

Pinned SEO Suite

***The #1 Pinterest Pin & PinBoard Google
Ranking & Traffic Course***

BY

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Content

• **Intro to Pinterest SEO**

a. introduction to Pinterest

how pinterest is gaining massive traction in SEO

Crawler friendly ness of Pinterest & how to maximize it.

- Why pinterest is not a typical social network and you will FAIL if you try to use it like facebook or twitter.
- What pinterest can do for you in search engine optimization which no other social media can do for you(not even google+)
- Where marketers are going wrong in seo with pinterest and how to use it with real power that can drive hoards of search engine traffic for you.
- Why pinterest is 160 times more powerful than google+ when it comes to traffic driving and even stickyness(more the stickyness more are the chances of going viral).
- How the new game of hybrid search engine(text and visual) like pinterest is becoming darling of Google crawler and how you can utilize this power to get optimum optimization for your site within a week.

- Why you should stay aware and how to stay away from spams to remain on the top of optimization yet drive EVEN MORE amount of search engine traffic as well as viral traffic than the SPAMMER themselves.
- Why pinterest made all the images “no follow” and why is it extremely good for you if you want real lovable back link juice not fake spam loves.
- Why you will fail by using pinterest as a seo tool.
- How to make your pin more twitter and google search friendly so that it stands in the first page of google.

• **Preparing the SEO Magnet**

Discovery/Research phase.

Opening your pinterest account & creating your profile.

- How local businesses are exploring a new way of getting more customers with local search engine optimization in pinterest (but 90% of them are doing it in a wrong way) and how you can leverage its power to the extreme possible point.
- WARNING: how and where 90% of the marketers go wrong by using pinterest in a wrong way to optimize their site for search engine traffic.
- How to optimize your pinterest home ground in order to optimize your site to make it a niche authority and how to be cautious about a small yet

costly mistake that can push you far away from front page of Google.

- How to triple optimize your niche pinboards for niche searches, location searches as well as keyword searches.

• **Pinterest Keyword Strategy**

How to choose key phrase for optimization and do citations to gain maximum possible attention of search engines.

- How to increase the search ability of your niche sites with right keywords in your board.
- Why to avoid commercial keywords in your niche boards and how to use those same keywords differently to get maximum possible traffic from targeted keywords.
- How to make your image get indexed in google faster and better to get better SERP in search engines.
- How to target niche keyword friendly pins that will result in more clicks through traffic.
- How to get more repins from different users so that you get more search engine loves and evens more referral traffic.
- How to get sudden increase in LIKES and click through.
- How to know where to limit the keyword usage otherwise pinterest will BLOCK you for SPAM acts.
- Which keyword density works best to integrate your niche pinboards with your site organically?

- How you can promote complete range of products (No matter whether physical or digital) on pinterest WITHOUT SPAMMING or losing to its terms of service yet getting tons of people loving you.
- How to do keyword optimization for real time environment to find out what people are looking for in reality.
- The only thing you need to do to invite more call-to-action from other pinterest users and your followers that grabs ultimate attention for them.

- **Part-4: Content and on-page optimization:**

Why crawlers love text content more than the images but users love images more than the textual description and how to take advantage of this maintaining balance between both.

- How deep relevancy in your content can make your pinboards a gateway for niche targeted traffic for your sites.
- How to make your pinboard content go viral.
- The type of content that persuades, engage and encourages your users to share more and handover you the niche authority status.

- What to do in order to refresh your content and invite Google's crawler to crawl your niche site targeted boards again and again.
- How to take advantage of others effort fairly and create fresh and raw link juice ready to be driven to your site.

Pinterest SEO Link Building Network Building

Why link building and network building in pinterest is important if you want to get enormous traffic as well as network effect.

- Why link building in pinterest is way more (around 50x) powerful than saturated network like twitter.
- How to get network effect and multiplied back link from relevant users.
- How to become instant back link getting niche authority right in the day one using the power of network effect .
- How to grab attention of your network of followers almost instantly right from your pin board towards your site or blog without even spamming with any image of your product.

- **Analytics & Improvisation**

1. **Intro to Pinterest SEO (If you are a newbie)**

Hi, guys its S. Ranjan here

This guide is a personal reflection of my experiences, I gained collectively by applying these methods & strategies from our own internet business & also from our client's business that has helped them altogether to reach high traffic points, so please take the stuffs which I am showing you in this report seriously...and last but not least APPLY them. Otherwise there will be no meaning of getting this report.

And if you apply them seriously I guarantee this will explode your pinterest search traffic as well as business n you will be able to get, not only 1500-2000 visitors per day, but more than that. But before moving to the pinterest SEO, you need to successfully understand the cause of presence of pinterest.

Pinterest is NOT Your Typical Social Network

Well Pinterest came to the scenario few months ago after gaining traction last year, as more & more people started joining it because of its uniqueness in social media . Infact it is not even a social network that can be compared to the sites like Facebook or Twitter because the user intent & behavior is completely different than other social networks. infact it is not made to do that at all. And that is where marketers go wrong when they try to use it as there SEO tool.

Where Marketers go WRONG in Search Engine Optimization with Pinterest ?

As its gaining more & more traction in the social media world, people across the world aren't joining Pinterest to socialize or connect with old friends. They're joining pinterest to discover new things and bookmark *things that inspire and interest them*.

And share those things with the world.

And the best part is day by day more n more people are turning to Pinterest to do things they once used to do with a search engine like Google or Bing for creative & visual searches.

Well I began **using Pinterest more like a mini google** for some of the lighter searching I do online. And these

searches have resulted in a number of mouth watering meals in near by restaurants and some really cool ideas that are invaluable.

And according to a report by Mashable, the site is now the third most popular social network in the United State, because of its hybrid power of search & social, n is the first social network with real buying power behind it.

that's why a lot of marketers have started to work like spammers to suck the link juice out of the pinterest because of

Getting links! Increasing site traffic! Boosting social signals! n link juice from "do follow" links & increasing search engine rankings. That's what hundreds of SEOs jumped on board the Pinterest to to do & take advantage of the dofollow links and heavy traffic referrals.

BUT...those same SEOs soon found themselves failing miserably.

And that is where they went wrong in SEO with Pinterest

Bad News for Spammers, Pinterest Links Are Now Nofollow (Image links) , Since March 2012.

All those SEOs, who jumped on Pinterest to take advantage of the network's dofollow links made the new users to pin any image they could find on their site in order to take advantage of potential link juice. And to Use Pinterest as a Tool instead of a community.

