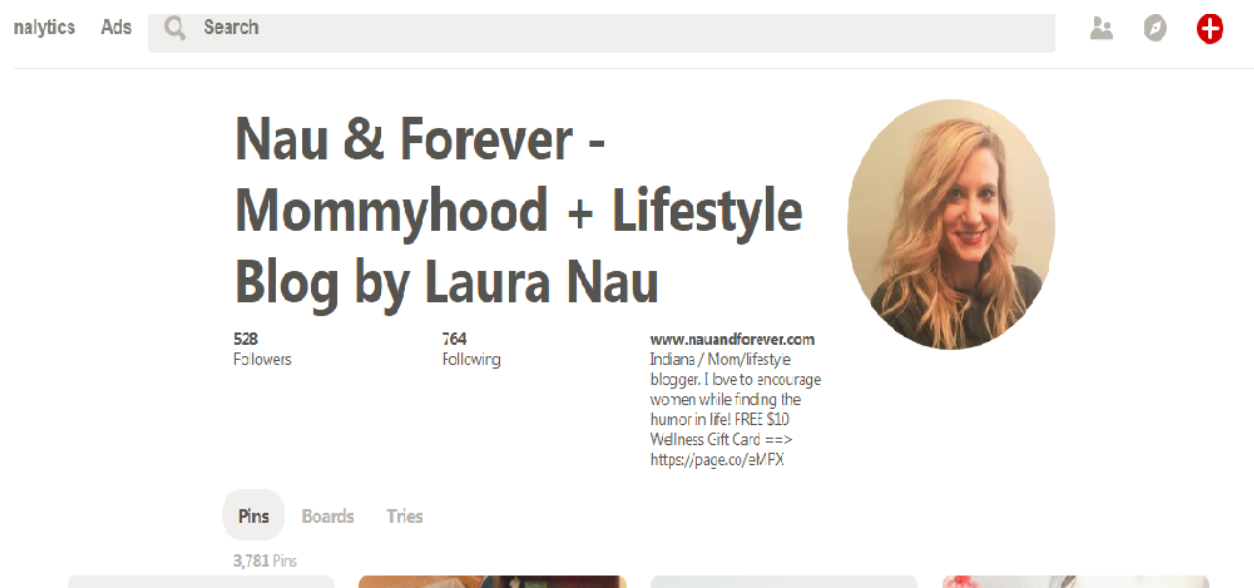


Pinterest Tips



Jazz up Your Profile!

People need to know what your blog is about. Just having your name or the name of the blog will not tell potential followers anything. Be specific across ALL social media platforms. Use the same profile picture as well. Make sure your picture is clear and not grainy.



What is your main message?

Think about your idea client or reader. What problems do they have? What solutions do they need? Design your pinterest boards for them, not you. You can still have all those boards that you have been hoarding but make them “secret”.

Add a Call To Action

You always need a call to action on your profiles, Pinterest is no different. Have a great freebie? Post the link. Give them a reason to visit your site.

Join Group Boards

Be sure to join group boards and Tailwind Tribes to maximize your exposure. If you find a board that you would love to join, be sure that you are following that person and then email them and ask if you can join. Don't just pin your stuff and leave. You have to share from those boards as well. Share the love and be sure to follow all rules!

Rich Pins

Rich pins have extra details added to them and have higher visibility and SEO. How do you make a pin rich? It's super easy!

Go to the Rich Pins Validator and at the bottom of the screen you will see a box to enter a URL. Enter the URL of only one of your blog posts. (You will only do this one time) Click "validate". Follow the prompts and BOOM, you're done. Pinterest will later send you an email telling you that your Rich Pins are enabled. (This could take anywhere from a couple days to a week, so be patient)

Pin Description

Be sure to add a great pin description to each pin and use keywords. Use the Pinterest search bar to find out what keywords people are using. Only use appropriate keywords that are relevant to your post. Don't add "must have for moms" to a pin about Gardening Tips.

Other Tips

Add a "Follow Me" Pinterest Button to your blog so that readers can go directly to your profile. This is a great way to increase your followers!

Install a Pinterest "Pin It" button on your blog so that people can pin your images directly from your post.

Make your pins vertical! This is so important! Often times, no matter how awesome your content is, if you don't offer vertical pins, people may not pin it.