

THE DEFINITIVE GUIDE to Pinterest Optimization

How to drive more traffic to your site, get more subscriptions, and sell more through a highly-optimized Pinterest presence, straight from the Pinterest Guru herself, [Jenn Lynch](#).

Jenn Lynch is a social media expert who, years ago, grew her small homesteading blog to over 30,000 page views using the power of Pinterest. Since then she has been able to generate 98% of her sales for her business through the same platform. Jenn has been the Pinterest go-to gal since it was an exclusive "by invite only" platform, and she helps her clients perfect their content marketing strategies through invaluable advice and feedback, developing a solid Pinterest strategy, and revamping their current Pinterest account to get on the algorithm's "good side." If you are looking for someone to help you manage this part of your business, check out her offerings at <https://www.moonlightsocialmedia.com/>

Step One: Getting your blog ready

Alright, you are on Pinterest for Business, and you want it to help you grow your business through your blog. Before you get too deep into Pinterest, it's important to make sure you take a few steps on your blog. So let's talk about your blog!

Blog Post Titles

Searching through Pinterest, your blog post title *definitely* matters!

Common Repins

How To...
Why I...
How You...
Top ten ways...
How I...
What to do when...

Pinterest is a powerhouse for bloggers and business owners, but the most shared pins are pins that help relieve some sort of pain point. Blog post titles that start with "How to...", "Why I...", "How I...", "10 Steps...", etc. receive the most engagement and repins. These types of articles are sought after by YOUR audience, because you're helping them solve a problem. And these types of articles are KEY to gaining visibility through the use of Pinterest.

When you are writing your blog post title, also keep in mind that Pinterest is a search engine. You need to use keyword-rich titles if you want to get in front of a lot more people.

Social Sharing Buttons

If you're writing awesome content, you want it to be shared right? Well, the only way to ensure it's shared is to make sure you have social share buttons directly on your website.

For Wordpress users, this is as simple as installing a plugin. There are many to choose from, but I recommend getting [SumoMe](#). It's free and easy to use.

Incorporating Your Opt-In

Because Pinterest is so great at driving traffic to your blog, you don't want to miss that opportunity to get more subscribers. Here's how:

Make sure that if you have some freebies to share, add them to your blog posts as an opt-in lead generator.

For every Pinterest graphic you create, be sure to include something about a freebie being included. This will increase the amount of clicks you get on your pin, as well as the amount of people signing up for your email list. Bonus!

Freebie offers can be anything that pertains to the blog post AND your business.

Popular Freebies

Check lists

Printable

Journaling pages

Templates

E-Books

E-Courses

Challenges

Step Two: Getting Your Pinterest Optimized

Now that you've got your blog primed and ready, let's focus on what you need to do in Pinterest.

Your Profile

When creating your profile description, keep in mind that your account needs to be search-engine worthy. You want your description to be full of keywords that will improve your likelihood of showing up in search results. Here's an excellent example:

**Hannah Teson |
Vegan
Homemaking +
Recipes + Fall
Love**

3,678
Followers

227
Following

www.housevegan.com
TX / I show vegans and
non-vegans alike easy and
fun ways to be cruelty-free.
Want to incorporate vegan
practices into everyday
life? Follow me @
housevegan.com!



Do you notice how this vegan blogger has the word “vegan” listed multiple times throughout her account name + description? Be sure you remember to include keywords when you’re crafting that perfect description.

If you don’t know which keywords to use, do a quick search on the main focus areas for your business. How many pins come up? How many boards use those keywords? If it’s a popular word or phrase, definitely use it!

How Many Boards?

You will need to set up a minimum of 20 boards, each with 20 pins added, and ALL of them should be geared toward attracting your target market.

Your Board Names Matter!

Because Pinterest is more of a search engine than a social media channel, keywords are super important in your board names. They should be keyword-rich and not cutesy. For instance, having a food board called “Yummy” for a food blogger might sound cute, but it isn’t a search-worthy name. “Vegetarian Dinner Ideas” is. Always keep your keywords in mind when you are naming your boards.

Here’s a great example of someone who has named her boards using keywords to reach a certain type of person. Can you guess who her target market is? If you guessed entrepreneurs, then you deserve a cookie!



Board Types

According to Jenn, the types of boards that you have on your account will matter, too. These will drive traffic not only to your account but to your blog as well. What types of boards should you actually have on your account?

Here's where a bit of market research wouldn't hurt. If you've already established your target market, see what types of boards they have on their accounts and what types of pins they're saving. Do a search for keywords that your target market will be searching for, and pull up the accounts of people who have saved those pins. Or, better yet, search for their boards and see what you find.

Board Descriptions

Board descriptions should be keyword-rich, just like everything else on Pinterest. You can choose to have a fancy description that has a spattering of keywords thrown in, or you can even do them in list format.