But the down & dirty tricks which I am gonna show you now will give you 20X more powerful back links & Search rankings as compared to what you would have got by using Pinterest as a tool.

And that's "**Building Connections**", not links. Not spam. Joining discussions. Being present. Getting followers by engaging with others, all these are lil time taking but with what I You will get Massive Benefits by Using Pinterest As A Means For SEO Benefits from Targetted Community, Not A Direct SEO Tool

Jedi Power of Pinterest for SEO:

yes Pinterest does have enormous direct SEO power: a profile link to your website, traffic referrals, dofollow links to your main top root domain within the pin's description. (but no do-follow for the image)

But these benefits are not enormous in comparison to Pinterest's *real* power: And its about building a massive automated targeted SEO n followers who are genuinely interested in your site, building targeted connections for linkbuilding, and increase your authority within your niche.

Instead of focusing on getting links from Pinterest, focus on getting links from *other Pinterest users*; instead of whoring your Pinterest out for traffic, focus on accruing a targeted,interested audience Or users. And search engines like google loves those targeted users. And ultimately will

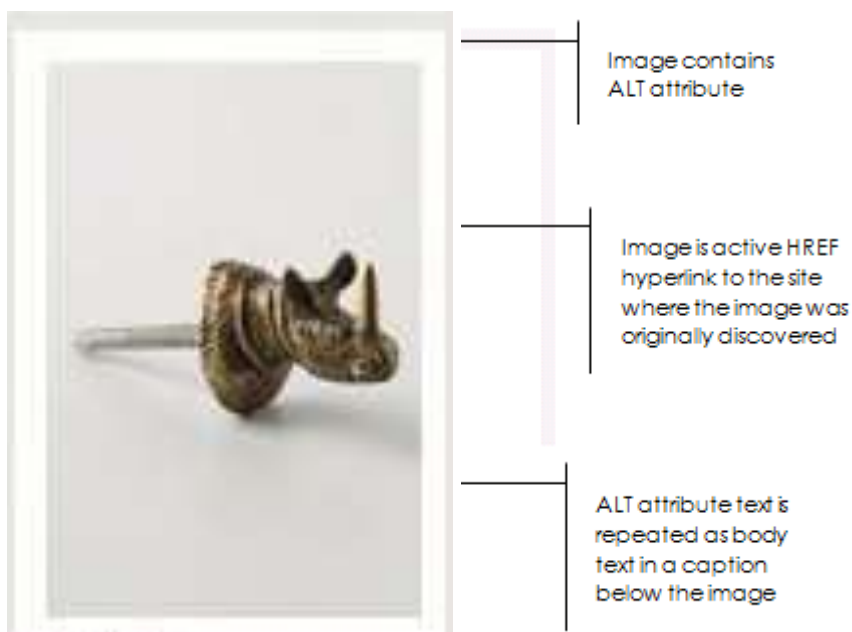
love you (I mean your links).

I will exactly show you how to do it in as easy as 1-2-3 steps. And to make it even more clear, I will explain you in details about how the SEO really works on pinterest.

How does SEO REALLY Work on Pinterest & Anatomy of Pinnable Image SEO Architecture.

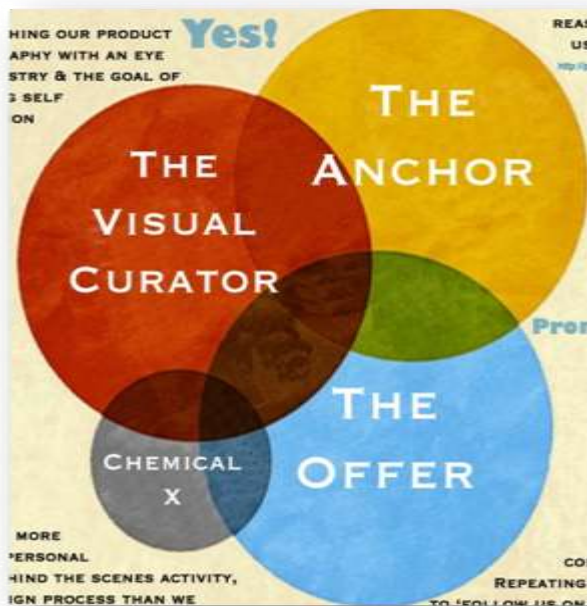
Well Search Engine Optimization is actually a natural fit for Pinterest. coz it allows its users to build pages of stuffs around specific topics. Most often, the stuffs are in the form of images (though there is video content as well). A typical page on Pinterest displays an image, and the image itself is a link back to the site where the image was originally located.

For example, here's an example of a "Pin" you might see on Pinterest:



The Anatomy of Pinnable Image of Pinterest.

Well in Pinterest users actually can design pages around very specific categories (ahead I will show you how to target the categories with keyword targeting, in the next section), providing search engines (and human visitors) with further context for the images they find. For example, the earrings above were from a page organized by a Pinterest user with the <TITLE> and <H1> tag that read “My Fashion.” Other links on the “My Fashion” Pinterest page pointed to additional jewelry items, contemporary women’s clothing, and hairstyles.



User-contributed information like this from Pinterest is actually very beneficial to search engines because it really helps search engines more clearly understand the context for pages on the Web linked from Pinterest.

Not only that, This can also improvise the visibility of your niche sites when their context is further defined on Pinterest. For example, a search engine crawling the “My Fashion” page might associate the earrings shown above with the word “Fashion”. From the other items on the “My Fashion” page, a search engine might come to the conclusion that these particular earrings are useful to specific clothing and accessory searches;

the search engine could potentially assign the target page greater visibility for search queries that combine the words “Earrings” and “Fashion.” Though you might need more intersection points, which I will show in the next sections in step by step manner, when I will show you the onpage optimization of your niche Pinterest pins & boards (that can bring hoards of search traffic to your niche sites). And day by day its increasing because of the crawler friendliness of the Pinterest, Google and other search engines have started indexing more & more pages from Pinterest.

