

The background features several thick, wavy, horizontal bands of color. At the top, there are shades of orange and yellow. Below these, there are bands of red and maroon. The bands are separated by white space, creating a dynamic, flowing effect.

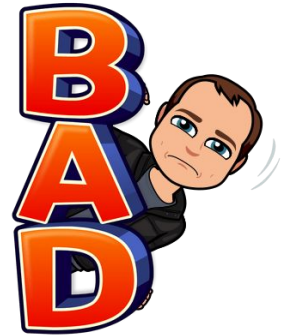
WordPress + Pinterest:

The Mind-Blowing Strategy for Content Marketing and SEO

“Wood”



“Woods”





We help small business owners ignite the **excitement** in their companies by eliminating bottlenecks and implementing innovative practices with marketing



“Whether you like it or not, **EVERY** person is now a media company...

...If you’re not producing content, you basically don’t exist.”

— Gary Vaynerchuk

First... story time.

The year is 2012...

I'm tired of marketing on Facebook, twitter, etc.

Pinterest recently hit critical mass.

I begin sharing my WordPress posts on Pinterest.

... Things start happening

Younger, 2012 me...





Here is the basic
strategy...



“... Teach you all this, in **FOUR** easy steps!”

04 Pinterest

Obviously

03 Use Yoast!

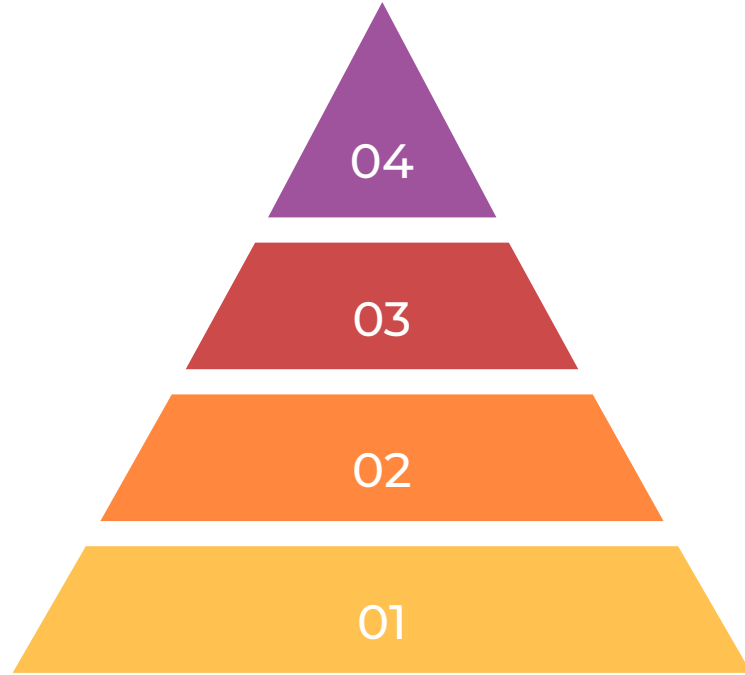
The **BEST** SEO plugin
on the market

02 WordPress Blog

Post quality. Post often.

01 Research

ALWAYS start with research.
Do not skip this step!



01 Keyword Research



TOOLS:

- Moz
- SEMRush
- KWFinder (Mangools)
- Keywords Everywhere
- Google Keyword Tool
- Google's Search Suggestions

BEST KEYWORDS HAVE:

- Relevancy
- High Search Volume
- Low Competition

02 WordPress Blog

THE PINTEREST MENTALITY

Writing for 100% consumption on Pinterest, which means...

- **Be Informative**
- **Be Visual**
- **Be Actionable**
- **For lead capture: Have a free offer**

03 Use Yoast!



Yoast audits your post for **SEO** “friendliness”

- Provide Yoast your “focus keyword”
- Write the post with your keyword
- Go green! (green checks, that is)



