

Grow Your Website Traffic

WITH PINTEREST



👁 261.74k

★ 2.9k

📌 283



Table of Contents

- 3 **Introduction**
- 4 **The Truth About the Potential of Pinterest**
- 5 **Why Some Give Up on Pinterest**
 - The Solution
- 7 **Tracking Traffic from Pinterest**
- 8 **Key to Pinterest Traffic**
- 10 **Content Strategies That Build Traffic**
 - Content Planning Ideas - From Pinterest!
 - Set Up Your Pinterest Boards for Success
- 13 **Pinning Strategies that Boost Traffic**
 - Take Advantage of Keywords on Pinterest
 - Use Pin Designs & Descriptions that Lead to More Awareness, Signups, and Sales
 - Be Consistent
 - Pin Content That Engages *Your* Audience
- 20 **Make it Easy for People to Pin from Your Website**
 - Reuse and Repurpose Your Content for More Traffic
 - Reshare and Repurpose Intentionally
- 26 **Strategy Template** **BONUS!**
- 27 **How to Get the Most Value out of Every Idea, Blog Post, or New Product you Create**
- 34 **Conclusion**

Introduction



If you've ever wondered if Pinterest marketing is a good investment for "serious" marketers, that might be because you've heard that:

"Pinterest is just for weddings and cupcakes."

"Pinterest is just for women."

"Pinterest wouldn't work for my (insert niche here) business."

But is this true? Is it all about cupcakes and cute shoes? And, what's wrong with cupcakes and shoes, anyway? 😊

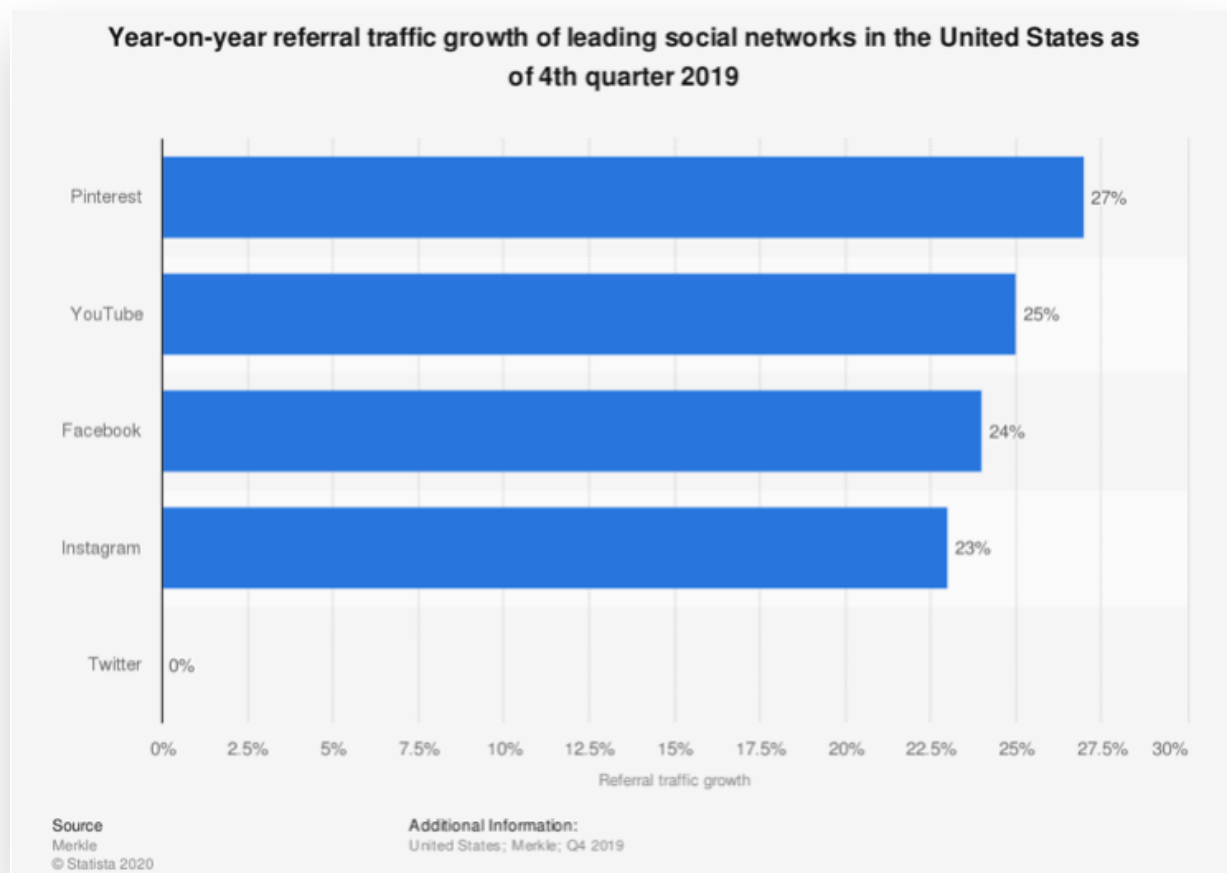


The Truth About the Potential of Pinterest

Pinterest can easily become a substantial contributor to your website traffic. In fact, for a long time, Pinterest has been the #2 driver of social referral traffic, right after Facebook.

Even before the announcement that Facebook Business Page reach would further decline, there was a steep drop off of social referral traffic from Facebook - while the percentage of referral traffic from Pinterest rose.

Here are the latest numbers - with Pinterest leading the pack in traffic growth across all platforms:



And then there is the way people use Pinterest. **97% of searches on Pinterest are unbranded**, meaning your small business has the same potential for discovery as do those who've spent millions and decades on promotion. And **77% of Pinners have discovered a new brand or product** with **83% of weekly Pinners reporting that they've made a purchase** because of something they found on Pinterest.

Why Some Give Up on Pinterest

When you start marketing your business on Facebook or Instagram, you may not see huge follower growth at first, but you WILL see some likes and comments. That feels great, and makes it easier to continue. With Pinterest, it can take a little time to see the results. Because people compare Pinterest to "social media" platforms, expectations for instant gratification can be at odds with the way Pinterest really works.

HOWEVER, great Pins on Pinterest can drive traffic to your site for months, and even years - so consider the work you do today an investment in the future.

Another challenge for many marketers is that they want to transfer all they know about social media platforms and repurpose that on Pinterest. This is a recipe for disappointment!

