How To Get High Quality Traffic From Pinterest

[Click Here](#) for the free graphics

Get This - Recommended

Introduction

Have you ever longed for a way to grab more traffic and make more sales? Obviously, the answer is yes! The Internet is a constantly changing universe and with social networking becoming the top way to generate traffic, it's important to harness it to your advantage.

There is a new website that is making its way to the top of social media and it's called Pinterest. This massive traffic powerhouse could be the most important tool you have ever discovered.

In fact, many webmasters report that Pinterest is creating more traffic for their websites than YouTube, LinkedIn, and Google+… combined!

If you haven't jumped on the Pinterest bandwagon, it's not too late. You can start "pinning" and make your website Pinterest friendly with a few simple steps.

I created this book to help you master Pinterest and leverage it to your advantage. You can easily generate large amounts of high-quality traffic with minimal effort on your part.

So if you are ready to take your website to the next level, sit back, grab some coffee, and let's get started!

What is Pinterest?

Pinterest is a new way of browsing the Internet. When you create a free account at Pinterest.com, you get a simple organization system to hold all of your great ideas, favorite websites, and important links in one place.

Your Pinterest account gives you virtual "pin boards" where you can "Pin" anything you find interesting on the web. From home designs to favorite recipes to tips for throwing a great baby shower, it's all on Pinterest.

Not only can you pin your favorite things you find on the web, but you can also browse what other people are pinning. You can follow your favorite Pinners and re-pin anything they like that also interests you.

When you pin an image on Pinterest, it creates a clickable link to the website where the image is located. So if someone pins a photo on your blog or website, every time another Pinterest user clicks it, you get free traffic.

By making sure people pin images from your website on Pinterest on a regular basis, you are guaranteeing a steady stream of traffic for months to come. Pinterest can make an ordinary image go viral in a matter of hours!

So let's take a look at what Pinterest looks like so you get a better idea of how this works.

Here's a view of some of my Pinterest boards:

[Get This - Recommended](#)
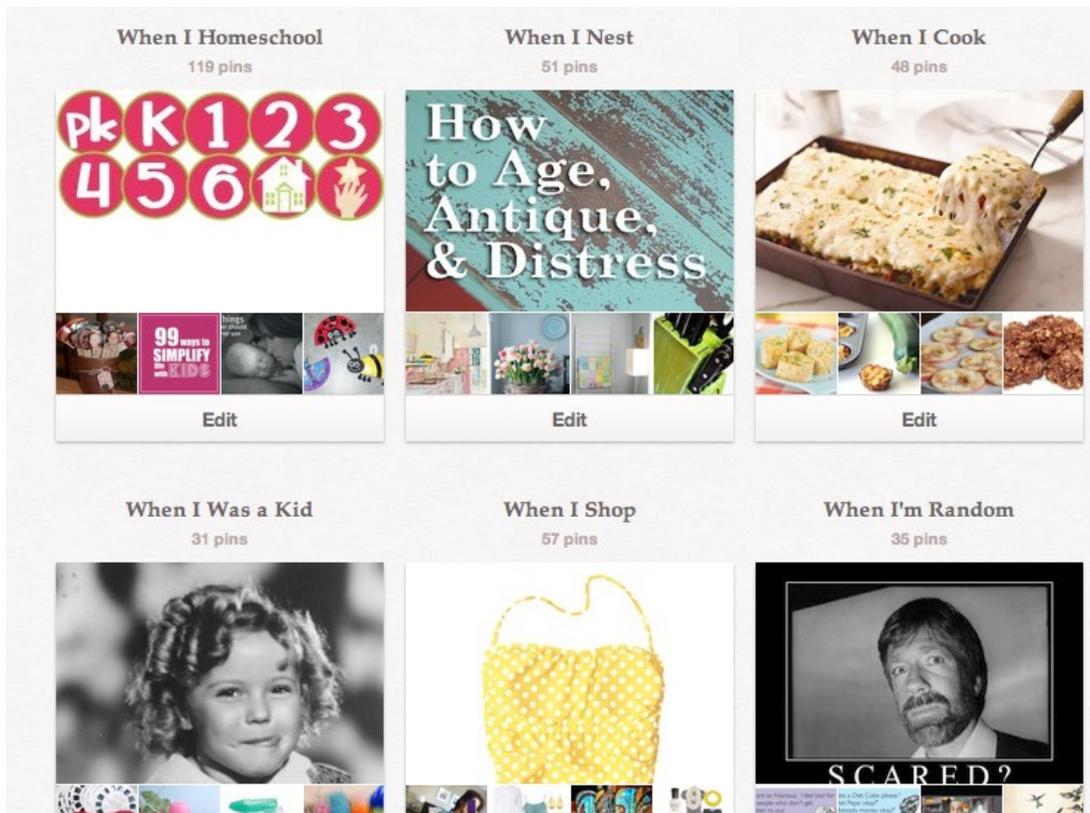
As you can see, I have pin boards for a variety of topics that interest me. Many pinners maintain DOZENS of boards with a variety of interests including business, books, movies and art (just to name a few). No matter what niche you are in, there are undoubtedly pin boards to support it.

