



VORTECHS LTD



# PINTEREST MARKETING

▶▶▶▶▶ **2023**

DRIVE UNLIMITED ORGANIC TRAFFIC TO  
YOUR WEBSITE WITHOUT SPENDING  
ANY MONEY

**HERE IS A TREASURE FOR A  
BUSINESS-MINDED PERSON.**

If you want to learn how to quickly and profitably turn out your business in 1st week – I will help you do it through this ground-breaking, completely revised NEW Marketing Technique!

A MARKETING GUIDE BY  
**JESSICA CHAN**



# *Pinterest* Marketing

Drive unlimited traffic  
to your website without  
spending any money 🇺🇸

by

**JESSICA CHAN**

<https://ebooks.vortechsltd.com/>

# HEY THERE, FRIEND!

Are you wondering how to start driving free traffic to your website right after you launch it?

We have the solution!

- Don't rely on Google & wait for months/years to start getting a small amount of traffic, instead focus on Pinterest - The most popular Visual Search Engine



<https://ebooks.vortechsltd.com/>

# AGENDA

## This Course has 7 Lessons

- 1 Set Up A Business Pinterest Account
- 2 Verify your Website with Pinterest
- 3 Enable Rich Pins
- 4 Create Pinterest Boards relevant to your content
- 5 Create Pins
- 6 Keyword Research
- 7 Create a pinning Strategy





## Set Up A Business Pinterest Account

1. Go to <https://www.pinterest.com/>
2. Click – "Create A Business Account"
3. Enter your e-mail, password, and business name & choose the type of your business
4. Upload a picture of yourself with a warm smile
5. Choose your username & include keywords connected to the niche of your blog
6. Complete your bio – make it short, use an active voice & make sure it's SEO optimized– use keywords so Pinterest can rank you higher & you can reach your targeted audience
7. Add your website



# Welcome to Pinterest

Email

jessicachan@vortechsltd.com

Password

.....

Forgot your password?

Log in

OR



Continue with Facebook



Continue with Google

By continuing, you agree to Pinterest's  
**Terms of Service** and acknowledge you've read our  
**Privacy Policy**

Not on Pinterest yet? Sign up

Are you a business? Get started here!

Here's how it works ▾



## Verify your website

1. Log in on Pinterest from your computer
2. Click the three dots on the right top corner to open your menu, then click edit settings
3. Click “Claim” & enter your website URL then click Claim again
4. Select “Add HTML tag”, then copy that tag & click "Next"
5. Use the " Yoast SEO" Plugin to claim your website with Pinterest
6. Go to your WordPress dashboard & click on the social link in the Yoast SEO settings
7. Then click Facebook Settings & "Enable Open Graph metadata"
8. Click Pinterest settings, paste the HTML code & click Save Changes

Accounts

Facebook

Twitter

Pinterest

## Pinterest settings

Pinterest uses Open Graph metadata just like Facebook, so be sure to keep the "Add Open Graph meta data" setting on the Facebook tab enabled if you want to optimize your site for Pinterest.

If you have already confirmed your website with Pinterest, you can skip the step below.

To [confirm your site with Pinterest](#), add the meta tag here:

Pinterest confirmation



Save changes



## Enable Rich Pins

Once your Website is verified on PINTEREST, the next step is applying for Rich Pins.

There are four types of Rich Pins:

- 1) App
- 2) Article
- 3) Product
- 4) Recipe Pin.

I advise you to read the steps directly from Pinterest – they will guide you through the process in detail.

[Enable Rich Pins Guide](#)



# Rich Pins validator

## How to preview your Rich Pins:

Validate your Rich Pins and apply to get them on Pinterest

1. Make sure you've read the [Rich Pin documentation](#)
2. Visit our [URL debugger](#)
3. Validate your rich pins by entering one of your URLs below. Validating one link enables Rich Pins across your site without needing to enter in each URL. This could be a page with:
  - Metatags
  - An oEmbed endpoint
  - A Shopify link
4. Preview your Pins to make sure they're correct.

## How to apply for Rich Pins

Validate one correctly marked up URL from your website and click **'Apply'**. Once you apply, you will receive an email confirming that your Rich Pin application has been approved. You should see Rich Pins appear within a week.