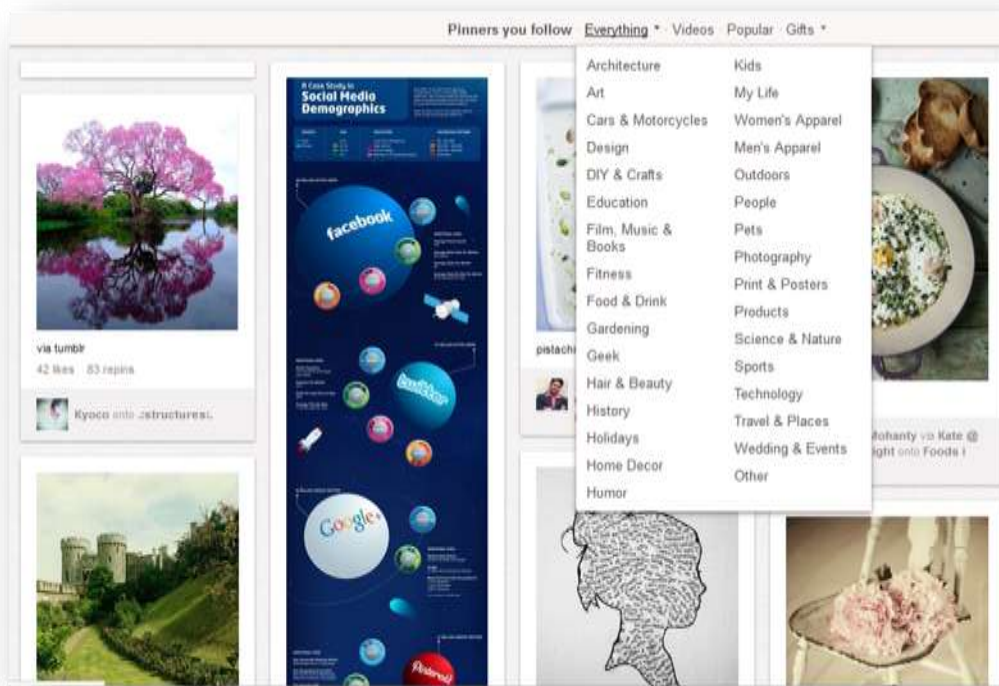
WHY Pinterest is Damn Good in Crawler Friendliness?

As of this month NOV 2012, According to a report from Google, it is indexing 37 million pages on Pinterest, and Bing reports indexing 4.7 million pages.

It's likely that Pinterest keeps its site's XML sitemap files frequently updated so that the search engines know where to find the latest-updated content. And the crawler exactly knows the frequency of crawling

In addition, Pinterest has developed its own categories to help further define the available content on its site. Under the category "Everything" at the top of the home page, there are 31 categories to help visitors start browsing Pinterest content. These category names, including "Architecture," "Education," "Pets" and so on, are written as plain HREF hyperlinks that search engines can easily follow. This provides additional context (and defining keywords) for category pages and individual pin pages. Ahead in the next section I will go into the details of how do we do all the stuffs.

Because Pinterest is a massive niche network, the domain authority is excellent. Consequently, it will be indexed constantly by search engines. The more items people post on their boards that link to your website, the more your site will benefit not only from traffic but possibly (no guarantee) from rank quality scores too.



How to Win SE Organically by Pinterest ?

Pinterest pages themselves have not yet achieved visibility for high-volume terms outside of brand names. This may change in the future, but for now, according to Hitwise, Pinterest's own organic search traffic comes from brand terms like "Pinterest," "Pinterest Website," "Pinterest login" and so on. Pinterest (so far) is not getting visibility for its high-volume category names or for keyword terms associated with traffic. For example, even though Pinterest has an "Architecture" category, the site is not receiving a high volume of traffic for "Architecture."

Interior pin pages on the Pinterest site do have organic visibility for very, very specific long-tail terms. As just a few

illustrative examples, Pinterest.com shows up in search engine ranks for searches like.

Pinterest's low visibility for non-brand terms means that you should not consider Pinterest as a site that will help you build natural search visibility for high-volume keyword terms. More likely than not, a strategy like that wouldn't work because Pinterest's content is centered around images, and not text.

Most of the time, pages with lots of descriptive text will get higher visibility because search engines can find a depth of related content on these pages and will be more certain that they will be a good result for the search engine user. However, active Pinterest pages can provide context to search engines which can increase your site's visibility for associated terms.

What should be Your Organic Search Strategy on Pinterest

Do not, under any circumstances, use Pinterest to create a page with a list of pictures of your products. This will be a waste of time; people can come to your site and find a list of product images there, so putting them on Pinterest is simply redundant and will not increase visibility.

Your strategy should be to use Pinterest to build interest in your products and encourage potential customers to re-post and create additional context for your services that search engines will be able to detect.

For example, instead of simply putting up pictures of your products (boring), you might create new images of your products being used (interesting), or add product information into new categories of information to help visitors find what they need (helpful).

Your goal is to get people who like your content to “re-pin” it, and add their own category information. These actions will help search engines understand the context of your products or services; who's using them, and under what circumstances, and with which other topics are your products associated.

Part: 1:

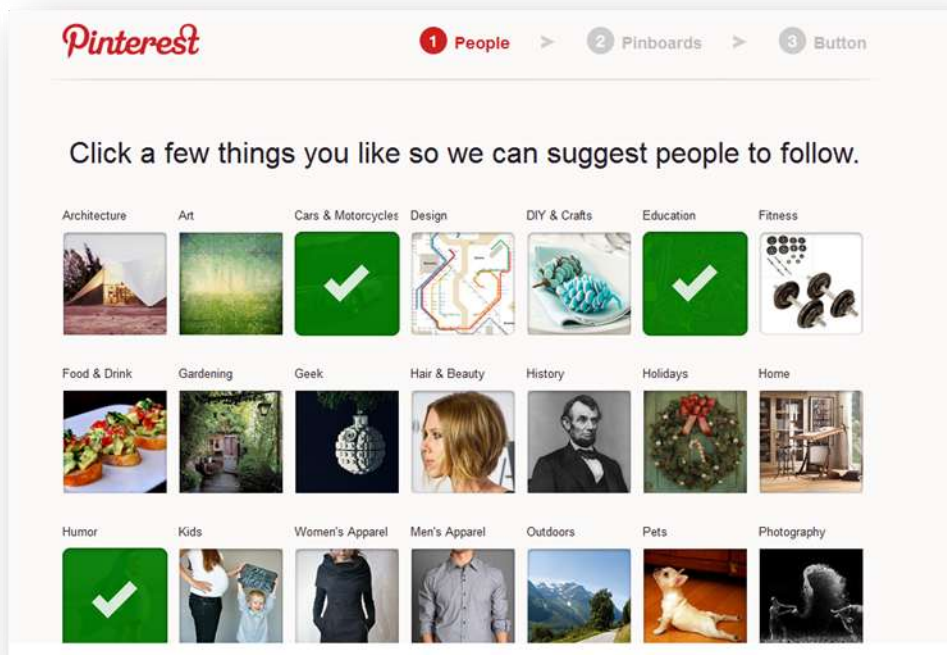
Preparing the SEO Magnet

1.How to Prepare the SEO Magnetic
Pinterest Profile. | | Profile Level
Optimization

