



# ***Pinterest***

## **TRAFFIC**

by  
**Pinterest Guides**

<http://pinterestguides.com>

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## What is Pinterest?

Pinterest is a website at <http://pinterest.com>

In a nutshell Pinterest is a:

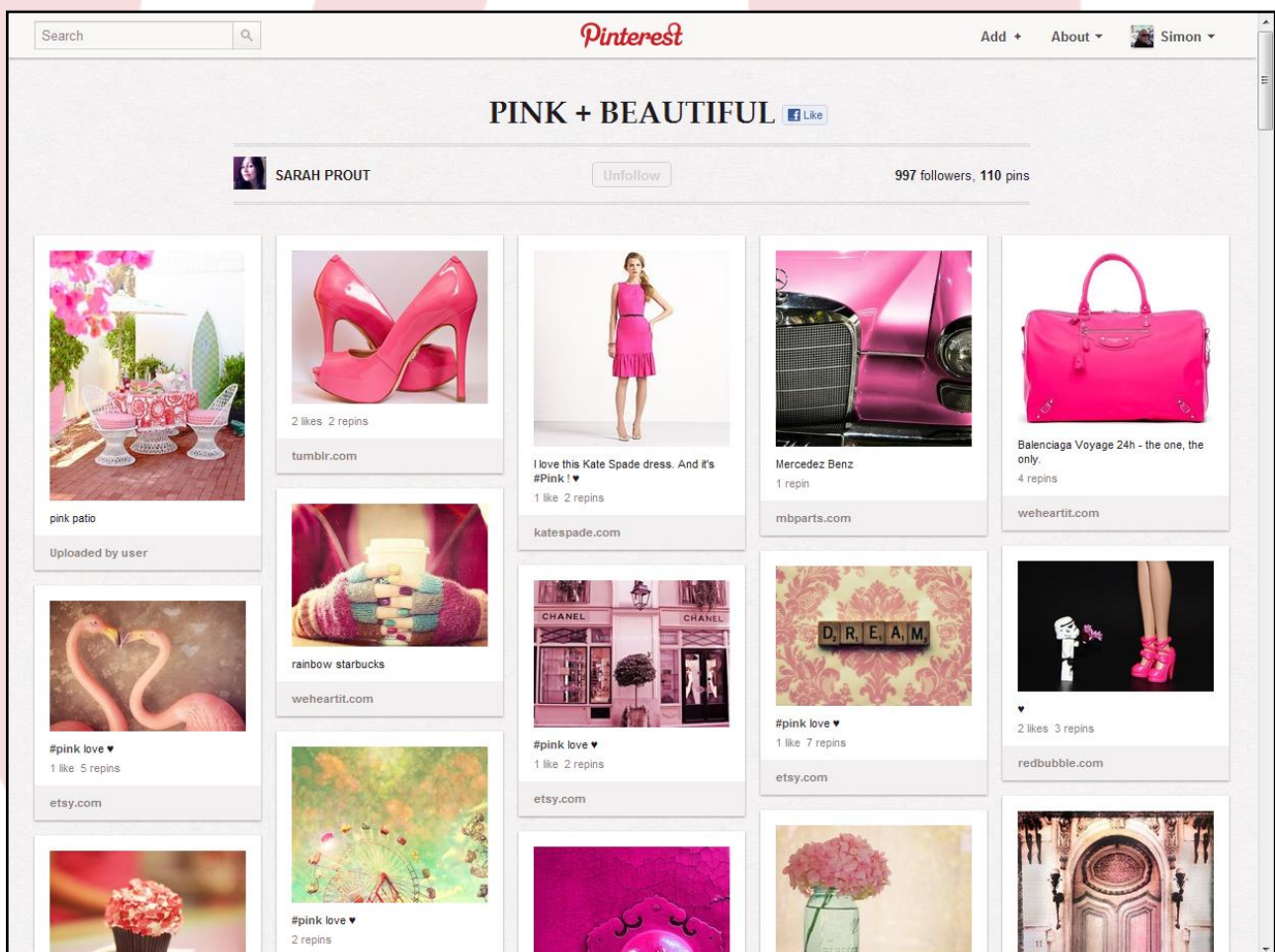
**“Visual Image Bookmarking Social Media Site”.**

You could probably describe it in a dozen different ways!

Basically, it's like an online pinboard or collage.

So people 'pin' things they like to a pinboard for other people to enjoy.

Take a look at this example Pin Board from my friend Sarah Prout:



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If a Pinterest user likes (or more likely, *loves*) an image, they can 'like' the image.

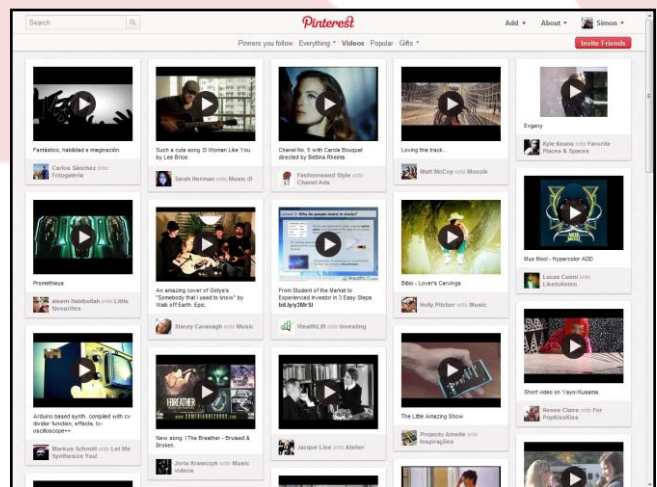
And if they really like the image they can 're-pin' these items to their own pinboards.