Pinterest is not a social media platform - it's a search and discovery platform - meaning, what you have done with great success elsewhere doesn't directly translate.

For instance, on Instagram, people want to see the behind the scenes of your business. They want to see your product unboxings, your latest speaking event. They want to feel connected to you and your brand. On Pinterest, everything is through the lens of, “How will this make MY life better?” or “How can this help me with this project?”

The Solution

Try to think of your Pinterest marketing as being more similar to your search engine optimization efforts than your Facebook strategy. To that end, think content, think keywords, think quality.

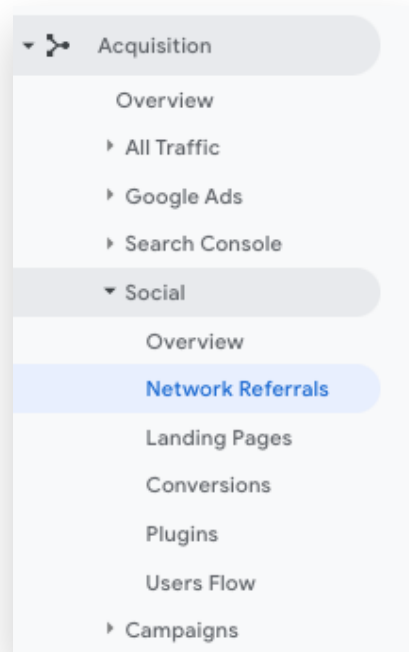
And think long-term investment.

That simple mindset shift is the first key to a successful Pinterest strategy. And while it can be difficult to commit to something that takes a while to deliver the results you want, realize that, like a successful SEO strategy, the work you put into your Pinterest strategy today and tomorrow can pay off by way of website traffic for weeks, months, and even years ahead.

“The work you put into your Pinterest strategy today and tomorrow can pay off by way of website traffic for weeks, months, and even years ahead. ”

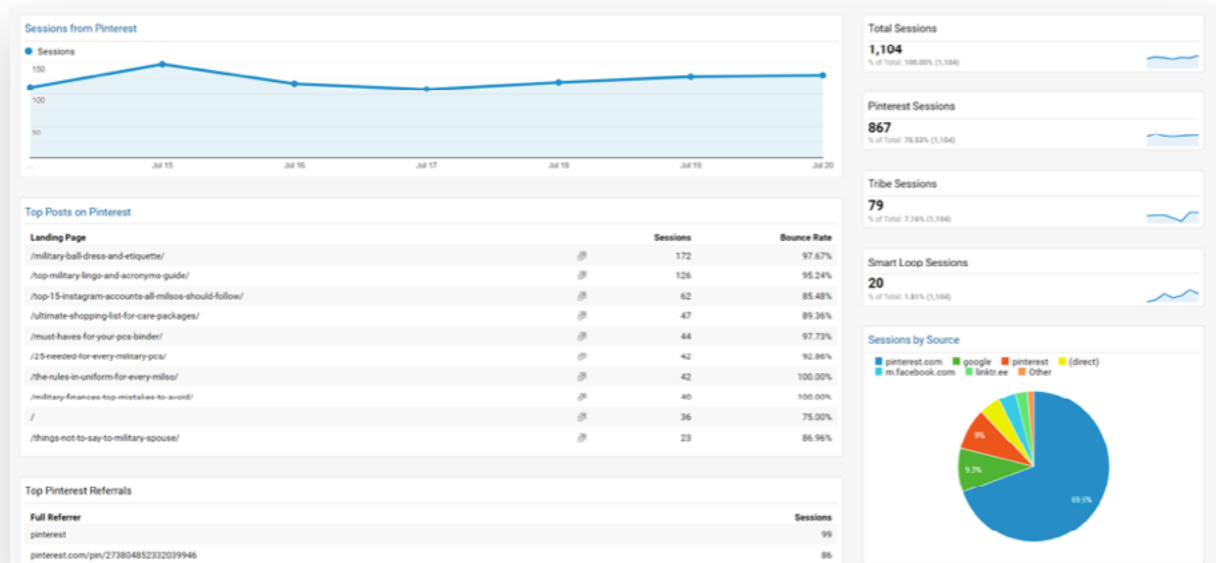
Tracking Traffic From Pinterest

One way to measure your traffic from Pinterest to your website is with Google analytics. Navigate to Acquisition > Social > Network Referrals and look for Pinterest. Click on Pinterest to see the pages people are visiting from Pinterest.

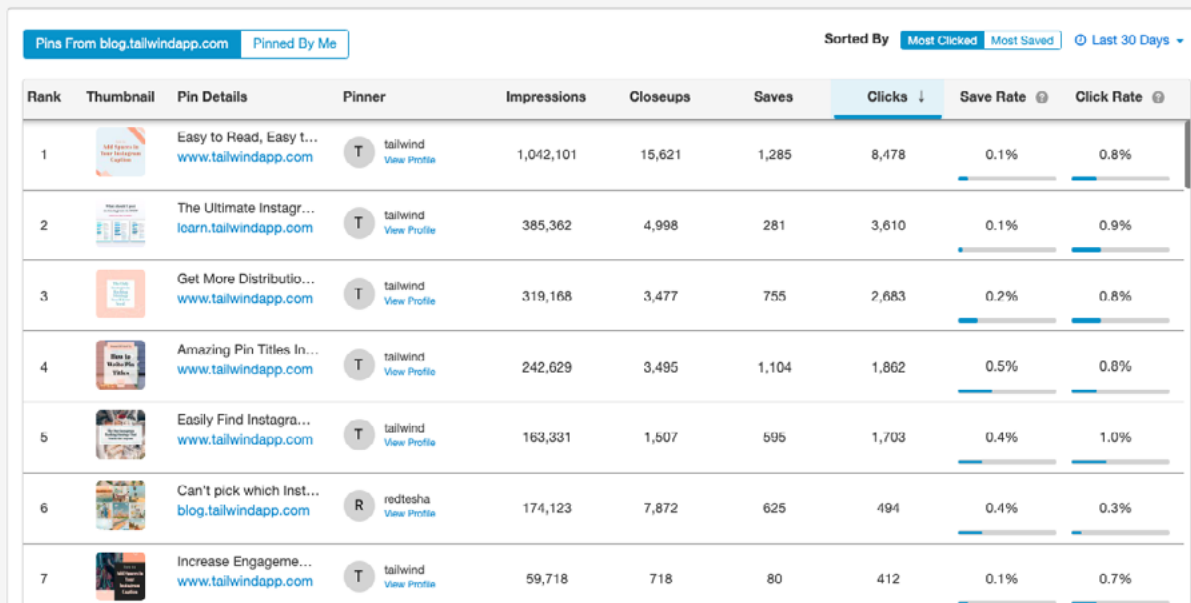


Traffic from Pinterest fluctuates for all sorts of reasons - from a slowdown in your content creation, to seasonal search trends, to real life! That's right - when the weather starts to warm up, you will likely see a drop in Pinterest activity as people start getting out and doing all the things they've been Planning on Pinterest. When holiday shopping picks up, it's all back!