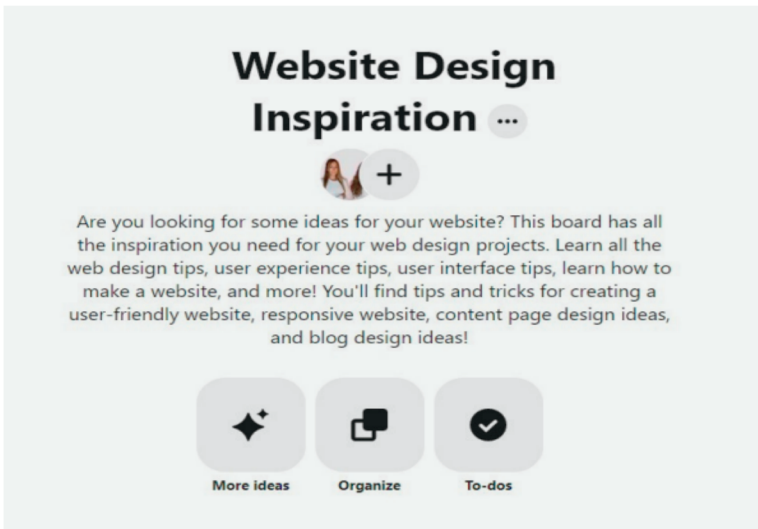
[Validate your Rich Pins](#)





## Create Pinterest Boards relevant to your content

1. Make sure the description is optimized with keywords relevant to the Board title
2. Include max 10 keywords
3. DON'T just stuff the keywords, make them flow & sound natural
4. Don't include hashtags





## Create Pins

Every Pin (Image or Video) you create will be linked to your website.

You can link articles, recipes, products, as well as anything else with a valid URL.

Also, you'll have to add:

- 1) Pin Title = Post SEO Title
- 2) Pin description optimized with keywords - no more than 10 + 3-5 relevant hashtags

Choose to publish your Pin immediately or schedule it for a later date. You can choose to schedule on the hour or half hour, up to two weeks in the future.





## How to Create Pins for Pinterest with Snappa.com

Here's a top Pinterest Pin creator for newbies: Snappa.

### Why do I prefer Snappa.com?

Snappa has over 350 Pinterest templates available in the Pro account, which costs \$15 per month or \$120 per year if paid annually.

OR, you can make 5 Pins a month with a **free account** and limited templates.

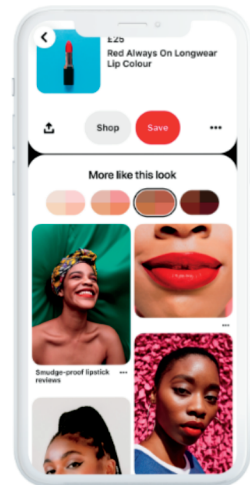
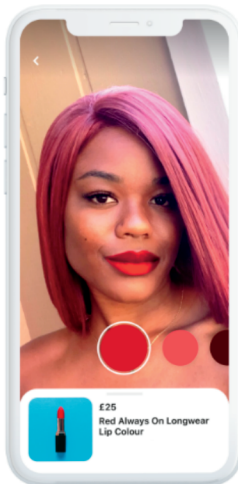
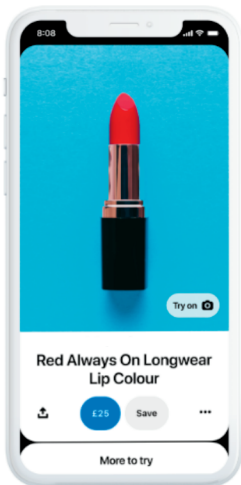
Their Pin templates have strong designs that will stand out on Pinterest.

Remember, if you don't catch their eyes, you can't get their clicks.



## How to Make Pins on Snappa.com

- 1) **Set up your free account at Snappa.com**
- 2) Choose the Pinterest Pin graphic. It's already the optimal 2:3 shape.





## How to create a Viral Pin?

Just Follow the given below steps to create a viral pin.

### 1) Pin Size

Image Ratio 2:3

### 2) High-Quality Image

Use Bright Images

### 3) Add a Click-Worthy Title

Make sure it's large and readable

### 4) Minimize Visual Clutter

Stick to the same font style and Imagery

### 5) Optimize With Keywords

Include keywords in the Pin Description



## Keyword Research for Pinterest

There are 3 ways how you can find popular keywords on Pinterest.

1) Use the Pinterest Trends Tool.

2) Use the ad creation tool to find keywords.



