



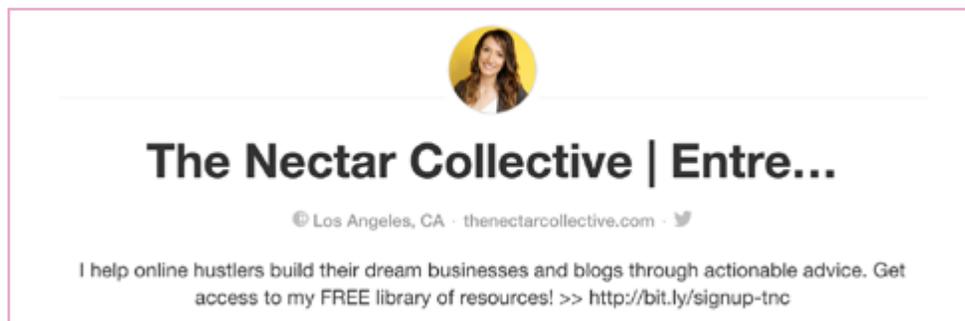
7 WAYS TO GROW
Your Blog's Traffic
WITH PINTEREST



1. Add a Call to Action to Your Profile

Your Pinterest bio is brief, but it's what new potential readers will see when they visit your profile. It's the first step to gaining subscribers, getting hired, and growing your following, fast. In that case, **I highly recommend adding a call-to-action, or CTA, to your profile.** Not including a CTA in your profile could be losing you hundreds, if not thousands, of potential subscribers and customers.

Take a look at the CTA I use on my own Pinterest profile:



Right when someone lands on my Pinterest account, they immediately see what I'm all about and are given a CTA to sign up for my free library of resources. Boom. Now they're no longer just a Pinterest follower. They're on my email list and I can contact them whenever I want.

Pinterest is an incredible marketing tool, and if you use the tips in this guide, you're likely to see more people on your profile. **Make sure you're including a CTA to convert those visitors into subscribers and paid customers.** A good CTA will typically get visitors to sign up for your email list by providing a free "lead magnet," such as my library of resources.



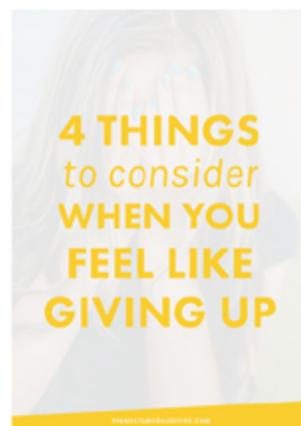
2. Create On-Brand, Consistent Pins

Pinterest is extremely visual, so if the pins from your website don't look consistent and beautiful, then: A) no one will pay attention to them, and B) no one will realize that all of your pins are from the same website. Those are both lost opportunities and will make it more difficult for your brand to stand out on Pinterest.

In order for people to really start to notice your work, it's important that you create a recognizable theme for your pins. Whether it's your photography style, your color palette, or the fonts you use, you have to be consistent. This is important because we want people to eventually get curious about these similar images they keep seeing in their feed! Eventually, they'll click over to your website and fall right in love.

I recommend creating a template for your Pinterest images so that all you need to do is pop in a new photo, change the text, and you're done.

Here are examples of the images I use for all of my own blog posts:





3. Create Share-Worthy Pins

Repeat after me: Not all pins are created equal.

Your Pinterest pins are essentially your currency on Pinterest. They need to be good in order for people to find them and pin them. Here's a checklist of what a pin-worthy pin should include:

- 1. It should be vertical, rather than horizontal.** Vertical pins appear larger in the Pinterest feed, so this is an essential way for your images to stand out. Ideally, try 800x1200 pixels.
- 2. Add your blog post's title on your image.** This is extremely eye-catching when people are browsing through their feed.
- 3. Add a CTA.** You can either include your call-to-action directly on the pin, or you can include it in your pin's description. An example of a CTA for a pin is, "click through to read the full post!"
- 4. Apply for Rich Pins on Pinterest.** Rich pins add extra data below your pin image, such as your blog post title, your site's favicon (the small icon that appears in your browser bar), and the name of your site. This is GOLD for helping your pins stand out, look professional, and get re-pinned.
- 5. Add "sharing" buttons to your blog posts.** That way, if you created an awesome post and potential pin, your visitors can easily share it onto Pinterest. Boom!

Following each of the guidelines above will make it a no-brainer for your followers to easily share and repin the content you create.



4. Spice Up Your Old Pins and Repin Them

Do this right now: Visit Google Analytics and, using the left-hand navigation, click Behavior >> Site Content >> All Pages.

This will show you your most popular posts from the last 30 days. I recommend adjusting the dates at the top so that you are viewing data from the last 3 months. **Now, you've got a solid list that shows you all of the blog posts that are driving you the most traffic.** Whoa!

It's time to sift through these posts and update them, if necessary. Because of the way SEO works, many of your top posts are probably some of your older posts and will need a little TLC.

Here's what each of these posts needs to have:

- 1. A new, on-brand image with text.** Just like we learned in Step 2 of this guide, creating consistent Pinterest images is crazy important to your success and brand on Pinterest.
- 2. Updates to your content to make it even better.** These posts are about to go bananas on Pinterest, so you want them to be as kick-butt as possible.

Now, you're ready for lift off! **Repin your post with your new image. Pin it onto as many of your boards as it applies** (i.e. If it's a healthy recipe post, you can pin it to your "recipes" and "healthy living" boards). That way, as many of your followers will see it as possible. Don't worry -- Pinterest has a special algorithm where your followers will only see one pin at a time. They'll never feel like you're spamming them even if you pin the same pin to five different boards in one sitting. Woohoo! Now, watch the visitors roll in!