Not only that, you can set up boards that other people can pin to. So you can collaborate and become the curator of a board on a particular topic.

What are the items that can be pinned?

Images. You can pin images from anywhere on the 'net.

Also, Videos can be pinned, they have their own section. Though to be honest, these rarely look as pretty as the rest of the site, as you can see:



So Pinterest is a very visual, very beautiful site. People tend to pin things that look great, and people re-pin things if they *love* them.

It's very much emotion driven, people like and re-pin thousands of images.

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## **Why is Pinterest useful?**

Pinterest is full of people who are passionate about things.

They are passionate about design, quality, visual niceness.

Why is this useful?

Simple, people want more, they want more and more of the same. They want to see more, read more, they want more information.

So it's a *naturally curious audience*.

## ***Traffic Generation***

You can use this pinning method to generate traffic.

Every image is linked to the site it came from. **THAT'S WHERE THE TRAFFIC IS.**

Users can click on an image that interests them, and they end up on the site it came from.

So, you pin images on YOUR sites and YOU get that traffic.

And, if they are GREAT images, they might be repinned, and hence that virally attracts more traffic.

And, even better, users activity ends up on their connected Facebook and Twitter accounts. So you automatically gain from those networks too!

**It's been said that Pinterest is driving more traffic to sites than YouTube, Google+ and LinkedIn combined...**

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## **How do you use Pinterest?**

Okay, let's walk through using Pinterest.

### ***Invite Only***

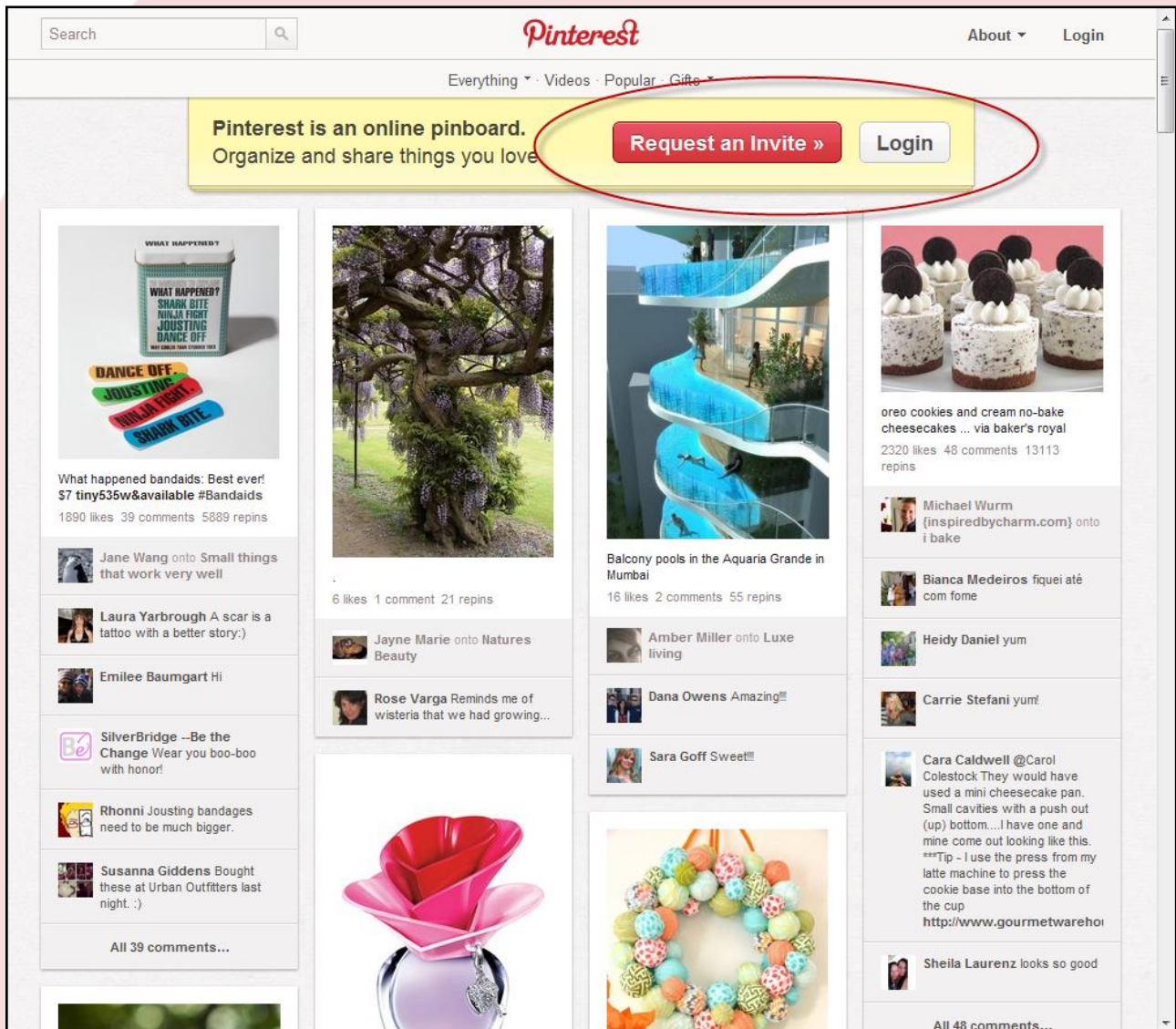
At the time of writing, the site is Invite Only.

I requested an invite, and was a member within a few days.

Why are they doing this? I think it's to manage their growth, so they don't grow too quickly – remember, right now they aren't making any money! (Does that sound familiar, think Twitter...)