For an easy way to see which content is getting the most Pinterest traffic, download [Kristie Hill's fabulous Google Analytics dashboard for Pinterest](#).



The simplest, quickest way to see which Pins are driving the most clicks is the Top Pins Report in Tailwind. You can also easily see the click rate and find out who is sharing these Pins for you (hint: many times it's not YOU).



The screenshot shows the 'Pins From blog.tailwindapp.com' report, sorted by 'Most Clicked'. The table lists 7 pins with their respective performance metrics. Each row includes a rank, a thumbnail, pin details, the pinner's profile, and metrics for impressions, closeups, saves, clicks, save rate, and click rate. Progress bars are shown for the save and click rates.

Rank	Thumbnail	Pin Details	Pinner	Impressions	Closeups	Saves	Clicks	Save Rate	Click Rate
1		Easy to Read, Easy t... www.tailwindapp.com	T tailwind View Profile	1,042,101	15,621	1,285	8,478	0.1%	0.8%
2		The Ultimate Instagr... learn.tailwindapp.com	T tailwind View Profile	385,362	4,998	281	3,610	0.1%	0.9%
3		Get More Distributio... www.tailwindapp.com	T tailwind View Profile	319,168	3,477	755	2,683	0.2%	0.8%
4		Amazing Pin Titles In... www.tailwindapp.com	T tailwind View Profile	242,629	3,495	1,104	1,862	0.5%	0.8%
5		Easily Find Instagra... www.tailwindapp.com	T tailwind View Profile	163,331	1,507	595	1,703	0.4%	1.0%
6		Can't pick which Inst... blog.tailwindapp.com	R redtesha View Profile	174,123	7,872	625	494	0.4%	0.3%
7		Increase Engageme... www.tailwindapp.com	T tailwind View Profile	59,718	718	80	412	0.1%	0.7%

Key to Pinterest Traffic - Understanding What Pinners Want

So, if Pinners don't want to see your Instagram behind-the-scenes sneak peeks, and they don't want to see your cat sitting on your computer, what DO they want?

Pinterest is a place for inspiration and aspiration.

Pinterest is also a place built for action - Pins are made to direct people off the platform and TO your website. So, if you can tap into the aspirations of your followers, you'll see that reflected in growing traffic.

If you're wondering how to support aspiration and inspiration in your Pin design and description, think about encouraging and empowering your followers.



For example, if your blog post on “10 Mistakes You’ll Make On Your Taxes This Year,” did great on Facebook and LinkedIn, you could change your Pin just a little bit to be, “10 Ways to Save On Your Taxes This Year.”

When you fully understand the way Pinner use the platform, those small tweaks will become second nature. If you're not currently using Pinterest personally, try it! Choose one topic that really excites you and start saving that content to a Board. As you do so, notice what you choose to Pin, how you organize it, and what makes you click to visit a website.

If you're using your business account to do this, just create a secret Board so you don't end up attracting followers who are not necessarily interested in the business content you'll be sharing soon!

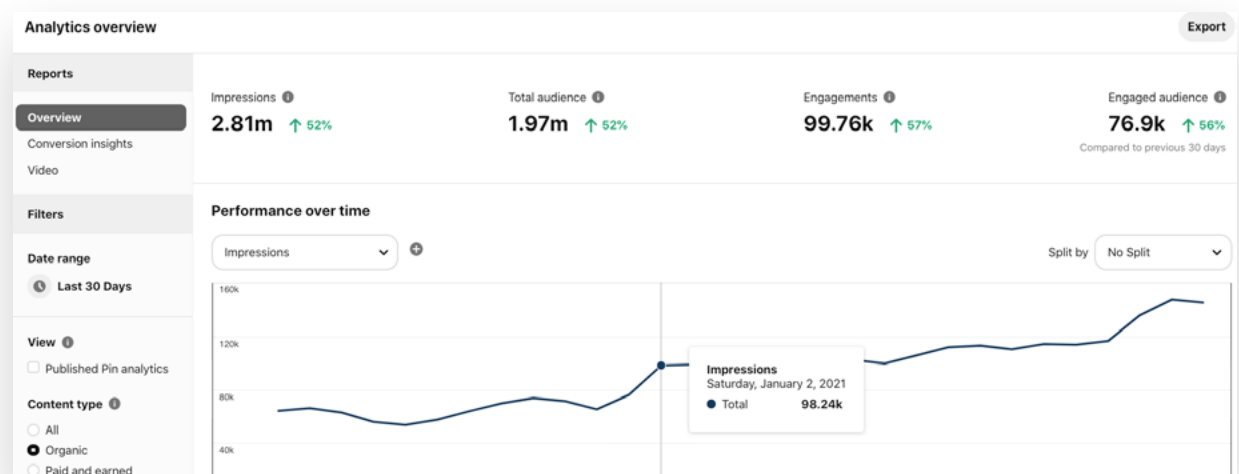
Content Strategies That Build Traffic

Content Planning Ideas - From Pinterest!

Go to Pinterest Analytics Overview. Filter for organic Pins and look at which Pins are getting the most traffic for “all Pins”. You can also use Tailwind’s Top Pins Report for this!

Where’s the use in that, you ask? Well, you’ll see some of your posts in these top spots (hopefully), but you’ll also see content you shared from other people that is generating clicks. What you’re accessing now are priceless insights into what people are clicking on Pinterest - exactly what you need to know in order to increase your traffic!

Look at all the Pins you’ve saved that get the most clicks. Is there a topic that you haven’t covered that appears over and over? Or maybe a different angle on a topic? What about the designs of the most-clicked Pins? Can you try some of the colors and text on those?



