

# Here are my top 16 strategies to massively grow your Pinterest views and traffic to your blog or online store!

## 1. Your pins must be eye-catching and captivating.

In Pinterest, beautiful visuals speak volumes, and boring pins just won't work. Yes, even more than text. You need to summon the storyteller in you and create good visual content. Once you capture their attention, that's when you show and prove to them how amazing your business is. These pinners are potential customers!

Not a graphic designer? No time to learn Adobe Photoshop? No problem! Use [Canva](#) now to create captivating visuals in just a few clicks.

## 2. Pinterest is a search engine.

Pinterest is a search engine like Google. All searches are based on phrases that people type in. So think about it what the common phrases are that your ideal clients would type in the Pinterest search bar.

Hint: you also need to name your boards and pins with these keywords.

## 3. Choose Business over Personal.

I recommend that you choose a business account over a personal account. A business account gives you access to your analytics and allows you to claim your website.

## 4. Use keyword-rich pins.

Keyword-rich pins are something that Pinterest is big about. You go through a process with Pinterest to get approved to have Keyword-rich pins show up on Pinterest. When you do this, it enables your pins to show up with bolded titles. Pinterest also pulls over info from your website or online stores like a description of the item and even price.

Make sure to enable [keyword-rich pins](#) because it provides a much better experience for the end-user.

## 5. Go Back to the Basics for Boards.

Since everything is keyword-based, you must use keywords in naming your boards. I always recommend keeping it basic. Just use basic names for your boards. The more elaborate you get, it can confuse the Pinterest algorithm. For example, the name of my board is "free printables" not "free gorgeous printables that you will love"

Include keywords and a couple of hashtags in your board descriptions can also help increase your Pinterest views. Look, I know not all of us are good with captions, I also struggled with it for a time. Practice and it will get easier.

The best thing to do is just tell people what they are seeing, and entice them to learn more. Make it simple and compelling.

## **6. Pins and keywords.**

Your pin titles and captions must include appropriate keywords. I always decide on the main keyword that I want to use then I put it in my title and lead with it in the description. I also include at least 2 other additional keywords in my description. Make sure to also use up to 3 additional hashtags in your description.

## **7. Capitalize on Vertical Imagery.**

Pinterest is full of colorful, quality photos. How do you make yours stand out from the rest of other talented creators? Your image dimension matters a lot. As much as possible, aim for vertical imagery.

Vertical pins perform better simply because they look taller and grab more attention. It's highly recommended that you shoot for 2:3 aspect ratio, with 600 pixels as the minimum recommended width.

While it automatically scales all uploaded images to match the width, you have the freedom to pick the height of your images.

## **8. Optimize your Pinterest profile.**

It only takes a few seconds to customize a Pinterest profile, but it deserves more than just that.

When your audience views your profile, they must be able to capture a clear idea of what your business and brand are all about.

Ask yourself these questions:

1. What type of content can they expect from you?

## 2. What sets you apart from the rest?

Make sure that your profile reflects your brand image in an accurate manner.

Include your brand's URL. Highlight your best boards as your featured boards in order to give a glimpse of what you offer.

You can also upload an attention-grabbing cover photo and company logo reflecting the style of your brand.

## 9. How to get more Pinterest views?! Follow like-minded Pinterest users.

Success comes from learning and getting inspired by others. Follow other users to increase your Pinterest views and following.

When you follow someone, Pinterest will send an email notification letting that person know that they have gained a new follower. If that person found your boards interesting, they might follow you back.

How to find more people to follow? Use Pinterest search to look for users who have pinned and created similar content and boards.

## 10. Do manual posting, and at the same time use a reliable scheduling app.

Should you post manually or use a scheduler? I do both! Sometimes, I pin manually, and I also use [Tailwind](#). Most users attribute their success to pinning around 10 to 15 times a day. I do 30 times a day.

Do you think that'll work for you?! Try it! [Tailwind](#) is Pinterest's official partner--a tool that can supercharge your strategy in just a few weeks.

If you use this [Tailwind link](#) you will get a free trial and \$15 towards your account when you sign up.

You can also join me in my Simple Profit Pinterest Course where I will share with you all my behind the scenes strategies to get to 3.2 million Pinterest views a month. Imagine being there in a few short months with tons of traffic going to your blog or online store??? Check out the [Simple Profit Pinterest Course](#) now!

## **11. Explore group boards.**

Group boards are awesome. Why?! Let's say if you are in around 7 bullet journaling group boards, and you create a beautiful bujo-related pin, you can schedule it for pinning in all those 7 boards.

Once it is pinned to a group board, a fellow pinner in that group board will repin to one of their boards. This helps maximize your pin's ability to be seen!

I highly recommend group boards.

Don't just focus on pinning your own original work, okay? You can also pin other users' content to other appropriate boards. Pinterest is all about establishing a strong sense of community.

Let's help other users increase their views and following! If you find that awesome, go ahead and pin it.

## **12. Be consistent.**

There are several factors that may affect your success in this platform. One of them is consistency. Browse Pinterest every single day. Continuously pin high-quality, captivating content to your boards.

To increase your Pinterest views, you need to have an active account with beautiful, well-optimized pins. Those pins may end up on other people's home feeds and give you stronger visibility.

## **13. To increase your Pinterest views, know when is the best time to pin stuff.**

Just like in other social media platforms, a consistent sharing strategy is crucial in increasing Pinterest views and growing your following. Lots of marketers agree that spreading pins all throughout the day is a wise thing to do.

Why? Posting on various times exposes you to several audiences, resulting in more visibility, followers, and repins.

So, when are the best times and days to post? For me, it's 5:20 PM Pacific time! Feel free to research more on this, see what will work well for you, and create a posting schedule around that.

## **14. Check Pinterest analytics once a week.**

Do yourself a favor. Don't look at analytics everyday. While it's great to monitor every inch of your progress, drowning yourself in too much data can lead to pressure and frustration!

I looked at my analytics once a week when I began. Then, I figure out what is working and what is not working. Adjust accordingly for the following days.

As a newbie, it's normal to get a bit nervous about these things. Trial and error is always part of the job. Test, assess, adjust, and repeat. Whatever it is that you've learned from your failures, apply them in the future.

## **15. Develop a powerful content strategy.**

Using Pinterest for business is different from just browsing for fun. Sure, you can post links and images randomly all you like, and hope for the best. The thing is, if you want to gain long-term success, a powerful content strategy is required.

You must have a specific idea of what kinds of photos and content you must create to win over your target audience.

Set goals, and develop a content strategy gearing towards those goals. Which types of pins will help you fulfill your objectives?!

## **16. Think about where you're driving traffic to!**

Those people who think that Pinterest is only for women who love to share their latest DIY projects are clearly mistaken. Like me, you can use Pinterest to generate more traffic for your business website, personal blog, or wherever it is you want to drive traffic to.

My ultimate goal here is to use it to drive more traffic to my [Simple Profit Online Course](#). I reverse engineer everything to lead more people to this amazing course.

How about you? You may be getting a big number of Pinterest views, but that's useless if you can't utilize it to generate traffic for other platforms.

Use your Pinterest content to help your brand and business. Now, if you see that more and more people are seeing your pins, but are not sharing or clicking them, you need to adjust your strategy.