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## Signup and Username

Once you've been granted your invite, you need to signup.

Take care to choose a good username – it gets displayed all over the place, so if you are doing it for a company, use the right brand.

It also gets used in the url, eg: <http://pinterest.com/pinguides>

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## Edit Profile

You should fill out the profile (like in this example) to ensure maximum exposure for your website and social profiles.

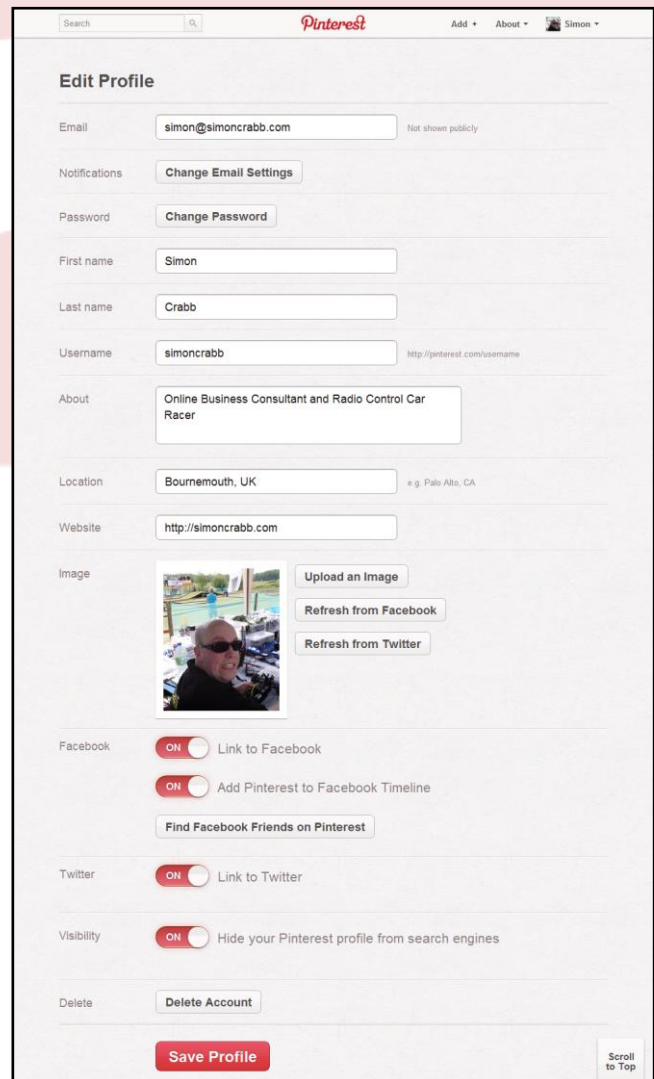
In your About box put something meaningful about yourself and your interests.

Put your real location, remember your country – Pinterest is global.

Put your website, include the http://

You can link your profile to both Facebook and Twitter. Do this.

And finally, make sure the “Hide from search engines” is OFF, unlike to the right!



The screenshot shows the 'Edit Profile' page on Pinterest. At the top, there's a search bar and the Pinterest logo. The page title is 'Edit Profile'. The form includes fields for Email (simon@simoncrabb.com), Notifications (Change Email Settings), Password (Change Password), First name (Simon), Last name (Crabb), Username (simoncrabb), and About (Online Business Consultant and Radio Control Car Racer). There are also fields for Location (Bournemouth, UK) and Website (http://simoncrabb.com). An image field shows a profile picture of a man wearing sunglasses. Below the image, there are buttons for 'Upload an Image', 'Refresh from Facebook', and 'Refresh from Twitter'. The Facebook section has two toggle switches: 'Link to Facebook' and 'Add Pinterest to Facebook Timeline', both set to 'ON'. There is a button 'Find Facebook Friends on Pinterest'. The Twitter section has a toggle switch 'Link to Twitter' set to 'ON'. The Visibility section has a toggle switch 'Hide your Pinterest profile from search engines' set to 'ON'. At the bottom, there is a 'Delete Account' button and a 'Save Profile' button. A 'Scroll to Top' link is in the bottom right corner.

