

# The Power of Search Traffic: Pinterest and SEO

What do SEO and Pinterest have to do with each other? Quite a bit, actually - and I'm here to explain why understanding how Pinterest works *can* help you with your SEO and organic search traffic (plus a few bonus tips on upping your Pinterest game)!

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When *[name removed]* asked me to write a guest post about Pinterest for this blog, I was thrilled. Why? Because Pinterest is **excellent** for generating organic search traffic and it has more to do with SEO than people realize.

Confused? Let me cue you in on a little secret... **Pinterest is a search engine too!**

That's right! A lot of people think that Pinterest is a social media platform, but that couldn't be further than the truth. In fact, Pinterest works more like Google than Instagram or Facebook, which is why we'll be digging into how you can leverage Pinterest to boost your organic search traffic and improve SEO for your website.

## Is Pinterest good for SEO?

The short answer is YES.

The longer answer is that Pinterest is good for SEO (a.k.a. helping your website get found in the vastness of the internet), but *indirectly*.

Search engines "find" and rank your website based on signals they get. These signals include traffic to your website, how long people spend on your website, other websites linking to your website, and so on. The more of these signals search engines get from your website, the higher your site is likely to rank.

Where Pinterest comes into the picture is as a platform that you can easily leverage to boost some of these signals. People who find your website via Pinterest send these signals to search engines, and over time, this translates to a better-ranking website in search engines.

And we all know that when your website ranks higher in search, you're going to be getting more traffic, more customers, and more \$\$\$!

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# How to Leverage Pinterest for SEO

So what's the trick to using Pinterest to improve your SEO? One word: Keywords.

The thing is, Pinterest and Google have many things in common, especially in terms of how to create content that performs. Both favor sites that regularly publish new content, and particularly high quality content (stuff that your audience needs and gets value from). There is a strong focus on discoverability, and creating authority as well. Essentially Pinterest, like Google, checks for domain authority. This means that they verify that the website that is linked is of high quality.

And the foundation for all of this is **keywords**.

Keywords are how search engines (Pinterest included) identify what your content is about. Using keywords prudently makes your content accessible to search algorithms, which can then put your content in front of users looking for it.

I'm sure you're already making use of keywords for your content on your website. By applying this same strategy to Pinterest, you can amplify your SEO efforts, as other search engines recognize the traffic you are generating on Pinterest. Using keywords in your Pinterest content helps create visibility and allows users who are looking for what you have to offer to find your content.

## Why Pinterest?

But wait, why Pinterest? Why not some other platform, like Instagram or Facebook or even TikTok? A few reasons...

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The best part of leveraging Pinterest for SEO is the huge potential you have to reach new audiences who are eager for your content, products and services. And when done right, Pinterest can not only drum up traffic for your website directly, but also boost organic search traffic from traditional search engines.

## Pinterest SEO 101: Get Started on Pinterest

Adding Pinterest to your arsenal of SEO tools is a great way to improve your website's rank (and all the other great benefits of that). But where to start? Pinterest isn't your run-of-the-mill social media platform, and your Pinterest marketing strategy has to reflect that. Here are some quick tips to get you started on Pinterest.

### Keywords are King

Absolutely the most important part of making an impact with Pinterest is using relevant keywords in

the right places. There are five places to use keywords to really promote your content on Pinterest - Pin title, Pin description, text overlay, board title, and your profile.

## Get Visual

Pinterest is a visual search engine, which is why it's critical to make an impact with your visuals. However, it's not as simple as throwing up a random image and hoping it'll catch someone's eye. To create Pins that convert, you have to pay attention to the design of your Pin, and use clear images, relevant text overlays and include accurate links.

## Repurpose Content

That's right. You don't have to reinvent the wheel to leverage Pinterest - you just have to get creative repurposing content. Making videos for TikTok? Put it up as a Story Pin as well. Spending hours on Instagram creating posts, stories and IGTV videos? Repurpose that for Pinterest as well!

I love to tell my community - done is better than perfect. Don't worry about not having everything set up before you start. Just get out there and get Pinning to harness the power of search traffic, Pinterest and SEO!

**Want to learn more about how to reach your ideal customer or audience on Pinterest? Join my email newsletter! I share regular emails that share insights just like these along with tips and tricks for using Pinterest marketing to grow your audience.**