

pin magic blueprint

The 5-step framework that will
magically increase your traffic from
Pinterest in 30 days or less.

[DISHITOUTSOCIAL.COM](https://dishitoutsocial.com)



welcome!

Hi! I'm Kyla, the founder of Dish It Out Social and The Secret Pinners Club.

My passion is helping creative entrepreneurs harness the magic of Pinterest so they can grow a profitable business.

In this blueprint, you're going to learn my proven 5-step framework that works like magic to grow your traffic from Pinterest!

My mission is to show you what's working on Pinterest (right now) so you can create a new pinning strategy that gets you amazing results. This is the most up-to-date Pinterest information you'll find. (June 2019)

Let's get started!

xx Kyla Sims

5 steps to traffic magic

**CREATE NEW
PIN IMAGES**

1

**ADD A
KEYWORD
RICH
DESCRIPTION**

2

**PIN TO
RELATED
BOARDS**

3

**PIN AT
OPTIMAL
TIMES**

4

PIN DAILY

5

1. create new pins

The first step to getting better results from Pinterest is to keep "feeding the beast" new content/pins.

Pinterest used to be a slow burn. Meaning, you didn't need to constantly create new pins because pins were slow to take off. This is NOT the case anymore. Pinterest will still circulate your older pins but they are *pushing new content far and wide* so you'll need to create new pins on the regular.

HOW MANY PINS DO I NEED?

I suggest making as many as you can. A good rule of thumb is to have at least 5 different pin images for one piece of content. But some of my popular posts have around 20 different pin images.

You also need to make sure your pins are visually attractive and have curiosity inducing headlines (if you're using them) in order to get those clicks.

PIN DESIGN TIPS

1. Make sure your photo matches with topic of your post. So a post about busy moms should show a photo of a mom being busy. **Can't find a matching image?** just do a solid background then.
2. Warm colors do better than cool colors.
3. Create branded pins or try some off brand pin images.



[CLICK TO GET MY FREE PIN DESIGN COURSE](#)

2. add a keyword rich description

Before you start pinning your NEW pins to Pinterest, you'll want to make sure they're optimized for Pinterest.

- When you add keywords to your pin description, Pinterest will be able to tell exactly what your pin is about. That way, Pinterest will show it to your target audience (ie. people who regularly search or pin the same or related topics)
- You'll want to make sure that you use a conversational tone and 1-3 sentences.

Here is an example of a keyword-rich pin description.

My top 5 keywords:

1. passive income
2. make money online
3. make money from home
4. passive income ideas
5. passive income for beginners

Title: *Make Money With These Passive Income Ideas*

Description: *"If you're looking for easy ways to **make money online**, check out these 5 **passive income ideas** that are perfect for **beginners**. You can **make money from home** with a simple stream of **passive income**. #passiveincome #workfromhome"*

*That was only 2 sentences and it still contains all 5 of my keywords.

The *best* way to find keywords is directly on Pinterest.

I have a simple system for finding keywords. I have a BLOG POST BELOW along with a video tutorial that gives you an over-the-shoulder view on exactly how I do this (just click the link below to watch the tutorial).



CLICK TO WATCH HOW I DO MY KEYWORD RESEARCH

3. pin to related boards

Now that you have your pin image, title and description ready to go, you can start pinning to Pinterest.

You can add your pin to Pinterest in 2 different ways:

1. **Upload the image directly** to Pinterest (you will be able to give your pin a unique title)
2. **Add the image to the post** and pin from the pin it button on your site. (rich pins will pull the title automatically)

The first board you pin to is **VERY important**. This boards title and keywords should match as closely as possible to your pins keywords. Pinterest will connect the dots on all of this information and then decide where and who to distribute your pin to. This will ensure that the right people see your pin.

Here is an example: Say your pin is a post on a "DIY closet organizer." The first board you would save it to would be "DIY closet organization" not something like "home organization" (although you will save it to that board eventually)

What if you don't have a RELEVANT board to pin to?

Maybe you only have one board you can pin to and it isn't specific enough. You will want to hold off on pinning that pin for now. In the meantime: you should create more boards and add relevant 3rd party pins (around this topic) and wait about 7-10 days for Pinterest to index your board.