Now, here's the trick. You don't have to maintain a Pinterest account under your actual name. In fact, it would be wise to create boards under a pen name that is relevant to your niche.

As you begin to pin your own website information and other relevant resources, people will follow you. Then each time you pin something new, it is broadcast to everyone you follow on their homepage when they login to Pinterest.

Get This - Recommended

Your pin will also be visible in the "Everything" section under the category of the board you pin it to. Everyone can see these pins, so even those who don't follow you will be able to spot them here. The only catch is that you will only get a few seconds of exposure before new pins will appear and push yours out of view.

Here's a screenshot of what the "Everything" category on Pinterest looks like:
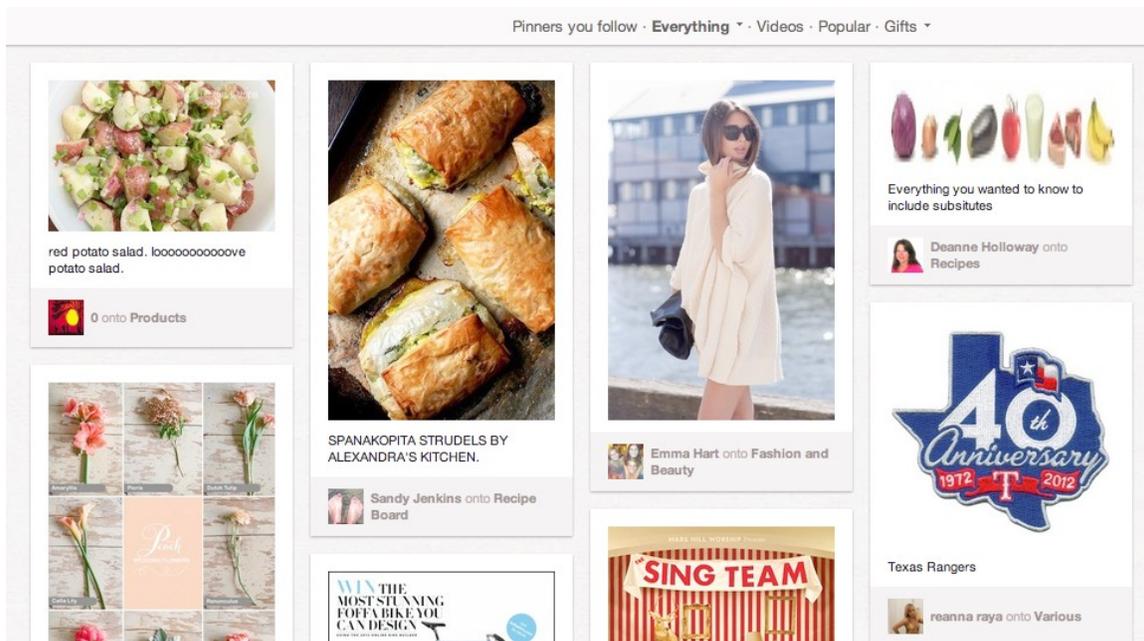
Now the true secret to making Pinterest work for you is to get people to repin the items you are pinning. Basically, you want people to notice what you're pinning and then click the "repin" option to add it to their boards as well.