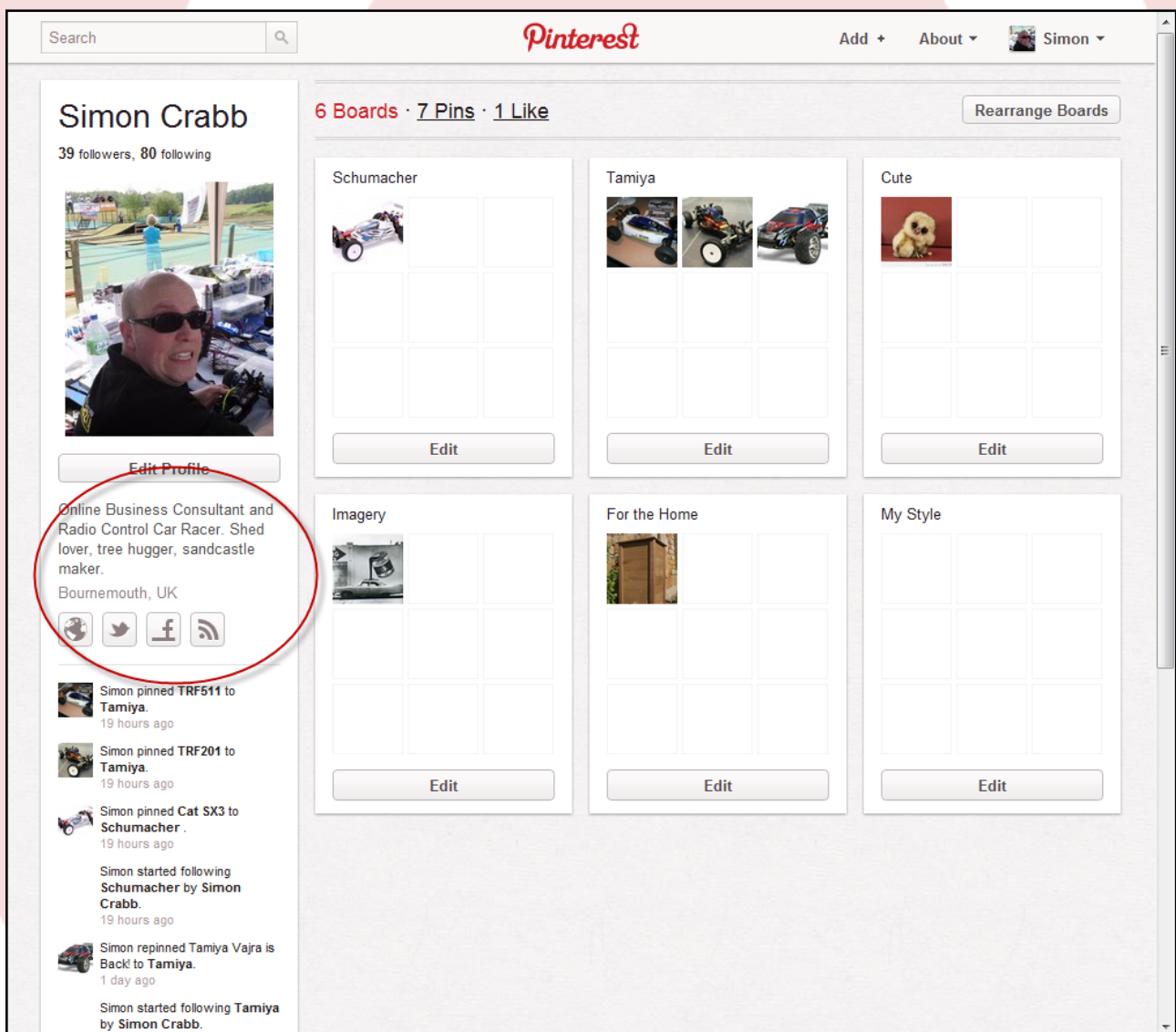


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## ***Your Public Profile***

As you will see in this example below, your public profile is a snapshot of you and your pinboards. (Excuse the lack of pins in this snapshot, Simon has not done much pinning on this personal account at the time of the snapshot!)

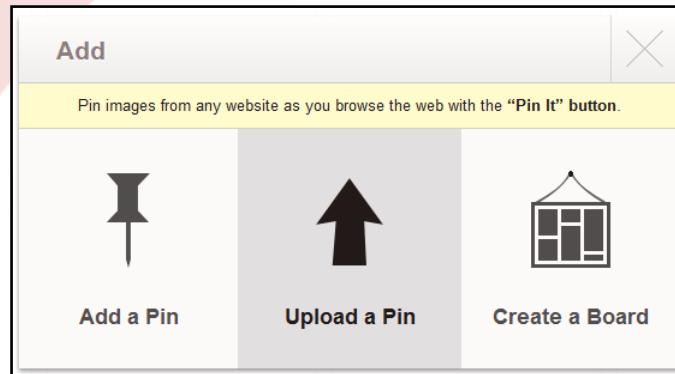
Note the red circled area. This is where the About, Location are displayed. And the icons link (via do-follow links) to your website, Twitter, Facebook and a link to your Pinterest RSS.



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## ***Creating Boards***

Click the Add button and it gives you three options:



To create a board, you obviously click Create a Board...

A screenshot of the 'Create a Board' dialog box in Pinterest. The dialog has a title bar with 'Create a Board' and a close button. Below the title bar are three input fields: 'Board Name' with a text input field, 'Board Category' with a dropdown menu showing 'Select a Category', and 'Who can pin?' with two radio button options: 'Just Me' (selected) and 'Me + Contributors'. At the bottom is a red 'Create Board' button.

Give it a good name!

The board name is used in <h3> tags on your profile page, so that's good for SEO. Creating boards with a good SEO keyword may be A Good Thing.

You can also at this stage you can categorize your Board. This helps people find them.

Finally, you can see who can pin to that board. You can keep it private for yourself, or allow contributors to pin to that board.

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## ***Pinning Items To Boards***

You are now ready to start pinning!

Your Boards get created as you pin things – you pin 'onto' a board, and if the board doesn't exist, you can create a new board at that point.

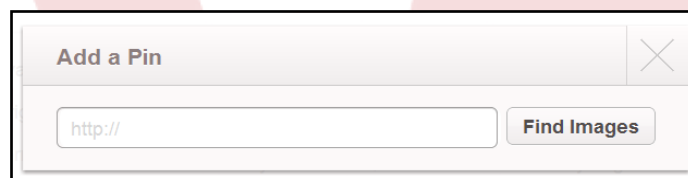
So to pin an item you can do it in a variety of ways:

- ⤴ You can use the 'Add' link as previously
- ⤴ You can install the Pin It Button to the bookmarks bar of your browser.
- ⤴ You can use an iPhone app (more apps to come no doubt!)
- ⤴ You can click a Pin It Button on a website (if the website owner has included them...)

