



Episode 4: Building Traffic With Pinterest

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Hey everybody, welcome to episode 4 of my podcast where I am going to be talking about my favorite social media site, and that is Pinterest.

Before I even get into this, I know what some of you are thinking. This is not relevant for my site, I think it's better for sites that are more visual like hair, makeup, fashion, blah, blah, blah. Hang with me, because when I'm done with this podcast, hopefully you'll have ideas for things that you can try. Also, a lot of these things that I'm going to be talking about here, you can actually apply them to multiple social networks, Facebook, Instagram, Twitter, you name it.

Now, Pinterest is a social image sharing website. So the idea is you create boards, and boards represent areas of interest. If you love shoes, you might have a shoe board. If you love hats, you might have a hat board. As you're browsing the internet and you come across a shoe that you really like, you can pin that shoe to your shoe board, and anyone that is following you will see that image in their feed, and then they can like it or re-pin it to one of their own boards, and you can have as many boards as you want.

Now when you pin images from a website, the image is linked back to the web page that the image is on, so now you can see where the traffic potential comes in. Now there's two ways that you can pin images. You can do it either through your web browser or your mobile device. You can install the Pinterest app on your web browser. That works very well with Chrome, Firefox and other browsers, or if you have an Android or iPhone, you can get the Pinterest app and when you're browsing your phone, you can still pin images to your boards that way as well.

Now let me talk about why I love Pinterest. First of all, I'm not a huge social media fan. You notice you don't really see me posting a lot of personal stuff on social media. I personally feel like all of this is just too much sometimes, plus I've seen in my own life with people that I know, how social media has really sort of taken over their lives. Because I have an online business and I'm online enough as it is, I really don't need any other added distractions or addictions or anything like that, so I try to keep it to a minimum. Let me tell you guys, having balance in my life is so, so, so very important, so I have to set those boundaries for myself.

But I do love Pinterest because I get a lot of hairstyle inspiration for natural hair, so I am a user. It's not just that I use it to get traffic to my website. I use it for my personal interest, so the traffic that I get from Pinterest is like an added bonus. The other thing I love about Pinterest is, I feel like I get a big gain for the minimal amount of time I spend on Pinterest. I probably spend between 30 and 45 minutes per month on Pinterest, if that. So it's not like I'm just always on Pinterest, but my website gets between 4,000 to 5,000 visitors per month from the site.

Now that's roughly only 5% of my website traffic, but given the amount of time that I spend on Pinterest, that's a pretty good reward. If I really spent the time doing more of the strategies that I'm going to talk about in this podcast, I could do so much better. The other thing I like about Pinterest is the lifetime of a viral pin is very, very long. You know how when you post something to Facebook or Twitter or Google Plus, the lifespan of that post, even if it's pretty popular, is fairly short. It might be a day or two, or a

week if you're lucky. But when it comes to Pinterest, I'm still getting traffic from things I posted back in 2012 or '13.

Now if you've been following me for some time, you probably know about that image that I created for Pinterest and it went viral. As of today, that image has been re-pinned over 26,000 times. I created that image over a year ago and to this day, I am still getting traffic from that image every single day. I have tried to replicate that with other images and they've done well, but they have not done nearly as well as that original image. Design plays a big role and I'll be talking more about that in a sec.

The other thing I like about Pinterest is that it allows me to hone my Photoshop skills. I have really, really learned a lot about Photoshop in the last couple of years because I have a print on demand t-shirt shop for my natural hair website, and I design a lot of the images myself. So I've learned a ton about Photoshop in the last couple of years, and I really, really enjoy using Photoshop. Pinterest also forces us to get creative, so I like the challenge that it presents. I don't really consider myself a designer. I think design is a talent, and I don't have that. I think I've gotten a lot better, but it does challenge me to work harder at trying to come up with images that are more visually appealing.