3) Type a keyword in the search bar on your Pinterest popular

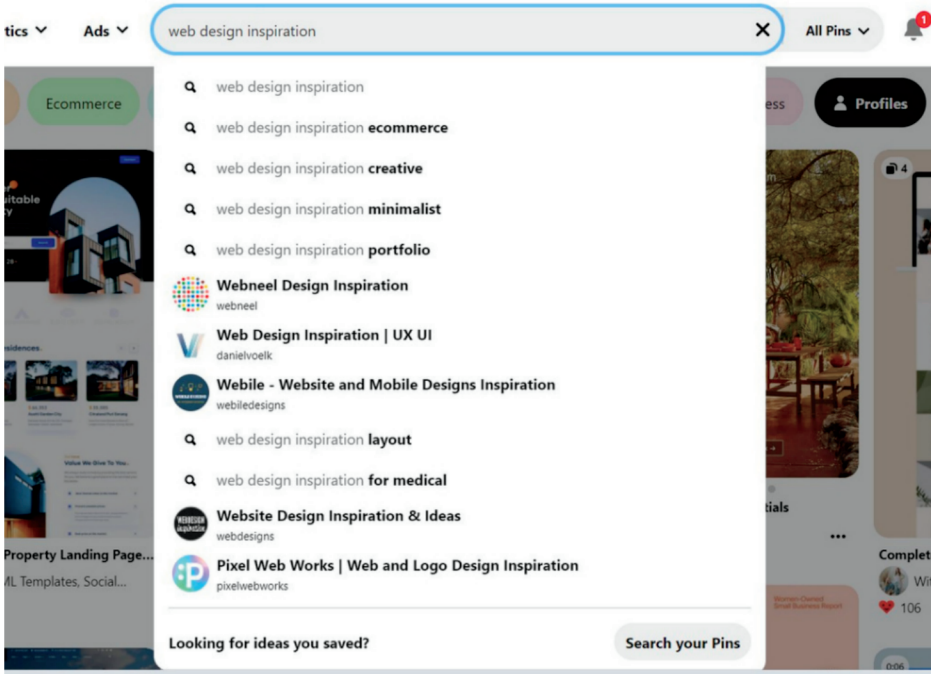


## Keyword Research for Pinterest

Type a keyword in the search bar on your Pinterest popular.

All the other words that will pop out are as well keywords that Pinterest ranks from most popular to least popular (left to right).

See the figure given below.



## Use the ad creation tool to find keywords

Type your keyword, and another similar keyword will pop out, & you'll be able to see the audience that is searching for that topic.

See the figure given below.

Ads Manager  
Create campaign ?

Awareness campaign, 1 ad group  
2022-04-27 18:41 UTC | Brand awareness

**New ad group**

2022-04-27 18:41 UTC | Ad group

- Targeting
- Budget & schedule
- Optimization & delivery
- Ads

**Duplicate ad group**

**Publish**

**Interests & Keywords ?**

Enable expanded targeting ⓘ

**Add interests**   **Add keywords**

Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords.

**Extend your reach**  
Search for related keywords

web design

**Add all results**

Keyword	Monthly Searches
designer web design	10k-100k
design web pages	10k-100k
design web design	10k-100k
designing web pages	10k-100k
design web page	10k-100k
web design	10k-100k



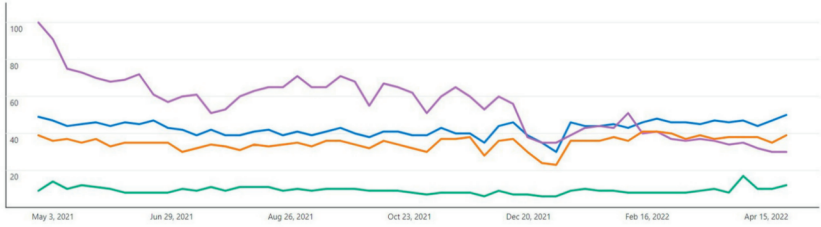
## Pinterest Trends Tool

It allows you to compare 4 similar keywords & find out which one is performing the best! Choose the keyword with the largest search volume.

See the figure given below.

web design x web design inspiration x graphic design illustration x website design x

Searches over time ⓘ



Related trends

website design inspiration | web | website | website design layout | graphic design | illustrator tutorials >

Submit Feedback



## Create a Pinning Strategy

Being successful on Pinterest means having the right Pinning Strategy.

To create the best pinning strategy you just need to follow the given below points.

- 1) Pin every day- Pinterest loves consistency & will reward you for that.
- 2) Create 5 – 10 Pins For each Post.
- 3) Focus on creating Video Pins.
- 4) Pin to the most relevant boards.
- 5) Don't spam the Boards you are Pinning to.
- 6) Pin the same amount of Pins every day.
- 7) Use a Scheduling Tool like Tailwind App to automate your pinning





# Learn, Master & Sell With **Pinterest**

[Explore More Resources](#)