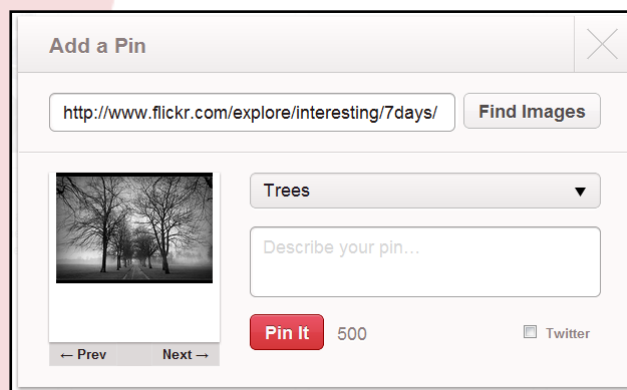
I'll run through the use of the Add link and the bookmark bar Pin It Button.

## **Add Link**

If you click the Add link (at the top of every Pinterest page) and click Add a Pin you see this:



You now need to copy and paste a website address into that box, and click Find Images.



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You can now click prev or next to find the image you require.

Then choose a board to put it on (you can also create a new one from here too).

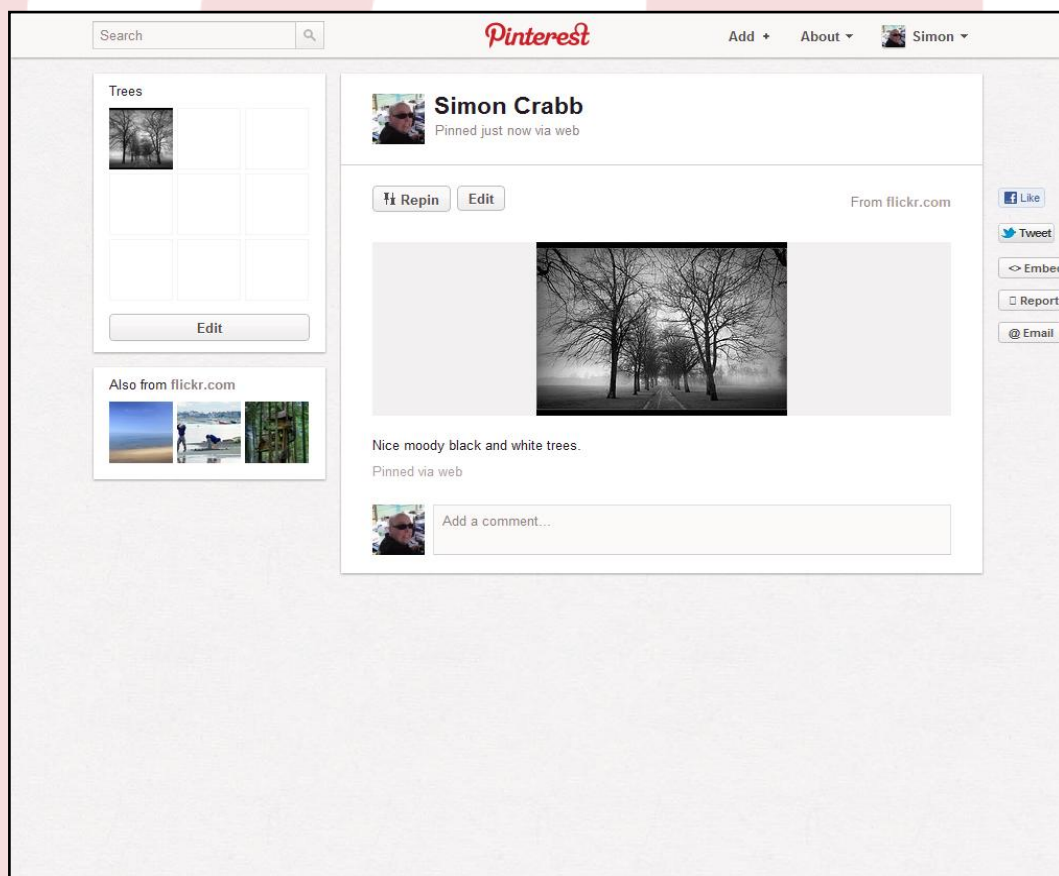
Give it a GOOD description (think of terms people searching for it will use).

Pin It.

Note: You can Tweet it right from here.

You'll get the pin page, with some extra options; you can share it, like it, comment on it, re-pin it, etc.

You've done your first pin just like in this example.