Set Up Your Pinterest Boards for Success

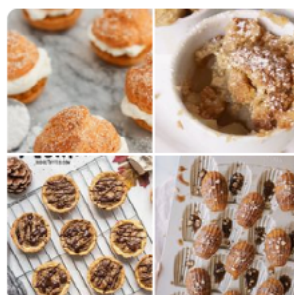
Your Pinterest Board names and descriptions give Pinterest context for every Pin you save there. Help Pinterest get your content into relevant searches by being clear with the context you provide.

QUICK TIP

Your Pin for “Mama’s Pecan Pie” might belong on several of your Boards. For example:

- › Fall Dessert Recipes
- › Pie Recipes
- › Thanksgiving Recipe Favorites

But it doesn’t belong on your “Living Room Ideas” Board!



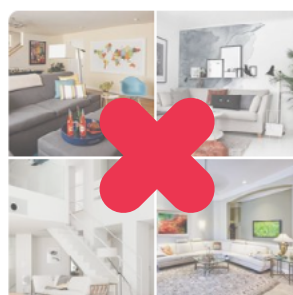
Fall Dessert Recipes
579 Pins



Thanksgiving Recip...
463 Pins

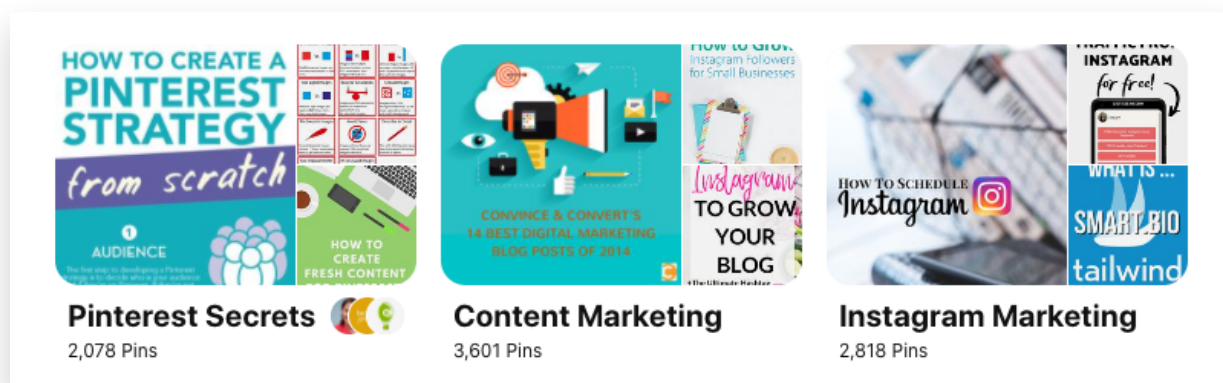


Pie Recipes
109 Pins



Living Room Ideas
775 Pins

When it comes to Board names and descriptions, think function over form. Some Pinners create Board titles with spaces between each letter because they like the way it looks on their profile. However, those Board titles are not at all legible to Pinterest. Skip the spaces!!! Some have also gotten clever with their Board names, using titles such as “Stuff I Dig.” Again, this doesn’t provide Pinterest with any context. Help them help you!



What about using your business name or branded terms in Board titles? Well, recall that 97% of searches are unbranded, so opt for mostly unbranded terms. You could certainly have one or two Boards which include your brand name, though. For example - a Board with all your blog posts saved to it might be a great place to include your business name.

Oh, and here’s one that won’t HURT you but will take up your valuable time - don’t spend time on creating Board covers or rearranging Board order. For the most part, people are not browsing your profile, and you’re likely to find that the dimensions change so often you’re spending way too much time redoing them when you should be creating content instead!

Pinning Strategies that Boost Traffic

Take Advantage of Keywords on Pinterest

Since Pinterest is a visual search and discovery engine, the words you use can be as powerful as the images you share. Pinterest does read the text on your image in determining how to distribute your Pin in search, related Pins, and feeds. Where else might Pinterest look for these clues? They're looking for keywords on:

- › Board Names
- › Board Descriptions
- › Pin Descriptions
- › Meta data on the linked content
([title, description and content on your pages](#))

This does NOT mean that your Pin description should be a list of keywords. Write a couple of sentences enticing people to visit for more information, but include keywords naturally, putting them (as well as your most compelling copy) near the beginning of the description. Including your brand name can help increase email signups and brand awareness. Write for your followers, but include keywords naturally, putting them (as well as your most compelling copy) near the beginning of the description.

Use Pin Designs & Descriptions that Lead to More Awareness, Signups, and Sales



61%

Email Conversion Lift

Use Text overlay to convey specific details about the featured product or service.



11x

Awareness Lift

Align with life seasonal, and everyday moments throughout the year.



67%

More Likely to Drive Offline Sales Lift

Help the audience visualize the product or service in their lives - show someone using the product.



13%

Higher Online Sales Lift

Align your Pin and landing page with similar imagery.

