PINTEREST MISTAKES
CHECKLIST FOR BLOGGERS

Pinterest is a veritable traffic machine for bloggers. If you're not seeing traffic from your Pinterest efforts, here are a few (*or 50!*) possible reasons why.

Go through the list and check off the mistakes you're currently making. Use the links and quick fixes to work on some of those mistakes. If you need more help, grab the full eBook here. It includes steps you can take to address all of the issues listed below.

Note: *This document includes affiliate links. Thank you for using them to sign up.*

PINTEREST MISTAKES BLOGGERS MAKE ON THE PLATFORM

These are mistakes bloggers make on the actual Pinterest platform. Most of these can be fixed by learning to set up your Pinterest account and profile properly, in order to position yourself as the kind of user Pinterest loves.

⭕ A weak Pinterest profile.
⭕ Not converting to a Pinterest business account.
⭕ Not enabling Rich Pins.
⭕ Poor board names.
⭕ Boards with no categories.
⭕ Poor or missing board descriptions.
⭕ Poor or missing pin descriptions.
⭕ Keyword stuffing in profile, titles and descriptions.
⭕ Not having enough boards or having the wrong boards.
⭕ Not having a board that features your blog posts.
⭕ Having that board and naming it "The Best of…"
⭕ Having no personal boards or too many personal boards.
⭕ Using matching board covers.
⭕ Thinking like a blogger rather than a Pinterest user.

Now, grab a pen and check off the mistakes you're making. You'll use this as a baseline for making improvements to your Pinterest profile.

Quick Fixes

Take steps to position yourself as a super star Pinterest user. Use your profile to show who you are and why you're worth following. Begin to look at Pinterest as a massive visual search engine instead of a social network. Use Google to research ways to address all of the issues you checked off above or purchase the full eBook for more help.

PINTEREST MISTAKES BLOGGERS MAKE ON THEIR BLOGS

The process of generating Pinterest traffic starts on your blog. If you're making any of the mistakes below, you're making it harder to position yourself for Pinterest success. You can correct the errors below by learning how to set up your blog to make pinning effortless. There are a number of tools available to help streamline the process.

⭕ Not including at least one image in each post.
⭕ Not including a pinnable image in each post.
⭕ Including a pinnable image that won't do well on Pinterest.
⭕ Overuse of stock images for pins.
⭕ Filling posts with several large vertical images.
⭕ Hiding pinnable images incorrectly.
⭕ Not providing a custom pin description or meta description.
⭕ Misusing the alt tag and title tag.
⭕ Starting blog posts with a disclosure sentence.
⭕ Having no Pinterest "Save" button installed.
⭕ Not asking people to pin/share (or making it hard for them to share).
⭕ Offering a disappointing blog experience.
⭕ Using clickbait or misleading titles.
⭕ Poor blog post titles.

Grab that pen again and check off the mistakes you're making. You'll use this as a baseline to get your blog prepared for a Pinterest-traffic boost.

Quick Fixes

Start studying the pinnable images on blogs that are doing well on Pinterest. How do yours compare? Try tools like PicMonkey and Canva to help create better looking images and add Social Warfare or a similar plugin to make pinning easier for your visitors.

PINTEREST STRATEGY MISTAKES BLOGGERS MAKE

Once you've improved your Pinterest profile and set up your blog for easy pinning, it's time to clean up your Pinterest strategy. What are you pinning? How are you pinning? How often are you pinning? Are you leveraging groups to extend your reach? Fixing these mistakes can be overwhelming, but once you nail this down, you'll have a manageable system in place. Let's look at how you can adjust your strategy to help increase traffic from Pinterest to your blog.

- ⭕ Not having a pinning team.
- ⭕ Joining the wrong group boards or Tailwind Tribes.
- ⭕ Overemphasizing group boards.
- ⭕ Participating in all-or-nothing Pinterest groups.
- ⭕ Having the wrong balance between pinning your own content and the content of others.
- ⭕ Not pinning enough.
- ⭕ Pinning posts that are personal or more like journal entries.
- ⭕ Having the wrong kind of blog for Pinterest.
- ⭕ Pinning from low-level sites.
- ⭕ Not pinning what people need when they need it.
- ⭕ Managing Pinterest manually.
- ⭕ Rarely pinning from the Pinterest platform.
- ⭕ Ignoring Pinterest stats.
- ⭕ Not knowing what your audience is looking for.
- ⭕ Overemphasizing follower count.

⭕ Deleting pins.

⭕ Discounting small or "ugly" pins.

⭕ Listening to the wrong people.

⭕ Undoing things when a new trend begins or when Pinterest makes updates.

⭕ Not making the best use of your budget.

⭕ Putting all your traffic-generating-eggs in the Pinterest basket.

⭕ Overthinking it.

Now, where's that pen? Check off the mistakes you're making and get ready to do some work.

Quick Fixes **Start leveraging group boards, Tailwind Tribes and a few worthwhile Facebook pinning groups to extend your Pinterest reach. Utilize tools like <u>Tailwind</u>, <u>Board Booster</u> or <u>Buffer</u> to schedule and manage your pinning.**

FIX YOUR PINTEREST MISTAKES

Thanks for downloading this checklist. It was meant to give you a good sense of where you are on Pinterest and to help you find out why you're not experiencing the Pinterest traffic you hear so many bloggers mention. It's just the beginning, though. To dig deeper, grab the full eBook at https://TheMamaZone.com/PMBM.