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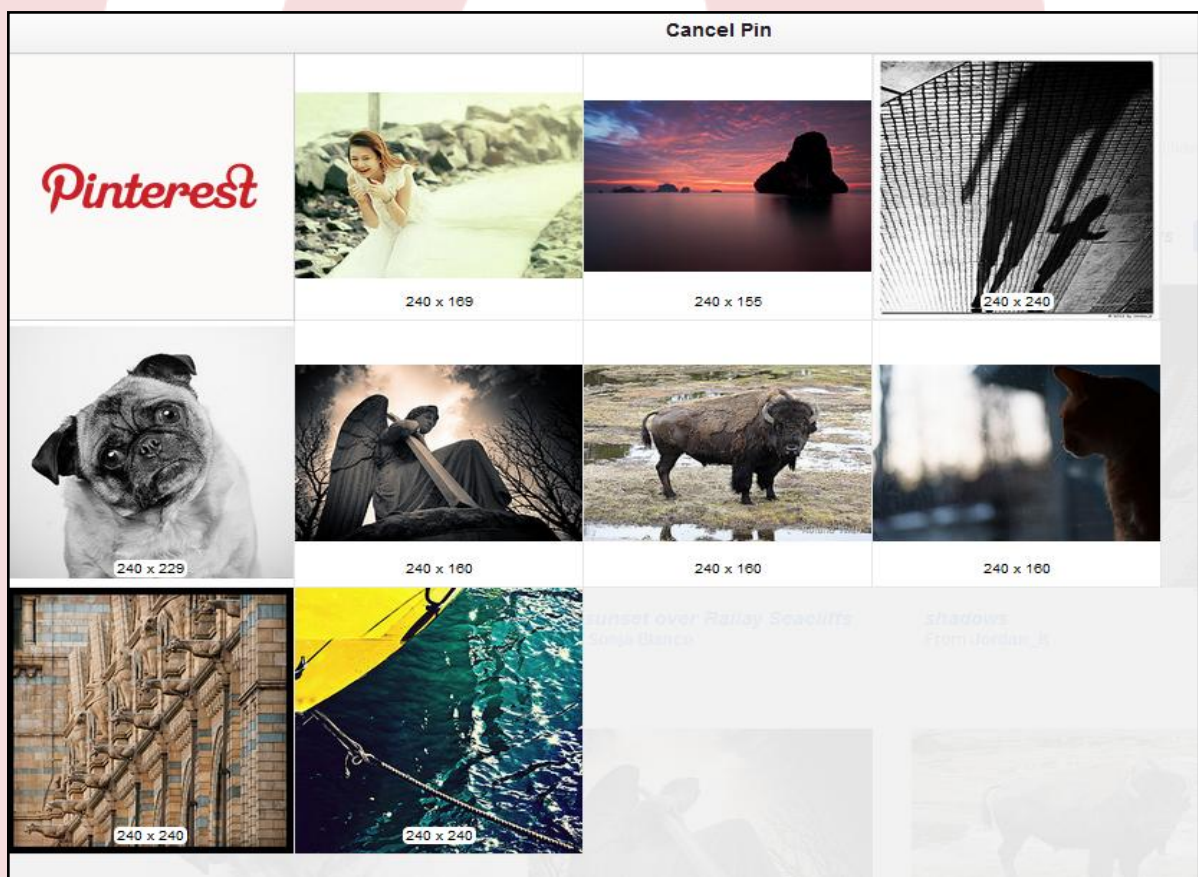
## Browser Bookmark Pin It Button

I find myself using the bookmark bar Pin It Button a lot.

Or, if you go to a website and click the Pin It Button on your browser bookmark bar (you'll have to install it first from <http://about.pinterest.com/goodies/> )

So you visit a page, and if you want to pin an image, just click the Pin It button on your bookmark bar.

Then you get a lovely page with all the imaged from the previous page laid out for you to choose one,



Just click on the one you want.



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You'll then get the box to choose the Board and add a description like when using the Add link.



Pin It, and you've pinned another one. I love using this method – it's well worth installing the Bookmark Pin It Button.

## ***Repinning***

The other way to pin things to boards is to pin someone else image that's already on Pinterest.

This is called re-pinning.

You just hover over the image you want to repin and it gives you a button to click. Then you'll be taken to the board choose and description box as usual.

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## ***Liking and Commenting***

If you are a Facebook user (and if you're not, why on earth not?), you'll know all about Liking and Commenting.

You can do that on Pinterest too. I'm not going to tell you how; you'll figure it out when you hover over any image.

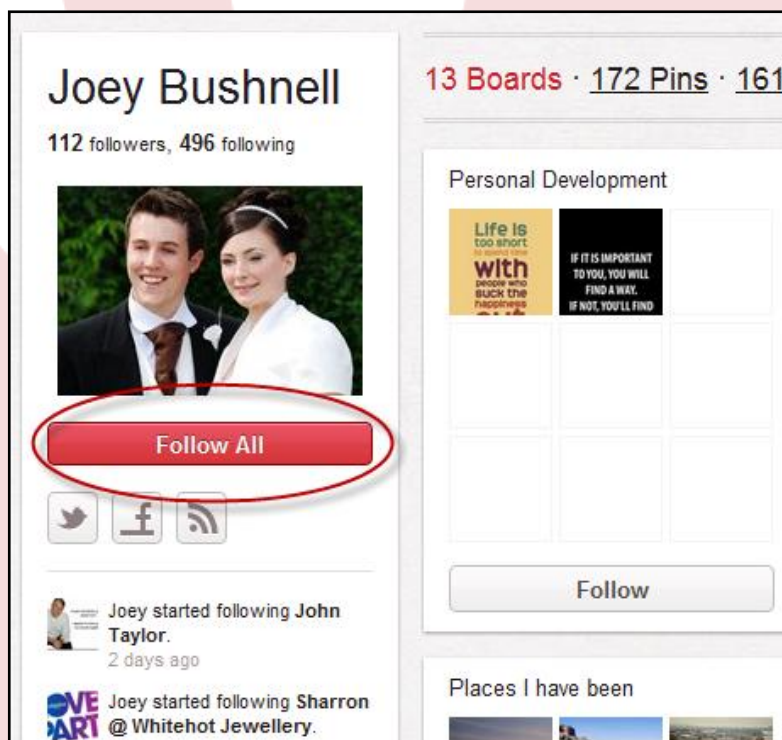
## ***Following***

The other social aspect of Pinterest is to follow other people or boards.

Following people you like the pinning of generates your own Pinterest home page, it changes as people pin things.

Following a board us similar, items from those boards are presented to you.

To follow a person, just click on their name, go to their profile, and click Follow All.



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To follow a particular board, click on the board and click the follow button.



