

# QUICK START PINTEREST GUIDE

## *How to Attract, Maintain, and Grow an Engaged Pinterest Audience*

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## UNIFY YOUR SOCIAL AESTHETIC + LANGUAGE

- Utilize the same profile image across all platforms, including Pinterest.
- Streamline Display Name and Username to be as consistent as possible.
- Include brand text in your Header / About Me on Pinterest.
- Then, expand on what visitors can expect from your Pinterest account.
- Ensure you have a “business” account across all social platforms, and that they are integrated (Facebook, Instagram, Pinterest).

## DEFINE YOUR SUBJECT MATTER + MAP OUT BOARDS

- Make a list of your most-posted subject matter across your website, social media, and other publishing platforms.
- Determine which of your boards will be best suited for *pinning* your own content. You should have at least 3 – 7 boards to which you could *pin* your social media posts, website pages and articles, blog posts, photo galleries, and press pages.
- Streamline your board names to fit your style and also to invite visitors to view, engage, and follow.

## CREATE (OR ADD TO) YOUR KEYWORD LIST

*This is similar to your hashtag bank and/or SEO keyword list, but tailored for Pinterest. As you build out this list, consider how you search on Pinterest – what words, sentences, phrasing, and Pinterest-specific lingo you turn to – and research how your target audience uses Pinterest.*

- Generate at least 25 – 50 keywords for Pinterest relating to your most-posted subject matter, your specific brand, and other brands or communities whose target audience mirrors or overlaps yours.
- Ensure you have at least 5 – 15 keywords per subject matter (so if you have 3 subjects, you’d ideally have 15 – 45 keywords, minimum).

## CLEAN-UP + BUILD OUT BOARDS

For many, our Pinterest accounts are nearly as old as Instagram, which means we have hundreds – if not thousands – of *pins* that are not optimized, not linked to anything relevant, or no longer relevant even to our personal preference. **Deciding to clean-up Pinterest boards is an endeavor, but it's worth it.**

Give yourself 3 – 4 hours for about 6 – 8,000 pins (I started with ~ 17,000 so this took me several sittings) and sweep your boards:

- **Don't delete boards!** In addition to following “all boards,” folks can follow single boards in your collection and still count toward your follower count. Instead:
  - Move keeper *pins* to more relevant boards you'll keep and use (or keep and make secret for yourself).
  - Archive boards you no longer want active (you can always reactivate them later).
  - Make secret the boards you want to keep active but do not want as part of your public collection (example: I save ugly pins, useful but off-brand infographics, and article bookmarks in secret boards).
- Specifically curate the boards to which you will *pin* your content.
  - Delete *pins* you no longer want.
  - Relocate *pins* that don't accent or support your content or the overall theme of the board.
  - Optimize any *pins* that lead to “sister sites” (website that feature your content, that feature content in your network you want to support, or feature your own content, though outdated). [We'll get into optimization below]
- Once you have created all the boards you need, arrange them using the drag-and-drop function, ordered by most engaging for your target audience to most personal and useful for you (this is still your space!)

## START USING KEYWORD RICH BOARD & PIN DESCRIPTIONS

From your keyword list above, begin “optimizing” your *Pinterest* boards and your *pins* utilizing keyword-rich (enough keywords to capture the algorithm’s attention, not too many that it makes the text unreadable or robot-speak).

- Edit each individual board and add a keyword rich description that is readable, useful, and utilizes your available 500 characters.

*Example: I have **bolded** Pinterest-friendly keywords and included a few relevant hashtags.*

**Moodboard** for my **home** where I presently live, started months before I ever thought it'd be possible to buy a home [on my own] in **Appalachia**. My 1934 **brick-foundation bungalow** has tons of windows and **natural light**, most of them east and west facing, so there are plenty of spaces for **montserra**, **philodendron**, **succulents**, and much more. For this **house**, I'm choosing **heirloom furniture**, **leather accents**, **neutral color scheme**, and focusing on **everyday** function. **#southernhome #vintagefurniture #neutral**

- Edit titles and descriptions for any pin that is otherwise relevant to your Pinterest marketing. These are outdated pins that link to your content, pins that link to sites you want to be connected with, and pins that link to content that features you, links to your site or social media, or otherwise is connected with your digital brand footprint.
- Add 5 – 7 hashtags to optimized pin descriptions.
- Don't worry about optimizing every *pin* you save, only worry about optimizing the ones you create.

## USE A SCHEDULING SERVICE TO PIN IN TIME

Like *Instagram*, *Pinterest* also has numerous scheduling options on the market to make it seem like you are *pinning* day and night, at optimized times, and with the very highest *pin* quality. My personal preference is **Tailwind**, which not only has a *pin* scheduler:

- Their Pin builder is easy-to-you and straightforward, with the ability to pin and edit multiple pins from the same webpage, to spread those pins out over a specified time, and even to “loop” pins on a 5 – 7 day schedule to avoid tripping the algorithm.

- You can use Pinterest as you would normally, except you'd schedule your pins to Tailwind, rather than “re-pinning” them immediately. This spreads out your activity, increases engagement, and tells the algorithm you're a dedicated Pinterest user who other users can trust to provide quality content.