Pro Tip: You want to give people the best chance to see your new pin. So you'll want to create at least 5 different (but similar) boards (of your own) that you can save to.

4. pin at optimal times

Woohoo! Your new pin is now on Pinterest, but don't celebrate... your work isn't done, yet. **The first 24-36 hours of a pins life is critical.** Your pin needs to get engagement. And on Pinterest, engagement is considered a close-up, save, or link-click.

Pinterest has told us that they distribute a new pins to your followers first. Depending on how your pin does with your followers determines whether or not your pin will show up in front of other people (non-followers) in the search and recommended feeds.

You'll want to save your pin to a few different boards at different times of the day in order to reach more of your followers when they're on Pinterest.

What are the best times to pin?

You can figure this out a few different ways:

- If you have Tailwind, look at your scheduled time slots. Update them if you haven't in a while. Take notice if they are mostly evening or are there a few different times that would work.
- Take your target audience into account. Do they work? Are they business owners? *For example: If you target stay at home moms, they would be on Pinterest either early in the morning or late in the evenings.*
- Pinterest has best time windows of 2 PM - 4 PM and 8 PM - 12 AM.

5. become a daily pinner

Pinterest rewards people who are active on the platform. Using a scheduler is helpful but you should also be dropping in at least once a day to manually pin a few pins so you can become an *active pinner*.

I would recommend (if you can) that you manually pin at least 2 new pins every week. When Pinterest views you as an *active pinner* then you stand a better chance of getting your pins seen by more pinners.

This should NOT take hours out of your day. You can see major growth in just 10 minutes a day.

Some helpful tips:

- Set a recurring alarm on your phone or home assistant reminding you to pin at the optimal times.
- Use our handy dandy daily pinning checklist to help keep you on track every day.
- If you can't pin at the optimal time don't worry, pin whenever you remember. It's better than not pinning at all.
- You can have a scheduler (like Tailwind) running in the background while you manually pin your brand new pins.

On the next pages you'll find:

1. Mistakes to avoid
2. A printable analytics tracker to track your popular pins, post, and growth (fill this out before you start this framework)
3. A printable daily pinning guide to help keep you organized (or use your favorite digital planner like Trello)

mistakes to avoid

1

SAVING THE SAME PIN TO THE SAME BOARD

I recommend waiting at least 30-60 days before you repin your pin to the same board again. You can also set up the Tailwind smartloop to set your most popular pins on auto-pilot.

2

NOT OPTIMIZING YOUR WEBSITE FOR PINTEREST TRAFFIC

Clicks from Pinterest are useless if the visitor leaves before they even read your post and see what your offering. Keep pop-ups to a minimum. Make sure your site is mobile responsive and fast. Make sure you have a opt-in form on every page so you're capturing potential clients and customers.

3

NOT BEING CONSISTENT

Like I said before, Pinterest rewards pinners who are active. Aim to check-in a few times a week. Do this during the week... or if the weekends are when your followers are on Pinterest then you should be too.

analytics tracker

MONTH:

MONTHLY VISITS (TRAFFIC)

PINTEREST MONTHLY VIEWS

5 MOST POPULAR POSTS

5 MOST POPULAR PINS

E-MAIL LIST SUBSCRIBERS

NOTES

day pinning planner

S M T W T F S

TODAY'S SCHEDULE

7 AM

8 AM

9 AM

10 AM

11 AM

12 AM

1 PM

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

SAVE TO THESE BOARDS

1. _____

2. _____

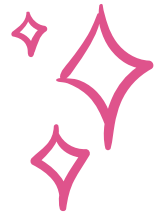
3. _____

4. _____

5. _____

FOR TOMORROW

NOTES



You just learned my 5-step pin magic framework!

What do you think? I recommend dedicating (at least) one week to creating a couple of new pins and pinning them using this framework. Just see what happens? And if you want to learn how to save time pinning by using your smartphone, you can grab a copy of my ebook, [Manual Pinning Simplified](#).

If you loved this framework, let me know. Grab a screenshot of this blueprint and tag me at [@dishitoutsocial](#) on Instagram so I can cheer you on!