



8 STEPS TO AUTOMATING YOUR PINTEREST TRAFFIC

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1 Start 10 Secret Boards

- Secret boards allow you to populate Pinterest boards privately so that when you put them into public mode, your profile looks filled with work.
- Your first 10 boards should be about the subjects your content is mostly about. Don't worry about a little overlap but definitely strive for pillars in your content strategy.
- Name your boards by typing into the search bar the keywords associated with your site. For example for Human Proof Design's main target keyword would be "affiliate marketing". We then type Affiliate Marketing into the Pinterest search bar and see what other less-competitive terms we can rank for by naming our boards this

1 Start 10 Secret Boards

- Less competition means boards that have few pins and low numbers of followers. Yet still show up in the first row of the results in Pinterest.
- You can and should apply this SEO strategy to add keywords into your profile and pin descriptions.

2 Create "Best of" Board

- Your "best of" board is where you would share only the content available from your site. This doesn't mean that you don't sprinkle your content in your other public boards, but this Best Of board would be the hub.

3 Create Light Custom Graphics for Pins

- We've found that light graphics work best for share-ability on Pinterest. Every article we share on Pinterest has a custom graphic with our logo and a relatable image.

4 Create Custom Graphics for Boards

- Each one of your most important boards should have a custom graphic as well. Again, this helps to make your profile more brandable looking.

5 Activate Rich Pins

- Activating this will add extra detail to your Pins, making certain words bold and adding the meta tags available from wordpress.

6 Join Facebook Communities of New Pinterest Groups

- There are two facebook communities that are built for people creating new Pinterest Groups and joining these Pinterest Groups will allow you to spread your content to the masses.
 - <https://www.facebook.com/groups/pinterestboards/>
 - <https://www.facebook.com/groups/PinterestGroupBoardAdd>

7 Look Up Competitors Pinterest Groups

- Pinterest groups will be your bread and butter for spreading content. Although Pinterest has recently lowered the visibility of groups, they are still relevant for gaining followers, spreading your content and gaining an audience for your niche site.
- Beyond using the Facebook group, you can find track your competitors Pinterest groups and ask to join them. Make sure to follow the rules of each Pinterest Group (and Facebook group) to continue joining more and more Pinterest Groups.

S Automate Pinning with Tailwind

- Use [Tailwind](#) and start to pin at least 15 times a day. Then once you have done that for two weeks, Tailwind will automatically suggest times for you to post and you can ramp up your pinning based on the most visibility. Share not only your own content but others.

What we do

HumanProofDesigns.com



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Everything you need to know about monetizing niche sites and video training to compete with the best.



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