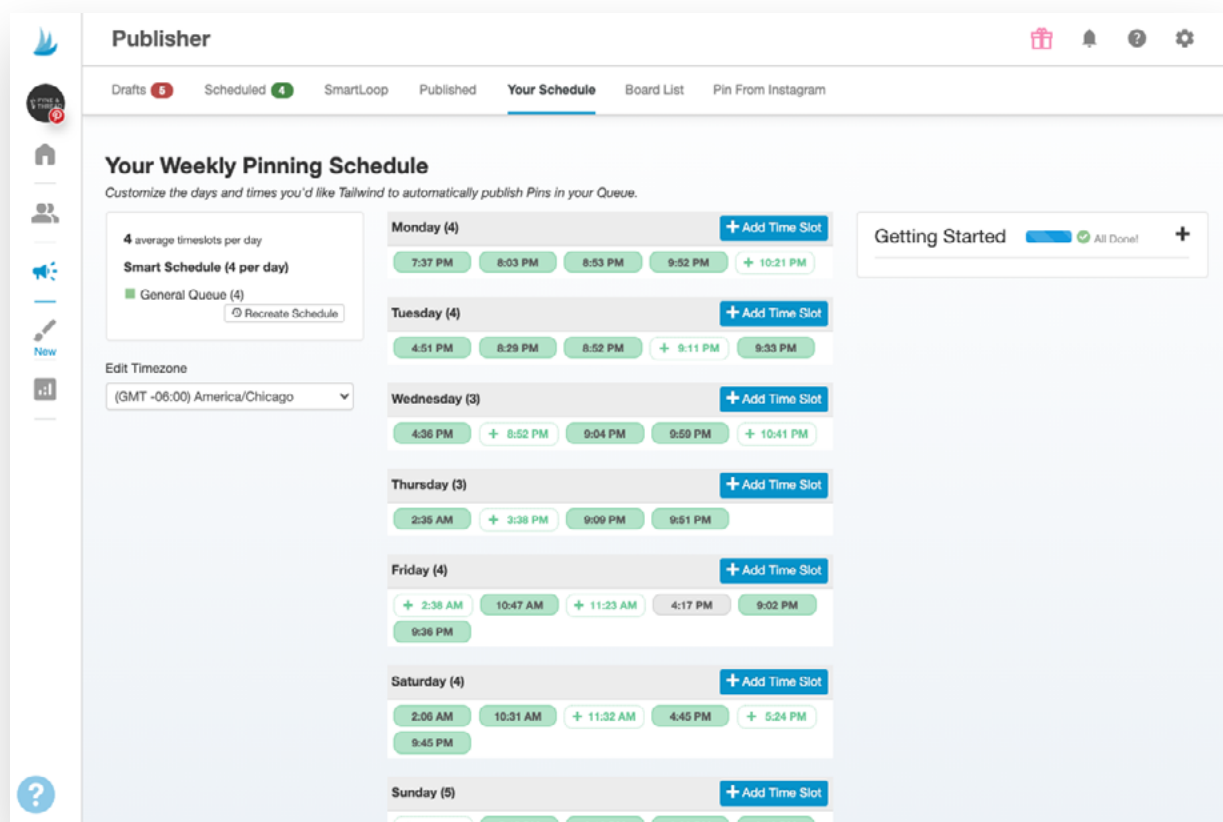
Other Best Practices for Pins That Work

- › Tasteful logo placement
- › Bold, clear use of text overlay
- › Striking visuals
- › Call out unique features when relevant (ex: “new”)
- › Make your product or service the focal point
- › Provide context that clearly shows how to use your product or service
- › Use a vertical format (2:3 ratio - 1,000 x 1,500px or equivalent)



Be Consistent

Pinterest rewards content creators who are active and consistent in sharing great, relevant content. Saving content to Pinterest daily, rather than a once-a-week Pinning frenzy will provide the best opportunity for content distribution. Using an approved partner tool like Tailwind to batch schedule your Pins for the week (or the month!) is a great way to do this.



Pin Content That Engages Your Audience

Pinterest distributes your content to your followers first. Based on their reaction (or LACK of reaction), Pinterest determines how widely to distribute that Pin. Before you share any content to Pinterest, ask yourself, “Will this content help me attract the people who are likely to engage with the content that is most important to me?”

In other words, saving content to a fitness or recipe Board may grow your followers and provide engagement on those Pins, but are those the same people who are likely to be interested in YOUR content? They could be - only you can answer that. (And, if like the rest of us, you want to share content to reference later, go ahead! Just do it on a secret Board.)

Your content takes precedence on Pinterest.

In fact, depending on how much content you create, you may not ever need to save anyone else’s content at all. Though most Pinner do enjoy supporting other creators in their niche and find things they want to save to read later.

IMPORTANT

Pinterest distributes your content to your followers first. Based on their reaction (or LACK of reaction), Pinterest determines how widely to distribute that Pin.

Before you share any content to Pinterest, ask yourself,
“Will this content help me attract the people who are likely to engage with the content that is most important to me?”

TRY TAILWIND FREE

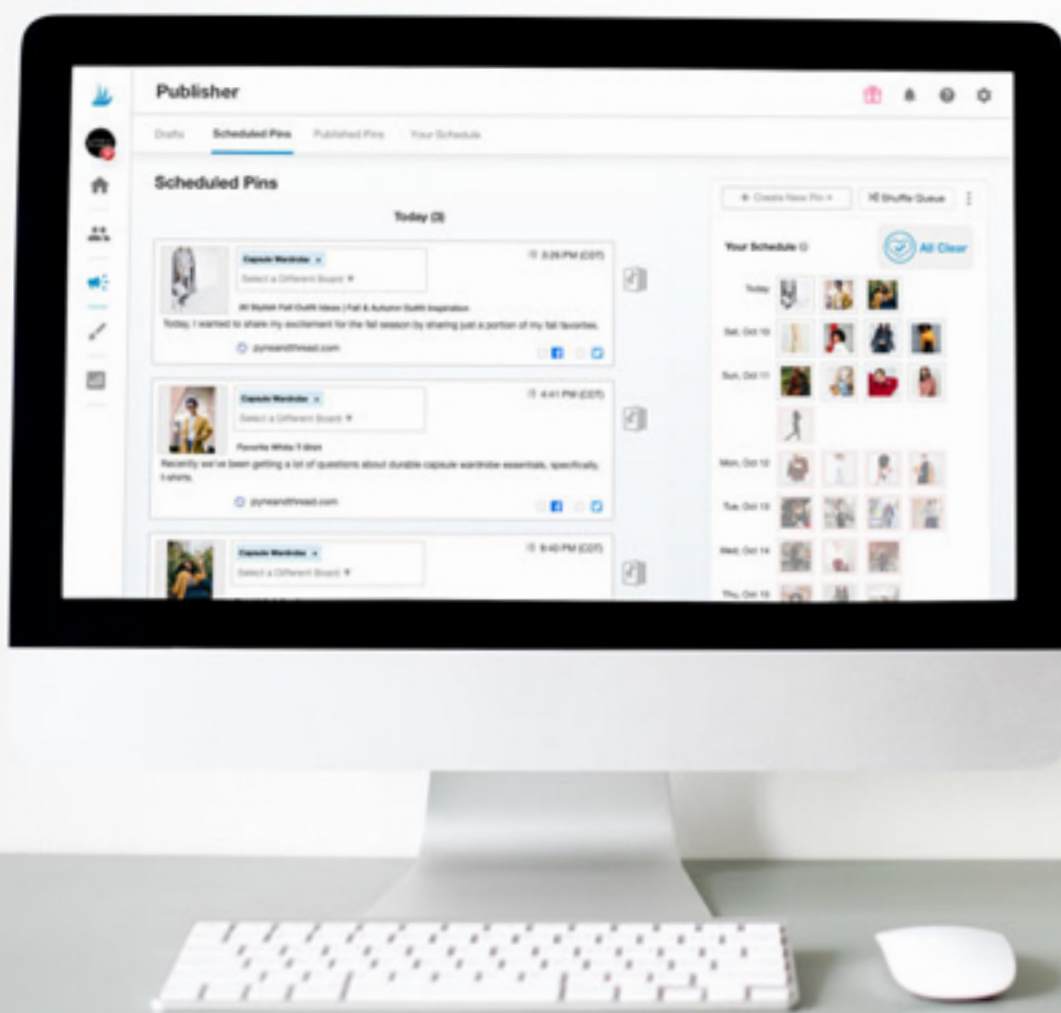
Save Time & Grow Faster on Pinterest

Supercharge your Pinterest marketing! Create beautiful Pins faster than ever, schedule at the best times, and grow your reach.