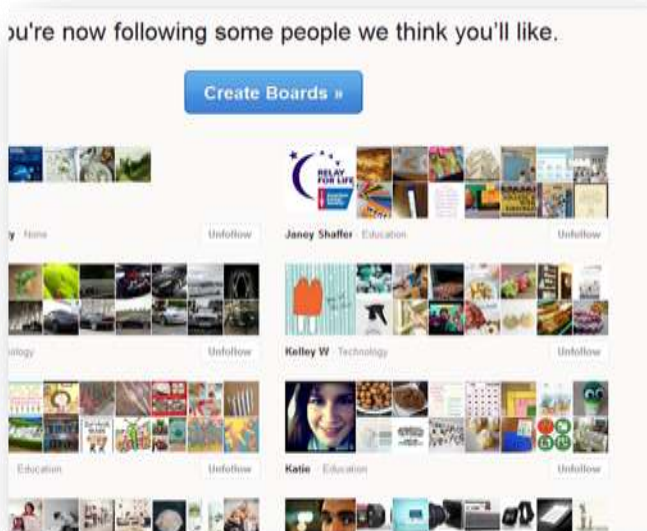
Pinterest Profile Creation & Optimization

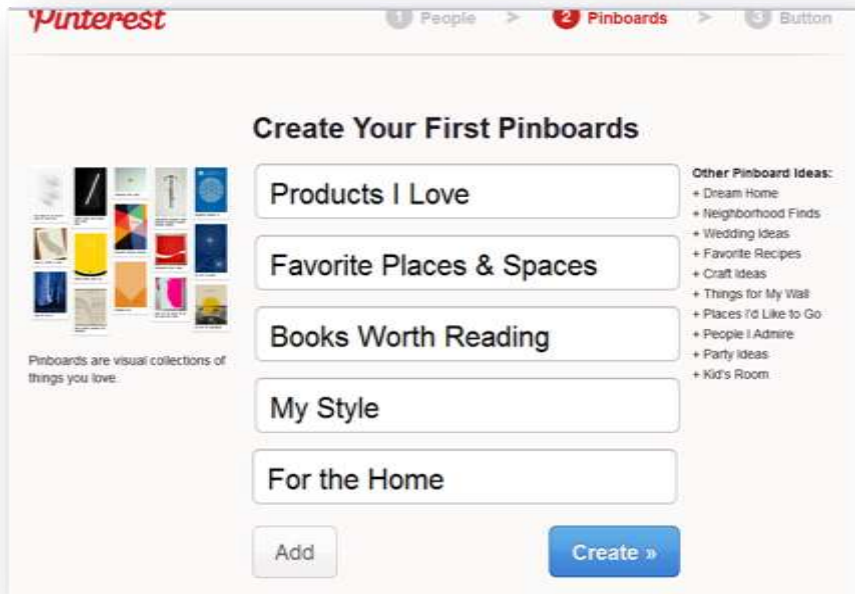
Well If you are a complete newbie & you haven't yet opened your Pinterest profile, As it's in by invitation only mode, so Just send your request to one of your friends who is having a Pinterest account to send a request to our helpdesk at pinnedseo@gmail.com. And we will give you an invitation to join Pinterest within next 24-48 hrs. well just after you join pinterest, this will be the page you see

A screenshot of the Pinterest account creation page. At the top is the red Pinterest logo. Below it, the heading "Create Pinterest Account" is centered. On the left is a placeholder for a profile picture, showing a white silhouette on a blue background. To the right of the profile picture are three input fields: "Username", "Email", and "Password". The "Username" field has a red border and a small red text note to its right that says "Please use at least 3 characters". Below the input fields is a grey button labeled "Create Account".

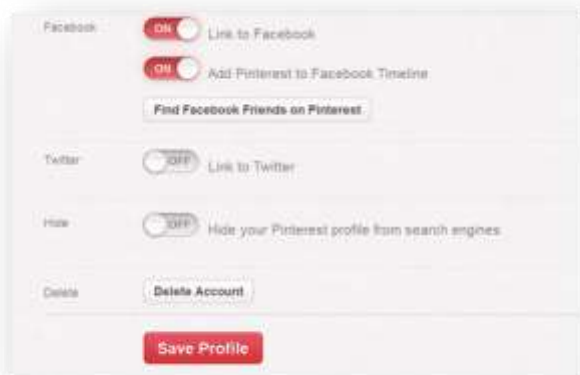


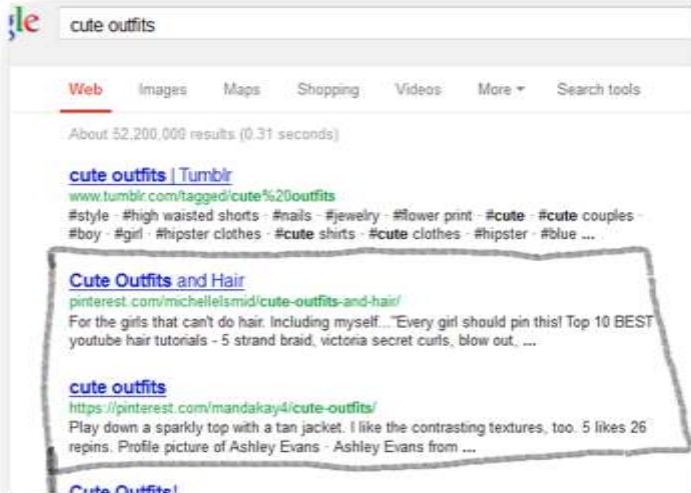
After you select your options you will, automatically follow, good pinners from the niches you select, along with your facebook friends (as pinterest by default will make you join via fbconnect).





a. How to inject Your profile to search results? If someone online searches your niche, your Pinterest profile can appear in the SERPs along with your site and your other social media profiles, IF you optimize your profile with all the required stuffs, so you've now got another niche authority controlled site to appear on the first page (always useful for niche authority status). Make sure your Pinterest page is set to show up on SERPs by ensuring "Hide your Pinterest profile from search engines" is **switched OFF** in your account settings.





b. Profile Optimization for Search Engines, How the top 2% pinner do it -

Completing your entire profile can help make finding your business and its products or services easier than. But more than 98% of the users don't fill it up when they actually should do it. **BUT WHY ??, does it makes any sense to do it?** Well your name helps in niche searches, your location helps for location searches and your description helps fuel traffic for relevant keywords to your profile.

