

THE BLOGSMITH HOW TO BUILD A WINNING PINTEREST SEO STRATEGY

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Lesson 1: Important Pinterest Stats

1. Pinterest is the [second-largest social traffic referrer](#) to websites.

2. Buying intent on Pinterest:

- 87% of pinners purchased something because of Pinterest
- 93% of people say they use Pinterest to plan purchases

[Source](#)

3. Pinterest potential:

[97% of searches are unbranded.](#)

4. Pinterest search vs other popular search engines:

- Pinterest: [2,000,000,000 monthly searches](#)
- Google: [100,000,000,000 monthly searches](#)
- Bing: [6,000,000,000 monthly searches](#)

5. How long Pinterest content stays relevant:

- The half-life of a tweet is approximately 24 minutes.
- The half-life of a Facebook post is approximately 90 minutes.
- The half-life of a pin is approximately 3 ½ months.

[Source](#)

Lesson 2: Designing Pinterest Images that Get Attention

[Canva](#) is my favorite tool for creating simple but beautiful Pinterest images.

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Lesson 3: Pinterest SEO: Keyword Research

- My favorite keyword tool (in general): [Ahrefs](#)
- [PinterestKeywordTool](#)

Lesson 4: Pinterest SEO: Board Setup

Example boards from [Tanks that Get Around](#)

Lesson 5: Pinterest SEO: Pinning

Pin Description Template:

- Account keyword
- Board keyword
- Website (explain what it is)
- Call-to-action (CTA)

Lesson 6: Pinterest Website Integrations

- [Apply for Rich Pins](#)
- [Social Warfare for WordPress](#)

Lesson 7: Pinterest Analytics

- [Apply to Pinterest for Business](#)
- [Pinterest analytics dashboard](#)

Lesson 8: Group Boards

Pinterest Group Board Directory: [PinGroupie](#)

Lesson 9: Pinterest Automation

- Article: [No More BoardBooster: How to Pick a New Pinterest Scheduling Tool](#)
- Article: [Pinterest Marketing Tips and Strategies for WordPress Users](#)
- [Tailwind Free Trial](#)