After entering in your board description, Pinterest wants you to choose a category that best fits what type of content you will be sharing on your board. Hopefully, one of the categories fits what you'll be pinning to the board.

It's actually become a little joke between entrepreneurs, however, that Pinterest doesn't have categories that fit our businesses. So, if that happens then YES, my friend...you are an "other".

Newly Created Boards

Jenn says every new board that you create should include a minimum of 20 pins. So as you're creating these new boards there should be three steps:

1. Keyword-rich title
2. Keyword-rich description
3. Pin a minimum of 20 pins to the new board

By pinning 20 pins to your new board, you are increasing the likelihood that Pinterest will understand what the board is about. Once that happens, Pinterest will then start recommending your board to your target market.

Pinning YOUR OWN Content

Your blog content should go into the first board on your account and any products you sell should go on the second board. Aside from being more accessible to your target market, one of the reasons for doing this is so that you can “repin” your own content.

Note: If you haven't included any social media icons on your website, I encourage you to do so right now.

By repinning your own content and products, you are increasing the likelihood that your pin will be seen. Pinterest likes to show pins that have more repins, and every time you repin your own pin, it shows as a new repin. AND the more repins your pins get, the more likely the Pinterest algorithm will “suggest” them to your target audience.

Here's your takeaway: When pinning your own content, pinning it just once won't cut it. You will want to create a schedule of when you pin your content. I recommend repinning your content to various boards once every two weeks.

How much of my own stuff should I be putting out there?

This is also one of those topics that people feel is only right if done one way. BUT I've noticed great results if done a few different ways.

- 80/20 rule: This rule means that you are pinning 80% of other people's content and 20% of yours. It's a great rule to follow and will increase your page views + followers, especially if you utilize group boards (more on these later).
- 50/50 rule: This rule means that you are pinning 50% of other people's content and 50% of your own. I've noticed decent results with this one, but it seems to be a good option only if you have a lot of blog posts and can pin a variety of pins.
- 90/10 rule: This rule is best applied to new bloggers. If you only have a handful of blog posts, it will be difficult to pin more than 10% of your own pins.

How Often to Pin

Jenn says: “I have tested pinning frequency *a lot* and here's what I've found: When I pinned any fewer than 50 pins a day, my account growth slowed. AND, any time I pinned more than 100 pins per day, my account growth also slowed.”

“What I found made the most difference for me was being aware of which days to pin more than 50 pins. I discovered that Mondays and Tuesdays were not the best days to pin, so I would limit them to 50 pins. Fridays and weekends were a different story, however, so I would pin as many as 100 pins on these days.”

Automation

Now, you may be asking yourself, HOW do I have time to be pinning 50 pins per day!? Well, the answer is automation, my deary!

My favorite automation tool is [Tailwind](#). With it you can control how many pins you send out per day and what boards they go to.

When pinning using Tailwind, there are strategies you can put in place to get on Pinterest’s “good side.” One of those is having a huge variety of high-quality pins.

If you have 50 boards, only pin a single pin to a small handful of them, even if that pin would fit under every board. This will show that you are not only an active account, but an account that shares a good variety of high-quality content.

Also, Tailwind uses your analytics to determine the best times for pinning. It is recommended that you choose their suggested time slots, though you can add your own as well. Scheduling 50-100 pins per day only takes a few hours each week and you’ll see amazing results.

Repinning

Years ago, when Pinterest was fairly new, if you pinned the same pin to multiple boards at one time it was seen as spam. All of the exact same pins would show up in your follower’s feed and it would be very common to get people unfollowing your account.

Thankfully, the new Pinterest Smart Feed doesn’t allow that to happen. If you repin the same pin on various boards it will show up only once in your follower’s feed. Awesome, right?

Take advantage of this feature. Many people will only follow one board at a time, so by pinning to multiple boards (especially group boards) you are increasing the likelihood of receiving repins and engagement.

Jenn says, “Also, don’t be afraid to repin your own content after initially pinning it. I have all of my content on a two-week cycle, so every two weeks I repin content that I had pinned two weeks prior. Tailwind is really awesome because it will actually tell you the date you last pinned a pin to a certain board, so it makes repinning super easy and effective.”

Group Boards

Group boards are amazing because people who aren't actually following you, but who are following the group board or owner of the group board, will see your content. You will want to get on as many group boards as possible.

I prefer to use [this Facebook Group](#). In this group you can post for board topics you would like to join, share your own group boards for people to join, and scroll through the massive list of already posted group boards. It is a very effective route for getting added.

The more you pin to group boards, the more visible your own account will become. You won't want to forget about your own boards though, because in order for the Pinterest algorithm to recognize that you have a high-quality account, it needs to see that you're active on all of your boards.