A screenshot of a profile optimization form. It has several sections: 'Email' with a text input field and a 'Not shown publicly' link; 'Notifications' with a 'Change Email Settings' button; 'Password' with a 'Change Password' button; 'First name' with a text input field; 'Last name' with a text input field; 'Username' with a text input field and a red error message 'Username should be 3 to 15 characters'; 'Gender' with three radio buttons: 'Male' (selected), 'Female', and 'Unspecified'; and 'About' with a large text input field and a '200' character limit indicator.

See the About section, this one was by the "San Diego Florist", this kind of entries makes your profile much more discoverable in search engines like Google. so add your niche related keywords along with your Address & full citations like this.



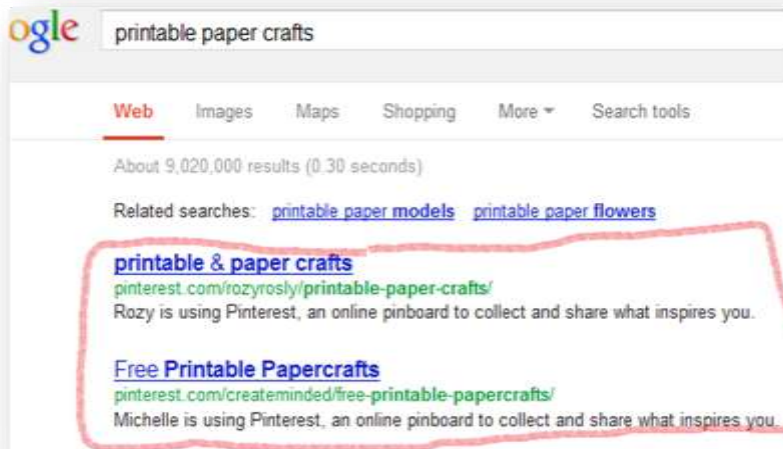
Business

ought to produce a Pinterest accounts for his or her specific brands. Use all of the pictures that are related to your whole, like your emblem and profile photos. after you are done adding pictures that are related to your whole, you have got just about created a listing that may be shared.

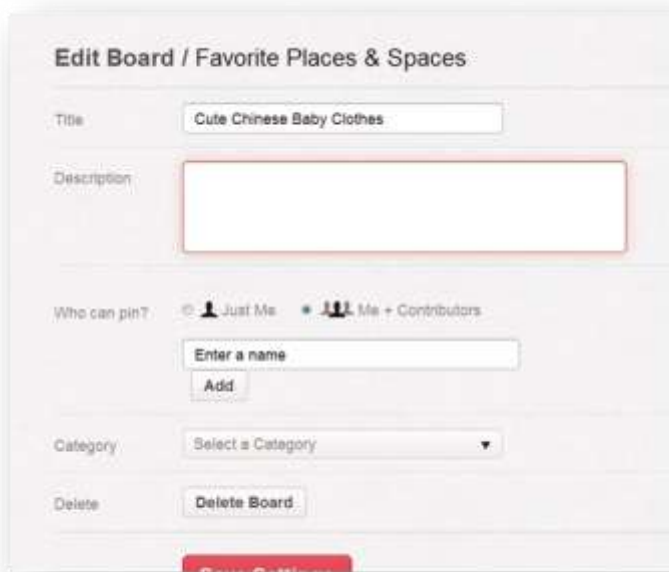
Building Pinterest Keyword Strategy

Why your Keyword Strategy is Vital :-

Google indexes individual boards on Pinterest. This makes the copy you utilize on your "Pinboard" extraordinarily vital. Use an equivalent keyword strategy you'd use in your alternative efforts with Pinterest. See these pinboards in top rankings in SERP for "printable paper crafts" .



How to Increase Searchability of Your Niche Sites with right keywords in your Board ? When you create your first board, use niche keywords for your boards. The nichier, the better, n also don't use commercial keywords like "buy clothes online" etc (so, "adorable babies", "cute baby" or "baby clothes", not "buy baby clothes online").

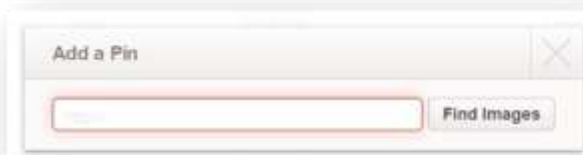
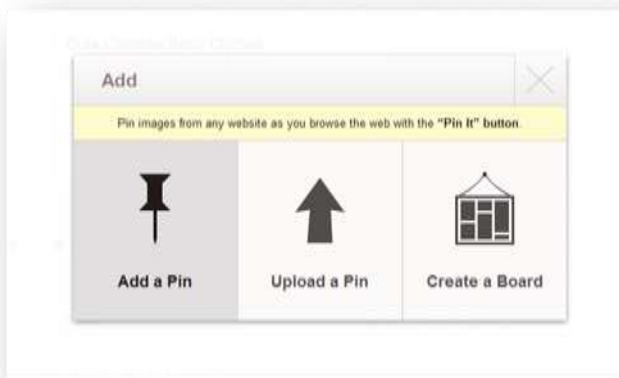


When you add your description, Remember. “ Miami Beach” will serve you better than “Places I love”, even though your intent is same to express.

Keyword target Pinnable image file names: When you create your first pin. Make the file naming from a search engine optimization prospective. “keyword-phrase.jpg” will rank better than “March2012_00011.jpg”.