Repinning an item is easy. As your mouse hovers over the image, an option appears that allows you to repin it, like it, or post a comment. When you click "repin", it opens a small window allowing you to select which one of your

boards you want to pin the image to. Simple, right?

Then their followers are exposed to it, it appears on the "Everything" board again, and more people repin it. As you can see, it's a cycle that pushes your content further than any other marketing campaign ever has.

The best part is that it requires very little work on your part. In fact, using Pinterest is a lot of fun!

It's obvious that Pinterest is a great resource and you need to add it to your arsenal to increase your traffic. So how can you get started?

Signing up is really easy. There are two ways you can go about it. First, you can have a friend invite you to join if they're already a member. They'll enter you email address on Pinterest.com and then you will automatically get an

invitation to create an account.

If you don't have friends using Pinterest (which is highly unlikely!), you can request an invitation on the website.
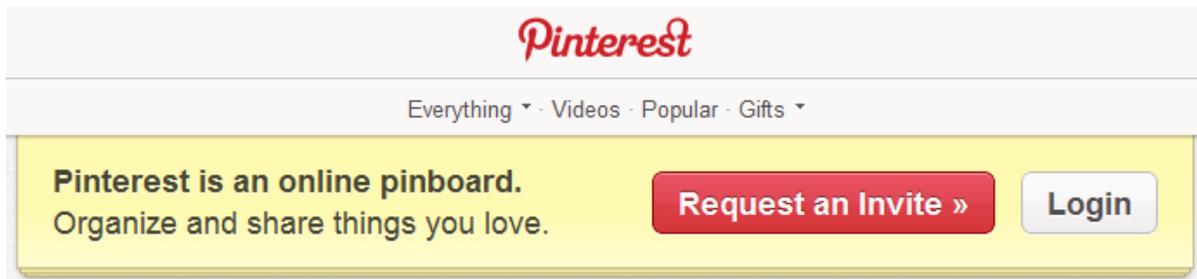
It only takes a second to request an invitation and you will probably get a response within a day or two, inviting you to complete your sign up.

Prepare Your Site for Pins!

You don't have to wait for the invitation to start getting ready to use Pinterest. The first step is to make sure your website is ready for Pinterest.

Add Lots of Photos

First, you should be sure that every single post has at least one great photo. Choose high quality images that will grab a reader's attention and illustrate the point of that particular blog post or web page.

If you don't have a talent in the photography department, don't worry! You can find tons of great stock photos online at sites like www.sxc.hu or www.istockphoto.com.

Get This - Recommended

Other good resources are Flikr or even Google images. Just make sure you check the copyright information on any photo you use and give credit where credit is due.

If you end up needing high quality photos and just can't find one for free online, don't hesitate to purchase the images. It is truly a worthwhile investment in your online business to have great photos that people will pin.

This will generate more traffic and ultimately increase your revenue from your website. So basically, it's worth every dime!

Another huge benefit of adding photos is getting indexed in Google images. When you add a photo, be sure to include the appropriate alt tags to the image describing what it is with good keywords.

Then Google will include your image in the image searches for those keywords. You could get another five, ten, or even fifty visitors each day from image searches.

When they go to Google images and search for a term, a small picture will pop up that leads them to your website. It looks like this…

Get This - Recommended

The traffic you get from Google images might not always be top quality conversion traffic, but it still counts.

Another advantage of using lots of images on your website is that people will sometimes copy them and use them on their own web pages, while giving credit to the original link.

This creates valuable backlinks (and we all need those to rank high with Google!), which points people to your website when they spot your images scattered around the web.

Add a "Pin It" Button

The second step to prepare your website for Pinterest is to add a simple "Pin It" button.

