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
Here is the basic strategy...
“... Teach you all this, in **FOUR** easy steps!”

01 **Research**
ALWAYS start with research. Do not skip this step!

02 **WordPress Blog**
Post quality. Post often.

03 **Use Yoast!**
The **BEST** SEO plugin on the market

04 **Pinterest**
Obviously

… Teach you all this, in **FOUR** easy steps!
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
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)
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...

01 Pin on Pinterest, get repins

02 Repins expose you to broader audience

03 Snowball effect of repins means TRAFFIC

04 Influx of traffic tells Google to rank post higher

05 Post is now ranking on Google = SEARCH TRAFFIC

06 Machine feeds off itself, compounded by every new pin
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

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
Thanks!

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