

- 1. The Right Size:** Pinterest favors vertical Pins (*1000x1500 px*) because they take up more space in the feed and are easier to read.
- 2. Bold, Easy-to-Read Text:** Your Pin's message should be instantly clear. *Tiny or fancy script fonts? Big mistake!*
- 3. Eye-Catching Colors:** Bright, high-contrast colors (*reds, oranges, blues*) work best. Boring colors = ignored Pins.
- 4. A Headline That Sparks Curiosity:** Your Pin should make people think, "I need to know more!"
- 5. Branding (*Without Overpowering the Pin*):** Add your website or logo in the corner so people recognize your content.

Let's break each of these down so you can create your first Pin the right way.

Pinterest favors vertical images because the platform is designed for scrolling. If you upload a square or horizontal image, Pinterest will shrink it, and it won't stand out.

### **The best Pin size is 1000x1500 pixels.**

The best thing to use to create these is Canva! Open up Canva and select "*Pinterest Pin*" as the template. It will automatically be the correct size.

*Here's a few tips on creating these...*

- ⇒ Avoid using horizontal images (they will look too small and get ignored).
- ⇒ Never upload low-quality images! Pinterest is visual, so blurry Pins won't perform well.
- ⇒ The colors you use in your Pins make a huge difference. Bright, bold, high-contrast colors grab attention while muted, washed-out colors tend to blend in and get ignored. Studies have shown that Pins with reds, oranges, and blues perform better than those with greys, blacks, or pastels.
- ⇒ Your text should be immediately readable. If someone has to squint or struggle to understand your message, they'll just keep scrolling.

### **Hot Tip:**

Best fonts for Pinterest Pins:

- ⇒ Sans-serif fonts (*like Montserrat, Lato, Poppins*) are clear and easy to read.
- ⇒ Bold, thick fonts stand out better than thin or script fonts.
- ⇒ Limit to 1-2 fonts per Pin to keep it clean and professional.

Fonts to avoid:

- ⇒ Cursive/script fonts – Hard to read on a small screen.

⇒ Super thin fonts – They get lost, especially on mobile.

⇒ All caps for long phrases – Harder to read than sentence case.

Okay, so there's some big tips on designing your Pins. The best thing to do is go search for your keywords. Look at the Pins that show up and catch your eye. Use those as inspiration for your own designs!

## **Action Step #6: Create Your First 5 Pinterest Pins**

It's time to take action! Here's what to do next:

1. Go to [Canva.com](https://www.canva.com) and create a new Pinterest Pin design (1000x1500 px).
2. Choose a template that looks clean, modern, and easy to read.
3. Add a bold, high-contrast headline that sparks curiosity.
4. Use colors that stand out (reds, oranges, blues work best).
5. Include your website URL or logo in a subtle way.
6. Save at least 5 Pin variations so you can test different styles.

Once you've created your first set of Pins, you're ready for the next step! We're almost to the uploading stage, but we've got one more thing to do...

## **Creating Pinterest Boards That Help Your Pins Get Found**

Before you upload your Pins, you need to set up your Pinterest boards the right way.

Many beginners don't realize this, but Pinterest uses boards to categorize your content. If your boards are random or poorly named, Pinterest won't know where to show your Pins. But when you create keyword-rich boards that match what people are searching for, Pinterest can rank your Pins higher in search results.

This step is critical because the boards you create now will organize all your content and make your Pins more discoverable.

Think of your Pinterest boards like folders that group similar content together. Pinterest's algorithm scans your boards to understand what your Pins are about and then decides where to rank them.

For example, if you Pin an image titled *"Easy Keto Meal Prep for Beginners"* to a generic board called *"Food"*, Pinterest won't have enough details to rank it properly. But if you Pin it to a board called *"Keto Meal Prep"*, Pinterest instantly knows that this content belongs in searches related to keto meal prep.

When you create strategic, keyword-based boards, your Pins will...

- ⇒ Rank higher in Pinterest search results
- ⇒ Show up in home feeds for relevant users
- ⇒ Get categorized correctly by Pinterest's algorithm

**That means more people seeing, saving, and clicking on your Pins!**

## **How To Create Pinterest Boards That Work for Your Niche**

You need at least 10-15 well-optimized boards before you start Pinning. Each board should be focused on a specific keyword within your niche and based on real Pinterest searches.