Get This - Recommended

This is a quick reminder to your readers to add the post to their pin boards so they can remember it when needed. Right now, there are already thousands of people using Pinterest and there are more joining everyday.

These visual reminders to use Pinterest while browsing the web are a great way to get attention from new pinners and old pinners alike.

To get the most pins, try putting the "Pin It" button as close to the image as you can. That way, they can click it right away before they get distracted by something else.

You can add "Pin It" buttons in a couple of different ways. If you are using Wordpress, the easiest method is to use a Pinterest plug-in. You can get a great "Pin It" button plug-in here:

http://wordpress.org/extend/plugins/pinterest-pin-it-button/

Get This - Recommended

If you aren't using Wordpress, you can still put a "Pin It" button on your website using some basic coding. Pinterest provides you with the custom code here:

http://pinterest.com/about/goodies/

When you enter all your information on the Pinterest questionnaire, it will automatically generate a "Pin It" button code that you can put on your website.

Get This - Recommended

Adding a "Pin It" button to your product pages or blog posts will allow your customers and readers to pin your products onto Pinterest. Use the form below to customize your own button:

URL of the webpage the pin is on:

URL of the image to be pinned:

Description of the Pin (optional):

Pin Count: Horizontal

Pin it 5

◉ Basic ?   ◯ Advanced ?

```
<a href="http://pinterest.com/pin/create/button/" class="pin-it-button" count-layout="horizontal">Pin It</a>
<script type="text/javascript" src="http://assets.pinterest.com/js/pinit.js"></script>
```

By adding great photos to every post and making sure you have a "Pin It" button nearby, you are powering up your website so that it is ready for Pinterest to take over and do the rest of the work.

Now that you're website is ready, let's move on to the fun part. It's time to start pinning!

Get Started With Pinterest

Once you receive the Pinterest invitation, go ahead and sign up for your free account. Fill out the profile information and add a quick profile picture. Now you're ready to pin!

Get This - Recommended

Step 1: Create Pin Boards.

Before you can pin anything, you need to create boards. Think about the topics that would be relevant to your niche.

If you have a website about dog training, some boards you should include would be "Pet Food", "Pet Toys", "Pet Photos", "Pet Training", "Cute Pets", etc.
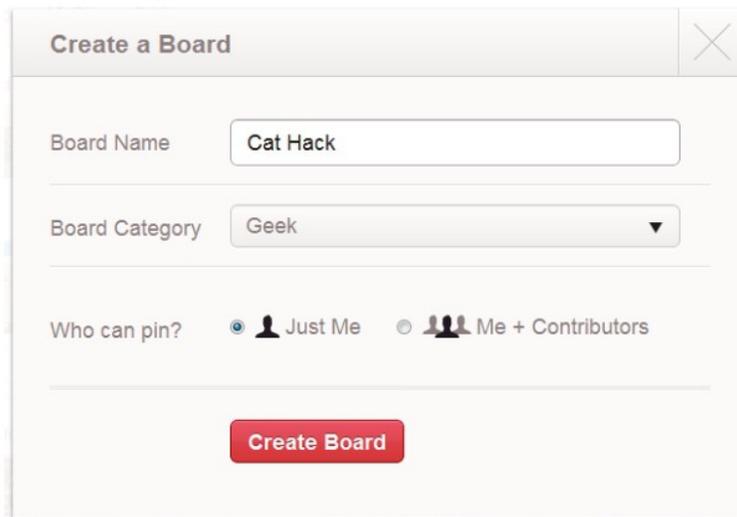
Don't stay too restrictive in the Boards you create. You should also add a few boards on other topics that interest you just to make it look natural. You want to appear like a real person, rather than a walking advertisement.

You can begin by creating five or six boards. As you go along, you can always add more or edit them to meet your needs.

Anytime you pin a new image, it will give you the option to pin it to an existing board or create a new one.

Step 2: Pin, Pin, Pin!