Now let's talk about how to get more exposure on Pinterest. This is my most important tip and it's a tip I don't think a lot of people follow. I'm not saying you have to do this, but I think this is an important part of my own Pinterest success. Keep your account targeted, keep it niche, so you attract an audience that's interested in what you pin. For example, my Pinterest account for Napturally Curly is just for that website. I don't post anything about shoes or hats or clothing. I keep all of my content centered around natural hair. When you post and share images that are centered around the same topic, there's a greater chance that you're going to draw a more targeted following, so when you post something, there's a greater chance that these people are going to like and interact and repost or re-pin your images. Those re-pins are where that viral traffic comes in.

What most people do with Pinterest is they create a ton of different

boards and yes, you may get a large following that way, but the problem with that is, when you do post something from your site, let's say you create a board just for images on your site, that content is only going to be relevant to a small number of people. But when you have a more focused targeted account, you have a greater chance that it's going to be relevant to all those people following your pins.

The other tip is to follow other people. Just like any other social media site, you have to give to get. This is not just about you going on Pinterest and posting all of your stuff and expecting to get tons of traffic, it doesn't work like that. You've got to take the time to follow other people. What I do is I search in the Pinterest search box and I do my little keyword search, whatever that is, and when you do a search, you have the option to actually search by boards. You don't have to follow a person's entire account. You can choose to follow select boards that they've created.

Let's say you have a wedding website and you find this person that's posting some really good wedding related images. But you go to their account and you notice they have all kinds of boards on categories you're not interested in. Well, you can choose to only follow their wedding board. You don't have to follow their entire account. When you begin following people and you start interacting with their pins and liking their content and re-pinning their content to your board, it's going to increase your overall exposure. A lot of people think, why would I share other people's content? As I just said, it's not just about you. The more you interact with other people, the more likely you're going to be on their radar and then they will begin following you. So when you do post content from your site, there's a greater chance that they will share your stuff.

Now the next tip for getting more exposure and more traffic from your pins is you want to add a 'pin it' button to your website. I use Chris Guthrie's [PinButton Attraction plugin](#) and I will link to his plug-in on the show notes, 2createawebsite.com/podcast4, the number 4. So everything I'm talking about here will be listed on the show notes, so make sure you check those out. What I love about Chris Guthrie's plug-in is that you can opt to have the Pinterest button on any part of the image, the top left, top right, bottom left, bottom

right, or you can choose to only show the 'pin it' button when somebody hovers over it with their mouse. Adding a button like this to your website is going to encourage more people to pin your content to their boards for their followers to see. If you don't use WordPress, you can go to [Pinterest.com](https://pinterest.com) and they have code that you can paste into your website, and that code will create those 'pin it' buttons to allow other people to pin your content to their boards.

Now please don't confuse a 'pin it' button with a 'pin counter' button. There are plug-ins that you can install on your WordPress website that will show how many times images from your page have been pinned on Pinterest. That's a counter, so if you go to my hair website which is NapturallyCurly.com, napturally with a p in there, if you go there you'll see at the time I'm recording this, my Pinterest counter is showing 14,000.

That means images on my page have been re-pinned in total, 14,000 times. But that number also includes when I create a custom image, it might be a natural hair tip image that has 5 or 6 tips to help you maintain your natural hair. So, I will create this image and then I'll upload that image directly to my account. I don't upload it to my website or anything. I just upload the image to Pinterest. Then I can assign what board I want to link it to on my Pinterest account, and then finally I assign a website, like a source link. The source link will be my home page, so anybody that shares that image will have a link back to my site on their board. So if somebody that's following me likes my image, they can re-pin it to their board, so all their followers will see it and once again, I have yet more links coming to my website.

So anytime somebody re-pins an image I upload and I have it linked to my home page, that is reflected in my Pinterest counter on my home page, and this works for any page. I just happen to be talking about my home page in this example, but when you upload an image directly, you can link to any page on your website.

So let me recap. There's really two ways to draw traffic from Pinterest. One, you can upload a custom image that you've created or that you have rights to, and you can share it on your board and

you can link that image to whatever page on your site you want to. Or if someone comes to your website and they're reading an article, they can pin that article to one of their boards. So let's say you have a fitness website and you have an article about toning your arms, and John comes to your website. He thinks it's a great article. John has a Pinterest account and he has a fitness board. He can take one of your images from the article and pin it to his fitness board. That image will automatically link back to your site. So everybody that's following John on Pinterest, when he shares the image from your site, that image is going to show up in their feed, so if they like the image, they can click on it to go to your site, or they can re-pin it to their board. That's how the viral action can happen on Pinterest.