5. Add Proper SEO to Your Pins + Boards

Google isn't the only search engine out there, yo. In fact, Pinterest is quickly becoming one of the most popular of its kind. This means that you have to add SEO (Search Engine Optimization) to your pins in order for them to pop up when someone searches for something on Pinterest. No SEO? Then no one will be able to find your pins. The horror! That means less repins, less followers, and less click-throughs. Ouch.

Don't worry, this is an easy fix.

For every single pin you share from your website, add a useful, keyword-rich description. Most people either don't add any descriptions to their pins OR they just use the blog post's title as the description. You're missing out big time if that's your current strategy.

Instead, add keywords to your descriptions so that people can actually find your posts when they search for something on Pinterest. Think about what people *would* be searching for in order to find this particular post and include those words in your description.

Likewise, **you should be adding keywords to the descriptions of your boards as well.** Just like with your pins, you should think about what exactly someone would type into Pinterest's search box in order to find your board. For example, if it's a board with "art projects" then the keywords in your board's description might be: *Art, Paint, Crafting, DIY Projects, Artist, Do It Yourself, Crafts, Arts & Crafts, etc.*

By adding SEO to your pins and boards, you're allowing them to be found by the more than 70 million users who use Pinterest. Hollaaaaa!



6. Delete Pins With Zero Repins (Yup, Really!)

I know, this sounds nuts. Why would we *delete* pins when we're trying to *grow* our blog's traffic and subscribers? **Simple: Because of Pinterest's Smart Feed.**

What is the Smart Feed? It's an algorithm that Pinterest introduced in 2014, which shares pins in the order of "best" first rather than "newest" first. That means that some of the pins you post aren't immediately shown to your audience and may *never* be shared! The "best" pins are chosen based on the internal ranking of each user. **Basically, if Pinterest thinks you're a power user, then it will share your pins more frequently.**

But what if you're *not* a power user just yet? Don't fret, friend. I've got a solution: deleting pins with zero repins. We do this because it "tricks" Pinterest into believing that you're a power user. Why? **Because only the best and most popular users would consistently get repins on every pin they share.** Make sense? So, if you delete pins with zero repins, you're telling Pinterest that your pins are SO good that every pin on your account has at least one repin.

This sounds crazy, I know. But I've worked with enough students on this to know that this strategy works.

If a majority of your pins have zero repins, then I recommend re-pinning them first to see if they gain any *new* repins. If they **do** get at least one repin, you can delete the old version. If they **don't**, then try moving your repin-less pins to a secret board so that they aren't on your public boards, but can be added later after your following has grown.

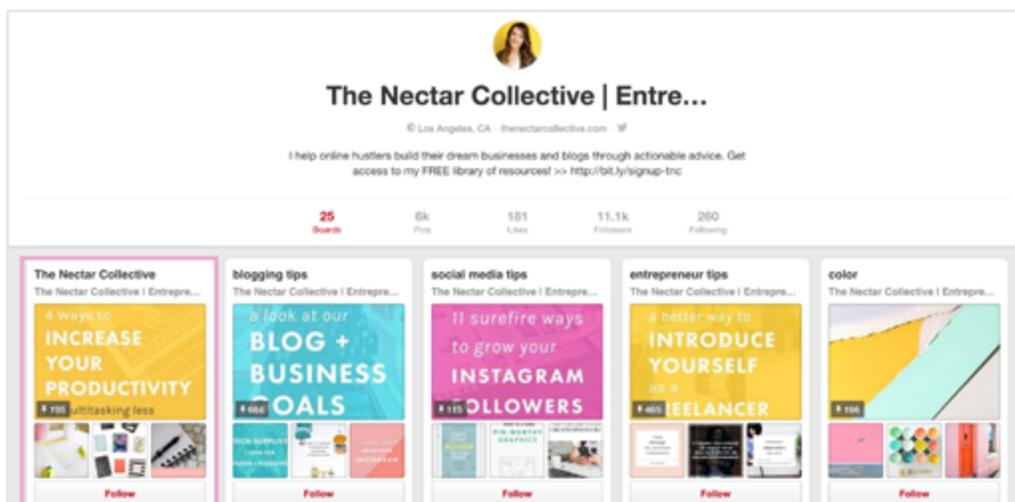


7. Put Your Content At Center Stage

When people arrive on your Pinterest profile, ideally we want them to follow you and then visit your website. We're definitely not just trying to hoard Pinterest followers...**It's all about converting them into blog visitors and subscribers, right?**

To really allow your content to stand out, **create a board just for your blog posts and make it the very first board on your account.** That way, when someone views your profile, they immediately see a library of all of your posts, which they can then scroll through, click on, and repin.

Plus, the sooner we get our content in front of new followers, the sooner we build a relationship with them in order to get them straight up *hooked* on our content. Boo-yah! In the image below, you can see that my blog posts from The Nectar Collective are front and center on my profile.



Dude. You rock.



It's so awesome to see that you're taking the power of Pinterest seriously. It's worked like freakin' magic with growing my own blog and business and I know it can do the same for you. Stick with these tips -- they will definitely help you get ahead.

Can I ask for a little favor from you?

If you found this guide helpful, I'd LOVE it if you shared it with other people. I am all about spreading the love over here and want this knowledge to get in as many hands as possible.

Luckily, I already wrote up a tweet for you so you literally just have to click a button. Pretty sweet, huh? **Just click the tweet below** and you'll be taken to Twitter where you can publish it. Seriously, thank you for spreading the word. I appreciate you.

Tweetable: This free e-book from @nectarcollect with "7 Ways to Grow Your Blog's Traffic Using Pinterest" is GOLD. Get it: <http://bit.ly/tnc-pinterest>