Get This - Recommended

Now that you have a few pin boards prepared, it's time to start pinning. It's up to you how much you pin each day, but in order to avoid looking spammy or overwhelming followers, it's probably best to stick to 15-20 images each day.

My strategy is to spend about 5 or 10 minutes everyday pinning stuff I like on Pinterest. With the Pinterest iPhone app, this is super easy. I can actually do my pinning in the school carpool line or while I'm waiting on my lunch at the restaurant.

So how do you choose what to pin? Well, it needs to be a blend of a few different kinds of images.

First, you should be pinning stuff you find while browsing on the web. To make this easier, install a "Pin It" button on your toolbar by going here:

http://pinterest.com/about/goodies/

Second, repin interesting pins that you spot on Pinterest. Just browse through the pins from people you follow or through the "Everything" tab. You can even do a custom search on Pinterest if you are looking for something in particular.

Third, don't forget to pin stuff from your own website! Be sure you only pin high quality images and put them on boards where they are relevant. If they look out of place, no one will be fooled by your pinning madness!

Get This - Recommended

Step 3: Get Tons of Followers to Repin Your Pins

Pinterest is only as good as your followers make it. If no one ever repins your stuff, it's pretty much a waste of time. That's why you spent all that time and effort creating high quality images for every post on your blog, right?

So now that you are using Pinterest, you need to get people to follow you. That way more people are exposed to what you are pinning each day.

Keep Your Pins Interesting

If you want people to follow you, make sure your pins are really interesting. If the images catch the attention of other pinners, then they will repin them and possibly even decide to follow your other pins.

As you gain followers who are repinning your pins, keep in mind that this is only the beginning. Each time they repin something, it appears on their boards where others can repin it. This is a never ending cycle and each time it happens, your website is getting great exposure.

So how can you get more people to follow you on Pinterest? Here are a few tips...

Get This - Recommended

Follow Other Pinners

First, follow people that interest you. When you see a pinner that has great pins, don't hesitate to follow them! Many times they will follow you in return.

You can choose to follow a pinner's individual board or their full Pinterest activity, including all boards by clicking "Follow All". This is nice option if only one of the boards interests you.

You can see an example here of a new pinner I spotted. She has some great recipes so instead of choosing to "Follow All", I opted to only follow her recipe blog.
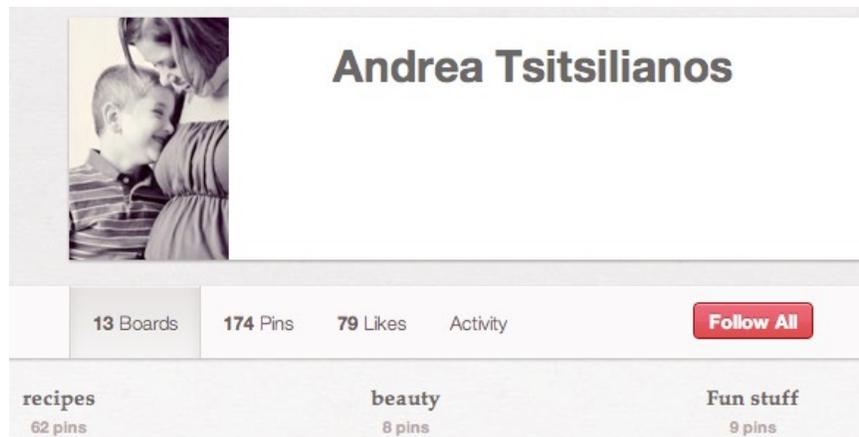
Every time you follow someone on Pinterest, they receive an email alerting them that they have a new follower. This gives them an opportunity to check out your pin boards and possibly follow you back.

Repin Pins that Interest You

A second method to get followers is to repin the stuff other

people are pinning. The more you repin, the more pinners get the emails alerting them to your pinning activity, like the one I received below...

Hi Amber,

Deborah Miller started following all of your pinboards. Follow Deborah back.

Happy Pinning!

—Ben and the Pinterest Team

Change your email preferences. • Invite your friends to Pinterest.