So do this...

- 1.** Pull out those keywords you searched for before and pick 10-15 of them that are main keywords and use them to create your boards.
- 2.** Make sure and write a keyword-rich board description for each board when you do this. Your board description is where you tell Pinterest exactly what this board is about.

## A great board description should:

- ⇒ Use natural keywords (*avoid keyword stuffing*)
- ⇒ Describe what kind of Pins will be saved here
- ⇒ Encourage engagement (*ex: "Save your favorite tips!"*)

**Example of a Great Board Description:** "Want to grow your blog using Pinterest? This board is full of expert Pinterest marketing tips, keyword strategies, and SEO tricks to help bloggers get more traffic. Save your favorite Pins and start using these strategies today!"

**3.** Add at least 10-15 high-quality pins to each board. Pinterest prefers active boards, so don't leave them empty. Before you start uploading your own Pins, fill each board with at least 10-15 relevant Pins.

These can be your own Pins (*if you've already created some*) or high-quality Pins from other creators in your niche. **DO NOT** add random Pins to a board just to fill it up. Keep your boards focused and on-topic so Pinterest understands them.

**4.** You should pin consistently to each board on going. Pinterest rewards active users, so once you create a board, don't let it sit empty. Regularly add fresh, high-quality Pins to keep it active.

**Hot Tip:** Best practices for pinning to boards:

- ⇒ Start by adding 1-3 new Pins per day to each board.
- ⇒ Rotate between your boards so they all stay active.
- ⇒ Avoid dumping too many Pins into one board at once. Pinterest prefers a steady flow daily.

And... I already know your next question because I'm a mind reader. *How many boards should I have?*

**Answer:** For a well-organized Pinterest account, aim for at least 10-15 keyword-rich boards.

## Action Step #7: Create Your First 5 (*Or More*) Pinterest Boards

Now it's time to take action and set up your boards correctly!

1. Go to Pinterest and create 5 (or more) new boards based on keyword research.
2. Use keyword names that match real Pinterest searches.
3. Write a compelling board description with your keywords naturally in the description.

**Hot Tip:** Use AI to help you create these descriptions.

4. Fill each board with at least 10-15 high-quality Pins.
5. Start Pinning regularly to keep your boards active.

By completing this step, you'll have a solid foundation, so Pinterest knows exactly how to categorize your content!

Now that your boards are set up, you're ready for the next step! Uploading your Pins and getting them in front of the right audience so you can get **TRAFFIC!**

## Uploading And Publishing Your Pins For The Most traffic

Now that your Pinterest boards are set up, your keywords are researched, and your first Pins are designed, it's time to upload and publish your Pins so they can start getting seen and driving traffic into your business.

**But how you upload your Pins matters!**

Pinterest is a search engine (*I may have said that 20 times now so I hope you're getting it*), and if you don't optimize your Pins properly when you upload them, they won't rank well in search results. **That means fewer clicks, less traffic, and wasted effort!**

But when you upload Pins the right way, Pinterest understands what your content is about and will start showing your Pins to the right audience.

Let me walk you through how to upload and publish your Pins correctly, how to schedule Pins for maximum reach, and how to stay consistent so your traffic keeps growing.

## **How to Upload a Pin to Pinterest (Step-by-Step Guide)**

Uploading a Pin is simple, but there's a right way and a wrong way to do it. Follow these steps to ensure your Pin gets the best visibility.

### **Step 1: Log into Pinterest and Start Creating a Pin**

1. Go to [Pinterest.com](https://www.pinterest.com) and log into your Business Account.
2. Click the *"Create"* button at the top of the screen.
3. Select *"Create Pin"*.

### **Step 2: Upload Your Pin Image**

1. Click the upload box and select the Pin image you created earlier.
2. Make sure it's the correct size (*1000x1500 px*).
3. Double-check that the image is high-quality and easy to read on both desktop and mobile.

### **Step 3: Add a Compelling Pin Title**

Your Pin title is one of the most important parts of your upload. It should be keyword-rich, curiosity-driven, and benefit-focused.

A great Pin title should...