Sign Up with Pinterest

Get started Free. No credit card required.

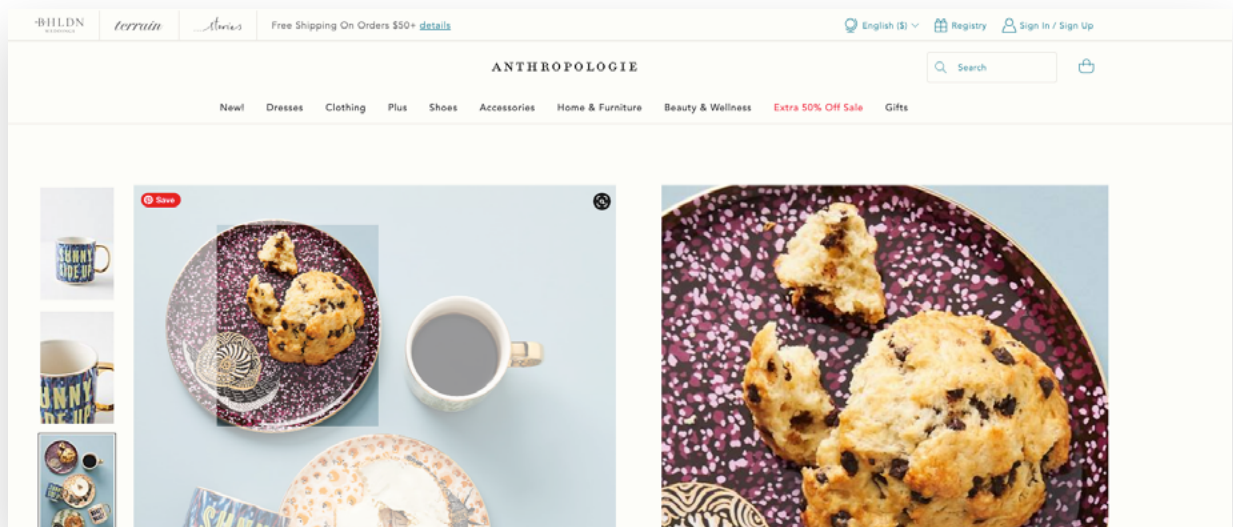


Make it Easy for People to Pin from Your Website

You can let others do some of the work for you by making it easy to share content from your website to Pinterest. Pinterest sees this as a vote of confidence and may expand the distribution of your content.

With that in mind, make sure that every piece of content contains a Pinnable image - one that makes the most of the recommendations in the “Use Pin Designs & Descriptions that Lead to More Sales” section of this guide. If you have older content that is still relevant, go back and add Pinnable images to them and save them to Pinterest!

You can also [install the Pinterest save button](#) on your site, making it easy for people to save as they read. Once installed, the Pinterest logo will appear on your images. Readers can click to save your content right to their Boards.



Some people prefer not to have a Pinnable image visible on their blog posts or content. If that's you, try a WordPress plugin such as [TastyPins](#), which allows you to upload images specifically sized for Pinterest and social media.

Reuse and Repurpose Your Content for More Traffic

What takes you longer - writing and publishing a blog post or product listing - or creating a new image? For most of us, the answer is clear - creating a new image often involves much less time. The good news for hard-working content creators, then, is that purposefully using multiple images to link to the same content can massively increase the traffic you get from that content.

Here's how this works. Save your Pin to the most relevant Board first. Pinterest distributes your content, people engage, and it's distributed more. With some time in between, save your Pin to relevant Boards.

In the meantime, try another creative treatment for the page, post, or product you're Pinning and share that out. Over time, you'll learn more about the kinds of images your followers respond to.



The fastest way to try on a new look is to use [Tailwind Create](#). Just plug in your website link and we'll pull in your images and page titles for you! You can also upload images or choose from free stock photos and then, with the click of a button, generate thousands of ideas to tweak and choose from - all with your branding built right in! Then, you can schedule it - no downloading and uploading - it's all in one place.



Loving the new Tailwind Create tool! It saves me time and energy trying to muster up creativity and innovation for new Pins all while making my posts and content look beautifully and very professionally put together!