"Like" Pins Publicly

Another option is to "like" pins you come across. Even if it's something you don't want to repin, you can show that you think it's cool by hitting the "like" button.

This will also send an email to the pinner, notifying them that you like their pin. They may choose to check out your pins after receiving this email.

Comment On Pins

One of the most effective ways to get followers is to start commenting on people's pins. Interact with other pinners by offering feedback, advice, or questions on the things they pin through the comments section.

Add a "Follow Us" Button

Beyond adding a simple "Pin It" button to images on your

Get This - Recommended

website, be sure you also include a "Follow Us" button. You can grab one of these from the Pinterest Goodies page and install it on your blog.

Your regular readers will be more than happy to scoot over to Pinterest and see what kind of boards you have created. Many will follow you and start repinning your pins right and left.

What Gets Pinned Most Often?

Wouldn't it be nice to know the secret to choosing pins that go viral every single time? Unfortunately, there is no definitive answer to this one.

Sometimes the most popular pins are the silliest. Other times, the pins that go viral are detailed tutorials. It truly just varies from day to day.

You can get some ideas to see what is most popular by looking under the "Popular Pins" tab at the top of the

Get This - Recommended

Pinterest page. This will give you a sneak peak at the pins that are getting the most attention.

There are a few common elements that seem to be present in almost every pin that hits the "popular" page. Take a look at this pin…


It has been repinned 1337 times. It has 236 likes and 11 comments. That's a lot of action! What is the most striking thing about that pin? The COLOR!

When you choose images for your website to share on Pinterest, opt for bright colors. White background blend in and don't get noticed as often.

Size also makes a difference when you choose images. If your photos are long, they will take up more space on the

page and grab more attention. For instance, check out this pin from the "Popular" page.
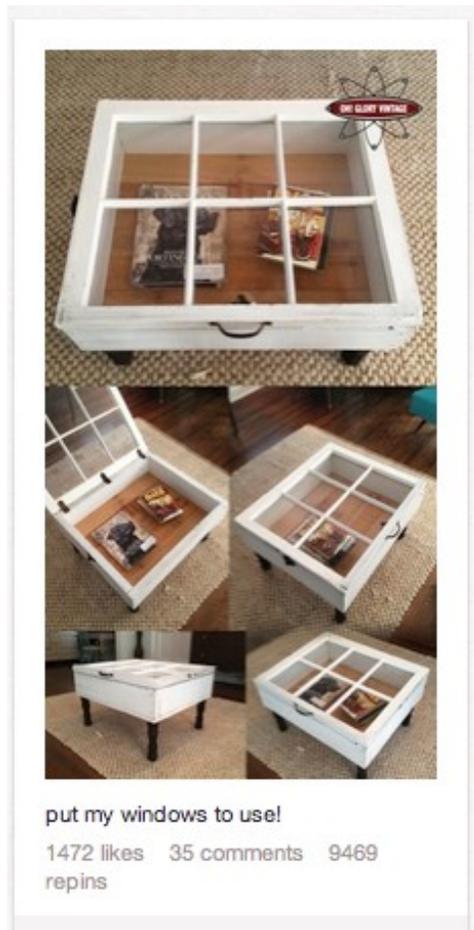
This pin has 9469 repins, 1472 likes, and 35 comments. Now that's awesome! While there are many other pins showcasing shadowbox tables, this one is eye catching because it is tall and takes up a lot of the page space.

Power Up Your Pinterest Traffic

Now that you know how to use Pinterest to generate traffic to your website, let's take to the next level. If you want to get MORE traffic and see MORE sales coming from

Get This - Recommended

Pinterest, here are a few more tips to keep in mind...

Pair Short Blog Posts with Great Photos

You don't have to write a 500 word article for every blog post you create. Instead, write a really interesting paragraph of 50 - 100 words and pair it with a great photo.

You can also include links to some of your other posts at the end. Then "Pin It" and watch the magic happen. With just 10 minutes of work, you can get several hundred visitors almost instantly!