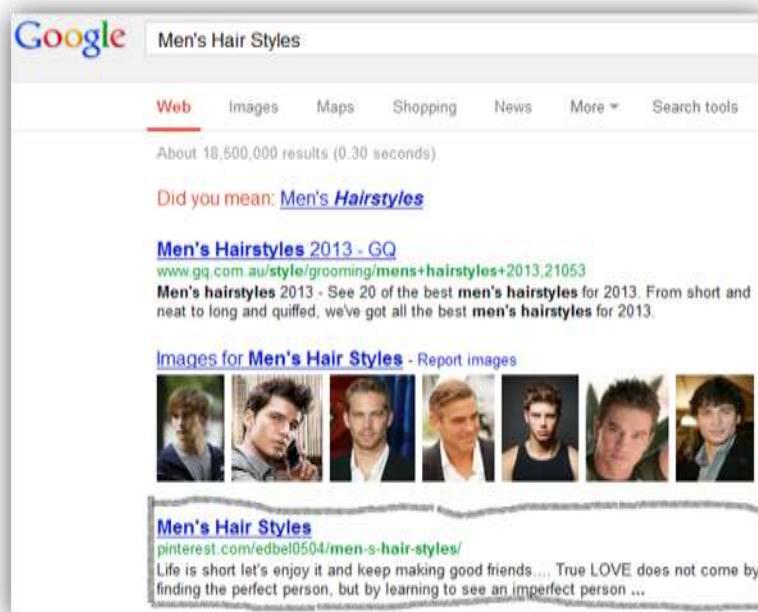
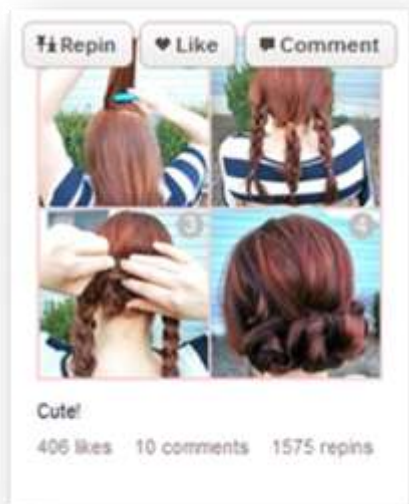


baby-clothes.jpg



a. Focus on targeted, niche keyword friendly pins that will result in more click-through traffic. When you Pin any image, remember to pin only for your target audience and pin images that encourage click. Optimize your landing completely to encourage Pinterest users to hang around or check out your services. Here in this example, for “**hair style**” keyword, the left image is more meaning ful & is more likely to get more repins (see it’s got 1575 repins) as

compared to the right image, which you might find in the same board but with less repins (only 13), that means its less likely to get google love.



b. How to Completely Optimize Your Pins in Detailed – Strong & to the point descriptions, including prices (if there any), and the **like** can help with **increasing click throughs**, but the number of times a keyword is used appears to help as well. the description of your pins offers you a valuable opportunity to include keywords. Make sure any pin you add from your own blog or website has a clear and informative description.

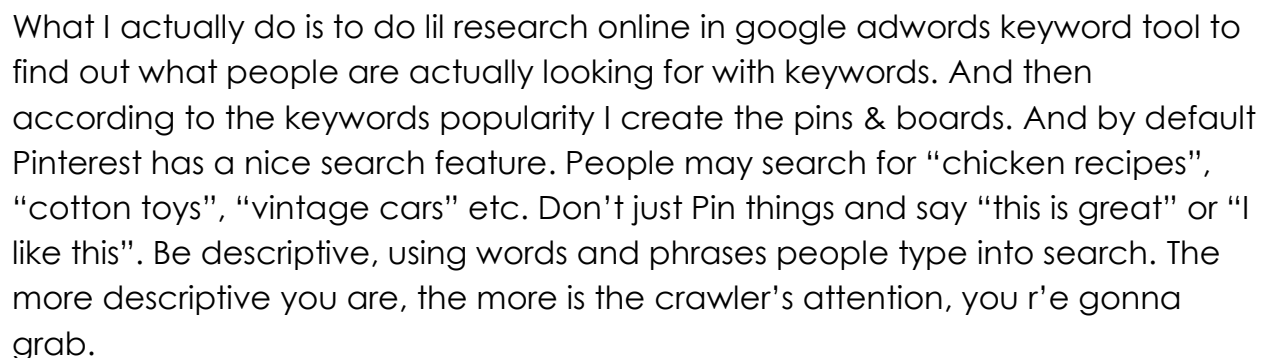
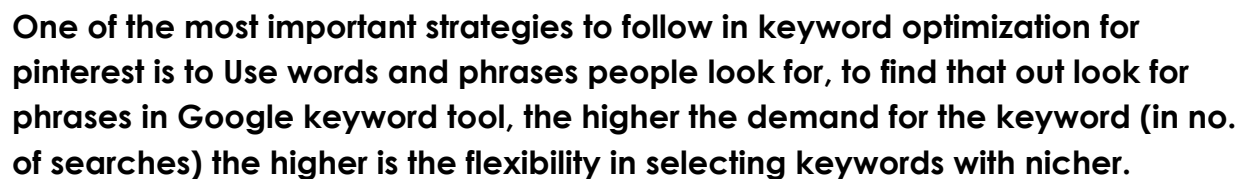
Don't be Spammy but if you overuse the keyword with search prominence in Pinterest, **it really really WORKS**. And to help you with that, you've got a 500 character limit, you might as well use more keywords as per your requirement.



Never Forget Your OWN keyword strategy while pinning & getting engaged in different Pinboards.

When you start pinning in pinboards, remember your website should be optimized to focus on a **few core keywords, which are the main keywords**. And to make the organic connection between your site, your content on Pinterest should reflect the same. Google is indexing personal Pinterest accounts but, more importantly, individual Boards.

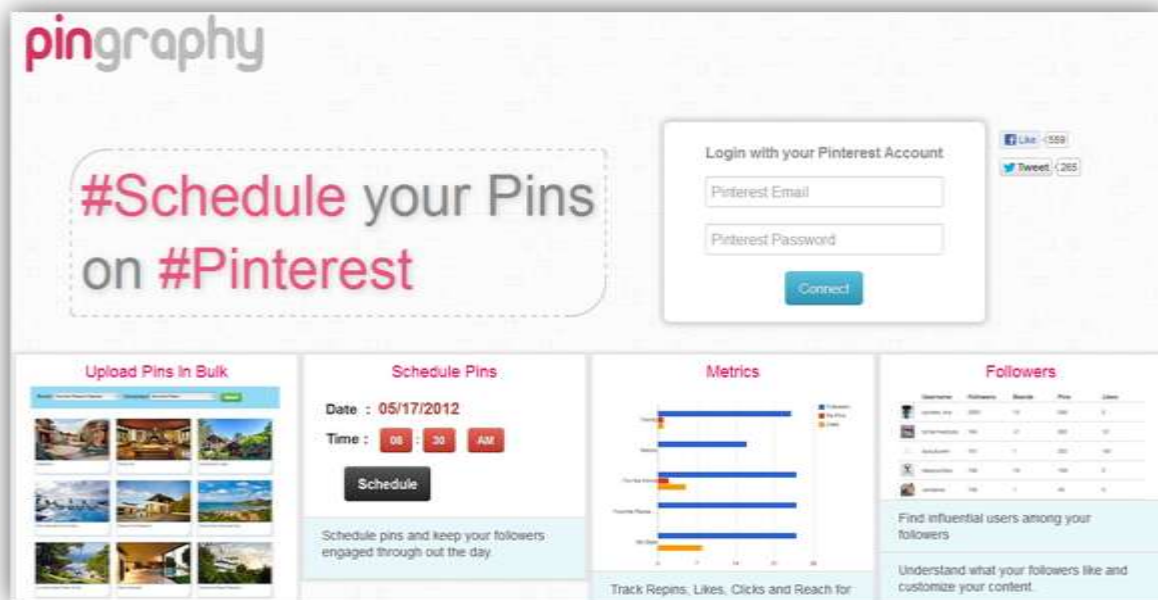
So, a Pinboard called "Local shoe shop in vegas", having full of photos from your shop and product images, would be better than a Board called "My shop". It's worth noting, too, that the *alt* variables in the *IMG* tags for each Pin are taken from the description you use.