Now let's talk about creating images for Pinterest. I know what you're thinking. I don't have any graphic design experience and all that. Trust me, I get that. I'm not a designer either. I've just more or less learned a lot by studying other people's images and designs. The great thing about the world that we live in today with the internet becoming more and more visual and sites like Pinterest and Instagram and all that, there are tons of tools out there that will allow you to create really, really good looking images for free. There's services like Canva, PicMonkey, Pixlr, you name it, and I will be linking some of the best ones in the show notes at 2createawebsite.com/podcast4.

Now the great thing about these services is that they're free, not going to cost you any money. You can really do some cool stuff with a lot of these services. The downside though is that anytime you use a free service, you're always going to be limited. One thing that I've noticed, especially now that sites like Canva and some of these other sites are getting more and more popular, you start to see the same templates on every site. So I'll go to a website and I'll see this Canva template and I'm like, "Oh, there's that green template again." You recognize immediately where that image came from.

Now, I use Photoshop for my images and as I already mentioned, I've learnt a lot about Photoshop on my own. I'm really, really glad that I have that skill because it's been a great, great asset to my business, because let me keep it real. If you outsource a really high

quality image or a great design, especially like an infographic, that is going to cost you anywhere between 500 and 2,000 dollars. So having some type of graphic editor like Illustrator or Photoshop will really do you a lot of good out here.

One of my friends has suggested that I create a course to teach people how to use Photoshop to create images for social media, Pinterest and all that kind of stuff. That's actually not a bad idea. The one hesitation I have is I know my audience. I know a lot of you are not interested in spending that kind of money on Photoshop, but there are also some of you I realize that have Photoshop but you have no idea how to use it. But I'm trying to decide if it's worth it or not, because let me tell you, when I am done with you, you are going to feel like a Photoshop pro. A lot of people are really, really intimidated by Photoshop, but once you understand the layers and the blending options, you can do so much with just text and backgrounds.

So that's something that's on my radar. Maybe I could do a Udemy course, because the great thing about using Udemy (and shout out to Rob Cubbon of RobCubbon.com for really, really encouraging me to think about using Udemy), is Udemy will get me in front of a more targeted audience. While my audience may not be interested in learning Photoshop, they will put me in front of their customers who have purchased similar courses, so that's something for me to consider. Anyway I'm rambling, let's get back to the subject.

Another tip for creating images that get seen on Pinterest is to use clear, bold titles. I don't know if you've noticed this but a lot of times with image creating now, what people are doing is they're using two different fonts in the title. The first line might be a big bold font to get people's attention, and the second line might be a smaller script font. I really, really love that text effect, so I've been kinda studying a lot of different designs and images and I've been creating more of my images like that because it looks really nice.

Another tip is to always use big images if you can, and that's the advantage of creating images yourself. You can create the size that you need. In the Pinterest feed, you can create an image up to 700 pixels in width, and I believe the height is something like 2,000

pixels. So you can create a pretty large image for the feed, and the larger images tend to get more exposure simply because they're bigger.

My next tip is one of my favorites. I talked about this on Cynthia's podcast of OhSoPinteresting.com. I create what I call tipographics. You know what an infographic is. It's that large image that has stats and percentages and pie graphs, they're very, very popular today. I will link some of the tipographics that I've created in the show notes just so you can see them. Now how a tipographic differs from an infographic is that a tipographic really just highlights tips. So if you have a weight loss website, you might create a tipographic that says "5 ways to lose weight eating what you love" and then you might have 5 tips listed down the image. Now the key is not just putting tips on an image, it's making it look good. Use the tips that I just talked about with the fonts, the bold colors, the nice photos to make the tipographic stand out.