To create a Group Board, or NOT to create a Group Board

By creating your own group boards you are inviting other people to:

- Follow your account (you just gained a new follower... Yay!)
- Help you keep your board active
- Gain visibility through your board
- Help you increase the likelihood that the Pinterest algorithm will pick up on how awesome and active your board is...and therefore suggest it to more people.

Creating a group board is simple. Just click on a board you already have, add the + sign beside your profile picture, and invite people. You can invite them using their email address or their Pinterest handle (if you know it).

Do my follower numbers matter?

When you're first starting out on Pinterest or totally revamping your account, you aren't going to gain many followers because you don't have a lot of content yet. What you'll want more than anything at this point is account views. To receive a large portion of views on your account, even if it's brand new or newly polished, you HAVE to get on group boards. It's that simple.

When you're ready to get on group boards, aim for ones that are obviously active (high number of pins added to the board by various contributors) as well as ones that have more than 1,000 followers.

You might find yourself excited by the amount of group boards that have 100,000 or more followers. BUT those group boards are typically run by very busy bloggers, take forever to get on (if you even *can* get on), and are very rarely open to new contributors. So don't scoff at the smaller ones that have only 1,000 followers

How do I boost my followers?

1. End each blog post with a blurb like “Are you on Pinterest? Sweet! Follow me to receive the BEST pins in your newsfeed!”
2. Every email that you send out to subscribers should include a link to your Pinterest account.
3. Be sure to have social media icons (not just for sharing to social media) on your website and blog posts. These should include Twitter, Facebook, Instagram, Pinterest, Google +, etc. Whatever social media platforms you are on should be included so that people can click them to follow you on the various platforms.
4. Join Facebook groups that help boost social media followers (this one can be very time intensive, and you may or may not receive follows from people who are actually your target market, so I normally don't recommend it).

What to Expect

Now that you've gotten your blog posts ready and your Pinterest optimized, you can expect to see three phases of growth.

Phase 1: The Purging Phase

As your account starts to get more in line with who your target market is, you may notice a decline in your followers. Don't panic!

You will move personal boards to “secret”, you may delete boards that aren't being used, you will begin pinning pins that are different than what you pinned before, and therefore, you are going to start losing people. It's okay. In fact, it's AWESOME!

Phase 2: The Climbing Phase

This phase is when things start to get good. This is when you first start to notice that your numbers are climbing.

Not only are you seeing more followers, you're also seeing that your account page views are starting to climb. Your blog will start receiving more hits than normal, and you might even make a sale or two.

This is the phase that I see people get the most hung up on. They start to see the numbers increasing, and they think that means they're done. I mean, they're on good terms with Pinterest now, right?

Phase 3: Explosion!

This phase is the most exciting phase. Once you've been a consistent pinner on Pinterest for a while, you've been shown to consistently put out high-quality content, and you have A TON of pins (I'm talking more than 30,000) you will more than likely see your account explode.

And by "explode" I mean:

- Double or triple the amount of followers you get each week
- Double or triple the amount of repins you get for YOUR content
- An insane amount of people randomly requesting for you to join their group boards

Frequently Asked Questions

What's the difference between pinning on your own and pinning using automation?

Oh...about 10 hours difference. With the use of automation you are able to spend a few hours max every single week on Pinterest. Without it, you could be spending 10+ hours each week.

Do I have to use automation to be a successful pinner?

Absolutely not. Many people can't afford automation or love Pinterest enough to not mind spending 10+ hours each week. In that case, just be sure that you follow the pinning frequency recommendations.

What type of audience is found on Pinterest?

All types of audiences are found on Pinterest. From lumberjacks to business professionals, all audiences are represented.

What happens if I miss a day of pinning?

Nothing too extreme. If you miss a day of pinning, that's one day that your pins aren't being shared with the world, so that would be a bummer but not devastating. If you miss more than a few days, however, the Pinterest algorithm can slow your account growth down.

How many boards should I create for my account?

I recommend no less than 20, especially if you're new to Pinterest. 50 or more is ideal, though. It's important to note that you can have many boards that mean the same thing, just use different wording. That way you have multiple keywords out there. For instance: if you're a fashion blogger you could have two boards "Business Attire" and "Business Fashion Sense", which mean the same thing and contain just about the same pins.

How many group boards should I join?

As many as humanly possible.

Should I steer clear of group boards that don't have a huge following?

Not necessarily. The larger boards are more than likely boards that have been around a while. Joining a group board that has only 1,000 followers may not seem like a good option; however, take into consideration how quickly your account is growing. Theirs is probably growing too, though maybe not at the same rate as yours. As the board owner's account/group board grows, that means you will gain those followers too through that group board. Also, many of the larger group boards stop allowing collaborators to join after a certain amount of followers. So if you wait until a board is huge to request joining it, you may miss out.

How many followers should I expect to gain each week by following this guide?

There isn't a specific amount of followers that you should expect. Depending on your niche it could range from 20-100. However, you should expect your frequency of gaining followers to increase.