

What's Katie Up To?

8 PINTEREST HACKS TO SKYROCKET TRAFFIC

Tip 1: Update your Profile

You need to include Keywords which are relevant to your Blog in your Profile. Make the following changes to your Profile:

- Add your **website URL** to your Profile (Claim Website in Settings)
- **Pinterest Name** (use the | sign after your name and add 1-2 relevant Keywords)
- Create Board Names which are "**searchable**" rather than creative
- **Board Descriptions** (edit your descriptions and add several relevant Keywords for that Board).

Tip 2: Create Vertical Pins Only

You can add pin images in several different formats, meaning you can add horizontal and vertical pins which have different length and width. However, **long vertical formats** (such as 735px x 1102px) unarguably work BEST on Pinterest!

Tip 3: Add Keyword + Hashtags to Pins

We know now that Pinterest is a search engine, so the question becomes how Pinterest identifies Pins belonging to a certain topic. Basically, the Pinterest algorithm uses **KEYWORDS** and, this is new, also **HASHTAGS** to categorize pins. Please add 3-5 Keywords as well as 3-5 Hashtags to every Pin you post. You can edit Pins before you Pin by clicking into the text field.

Tip 4: Switch to a Business Account

Turn your Pinterest Account into a Business Account! Guys, it's FREE. Switching to a business account will let you install 1) **Rich Pins** see Tip 5 and 2) use **Pinterest Analytics** so you can track your progress! Go to Settings < Switch to Business.

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Tip 5: Install Rich Pins

Add **Rich Pins** to your Profile! It is an additional feature that once installed you can forget about. Rich Pins adds additional information to your pins, which is directly taken from your website. My best performing Pins are ALL Rich Pins! Go here to find out more and installation information: [HERE](#) !

Tip 6: Use a friendly high-resolution Profile Image

Your Profile Image is super important to make a great first impression to new followers! Frankly, there are some changes coming from Pinterest and **Followers are going to become more and more important**. So far your follower count has not been very important to create huge traffic. However, this is changing now! Take a nice friendly looking profile pic and attract those new followers :)

Tip 7: Use Pinterest Schedulers

There are many different programs which allow you to pin automatically to Pinterest, but the two most famous ones are **Tailwind and Boardbooster**! Friends I love them both!

- **Tailwind***: With Tailwind you can post any pin from your Website, Blog or other Pinterest sites to a schedule within Tailwind. This Scheduler already calculates optimal times to pin on Pinterest and pins them automatically for you!

- **BoardBooster***: Boardbooster is similar but has some additional features which are great as well. For example, BoardBooster has a feature called 'Looping which is a unique feature. Looping takes old pins from your Boards, the ones way back that no one is looking at, and it pins them automatically again at the top of your Board! You can automate this and once it's set you can forget about it!



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Tip 8: Join Pinterest Group Boards

There are regular Boards, the ones we have set up in the first section, but there are also so-called Group Boards which you can share with other people. Group Boards are great because you benefit from the followers these boards have built over time. Group Boards can be identified by the little round Profile pic at the bottom of the Board. Group Boards have a split profile showing several users. The first person on the list is the group owner. Write them an email and ask to join their group Board and Boom you are in! Pinterest Group Boards are a VITAL STRATEGY to increasing your reach, I know it's involved with a little effort which is really worth it! JOIN MINE HERE: **BLOGGY BADASS & PIN YOUR BLOG**

Hope you like the Freebie, let me know what you think :)

xx Katie

Read Full PINTEREST A-Z GUIDE here!

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