The other tip is when you're creating these images is to always make good use of white space. Don't be afraid of white space. I've seen a lot of infographics or tipographics that people have created, and they are just full of text. Remember, this is Pinterest. People don't go to Pinterest to read a blog post. They go to Pinterest to look at pretty images, so if people have to figure out what your image says, and remember a lot of people are surfing from their phones, so don't expect people to read paragraphs and paragraphs of text. Keep it simple. Make good use of white space. Use larger fonts. That will increase the likelihood that someone will re-pin your image.

There's also one thing I want to clear up about your Pinterest stats. When you look at your Pinterest board, you can see how many times the images you've pinned have been re-pinned by other people. Now, if some of those images are images from your website, you may go to your website and that page may show a different counter. That's because like I explained earlier, the Pinterest counter on your website reflects all the re-pins, so when your followers' followers re-pin that image, it shows up on your website Pinterest counter if you have that Pinterest plug-in installed, or if you don't use WordPress, you can just use the Pinterest code directly from

their site.

But when you're looking at how many pins an image has from your Pinterest account directly, that one only shows re-pins from your direct followers. It doesn't show the viral pins, so that's why you see the discrepancy in the pin totals. If you look my most popular pin that's been pinned over 26,000 times, if you look at the actual image from my account, it's only like 1,600 pins because those are the re-pins from my followers directly. That means 24,000 people that aren't even following me, re-pinned my image. Those are all re-pins. That's a true viral pin.

The other thing I like to do with Pinterest is study other pins or images that have gotten a lot of re-pins. What about that image made people like it? Can I mimic that same style or that idea? Now it's not about copying people's images, it's about taking elements and applying them to your own design. Maybe you like the way they put a box around the headline or maybe you like the way they angled the text in a certain way, so you do that same thing. I find myself studying and looking at other images and trying to see, let me try to determine why this image did so well.

I'll give you a great example. Just a few days ago, I re-pinned a lady's image. It was what I like to call, an instructional collage. The collage showed a series of steps for how to create this hairstyle. To give you another example, let's say you have a website that shows people how to create things with paper. Crazy example I know, but work with me. Maybe your blog post is about how to make a paper airplane. This is how you could promote that post on Pinterest. You would take a picture of every step, so the first picture might be the blank piece of paper lying on the table. The next picture will be, you folding over the paper for the first step of the paper airplane. Then you take pictures of every step including the final result. You put all of those pictures into a collage and then you post that image to Pinterest.

Now you add that image to your website, so other people can pin it if they want to, and you can also submit the image yourself to your own board. Remember, every image you pinned from your website to your Pinterest account automatically links back to your website,

and when you upload images directly, you can also assign a source link so when people re-pin it and they click it, it goes to whatever link you assigned. But that's a very, very common way that a lot of people in the natural hair space are using Pinterest. They're creating collages of pictures that tell a story, maybe how to do a certain hair style or how to create some type of hair tonic. It's very creative and it tells a story visually.

This doesn't just work for natural hair, it can work for a number of different topics. Let's go back to my same fitness website example, Your article might be 'Five exercises that will help you tone your arms.' You take a picture of you doing five of those exercises, put it into a collage and upload it to Pinterest. It's even better to throw it in Photoshop or PicMonkey and give it a nice, bold, benefit-rich title too. You can even create multiple images for the same page and re-upload it to your boards. There is no limit to the number of images that you can create that link back to the same site, so even if you don't put those images on your blog post, you can still upload images directly to Pinterest without being on your site, and then just link them to that same article. Just don't do it all at the same time, kinda space it out.

Going back to that hair collage that I shared and when I was talking about studying what works, it was re-pinned 300 times from my account within like a 3-day period. I don't think I've ever had an image start going viral that quickly. Even my 26,000 pinned image didn't take off that fast, so I thought to myself, now what makes this image do as well as it did? First of all, the image has to look good. You can't just put a collage together and expect people to pin it, just because you have a collage.

The image itself, and I'll be sure to link to it in the show notes, it was a hairstyle. The hairstyle looked very nice, it was a nice bun that was created with extensions. It was done very neatly, so first step, the style looked good. Second, she arranged the images in a step by step method that made it easy to understand and learn how to do it yourself, so in other words, the image told a story. The other key is that the image was relevant to my following. Again, that's why I cannot emphasize how important it is to have a targeted following on Pinterest.