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*Higher algorithm trust equals greater impressions, reach, and potential for engagement.*

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- Ensure you are optimizing the pins you “re-pin” and create with Tailwind that are *relevant to your content and digital footprint* so you can maximize visibility and potential traffic.

## DRIVE TRAFFIC TO YOUR “DIGITAL FOOTPRINT”

You've heard me mention “digital footprint,” and it's important to have this outlined and easy to navigate when you're creating pins, as well as when it comes time to cross-promote your primary content sources and make available your valuable links.

When driving traffic from Pinterest, we want as few clicks as possible for a visitor to reach a “source,” in your digital footprint; i.e., a place where they can interact with your content or products that results in a “goal” (sale, download, sign-up, follow, engagement).

### **What makes up a digital footprint?**

1. **Primary blog.** Blogs are *top banana* on Pinterest. Think of Pinterest like a beautiful illustration of how SEO could work if Google weren't stuck in 1999. From blogs, you can pin every image, optimize with the image alt-text or caption, pull slices of actual blog content, and loop those multiple pins such that over the course of a month, a single piece of your content is put on Pinterest more than 30 times.
2. **Alternate blog, like Medium or smaller aggregate publisher.** Try to use canonical links [look this up!] when deploying blog-published content to additional publishing platforms so you can keep all of your original post traffic, but Pinterest likes to see you pinning different links. Alternate publishers widen your footprint.
3. **Photo galleries.** These are so big on the clickbait headline sites (the ones that are so full of ads, they barely load) but they're also very effective for traffic driving and impression boosting on smaller sites. Be sure you're optimizing every image with alt-text and descriptions [look this up!], then you can pin every single image over a multi-week timeframe and “loop” these pins for months.

4. **Non-website hosted photo or graphic galleries, like Unsplash or Behance.** Be sure you've optimized your profile on these pages such that users are driven back to a source after clicking through to your pinned media.
5. **Non-website hosted videos, music, or other media, like YouTube and Vimeo.** These are not as easy to pin, but worth adding to the Pinterest database because honestly, why not?
6. **Website pages, FAQ articles, and other static-text pages.** Though these pages don't change, the idea of *driving traffic from Pinterest* is making available products, services, or information that your audience needs in a location where they're already hanging out. This means that if all of your sources on your website are optimized to conversion, make them available for driving traffic on Pinterest.
7. **Product pages.** This may seem like the most no-brainer, but this guide is just a "quick start" and we aren't getting into optimized shopping on Pinterest. What I can say is – look up how to optimize your products for *shopping* on Pinterest, like you can shop on Instagram, before you start pinning product pages.
8. **Certain social media accounts.** Not all social media accounts are created equally. The best to pin: *Instagram, Tumblr, LinkedIn* – this list did not take into account international options. These are the most visual and content-rich in North America, aside from Medium (which was mentioned prior as an alternate content publishing platform). You can pin individual images from Instagram and Tumblr and articles from LinkedIn, but don't arbitrarily expand to another social platform unless it's a part of your brand growth strategy. *Pin what you have, first.*
  - a. **If you use the social scheduling platform Later (which I reference in other workshops),** you can duplicate your Instagram posts to Pinterest as "original pins," then pin your Instagram posts once they are posted.
9. **Press or collaboration pages.** Any place where your business, products, or personal brand receive press, recognition, or showcase the result of a collaboration belong on Pinterest.
10. **Pages where your website, business, or name is featured (that link back to a "source" in your digital footprint).** There will come a time (quicker than you think), when you'll think you've run out of items to pin. It's helpful to keep a collection – even just a Google Doc with a list of links – of all the places that could link back to one of your sources.

## QUICK-START PINTEREST PLAN

Once you've built the foundation of your Pinterest strategy, you're ready to get started. It's important to start with a strong foundation so you're not realizing three months into your diligent activities that messy boards, improperly described pins, and a sloppy pin strategy are sabotaging your precious time spent. **Let's get started!**

- ❑ Set aside 30-minutes each week to pin. You'll want to "pin" (on a schedule) about 20 – 30 pins per day.
- ❑ Use a platform like Tailwind to schedule one week's worth of pins: 50 / 50 content split, in which half link to your content (source, social, or another traffic-driving page).
- ❑ Save pins to multiple boards, but not on the same day. One pin can go to 5 + boards over the course of ten days.
- ❑ Optimize your most "evergreen" (constantly relevant, not seasonal or short-term trend-focused) with "loops" on a 5 – 7-day timeline.
- ❑ *Avoid duplicating pins on boards* by using different photos for the same link.
- ❑ Duplicate IG posts to Pinterest as "original pins" and link them appropriately.
- ❑ Pin unused images from photo shoots or from sourced blog content to link back to the same source.
- ❑ Pin from other curated spaces, like IG saves, to drive traffic to content you like.
- ❑ Ensure all new pins (original and "pinned from website") are optimized with descriptive and relevant titles, keyword-rich descriptions, and a few relevant hashtags.
- ❑ Track your following using the Pinterest Analytics dashboard. Learn from watching your pin performance ebb and flow, adjust your strategy and style to meet your goals.

START TODAY. GROWING AN AUDIENCE OR FOLLOWING ANYWHERE  
TAKES TIME. WHERE COULD YOU BE IN 6 MONTHS?