

PINTEREST SEO TRAFFIC SECRETS

The Best Pinterest Marketing
Course

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This workbook is a place for you to record your notes and check additional links mentioned in some of the videos of the course. You can also find here your homework tasks and use the blank spaces provided, when applicable for some of the tasks.

I suggest that you print it before watching the video training, scan through it, and even have it in front of you as the online training begins.

If you want to comment about the online training, please use the comment section located below the video.

Are you ready to turn your blog or online business into a success?

Great! Let's get started.

Join this Facebook Group to ask me questions and share your Pinterest success with other students of the course.

LESSON 1:

SETUP BUSINESS ACCOUNT & VERIFY YOUR SITE

If you are creating a brand-new business account, you need to follow the link
<https://www.pinterest.com/business/create/>

If you are making a conversion from personal to a business account, use this page:
<https://www.pinterest.com/business/convert/>

Yoast SEO Plugin
<https://wordpress.org/plugins/wordpress-seo/>

How to verify on Pinterest a website on
[WIX](#)
[Squarespace](#)

LESSON 3:

PINTEREST SEO INTRODUCTION

Here is the link to Medium post mentioned in the video:

[Building a smarter home feed.](#)

Here is a link to the post on Medium:

[Exploring effective user signals mentioned in the video lesson.](#)

LESSON 5:

PINTEREST SEO INTRODUCTION

Pinterest Keyword Research

Here is the link to Medium post mentioned in the video:

[Taste Graph part 1: Assigning interests to Pins](#)

Homework #1

First task is to check your profile – is it optimized for some keywords? If your blog has a clear focus on some topic – this task will be easy, you just need to think of the most popular keywords in your niche and add them to your Business name.

If your site doesn't have any specific niche, then try to think of about 3-5 main topics you are going to cover. If it's a lifestyle blog, then possibly you might think of some more specific niches, like fashion, beauty, or health and fitness. So choose at least some topics and add them to your business name in the profile to include at least some popular keywords that might appear in your pins.

If you already know which topics you are going work on to generate Pinterest traffic, that's great! Now you need to make a list of the 5 popular keywords reflecting these topics, and create 5 new boards with these keywords.

To complete this task, make sure to naturally include 1 or 2 keywords to the titles of your boards and 2-3 related keywords to descriptions of these new boards. The most important keywords CAN and SHOULD be included in both title and description fields, so they can be duplicated, this is not a problem.

You can print these pages and write down the keywords by hand or fill in the blanks on your computer.

Board 1

Main Keywords (use in Title)

5 or more Keywords for Description

Title

Description

Board 2

Main Keywords (use in Title)

5 or more Keywords for Description

Title

Description

Board 3

Main Keywords (use in Title)

5 or more Keywords for Description

Title

Description

Board 4

Main Keywords (use in Title)

5 or more Keywords for Description

Title

Description

Board 5

Main Keywords (use in Title)

5 or more Keywords for Description

Title

Description

LESSON 8:

SEO - PINS, POSTS AND IMAGES

I mentioned in the video lesson that you might need the [Hubbub Plugin](#) (previously was called Social Pug). This plugin has a free version but if you want to define the preferred pin and description for all images in the post, you will need the paid version.

Homework #2

Based on the material of the lessons 6 and 7, you know now how you can apply SEO principles to your new pins in every possible way – you start with optimizing your post itself for Pinterest keywords, you choose a relevant image, you create relevant description for the pin and find a relevant board to pin it to. Now you can create an ideally optimized pin.

If you have some old posts or pins which were not optimized from the beginning, it's time to update 3 pins which didn't take off and don't bring you good traffic.

You might think about slightly different keywords for the pin. If you think that you could also update the title and description of the post itself – do it on the blog.

If you don't have anything to update, you'll need to create 3 posts and then 3 pins for them.

I encourage you to drop a link to one of your newly created pins in our private FB community.

I'll be there to give you my feedback and suggest some improvements if necessary for that pin optimization.

Don't contact group board owners directly through messages on Pinterest, you can get your account suspended for this. Apply only to the group boards which provided an email to contact them.

Template of a group invite board email request:

Hi!

I'm Anna behind yourdomain.com. I'd love to become a contributor to your Bla-Bla-Bla Board. I post quite a lot of Bla-Bla-Bla content, and y blog has grown to about XYZ,000 monthly pageviews so far, so I hope users are enjoying the content I publish.

I always pay a lot of attention to the pin's quality and hope my pins can be a good match to your board. Of course, I promise to follow the group rules.

And would be glad to share some great pins posted by other bloggers in the group!

My email on Pinterest account is my-email@email.com Thank you, and hope to join your board!

*Best regards,
Anna.*

LESSON 14:

MANUAL PINNING METHODS

Homework #5

Based on what you learnt from this lesson, you need to add to your daily pinning routine 2 sessions of manual pinning of at least 10 minutes each.

Don't forget all the other manual actions – it's not only about repining your own content!

- ☐ Do keyword search on Pinterest and check search results. Ideally keywords should be around your topic or niche.
- ☐ Follow a few users in your niche.
- ☐ Visit a few sites from pins you found in search results.
- ☐ Repin a few popular pins to your boards to keep them updated.
- ☐ Check comments or Tried it photos on your pins, comment back or like their comments. If you have this feature (it's currently available but not on all the accounts). If you see some spammy comments, don't waste your time removing them or reporting them. They are not hurting your pin anyway, every comment helps your pin get more eyes on it and rank higher.