

Triple Your Traffic

With Pinterest worksheet

Hey there!

Thank you so much for joining me in today's training!

We're going to dive into 3 key things you can do to drive traffic to your website using Pinterest:

1. Identifying YOUR end goal on Pinterest
2. Creating pins for YOUR ideal client
3. Learning how to work WITH the Pinterest search engine

If we haven't met, "virtually that is", I'm Kathryn Moorhouse. I teach content creators, and Pinterest managers how to simplify their marketing strategies, use Pinterest effectively for their business and create a profitable business that gives them the TIME freedom they've been searching for.

I'm all about simplicity, efficiency and creating a business you're excited about.

Whether it's your weekly workflow, Pinterest marketing tasks, Tailwind scheduling or client onboarding that we're working on, I'm all about keeping it simple and profitable. If you're interested in taking the next steps to growing your traffic from Pinterest, then I'd love to invite you to take a look at my mini-course [Simplifying Pinterest Keywords](#).

If you have any questions about Simplifying Pinterest Keywords, feel free to reach out to me at hello@kathrynmoorhouse.com with the subject line "SPK questions" and I'll get back to as soon as possible!

to simplifying your business for greater success,

Kathryn.

CHOOSING your end goal

Knowing what you want your ideal client to do when they land on your website is the FIRST strategic move you'll make when it comes to Pinterest marketing. Knowing your end goal, will help you identify what content to share on Pinterest, if your current website landing pages help your ideal client act on that end goal AND what content you should promote on Pinterest.

Choose ONE main end goal:

(example: email sign-ups, product sales, client enquiries)

What type of content do you have that encourages your end goal?

(example: blog posts with email sign-up forms help encourage email sign-ups)

What changes do you need to make on your website pages to make your end goal clear?

(example: Update your portfolio page to include an email sign-up form and freebie)

PIN DESIGN MADE for your audience

Pinterest is a visual search engine. That means your pin images play an important role in growing your website traffic from Pinterest. Every single ideal client/ audience on Pinterest engages with pins differently. You need to test your pin image designs to make sure it is what YOUR audience wants. If they engage with a certain type of pin image more than any other, that is the design you want to focus on in future. The only way to identify what your audience wants, is to test.

How many pin templates will you design for each piece of content?

(example: you can create 3 pin image templates in Canva and use them for every piece of content)

What variations will you test?

(example: text on the image, colour choices, background images, lifestyle images etc.)



LEVERAGE THE search engine

The biggest factor that will affect traffic to your website from Pinterest, is the Pinterest search engine. When a Pinterest user types a keyword into the Pinterest search bar, Pinterest will analyze all the pins on Pinterest to find out which pins to serve up in those search results. They use KEYWORDS to match pins with search queries. If our ideal client uses the keywords “cranberry sauce recipe” in the search bar we want to make sure Pinterest knows and can see that our Cranberry sauce recipe pin is PERFECT for that search result. We can do that by making sure we put that key phrase in ALL the places Pinterest analyzes to figure out what a pin is about.

Let's look at one of YOUR pins to see how you can ensure Pinterest matches it with the right search query.

Select one pin that you'll analyze:

List the main keywords that are relevant to that pin:

Type the keywords above into the Pinterest search bar and hit enter. If you identify alternative keywords that are better suited to your pin list them below. You're wanting to ensure you select keywords that are RELEVANT to the pin and that your audience is typing into the search bar on Pinterest.

Have you used one or more of those keywords in the following places?

- Pin Title
- Pin Description
- Board Name (for the first board you'll save it to)
- Board Description (for the first board you'll save it to)
- Website URL for that piece of content
- Website Page Title (blog post title or page title)
- Text on the pin image
- Website Page Description (you can edit this in your website's page SEO section)
- Objects in the image (if you have an image in the background does it have any object in it that would be identified as one of your keywords – this is optional)

Thank you!

If you're ready to work with the Pinterest search engine and get traffic to your website every single month from pins you added months ago, then head on over to [Simplifying Pinterest Keywords](#) and join the mini course!

If you have any questions about Simplifying Pinterest Keywords, feel free to reach out to me at hello@kathrynmoorhouse.com with the subject line "SPK questions" and I'll get back to as soon as possible!