The best part is that people coming to your website from Pinterest will automatically encounter a variety of links to other pages on your website where they can explore and learn more.

This is presents a great opportunity to advertise other products and services by using banners and text links. You can also make additional revenue by including Google Adsense on your website.

Another technique that works great for me is to offer a free report or ebook to get visitors from Pinterest to sign up for my mailing list. Then I promote other affiliate products and CPA offers to them over time, which generates even more money for me.

The possibilities are truly endless. For more ideas, simply click on other people's Pins to visit their website and study how they monetize their website.

Get This - Recommended

Pin Your Affiliate Links

This is a really neat way to make money using Pinterest, but you should use it sparingly or you will definitely look like a spammer.

Create a board to pin products you love and then pin an affiliate link to Amazon, eBay, Clickbank or other affiliate websites.
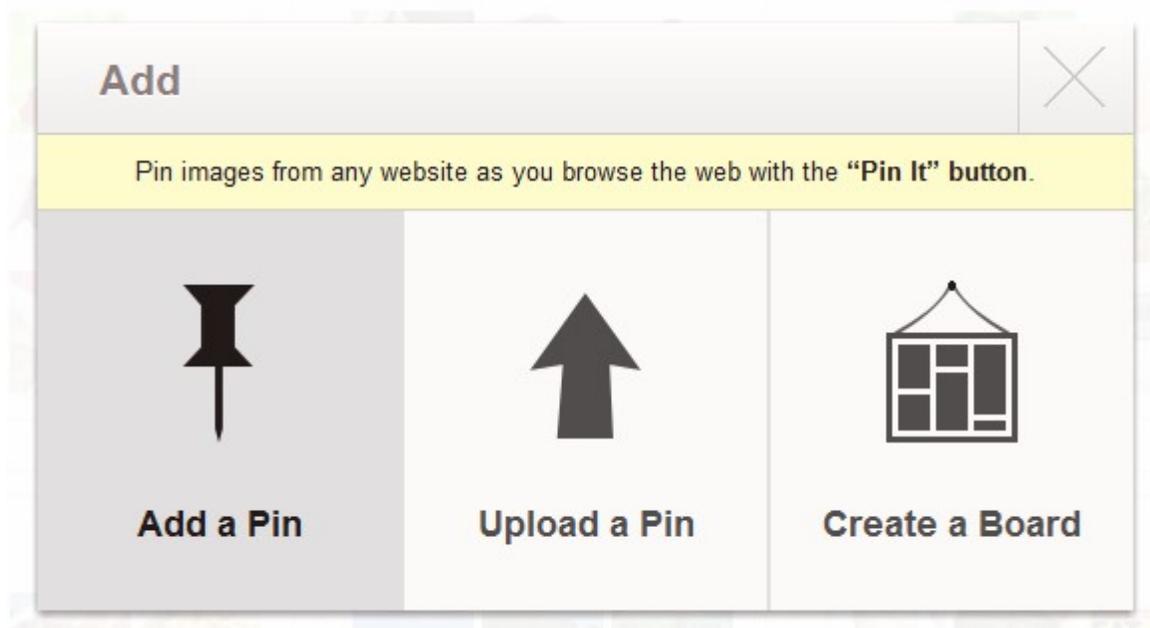
When you paste in the affiliate link, choose an image from the page (such as a book cover or product image on Amazon) and then pin it.

Just remember, do NOT over do this technique. You don't want Pinterest to ban your account.

Find Out Who is Pinning Your Content

Get This - Recommended

If you want to see how much Pinterest action your website is getting, it's easy to track it.

Go to Pinterest.com/source/yourdomain.com and you will see all of the pins that are linked to your site. Pretty neat, huh?

What Are You Waiting For?

Obviously, Pinterest is extremely popular with unlimited opportunities to promote your website and increase up your earnings online.

If you haven't requested an invitation yet, get moving! Share your content with other pinners and watch as your website gains a flood of new traffic overnight.

[Get This - Recommended](#)