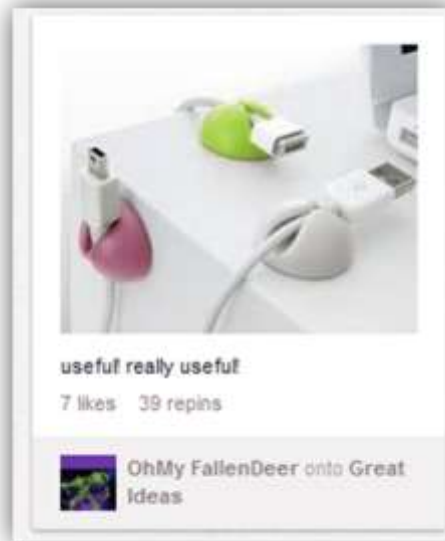
How to attract more repins ? : One of the most common rule of SEO is to post the content regularly, similarly **pin images regularly** on all of your boards so that you

keep adding more followers and keep happy existing ones as well, coz new pins keeps your board fresh with quality contents & you ll get more n more repins because of that.

use pingraphy to manage & schedule your pins. That's the awesome way to manage & schedule your pins without touching it.



Pin useful, Amazing, content that stands out in one or the other way Only, useful, interesting, amazing kind of content is interesting. And those useful content gets spread fast and the followers may be interested in watching or reading about such stuff. If your content doesn't get re-pinned or shared across other social networks then its not of much use or it doesn't ignites the users much, so take care of those things as much as possible.



Use @Tag & #Hash well to increase call to action from potential sharers.

Use #tags to add your pins to Pinterest keyword searches, this will GREATLY increase the sharing activity of your followers as well as others coz of its attention grabbing power you receive. Not only that, Use @tags to bring your pins to the attention of potential sharers, especially the pinterest users with lots of followers with them. To @tag a popular pinner, simply follow any one of their boards.



Content & On page Optimization

Well that was really cool approach to build keyword targeting for your site & pinterest, but those were concentrated to keywords only. But looking after the overall content is gonna give you real result, because content pages of the pinterest is mostly consists of images (as it's a pin board). But crawlers love text content as there are more accuracy involved in mining the text data, rather than images. But on the other side users love images not text descriptions, so images are damn important also. Here are some of the tips for optimizing the overall content of your niche site connected pinboards.

a. Text Description, Text description,Text description for content optimization:

Well as I have said it before n also saying you Pinterest allots 500 characters for descriptions, and SEOs all over would be remiss if you were not taking advantage and using all 500 characters to give a keyword-dense description, commentary, or explanation of your pinned image. Note that you can edit descriptions of both images you have pinned or re-pinned.

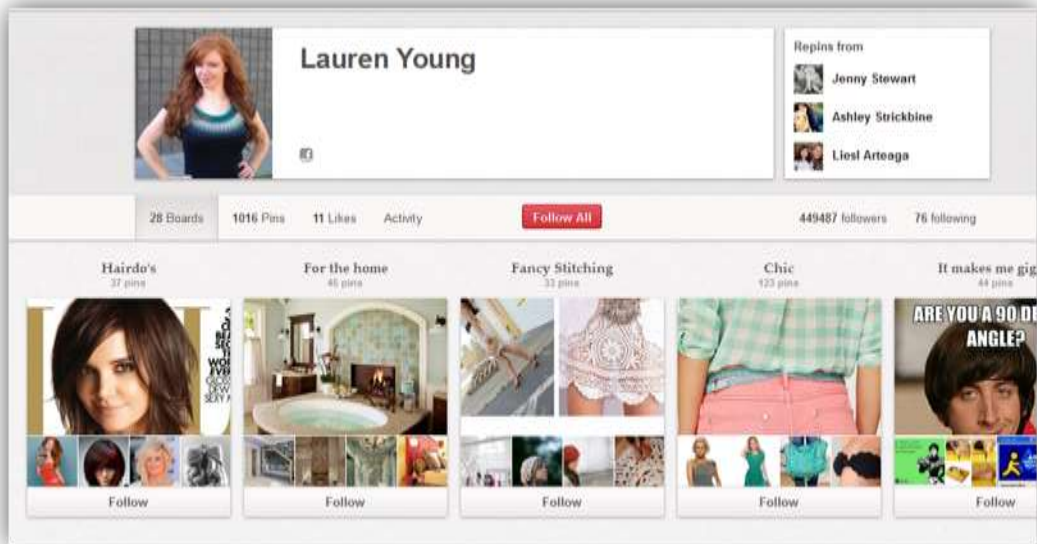
b. Pinterest is your niche site gateway to curate useful content for your niche.

Actually Pinterest is an insanely effective visual pinboard tool to act as a your niche site connection gateway. So Instead of just pinning your own content always, rather build your authority by adding to the discussion by pinning deeply relevant content, images from others also. So that your niche pinboards are not full of your content only, rather deeply relevant content from your others as well as your.

c. Creating a niche channel to increase, relevant optimized connections to your niche sites will increase viral traffic to your niche sites.

This is an absolute goldmine for digital product sellers (as well as physical product sellers),not only that any niche marketer can do this to promote there products without spamming pinterest. Just create a Pinterest account for your niche products, giving theme or LLC company name as profile pic, then create themed Boards containing representation of photos (**don't ever use direct ecover photos**) – rather a virtual presentation of the product. Like for example any wordpress plugin which can pull more traffic to any site, **“the presentation should be like a wordpress logo pulling a lot of people towards a site”** Use the theme behind product, not the ecover of the product.

, How to increase your Authority connected Rankings, Following a niche leader aka Niche Authority: Well if you want real first page results with pinterest then take lil time exploring pinterest to see what types of images catch your eye and what types of content effectively persuade you to engage with them, and then upload similar types of images and content. The more your images are shared and engaged with, the better it will be for your search engine optimization goals. see a niche authority in this example with 449487 followers.