So how do you create these collages? Well, there are tons of apps out there. If you have an iPhone or an Android device, just do a search for 'picture collage for iPhone' or Android or whatever and I guarantee, there are going to be tons of apps that'll show up. Now I haven't done any pic collages myself yet. That's going to be my next experiment since this one picture I just posted went over so well, but I recently downloaded 'Frame Ur Life' for my iPhone, which is 'frame ur life,' not your. It allows you to easily create a collage of pictures right from your phone, and what I like about it is the image is pretty high quality. When you download it to your computer and open it up in a graphic editor, the image is like 1,900 pixels in width, so it's a nice size for Pinterest because Pinterest can handle larger images. So my goal is to kind of experiment with this app and create images that go with some of my tutorial content for hair.

Now I talked about studying what works. Another way I use Pinterest is to promote my t-shirts that I sell from my store. Sometimes I will pin images of the actual t-shirts. As I was studying other people's accounts and seeing which t-shirts got re-pinned the most, I noticed that people wearing the t-shirts seem to get more exposure because I guess it brings life to the t-shirt and it looks more stylish when someone is actually wearing the t-shirt. So I'm going to be using myself and other models to actually wear the t-shirt, because it does seem to go over better on Pinterest.

Again, the cool thing about Pinterest is it really does make you think. If you love this like I do, you sit there and you think, how can I get more exposure? What can I do? Why did that pin work better than this pin? What can I do to make my content more shareable? It really is a challenge, and I think it's a challenge for all of us as bloggers, website owners today. In a world where everything is so visual and people's attention spans being so short, the challenge is how can we come up with ways to promote our content using images that get people's attention. But I love the challenge, it really does inspire me.

Now let's talk about photos, using stock photos on your images that you create. I have a subscription with Thinkstock.com; used to be

Photos.com, then they got bought out or whatever. Now I don't expect everybody to pay for a subscription to Thinkstock, because it is quite expensive. If I were just starting out, I wouldn't be paying for it either. But I like having a paid service because I can always call them up and make sure I am using the images in the right way and I'm not violating any terms. There are tons of free stock photo image sites out there. There's Flickr, iStock, Morguefile, you name it. Once again, these will all be in the show notes. Just make sure you read the terms and the license agreement to make sure you are using the photos in the right way. If you're unsure, drop them an email. I don't know if they'll respond, but again that's why I really like having a subscription to a paid service because I get good support like that.

Now let's talk about outsourcing. What if you want to outsource like a really good design? You can use Elance, you can use oDesk, you can use 99designs. I'm actually using 99designs right now as I'm recording this. I'm having someone design a really, really good design for my t-shirt shop. How 99designs works is, you describe what you want and a bunch of designers from around the world will design an image for you, and then you can pick the ones that you want to take to the next round. Then from that round, you pick your final design and the winner gets the money.

Now the thing I like about 99designs versus Elance or oDesk or Freelancer, which are all great sites to get outsourcing done, 99designs creates that competition environment. You've got all these designers trying to win that prize, which is your cost for the contest. So you get a much wider selection of design choices to choose from. That's why I like them, but Elance, oDesk, Freelancer, those are all great places to outsource some images.

Now what about Fiverr? Fiverr is one of those services, it's hit or miss. If you don't know, Fiverr is a service where you can get things done for five bucks. A lot of people go there to have simple images designed like headers or smaller images for their site. You can actually go to Fiverr for larger projects too. Just understand, sometimes you get what you pay for.

Let me tell you a quick story. I have a friend of mine who was just

getting into the whole website creation game and he sent me an email that goes, “Hey Lisa, I’m so excited. I just got my first design back from Fiverr, it only cost me 5 bucks. I can’t wait for you to see it.” So I opened the image and I’m like, “Jason, this looks like you paid \$5 for it.” Fiverr’s hit or miss though. I’ve seen some really, really good stuff coming from Fiverr, but generally if you need a complex design, Fiverr is not generally a good place for that type of design. You want to use oDesk or Elance or Freelancer or 99designs, because sometimes you do get what you pay for.

