

You can grow sites in many niches to over 500k pageviews/mo, but reaching that level typically takes time.

It requires a significant number of pins that consistently drive traffic.

I have older accounts (5+ years or at least 3 years old ones) that have achieved those numbers.

However, I find it more profitable and manageable to run several smaller sites that each generate a few hundred to low four-figure revenues, rather than focusing on one (or few) large site(s) earning five figures.

And like any other platform, you're naturally dependent on its performance. Even though I've been through quite a few Pinterest updates and almost every account that got hit recovered, there's still a certain level of reliance.

I definitely plan to explore other platforms like Facebook and Flipboard more in the future, but for now, my main focus is on what I do best—Pinterest. It's the safest and honestly the easiest path for me.

But at the end of the day, it also comes down to your personal preference.