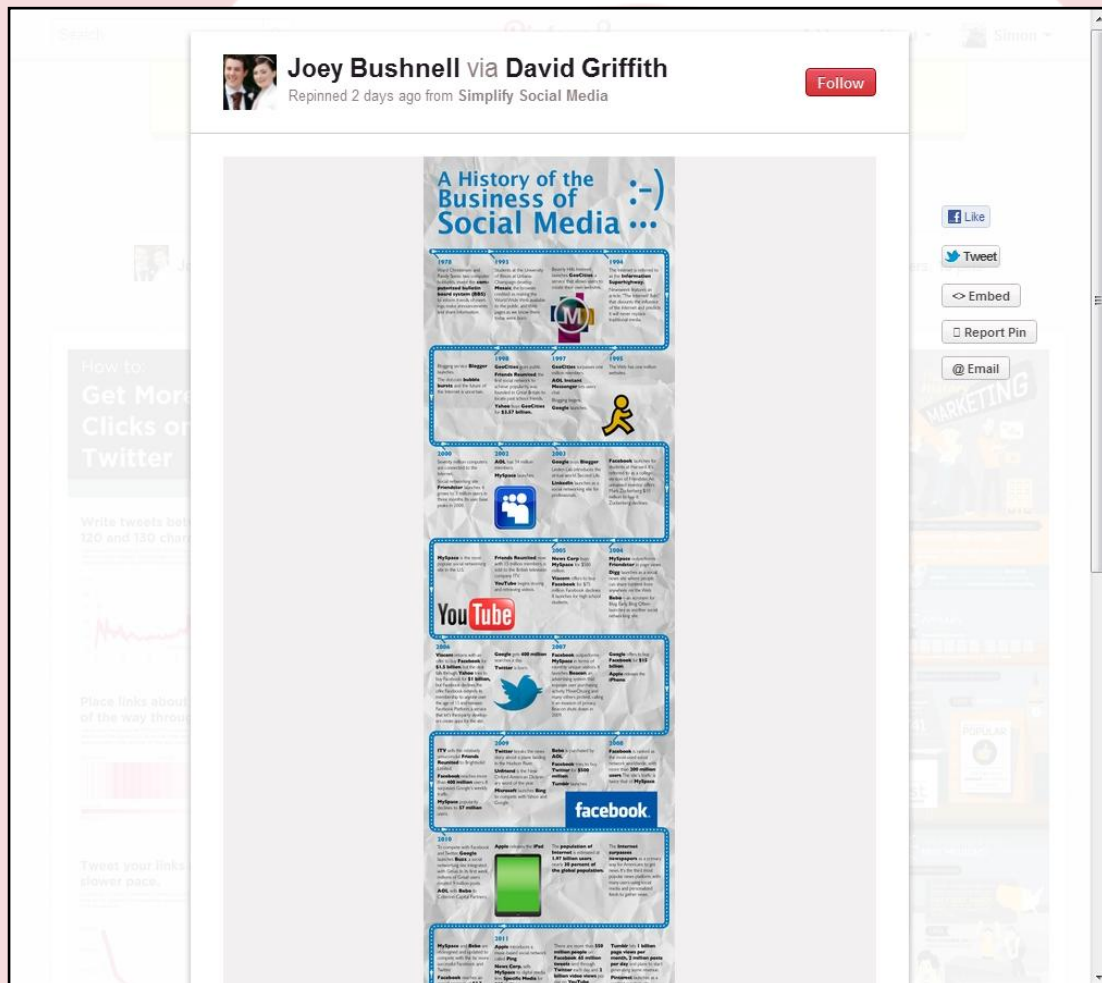
You will also notice you can Facebook like the board too. Are you seeing the viral power here?

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**So where is the traffic?**

Simple,

When you click on a pinned image, you are taken to its 'pin' page:



**CLICK THE IMAGE AGAIN**

and you will be

**TAKEN TO THE WEBSITE THE IMAGE IS FROM**

That's where the traffic is. Get it?

[pinterestguides.com](http://pinterestguides.com)

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## **How do you make the most of Pinterest?**

### ***Pin Beautiful Things***

Keep to the ethos of Pinterest, and always pin beautiful images. People are naturally going to click through to take a better look.

Don't pin boring stuff, or things that are just not interesting.

And note the report button, people can report images, and I suspect your account could shut down if you get too many of those.

Play nicely.

### ***Pin Regularly***

As with all Social Media, regular steady use is far better than using it heavily and sporadically.

If you use it regularly (or, hint, outsource it) your pins and your name or brand will be in front of people more often.

### ***Be Social***

Use Pinterest to build relationships with other people.

- ⤴ Follow people.
- ⤴ Like images.
- ⤴ Comment on images.
- ⤴ Re-Pin images (people are notified of this).
- ⤴ Share your own pins, and other peoples pins on Facebook and Twitter etc.



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## ***Demographics***

It's important to note that Pinterest has a VERY heavy skew towards women.

Certainly that's the case at the time of writing. I think as more men get on to it, and pin images of cars, footballs and mountain bikes then women will be the dominant pinners.

How can you use that? Choose female niches to promote.

Some examples:

Fashion  
Cookery  
Babies  
Cute Animals  
etc.

## ***Infographics***

Because of the nature of Pinterest being image based, if you want to get across a lot of information, or even, dare I say it, sell, or pre-sell to people direct on Pinterest you could look at pinning infographics.

As they tend to be large, and visually interesting I suspect a lot of traffic could be generated to your site, as people will click through them to see them 'full size'.

So here's an idea, generate an infographic sales page.

And pin it.

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## ***Videos***

Video has a section all of its own. So you can take advantage of that and pin your videos from YouTube etc.

Note this would work especially well if the video still thumbnail is bright and attractive.

You'll have to work out how to do that for yourselves...

## ***Gifts***

There's a gift section on Pinterest.

This should be ringing alarm bells in your head.

Basically if you add a price to a description of a pin it can be included in the Gifts section.

Perfect for selling items or affiliate marketing. More in the next section.

