



START PINNING FOR TRAFFIC!

FOLLOW ME ON PINTEREST!

CONVERT YOUR PERSONAL ACCOUNT TO BUSINESS

If you do not have an account, sign up for a business account. If you have a personal account that does not have many followers, go to your settings (click your photo). There will be an option to switch to a business account, so choose that and follow the instructions.

APPLY FOR RICH PINS

CLICK THIS LINK TO SET UP RICH PINS

- Follow the link above and set up rich pins
- Rich pins give your audience more information on your pin.

OPTIMIZE YOUR PROFILE WITH KEYWORDS

Pinterest is a search engine so you should choose the keywords that you want to be ranked for and put some in your profile.

Choose **SETTINGS** and scroll down to **PROFILE**. Where it says **Business Name** is where you put your keywords.

CREATE BOARDS WITH KEYWORD RICH DESCRIPTIONS

You will want 10 to 15 boards with keyword names that describe what your website or blog is about.

Create one board called "best of (your blog)" and fill it with the pins from your posts only. Then create other boards for the topics that relate to your niche.

CREATE BOARD COVERS FOR YOUR MAIN BOARDS

You will likely find things outside of your niche that interest you while you are pinning.

So to differentiate your main blog boards from boards you create for casual pinning, make board covers.

This also helps visitors find your pins that link to your website.

SOURCE PINS TO FILL YOUR BOARDS

Create one new pin daily based on one of your blog posts and pin that to your Best Of board. Pin only your own pins into your Best Of board.

Then search for your niche in the Pinterest search bar. After you click to search, a down arrow button will appear to the right of the search bar. Choose boards and look for other pertinent pins that you can save into your niche boards to fill them up.

Pinterest recommends that you pin 10 to 12 pins daily. Feel free to follow any profiles that fit with your niche. Happy Pinning! -Irma