- ⇒ Be specific – Avoid vague or generic wording.

- ⇒ Create curiosity – Make people want to learn more.
- ⇒ Promise a benefit – Show what they'll gain by clicking.

Here are some examples of good and bad Pin titles:

**BAD:** *"Blogging Tips" (Too vague! What kind of tips?)*

**GOOD:** *"10 Blogging Mistakes That Are Killing Your Traffic (Fix These Today!)"*

**BAD:** *"Pinterest Marketing" (Boring and overused)*

**GOOD:** *"The Pinterest Strategy That Grew My Blog to 50,000 Visitors/Month"*

#### **Step 4: Write a Keyword-Rich Pin Description**

Your Pin description helps Pinterest categorize your content and also persuades users to click.

*A great Pin description should...*

- ⇒ Use Pinterest keywords naturally so the algorithm knows where to rank it.
- ⇒ Explain what users will learn or gain by clicking the Pin.
- ⇒ Include a call to action (CTA) like *"Click to read more!"* or *"Download your free guide!"*

#### **Example of a Well-Written Pin Description:**

**BAD:** *"Check out my new blog post about blogging tips!" (No keywords, no persuasion.)*

**GOOD:** *"Want to grow your blog traffic? These beginner-friendly blogging tips will help you attract more readers, rank higher on Pinterest, and start making money from your blog. Click to read the full guide!"*

#### **Step 5: Add the Destination Link (Where Your Pin Sends People!)**

Every Pin needs a destination URL! This is where Pinterest users will land when they click your Pin.

*Your destination link should...*

- ⇒ Lead to a squeeze page, blog post, or product page (*never a homepage unless it's well-optimized*).
- ⇒ Be the exact URL that matches what the Pin promises (*don't mislead people*).
- ⇒ Be a working link (*test it before publishing to avoid broken links*).

### **Step 6: Select the Best Board for Your Pin**

Pinterest categorizes your Pin based on the board you save it to first. That means choosing the right board is crucial.

*To pick the best board...*

- ⇒ Choose a board that directly matches your Pin's topic.
- ⇒ Use a keyword-rich board so Pinterest knows where to rank your Pin.
- ⇒ Avoid saving it to unrelated boards! This confuses the algorithm.

### **How to Schedule Your Pins for Maximum Traffic**

Pinterest rewards consistent Pinning over time. Instead of dumping all your Pins at once, it's better to schedule them out so you have a steady stream of content.

*You've got two options here...*

- 1.** Use Pinterest's Built-In Scheduler - After uploading your Pin, click "Publish at a later date." Select the date and time you want your Pin to go live. This is great for staying consistent without having to Pin manually every day.
- 2.** Use Tailwind (*A Pinterest-Approved Scheduling Tool*) - Tailwind allows you to schedule multiple Pins at once. It picks the best times to post for maximum reach. It also gives analytics to track which Pins are performing best.

*One last thing here...* Pinterest likes fresh content, so it's better to Pin consistently rather than in bursts.

*Here's what I recommend that beginners do...*

- ⇒ Make 1-5 fresh Pins per day. These can be to your links or Pins that you like on Pinterest that are related to your board. Start small and increase as you get comfortable.
- ⇒ Spread out your Pins throughout the day instead of posting them all at once.
- ⇒ Mix in repins of your best-performing content to keep engagement high.

### **What NOT to do...**

- ⇒ Pinning 20+ times in one day and then disappearing for a week.
- ⇒ Reposting the exact same Pin over and over without making variations. You can Pin the same link a million times but you need to have a different image each time you Pin it.

Now it's time for you to go and **DO!**

## **Action Step #8: Upload And Publish Your First 5 Pins!**

Now it's time to take action!

- 1.** Go to Pinterest, click "*Create*" and upload your first Pin.
- 2.** Write a compelling title using keywords and curiosity.
- 3.** Craft a keyword-rich description that tells people why they should click.
- 4.** Choose the best board for your Pin so Pinterest knows where to rank it.
- 5.** Decide whether to publish immediately or schedule it for later.

6. Repeat this process for all 5 of your Pins!

By the time you complete this step, your first set of optimized Pins will be live on Pinterest and ready to start bringing you traffic!

