

SOCIAL SEO BOOTCAMP

Don Crowther's

How To Use Pinterest To Build SEO

Pinterest

- Significant factor in Social Media
- AND... Significant factor in SEO

Pinterest URL

- Your Pinterest Username
- 15 characters
- Get a keyword into it

Profile Name

- Company or personal name

About Me

- Use Keyword phrases but not overly keyword-y
- 200 characters
- Picture URL

Location

- Make it local if you are local

For more information visit:
<http://doncrowther.com/socialseobootcamp>

Pinterest Board Widget

- Puts boards on your site
- http://business.pinterest.com/widget-builder/#do_embed_board

Include URL In Description

- 20% higher click through rate by including URL in description
- Plus, it's a (nofollow) link!

The most re-pinned and commented on items were accompanied by descriptions ranging from 200-310 words.

Pinning From Your Own Site

- 1-3 per day
- Can pin to multiple boards, but be careful
- Don't use URL Shorteners!
- Write full descriptions

Board Categories

- Select your category carefully
- Allows your posts to appear in listings for that category

Board Names

- Keyword
- Under 20 characters
- 500 characters to write a keyword-based description