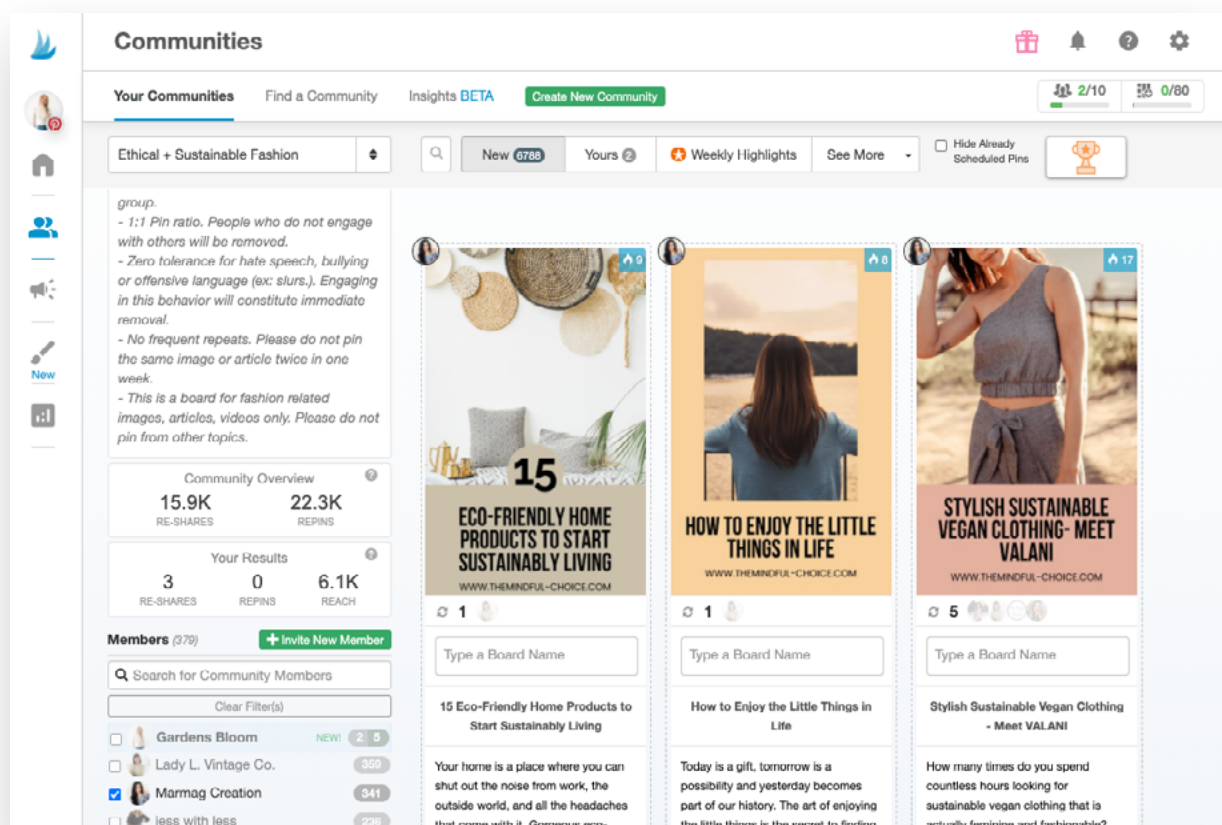
Luci Petlack / Lifestyle Blogger

The screenshot displays the Tailwind Create interface. On the left is the 'Design Settings' panel, which includes sections for 'Photos' (with an 'Upload Photos' button and a grid of six image thumbnails), 'Stock Photos' (a dropdown menu), 'Color Palette' (a row of five color swatches), 'Text' (with fields for 'TITLE TEXT' containing 'Fall Favorites', 'Font' set to 'Abril Fatface', and 'CALL TO ACTION TEXT' set to 'SHOP NOW'), and 'Branding' (with a 'No Branding' option and an 'Update Brand Preferences' button). The main area is the 'Design Gallery', titled 'Select and refine a few designs that best capture your idea'. It features a 'FILTERS' bar with 'Content Type' and 'fashion' selected, and 'with CTA' also selected. Below the filters is a grid of four generated pin designs, each featuring a woman in a hat and the text 'Fall Favorites' and 'SHOP NOW'. Each pin has a 'Try on different looks' dropdown and 'Edit' and '+ Select' buttons. At the bottom of the gallery, there are more image thumbnails and a progress indicator showing '14 / 100' with a 'Review Your Selection' button.

No one Pin design will appeal to every one of your followers or searchers, and sometimes the same material presented in a slightly different way will catch the eye of someone who previously overlooked it. One thing you DON'T want to do is to create many images with the same text and only slightly different images. When these all appear in the same search result it creates a less-than-ideal experience for users and can look spammy.

That said, making a couple of different designs for a piece of content can work well on Pinterest and in Tailwind Communities (a feature in Tailwind where people share their best content and Pin out great content from others)- where someone might either choose one Pin over another, or they might save BOTH, meaning more distribution and more traffic for you!

Especially for online retailers, you'll find your Pins get more saves in Communities if they link to a helpful blog post than if you use a straight product shot that leads to a product listing.



Reshare and Repurpose Intentionally

It used to be that content creators and Pinterest marketers could share the same image linking to the same URL repeatedly and expect a big boost in traffic. Now that Pinterest is prioritizing new content, though, it's time to rethink mindless resharing.

WHY MIGHT YOU RESHARE CONTENT ON PINTEREST?

- > **If your follower count has grown.** Sharing can get your Pin back into the Following tab for new followers who may not have seen it and for existing followers (who may have missed it the first time). Consider sharing the same Pin back to the same board every 4-6 months or so.
- > **When it's seasonally relevant.** Resharing a Pin to the same (relevant) Board can also help surface your content more effectively at the time when people are likely to be searching for it. Save this seasonal content 30-45 days before the holiday or season. People tend to start their planning early!

You could also use the “Hobby Lobby” approach. 😊 Some craft stores started updating their seasonal displays earlier based on Pinterest activity, so when you see a change there, start sharing your seasonal content!

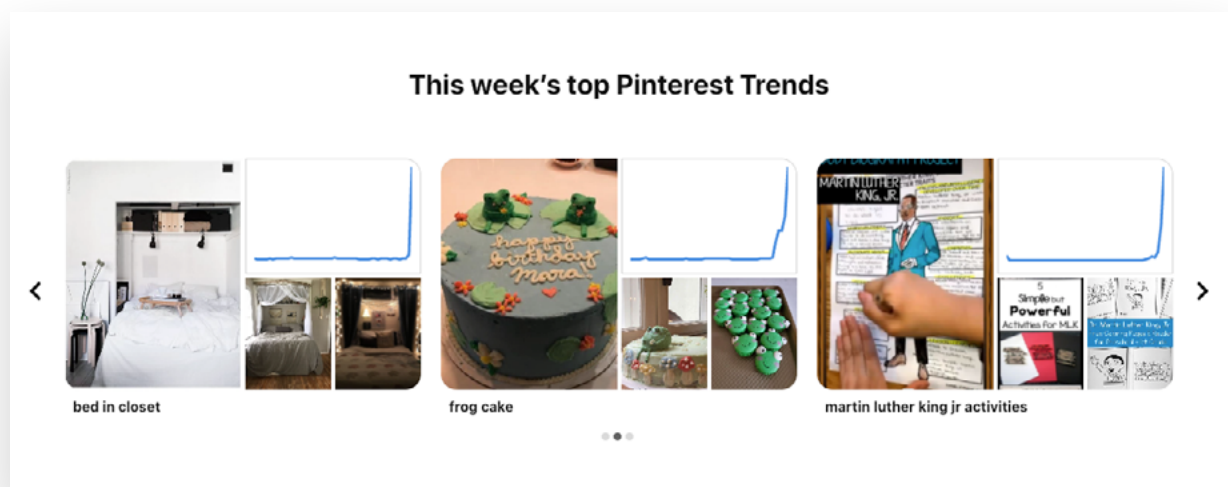
Even better, look for opportunities to frame your content in a new context. Pair your offering with a specific mindset or trending topic, make sure your content delivers on the promise in your Pin, and send it out! Featuring seasonal and everyday moments can [increase your online sales up to 20%](#). And updating your website content to add more value can also give you a boost in Google search!