As you’re listening to me talk about outsourcing, you might be wondering, what kinds of images should I be outsourcing? Well, if you’re just getting started with Pinterest and you have a small following and you’re not seeing any results from Pinterest, I don’t think you should spend any money on outsourcing, unless it’s small amounts. I am not by any means suggesting you go and spend \$500 on an infographic, when you really have no idea on how it’s going to be perceived. I think earlier on, start with the simple things. Use Canva, use PicMonkey.

PicMonkey is really good for adding text to existing images that you have. Get your feet wet with Pinterest. See what works with your audience, and as you start to generate a following, then think of outsourcing larger images or more well-designed images that are going to cost you a little more. But I don’t for any reason, recommend you spend a lot of money outsourcing images early on. This is for later down the road. You might decide to have a company design like a branded template for you that you can reuse over and over again, on your site and re-pinning to Pinterest. But don’t do that until you’ve established some kind of rhythm with Pinterest.

Here’s another tip about uploading images to Pinterest. In addition to the watermark, you also want to add a call to action. So, if you’re creating an image just to upload to Pinterest directly, you’re not creating this image for your website, you can put a call to action that says, ‘click here to visit my site for more tips’ or maybe your image that you’re uploading is a teaser. Maybe there are 10 tips but you’re only uploading 5 on your image, and you want to tease them to come back to your website. So you can say, ‘to see the remaining 5 tips, visit blah-blah-blah.com’ and the great thing

about Pinterest, since this image is only for Pinterest, you know anybody that sees it is going to be on Pinterest, so that call to actions is going to be relevant.

Now if you're going to use this image on your website, you'll probably want to leave off the call to action because it doesn't make sense; they're already on your website. But when you're uploading images just for Pinterest, remember to add that call to action, and that'll also help brand the image and act as like a watermark as well.

Now I have to talk about backlinks for a second, because I know a lot of you are thinking, "Okay so anytime somebody pins an image from my website to Pinterest, I get a backlink from my site." Yes, so does that back link help with search engine optimization? Does Google look at those back links? Let me just say this. I've seen no evidence that links coming from Pinterest will help search engine optimization, and here's why I think they have minimal benefit. As I'm always saying, any type of link building method that can be easily duplicated will have minimal impact on search engine rankings.

Anybody can download someone's image and then upload it to their account and create a backlink to their website, because you can edit where the image links to. So, because this can be so easily abused, I highly doubt Google puts much stock into the backlinks. Now I know some people may disagree, but that's just my thinking. That's not to say it doesn't have minimal impact, but I don't think it has a lot of impact.

Now let's talk about some legal stuff with Pinterest. As you can probably guess, things can get a little tricky out here with copyrights. Imagine you use Flickr and you upload designs to Flickr and then you sell your designs. You probably don't want your images floating around Pinterest. So, Pinterest came up with a way for people and larger sites like that to disable the 'pin it' button from the website. So there are certain websites that you cannot pin images from. There's like JavaScript that they install in their site to prevent the 'pin' action from happening.

There's also some code that you can put on your site as well and I'll link that information in the show notes, [2createawebsite.com.podcast4](https://2createawebsite.com/podcast4). That way you can read up on how to disable the 'pin it' feature from your website, because let's face it, not everybody may want their images pinned from their site. Me personally, I don't care. That's why I tend to watermark my images. That way if they do when you've got the people that try to download your images and pass it off as their own, at least you've got a watermark on it. If you don't have Photoshop, you can watermark an image very easily by just using PicMonkey and it's not going to cost you any money. That's PicMonkey.com.

Now when you agree to use Pinterest, one thing you are supposed to do is any time you pin something, you're supposed to make sure that you're pinning it from the original source. But here's the problem with that. How do we know if the image that we're pinning is linked from the original source? People take images from other people's sites all the time, so it's really hard to determine that. But I guess Pinterest has to say that in their terms to cover their butt.