An actual pinnable or a WOW image will not paint thousand words but million dollar curiosity in the pinner's mind.

Your Pin is dominated by the image you choose. Choose an image that has "wow" factor and it is more likely to be re-pinned and commented on. Repeatedly post great images and you will grow a good following. Making your boards visually appealing will encourage users to dig deep into your content and to share more. Make board topics highly relevant and keep content on each board interesting and original. Over time, your boards may start to look identical to your competitors – being specific and adding original content will make them stand out.

How to invite google's crawler to crawl your niche site targeted boards again n again to refresh your content ?

just do one thing. Instead of re-pinning, bring in new content – You can't bring much value by re-pinning already pinned images, instead you can pin entirely new content which isn't already there on Pinterest. Remember, unique and interesting content draws huge value.

Reproduce Content before Pinning

A solid way to bait users on Pinterest into creating links to your site might actually be to never Pin anyone else's content. If you find a series of awesome articles with images relating to a topic, grab them and mash them together into your own blog post. Then, Pin all the images like crazy. The result? All of the links that you would have generated for the original creator of the content have now been attributed to your site. Mmmmmm link juice!!!!

Pinterest SEO Link Building & Network Building.

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To get the viral network effect & multiplied back links connect with relevant users. Get involved Comment on posts, cc users with @mentions, repin original content, or “like” pins when it's not appropriate to repin. Engage with other users as you would on any other social media site. One of Pinterest's huge advantages is its relatively young age — your outreach efforts may get much more attention on Pinterest than they would on a saturated network like Twitter or Facebook.

Deep linking the pins to the relevant pages (or posts) or the part of your website with the most relevant keywords in the pin.

For every image you upload, be certain to edit the pin to add a link. And the Wp-SEO Automatic will help you do that. Well the added link is “nofollow” and, therefore, shouldn't be given weight according to standard nofollow rules, but **this link allows the Pinterest user to click your image** for the source. Conversely, **links in the description are currently followed**, so be sure to add your link to the description as well so Google can follow it and give the URL weight.

Constantly Add Value to the Community to increase engagement of your followers & get massive no of back links - Do your part to comment, repin, and engage your audience the same way you would on other social networks. Remember, even if your stuff looks pretty and shows up in searches people need to know you are legit and they can trust you. Pinterest is already doing its part to battle spam, don't contribute to it.

Show Pinterest activity on Facebook to increase the network effect, coz all of your friends are more likely follow you to make you your niche authority. This means your Facebook friends will be able to see your Pinning activity and click through to see your Pins. You can (and should) also cross-promote, occasionally, your Pins on other networks like Twitter, Flickr or even your blog.

To increase call to action on your niche boards or pins, Run a Pinterest competition that will encourage action taking on your boards.

Encourage your web users to promote your content on Pinterest. Land's End did this in the USA very effectively by asking customers to set up their own Land's End Board on Pinterest, then to pin items to that Board from the Land's End website. The best Boards won \$250 of shopping vouchers.

To build premium network follow good Pinners,

Follow those pinners who can add value to your existing content and they can follow you back. If they are good enough then you can allow them to contribute to your boards.

Mention people – Now you can mention people in Pins or comments by adding a @ in front of their Pinterest username, provided that you are following at least one of their boards. **Hashtags** – These are another way to capitalize on Pinterest. Add a #hashtag to your descriptions to help them be more search friendly on Twitter n **Pinterest recognizes hashtags.** By using hashtags in your descriptions.

Share your blog posts – Part of making a blog post more visible online is adding a great photograph or graphic. If you're not already doing this, now is the time to start.

Share your pages – this is something that makes Pinterest easier, you share a link – you grab a photo and pin, and you can share your link more than one time as long as it has more photos to share on it. But the links you create are all valid links which adds value to your pages as well.

Follow and be followed! – as a Pinterest enthusiast it is also important to mingle. This goes the same as the saying “before you can lead, you must follow” connecting with other people may have an impact to your links as you give your pins more audience and chances to be liked, or re-pinned.

Create Links in your Description – now this is something can be more interesting

in leading people to your website. In doing so please make sure that when you create your links, just use your url (www.yourdomain.com), no http://, and no using of html for anchor text.

Link well

Once you've set up your boards, upload your photos and infographics to your boards and include your link (Pinterest also allows for deep linking but doesn't display the whole link). Be sure to add keywords to your image descriptions and board names so that your boards will be found by search engines.

Share Well

Pinterest makes pinning easy. Integrate Pinterest with your existing social media by searching for the app in each medium. Encourage your social media likers and followers to add the "pin it" button to their browser and on mobile devices. Add Follow buttons to your website by visiting the Pinterest Goodies tab and most of all, interact with other pinners, enjoy the experience, get addicted and share in the bounty of this social phenomenon.

Backlink Building:-

Attributable to the dimensions of Pinterest, it's indexed on a continuing basis by search engines. this implies that the additional things that are posted on peoples boards that link back to your web site, the additional traffic your web site can receive.

Depending on how its content is shared, Pinterest has the potential to increase search visibility for a wider variety of search terms related to your brand. The architecture of Pinterest gives search engines more information about what your products are and the words with which they can be associated. Visibility will be more likely based on how well your products or services align with Pinterest demographics and their most active categories.

Work it Baby. Take advantage of Pinterest's currently lax competition rules and run competitions on your boards encouraging repins. Every repin is a new link which is kickass for your small business SEO and Social Media Strategy.

Analytics & Improvisation

- a. **Always measure your successes and failures.** Analyze your site's Pinterest traffic to see which pins are effective and which aren't. You can also use tools like [Pinreach](#) to measure your Pinterest profile analytics.



b. Pinterest offers better reporting in Analytics.

Look in your website analytics reports and you will see the websites and pages that referred traffic to you. Facebook referrals do not give you any insight into the actual content that sent people to your site because they go through a script page like "l.php" so the referral path shows you nothing. With Pinterest, however, Analytics will tell you which item of content earned the referral click and allow you to click through and see that item on Pinterest. This allows you to interact with (thank, for example) people who promote your content.

c. Pay attention to analytics.

=One reason why I think Pinterest is better than Facebook is because you will find more details on Pinterest sources in Google Analytics than sources from Facebook. Analytics will tell you which item earned the referral click, and allow you to click through to see the item on Pinterest.

If you need any help, reach our rockstar support team at <http://pagedsupport.com>

Speak soon...

Precious Ngwu & S. Mohanty