## Next Steps: What To Do After Uploading Your First Pins

**Congratulations!** You've set up your Pinterest Business Account, created keyword-rich boards, designed eye-catching Pins, and uploaded them the right way. But your Pinterest journey doesn't stop here. Pinterest is a long-term traffic strategy, and success comes from consistent action over time.

*So, what's next?*

Here's how to keep growing your Pinterest traffic and get the most out of your efforts...

### 1. Keep Creating Fresh Pins Consistently

Pinterest loves fresh content. The more consistently you create and upload Pins, the more the algorithm will show your content to more people.

Your goal should be to create at least 1-5 new Pins per day (*or whatever frequency you can realistically stick to. But **AT LEAST** a few days a week*).

To keep up with consistently pinning, you can...

- ⇒ Batch create Pins once a week so you're always ahead.
- ⇒ Use Canva templates to speed up your workflow.
- ⇒ Schedule Pins in advance using Pinterest's built-in scheduler or Tailwind.

### 2. Test Different Pin Styles And Keywords

Your first set of Pins is just the beginning! Not every Pin will perform the same, and testing different designs, colors, fonts, and keyword variations will help you find what works best.

*You can experiment with things like...*

- ⇒ Different Pin headlines (ex: *"How I Made \$1,000 Blogging"* vs. *"My Exact Blogging Strategy for \$1,000/Month"*)
- ⇒ Varying color schemes (*bold vs. soft colors*)
- ⇒ Different fonts (*easy-to-read sans-serif vs. handwritten styles*)
- ⇒ Keyword variations (*test multiple keyword-rich descriptions*)

### **3. Start Tracking Your Pinterest Analytics**

*Remember when we talked about Pinterest Analytics at the beginning? Well, once your Pins have been live for a few weeks, you'll start getting data on what's working.*

*You'll want to check out...*

- ⇒ Impressions (*How often your Pins are being seen*)
- ⇒ Outbound Clicks (*How many people are clicking your links*)
- ⇒ Saves (*How many users are saving your Pins to their boards*)

*Use this data to...*

- ⇒ Double down on high-performing Pin designs and topics. If it works keep beating it to death!
- ⇒ Improve Pins that aren't getting clicks by testing new designs or headlines.
- ⇒ Identify which boards are driving the most traffic and focus on those.

Don't panic if you don't see instant results! Pinterest traffic builds over time, and it often takes weeks for Pins to start gaining traction.

### **4. Plan your Pinterest growth strategy for the next 30 days**

Now that you've uploaded your first Pins, it's time to turn Pinterest into a consistent traffic machine. The next 30 days are crucial for building momentum and training Pinterest's algorithm to recognize your content.

*The good news?* You don't need to do anything complicated. All you have to do is create 1-5 new Pins a day, upload them how I've taught you, test different things to see what is and isn't working, and show up each and every day!

The more consistent you are, the faster you'll see results. Stick to this plan, and within a few months, you'll start seeing steady traffic from Pinterest!

## **Final Thoughts: Pinterest is the Easiest Way to Get Traffic... So Stick With It!**

If you've ever felt overwhelmed by social media, frustrated with complicated marketing strategies, or exhausted by the idea of constantly showing up, engaging, and building an audience, I've got great news for you...

Pinterest is the easiest platform to get traffic from... **PERIOD!**

Unlike Instagram, Facebook, or TikTok, where you have to show your face, constantly post new content, and chase likes and followers, Pinterest works differently.

- ⇒ You don't have to be an influencer.
- ⇒ You don't have to engage with people daily.
- ⇒ You don't need a huge audience to get traffic.

All you have to do is Pin valuable content consistently and Pinterest will do the rest!

Your Pins can bring you traffic for months or even years after you post them. That means you're building an asset that keeps working for you long after you create it.

**But the key is sticking with it!**

If you stay consistent, keep uploading fresh Pins, and optimize your content using Pinterest's search-friendly strategies, you'll start seeing results. Maybe it won't happen overnight but trust me! **When those clicks start rolling in, it'll be worth it!**

So don't stop now. **Keep going!** Because the traffic, leads, and sales you want? They're just a few Pins away.

*I wish you much success on your Pinterest journey!*