



pinterest seo

Understanding the Pinterest search engine and 5 Ways to SEO your Pinterest Profile today.

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INTRODUCTION TO PINTEREST

AND WHAT YOU CAN EXPECT FROM THIS GUIDE.

Pinterest was first launched in 2010 but it wasn't until 5 years later that I was able to start using this platform to skyrocket my business. These days, my account is receiving upwards of 945k views every month and that number continues to steadily climb. I am here to tell you that I am not special, my business is not special and you do not have to be special in order to see these results. You just have to start putting the work in.

This guide is going to take you, step by step through the SEO behind the Pinterest search engine and how you can understand it, and use it for your business. This can help you drive more targeted traffic to your blog or online store, hopefully skyrocketing page views and monthly sales.

Every month there are over 2 billion searches on the Pinterest Platform. Wouldn't you love if even a fraction of those searches led back to your or your business? This is why it is so important that your profile and content is SEO friendly. So let's get into how you can do that in the next 5 steps.

- Understand the Search Algorithm
- Increasing Pin Quality
- Finding popular search terms
- Adding keywords to your profile
- Using Hashtags on Pinterest

UNDERSTANDING THE SEARCH ALGORITHM

MASTERING THE PINTEREST SMART FEED.

In order to understand what the algorithm is, you have to know a few things about Search Engines. Search engines work by providing the user (the person typing in the search) with the most accurate results as quickly as possible. Pinterest does the same thing, we just see the results in a more visual way than we do with Google.

Just like google, Pinterest needs to know that you are a reliable source. You can do this by uploading your own reliable content or resharing other people's content.

Now let's talk quickly about how Pinterest works specifically. When you put a pin on Pinterest, it gets shown to your followers first. This happens in the following tab and this was Pinterest can gauge how well the pin is performing. Based on how well the pin performs, Pinterest will then circulate it through the home feed.

We know that the Pinterest smart feed works in 2 ways:

1. How your pin performs when you first upload it determines if it will trend well on the home page
2. When people search for terms on Pinterest - for example - Vegan Cookie Recipes, if you have used enough relevant keywords, and Pinterest knows it can trust you, your post will show up higher in the search results!

INCREASING YOUR PIN QUALITY

YOUR PIN QUALITY IS EXTREMELY IMPORTANT.

Pin quality is the other extremely important thing when it comes to Pinterest. It is really important that you pin is not only engaging, but also relevant to your followers. While Pinterest is a search engine, it's still an extremely visual platform. Ideally, your pin should also engage those who are not your followers. Believe me, Pinterest knows if your pins are well designed because it know what people like and when Pinterest suddenly sees a surge of activity around a single pin or pinner, they know those people are producing high quality content and eye catching pins.

Another thing to keep in mind is that Pinterest is going to look at all versions of your pin when they are determining the quality. If you are pinning the same image to more than one board, you need to pin it to the most relevant board first, because Pinterest will use that data to categorize the image. Additionally, as of 2018, Pinterest has begun aggregating comments from all pins. Now when you pin something multiple times, comments will show up on your pin from other pin versions.

All of these things that we have gone over so far are going to contribute to your domain quality. Like I said before, it's very important that Pinterest trusts you. So make sure that your content and your pins are your best quality. Also Pinterest won't track your domain quality until you have set up your Business account.

Here's a few things to keep in mind to help you create quality pins:

- 1.** Always use vertical images
- 2.** Use text overlay to say the post title and any other relevant information
- 3.** Pick images that aren't too busy, you don't want to distract from your purpose with that pin
- 4.** Stick with a few pins that work for you. Create a well known brand for yourself.

POPULAR SEARCH TERMS

INCREASE YOUR FOLLOWING AND TRAFFIC BY KNOWING WHAT'S TRENDING.

One of my favorite things to do with Pinterest is track trends so that I can create better content for my followers. Pinterest makes it extremely easy to see what's trending so let's go over that together.

Have you ever noticed when you type something into Pinterest and then they provide you with a bar of related terms that you could add to your search? That's right, it's that easy. Those other suggestions that Pinterest is showing you, are the most popular results depending on what you have already typed in. So Pinterest is letting you know right there what other people are searching for.

You can use this to narrow down your keywords to a more niche topic or discover something that you didn't even know people were searching for. It's an extremely easy way to find keywords.

Say you want to write a blog post about the Best Vegan Cookies. You want to find out how popular that post will be or if that topic is trending so go to your account and type that into the search. See what other people are searching for and if it's something that works for your post, create some extra long tail keywords to make your post show up for a few of those keywords.

Another place that you can find trends on Pinterest is through the categories tab. Make sure that you drill down into those categories to get specific keywords that work for you.

Remember, when you are blogging, you should always be planning your posts to be keyword friendly. This is literally the only way that search engines are going to be able to find you, resulting in searchers finding you. Always do your keyword research!

KEY WORDS AND YOUR PROFILE

IT'S TIME TO GET FOUND.

When people search for a term like Vegan Baker and you've got those keywords riddled throughout your profile, Pinterest is going to know that you are the go to for Vegan Bakers.

Start by adding keywords to your bio. This is what people are going to see when they land on your profile so you want to make sure that you are keeping it conversational, but also inject those keywords saying what you do, what you are an expert in or what they can come to you for.

After you have crafted the perfect bio you need to move on to board descriptions. That's right, you need to add a keyword happy descriptions to every board that you have. This is going to help your boards show up in search results and when someone likes your board, chances are they are going to like you.

To add a board description you need to hover over the board and then click on the pencil in the bottom right hand corner. This will pull up the board settings where you can add a category, collaborator or description.

Now, your descriptions need to be extremely keyword heavy. However, like with your profile, you want to keep the tone conversational. Don't just list a ton of words like Vegan Baker, Vegan Baker Board, Vegan Baker Recipes. Instead, try saying something like, I am a Vegan Baker and this board is a specific to the best Vegan cookie recipes that you can bake. And so on and so forth. This step is going to take time, especially if you have a lot of boards. When I started doing this I had about 50 boards so it took a good evening to complete. No matter how long it takes though, don't skip this step!

The last thing that you need to do when preparing your own profile for SEO is making sure that you right those keyword heavy pin descriptions. Never just add a pin to Pinterest. Make sure that you are explaining what it is, who it's for, etc. And remember to keep it conversational! There's no tricking the system here by just listing a bunch of keywords.

Lastly, as of 2017 Pinterest has started allowing users to add categories to their boards. This can help you organize your content so that when people land on your board, they can easily find things that interest them.

USING HASHTAGS ON PINTEREST

TO HASH OR NOT TO HASH.

The last step that we are going to cover today is a question that I get asked quite often and that is, do you need to use hashtags on Pinterest.

When you use hashtags on Pinterest, it then categorizes them with all the other pins that are using the same hashtags. They are a new way that you can reach users that might be interested in your content. When a user searches for a hashtag, the newest pins that have used that hashtag are going to show up in the top of the feed. This is different from when a user searches for the same term without the hashtag. When they search without the hashtag, they just get the Pinterest smart feed like we talked about above.

This means that you should only be adding hashtags to your newest pins. Adding them to old pins won't matter, you should save that precious character space for more keywords! Pinterest has said that they recommend you use no more than 20 hashtags per pin. I personally do not use anywhere close to 20 hashtags. I might throw in 5 relevant ones but I find that the character space for me, is better used with keyword descriptions. You just have to experiment and find what works the best for you.



thank you!

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you didn't like this guide, tell me.

Let other's know they can jumpstart
their Pinterest SEO with my help!

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