Yes, you can upload multiple pins for the same URL—but you need to be strategic about it.

Uploading 10+ pins/day for a single article might sound great for scaling, but it can:

- Lower your save & engagement rate (Pinterest's most important ranking signals).
- Reduce pin visibility in search results and feeds.
- Hurt your overall account performance by dragging down engagement metrics.

Our General Approach for Scaling Safely

- Don't upload more than 5 pins/day to the same URL.
- Even better approach: Upload one pin per URL/day—so if you post 12 pins per day, each pin would link to a different URL.

    - Post 20-25 pins per URL in total, but spread them out over 20-25 days (one per day).

Pinning Strategies for Different Blog Post Types

Not all content is equal—some naturally inspire more saves than others. Adjust your strategy based on these three blog post types:

1. Informational Posts

- Example: "*Does green tea boost metabolism?*"
- Strategy:

    - Create 5–8 pins with different images and slight title variations.
    - Avoid pinning too many; users are unlikely to save multiple pins for single-topic content.

2. Inspirational Listicles

- Example: "*10 Modern Kitchen Ideas*."
- Strategy:

    - Create 1-2 pins per listicle item (10-20 pins for 10 ideas).
    - Use unique pins and different titles for each pin.
    - Users are more likely to save multiple pins here, which boosts your save rate.

3. Informational Listicles

- Example: "*25 Quick and Easy Dinner Recipes.*"
- Strategy:

    - Collage pins work great here
    - Users often save multiple ideas, making this content safe for several pins.

The Save Rate Rule

Pinterest rewards high save rates and if users save multiple pins from the same URL, it sends a positive signal.

How to Test Safely

1. Start small:

   - Informational posts: Begin with 5–8 pins.
   - Listicles: Try 12–18 pins.

2. Watch metrics:

   - Track saves, clicks, and engagement.
   - If your save and engagement rate stays high, you can scale up gradually.