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## **What can you do with Pinterest traffic?**

With this traffic, you can use it in a variety of ways.

### ***Brand Building***

Use it for the usual Social Media brand building. You need to be everywhere in Social Media, Pinterest is just the latest site you need to include in your online marketing mix.

### ***Watermarking***

Watermark the images on your site with your URL or something more creative to encourage people to click through.

### ***Sell Own Items***

If you have your own ecommerce site, then pinning the images can link directly to sales.

Or encourage your customers to do the linking for your, run a competition – see later.

### ***Affiliate Marketing***

Think beautiful items that people might want to buy, especially on impulse.

Link to them and earn from any sales that come from them. Two possible ways of doing this are:

### **Landing Page**

Create a simple landing page with the image you want to pin. Perhaps include a price, or a call to action to get the person to click through to the affiliate site.

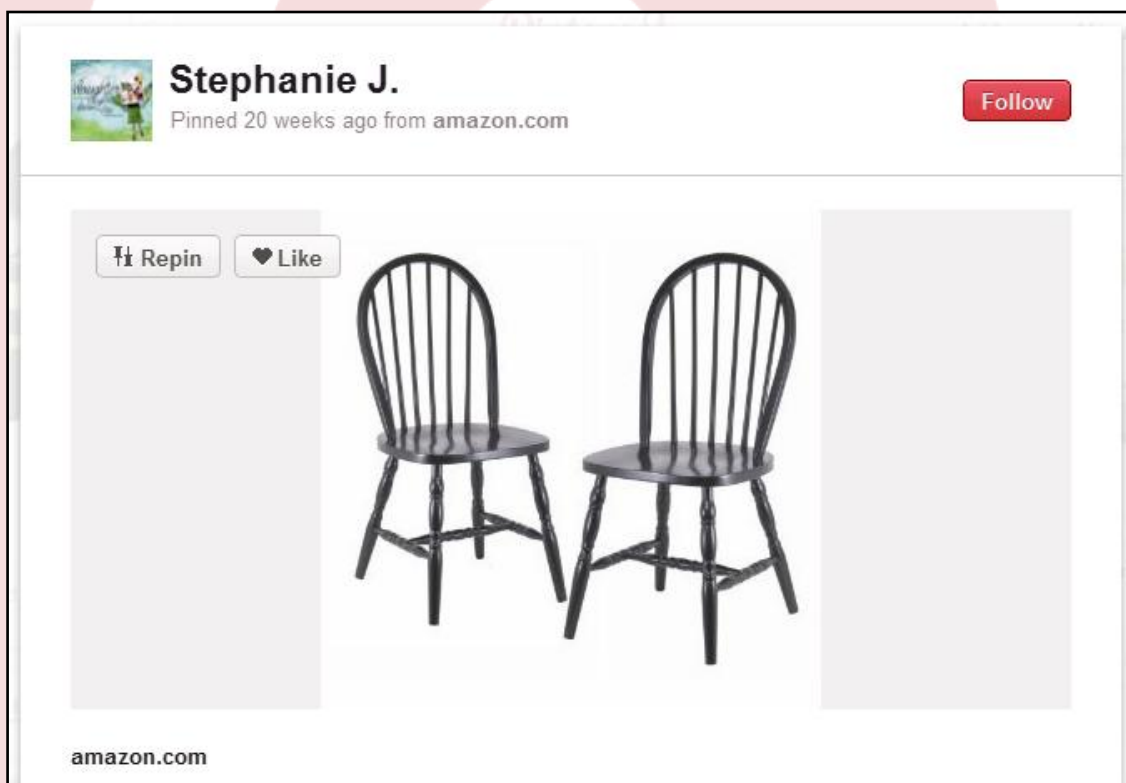
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## Direct Linking

It's back, Direct Linking! If the affiliate program includes your tracking ID in the actual URL of the page that the image lives on you can directly pin that page.

The biggest example of this is Amazon.com – there's a LOT of people pinning Amazon images with affiliate links...

I don't know how long this will last before Pinterest is spammed to heck with false profiles and pinning bots...



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

## Pinterest Competitions

You can run a competition, to get people to create boards containing links to images on your own site.

Take a look at this example I found:


### Pinterest Competition – Win £200

by SEAMUS on FEBRUARY 7, 2012

 Like  8 people like this. Be the first of your friends.

#### Pinterest Competition

Since we have been really enjoying using [Pinterest](#) we have decided to launch a fun competition that lets people be as creative as they want. Our prize is £200 sterling (\$316 / €241)



1. Please create a board on Pinterest and design your own **magical home/private study**. choosing the interior stylings – *floor covers, furniture, lighting, rugs etc...*
2. Create a name for this board be as creative as you can, but make sure you add **'pinterestflooring'** after your choosen name i.e  
  
**'Maggie's reading niche' – Pinterestflooring**  
**'McKay's Secret Cove' – Pinterestflooring**  
this is so we can identify your board quickly.
3. Your board should include at least one of McKay Flooring's products from the online webshop <http://www.mckayflooring.co.uk> or from our Pinterest board titled **"Competition – McKay Flooring Products"** hint McKay Flooring like to be indulged with kind words so say why you like this particular floor or design and tag **#mckayflooring**.
4. Once your board is complete please share on McKay Flooring Facebook and Twitter

The competition will close on Friday 2nd March 2012 and the winner will be announced on Wednesday 7th March 2012

So please fellow followers start pinning!

Note, you could have all these instructions as an image, and pin that image to a competition board, then share that board around too.



A large, light pink swirl graphic that fills the background of the page, starting from the top left and spiraling towards the bottom right.

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**THE END**

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