The other tip too is when you upload images directly and you link them to your website, obviously you have to make sure you own rights to that image. You wouldn't take an image from somebody else's site, upload it directly and then link it to your own website. That's against the terms and conditions of Pinterest and it's just unethical, bottom line.

So let's wrap up this podcast here. I'm going to close out with my MOP, which is Moral Of the Podcast. I actually forgot to do my MOP in the AdSense podcast, so I apologize for that. So I'm going to double up this time because I missed it last time, so here are my 2 MOPs for this podcast.

Targeted content wins. I really do believe you'll have a better chance at getting exposure with Pinterest if you keep all of your content that you pin, targeted. Now that doesn't mean that people who don't target their accounts never get exposure, but for me I think that's been a huge reason why I've been able to get so much more exposure from Pinterest.

The second MOP is, you cannot skimp on quality. The quality of the image that you pin, matters so much. We as Pinterest users, we're very picky about the images that show up on our boards. I know I don't want any grainy, low quality images on my boards. So if an image doesn't look good or it's stretched or distorted, there is no way I'm going to pin that, and guess what, a lot of people feel the same way.

Let me tell you a quick story. I saw this image one time and I was on my kick where I was studying Pinterest to see why certain images do better than others, and I saw this really, really well-designed image. It had like thousands of re-pins, and I'm like "Wow, that's a very, very well-designed image." I clicked the image to see the website and the website was crap. So this little crappy website or article is getting probably a good amount of exposure, because this image was designed so well.

So my point is, a lot of people will re-pin images just because they look good. They may not even click through to look and see what the website looks like. So, if you're going to use Pinterest and have a bomb.com image, you might as well make the content behind it equally as good. That way, you'll get more from Pinterest as a whole.

Make sure the stock photos that you use are crisp and clear. Make good use of white space. Use nice looking fonts. Also make sure the fonts are clear and easy to read. Sometimes those script fonts can be way too fancy and they're hard to read. If I can't read the title, I'm not going to give it a second thought and I'm certainly not going to re-pin it. Here's another tip on quality images. You may have listened to this 30 minute-plus podcast and thought, "You know what, Pinterest is just not for me. It just seems like a lot of work and I can't see it working for my site."

Even if you don't think Pinterest is worth your time, at least make sure the images on your website are of a good quality, because even if you don't create an account and pin your own images, there are other people that use Pinterest that may be visiting your site, and they may decide to pin your images or content to their board. So, the better your images look, the greater the chance someone who

uses Pinterest may actually pin your content. So even if you don't like Pinterest, there may be visitors of your site that use it, especially if you have a topic that tends to be more visual. You don't have to use Pinterest to get traffic from it, and that's a nice bonus.

Now as I wrap up, I have to mention this. Pinterest is not for every website. Obviously it's going to work better for sites that are of a visual nature, whether it's hair, makeup, clothing, but that doesn't mean if you don't have a website in one of those spaces, that you can't get some type of benefit from using Pinterest. The best thing to do is try and see what happens.

As I mentioned, one of the reasons I like using Pinterest is I feel like I get a big benefit for the amount of time I spend on it, and I also examine my traffic stats. This is something you have to do too when you're using a service. Is the traffic that you're getting from this site, quality? I find that people who visit my website from Pinterest, because I have a targeted following, they tend to stay on my site a while and they also tend to look at multiple pages. So for me, Pinterest is sending high quality traffic to my site. If you start using Pinterest and you see that everybody's bouncing and they're not staying on the site long, then you may discover this is not for you. But I do encourage you to at least try some of these tips, especially the instructional collage tip where you take a picture of the different steps, put it into a collage, give it a bold, benefit rich title, make sure it has a nice, clean design and post those kinds of images to your account more often. Test it out and see how it goes.

So that's a wrap for this podcast everyone. Thank you so much for listening. Please be sure to go to iTunes and rate my podcast. I would love it if you would do that. A big part of getting exposure on iTunes is having reviews, so I would really appreciate if you would take just a couple of moments to review the podcast on iTunes. Just point your browser to 2createawebsite.com/itunes.

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Thanks for listening and I'll chat with you later!