

New Pins:

Everytime you create a new piece of content:

- Create 3-5 new pins
- Perform keyword research and write a short description for each or refer to keyword list
- Upload pins to site and hide them in the post
 - `<div style = "display:none;">deletethistextandinsertimagehere</div>`
 - Add 1 pin to your sharing buttons if applicable. I use [Social Warfare](#) (affiliate link).
 - Add descriptions to each pin that you hide in the media section when you upload it. You will put the Pinterest description in the image description box.
- Pin your first pin to Pinterest to the most appropriate board first
 - Pull pin with Tailwind extension
 - Add to Tribes
 - Add to your most appropriate board list & insert your best of board
 - Choose use interval and schedule now
- Grab your Pin URL from Pinterest and include it in your newsletter for your members to visit or pin for later
 - I like to have Zapier zap all new posts to a spreadsheet and include a column for Pinterest URLs to quickly drop my links into. This is also great to use for nurture emails.

Weekly:

- If you have more board lists where you can pin the previous weeks pin without repeating the pin to duplicate boards - do that now
- Go to your site and pin 1 new pin from each post until you have pulled and scheduled up to 7 new pins for the week
 - Make sure you only pin 1 new pin per day. For example, Pin 1 Board 1 Monday, Pin 1 Board 2 Tuesday, etc. Just like using interval scheduling and only pinning one pin per day to each board.
 - I like to space the 3-5 pins I create for each post out by only pinning 1 version per week until I run out.
- Go to Pinterest or Tribes and find new pins to add to your queue of OTHER people's.
 - Make sure these are high quality pins!! High quality means the image looks good and the pin has a description.

Monthly:

- ❑ Go to Google Analytics
 - ❑ Review your traffic summary for the last 30 days
 - ❑ All Traffic > Acquisition > Referrals
 - ❑ Acquisition > Social > Network Referrals > Pinterest
 - ❑ Repin any of your top pins to tribes and appropriate boards 1-2 times over the following weeks
 - ❑ You can even add these to your Tailwind Queue

[Here is a post I wrote about analytics & Pinterest.](#) This goes more in depth on each report you can look at each month. Spend no more than 1 hour looking at these numbers.

1. Repin the things that are your top performers
2. Create new images for any top performing pin
3. Create new images for pins that have dropped at all
 - a. To find this go to All Traffic > Acquisition > Referrals
 - i. Set your date range to the last 30 days
 - ii. Open the calendar up and choose compare to: previous 30 days
 - iii. Scroll down and click Pinterest
 - iv. Look at any pins that are negative for the last 30 days

Questions from Slides:

1. Which of my pins have the high impressions but low clicks?
2. Which of my pins have high saves but low clicks?
3. Which of my pins have high clicks?
4. Which of my pins have low impressions in overall?
5. What size was the image with high impressions?
6. What colors did I use on the text overlay?
7. What fonts did I use?
8. What keywords were used in the description?
9. Is this a new pin you've created recently?
10. Did they click to the pin then click off in less than 30 seconds?
11. Is the image lifestyle, stock imagery, something else entirely?
12. Is it a how to post, list post, video, review, etc?