04 Pinterest

Introducing... the Pinterest Pin **health meter!**



25%
Free
Pinterest
Business
account



50%
Created a
great image

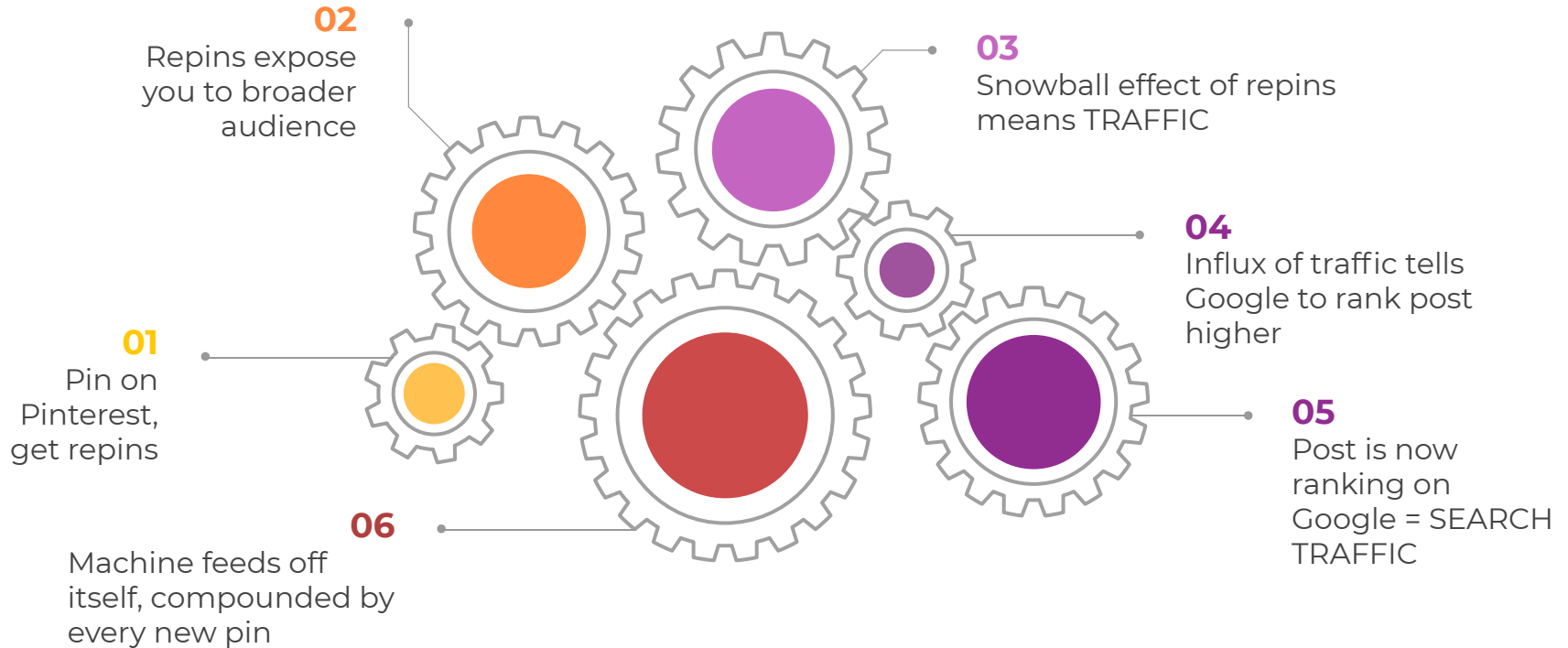


75%
Clear and
engaging
call to
action



100%
Keyword in
title and
description!

Why this produces **amazing** results...



WordPress & Pinterest in **action**



Leah Pinterest Extraordinaire

My Pinterest Partner-In-Crime who absolutely kicks butt at Pinterest Marketing and account management.

New Client **Case Study**



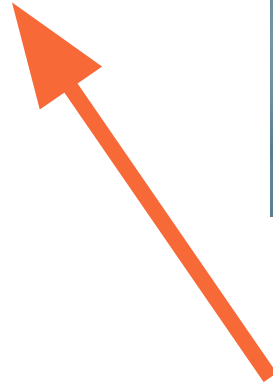
Ty Criswell - Industry DIY

The Pinterest Magic

- Over 6,500 repins
- Over 660 new followers
- Clicks to website over 29,300
- Impressions to website estimated at 3.6 million

Get my FREE Pinterest Marketing Guide!

#wcboise



#wcboise

Thanks!



braxton@hitmoxie.com

<https://hitmoxie.com>

[@thebraxtonwood](#)