Grab our list of interests, moments, and events, along with ideas to create your own winning formulas at the end of this guide.

WHAT'S A PINTEREST IDEA?

What you offer:		They want help to:		Result:
Product, Benefit, Brand Value	+	Everyday interest, Seasonal moment, Life event	=	Pinterest idea

Get ideas about what is trending now from [Pinterest trends](#). Browse this week's trending topics, hot search terms by industry, or enter your own keywords for inspiration about what people are searching for today.



That's it! Follow the steps above to build your website traffic with Pinterest! How might that translate to real life?

How to Build Your Traffic On Pinterest



WHEN STARTING OUT

- › Get a feel for how people use Pinterest by using it for yourself - just for fun.
- › Determine how you will measure your success. Set up a spreadsheet ([like our Pinterest planner](#)) or other method for recording results.
- › Optimize your profile and Boards with relevant keywords.



EVERY DAY

Save relevant, engaging Pins to Pinterest (it's easier with Tailwind!)



EACH WEEK

Create new content

- › A new blog post
- › A new product listing
- › A new image

Create and share a new image for 1-3 pieces of existing effective content, being sure to give it a timely, relevant spin with [these ideas](#).



EVERY MONTH

Review your progress, note high-performing content.

Check Pinterest analytics for content that generates clicks. Use these insights to plan your new website content and/or try a new Pin design with [Tailwind Create](#).

How to Get the Most Value out of Every Idea, Blog Post, or New Product you Create



It's hard to create new content. Regularly creating new blog posts, products, and pages with great images may be the best way to grow your account on Pinterest, but your time is valuable! And every minute spent promoting your content is a minute you're not developing your next new product or blog post, serving your customers, or enjoying some downtime at home.

Here are some ideas on how you can spend your time wisely to get the most out of each new piece of content without going overboard.

Think of a *few ways* your content could appeal to different audiences. This will help it to appear in more search results.

Making sure your content is relevant to more audiences is a win-win. To get started, *identify a few specific audiences* for your content.

Let's say you wrote a recipe blog post for a Garden Cherry Bourbon Smash cocktail. A few audiences who might be interested in your recipe:

1. Bourbon drinkers
2. Holiday party hosts
3. Couples planning a wedding

For each of the groups, think about what might appeal to them. What might they search for that would be relevant to your content? Here are some examples of how to appeal to each audience:

- 1. Bourbon drinkers:** Your Next Favorite Bourbon Cocktail
- 2. Holiday party hosts:** A Holiday Cocktail to Wow Your Friends at Your Next Party
- 3. Couples planning a wedding:** THE Signature Wedding Cocktail of 2020
HINT: If the content itself doesn't include a mention of any of these specific concepts, add it in! This will make for a more satisfying experience as Pinterest users click through to your site, and Google loves updated content, too.

When identifying additional audiences or contexts, ask these questions:

- 1.** How can you engage a brand new audience you might not be reaching today?
HINT: use different keywords to appear in more unique searches
- 2.** How can you get your content into new searches and in front of new people on Pinterest by relating it to a variety of common everyday interests?
- 3.** What current trends could you incorporate?
HINT: Check out trends.pinterest.com for ideas!
- 4.** What are some upcoming seasonal moments or important life events for which your content may be especially relevant?
HINT: Pinner plan EARLY (e.g. holiday trends start picking up as early as April!) [Grab our planner](#) and get ahead of these trends.

Examples

Using the formula below, add your product or blog post to a “contextual mindset” from our lists of everyday events, seasonal moments, and life events to come up with a few new Pinterest ideas.

What you offer:

Product, Benefit,
Brand Value

+

They want help to:

Everyday interest, Seasonal
moment, Life event

=

Result:

Pinterest idea

1. You have a:

Cocktail recipe

+

They want help to:

Discover something
exciting and new

=

Result:

Your Next Favorite
Bourbon Cocktail

1. You have a:

Cocktail recipe

+

They want help to:

Impress their friends
over the holidays

=

Result:

A Holiday Cocktail to
Wow Your Friends

1. You have a:

Cocktail recipe

+

They want help to:

Plan a ladies' night in

=

Result:

The Perfect Cocktail for
a Girls' Night In



Everyday Interests



Life Events



Seasonal Moments



Life Moments



Traditional Moments



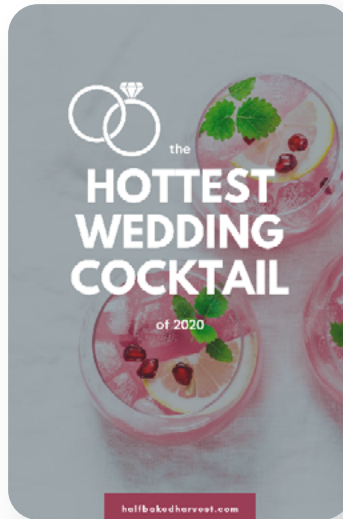
Unique Moments



Get Creating!

Now create a couple of compelling, unique images for each new idea.
Make sure to change the:

1. Photo
2. Text on image
3. Title
4. Description



Conclusion



The key to more Pinterest traffic lies with your content. Engaging content that inspires and motivates. Since most people are on the platform to discover new ideas, your small business has a great opportunity to reach new customers.

You can help Pinterest help you get more distribution for your content in part by:

- › Using keywords strategically,
- › Sharing to your most relevant Board first, and
- › Making it easy for others to share content from your website to Pinterest.

Executing an effective Pinterest traffic strategy doesn't have to be difficult. You're already doing most of the work, and Tailwind can help with the rest. Check out our blog and [get a free trial \(plus a free month when you upgrade\) by clicking on this link!](#)

