

@pinnedwithpaige

Free guide

The *Pinterest* blog-traffic setup guide

Set up your account, turn blog posts into pins, and build a weekly routine.

How to use this guide

1. Pick two published posts and gather your photos.
2. Follow Steps 1–6 with one post open.
3. Use the final page to plan your first week.

Build your *traffic* foundation

Start with your business account and website connection. Keep your Pinterest login and website login handy.



01 Set up your business account

On desktop, create a free business account, or open Settings → Account management to convert your existing account. This gives you access to Pinterest Analytics. Follow Pinterest's account instructions.

02 Check your website access

You need access to your website's code or domain settings to verify ownership. Open your website dashboard and find its Pinterest verification or header-code option. Your host's help pages can show the correct place.

03 Start your website claim

In Pinterest settings, find the website claiming section and choose Claim. Select the HTML tag method. Copy Pinterest's tag into your website's head section using your host's header-code tool, then save.

04 Finish verification

Return to Pinterest, enter your website address and select Verify. Check that the claim succeeds. If your host needs another method, follow Pinterest's website claiming instructions for an HTML file or DNS TXT record.

> Adding your blog address to your profile does not complete a website claim. Finish the verification step too.

Make your blog *findable*

Use words your reader would type when looking for your recipe or project. Build your profile and boards around the topics you actually cover.

01 **Collect search suggestions**

Type a topic into Pinterest search, such as tomato pasta or small entryway. Before submitting, note relevant suggested phrases. Collect five candidates, then keep only phrases that accurately describe your post.

02 **Check seasonal interest**

Open Pinterest Trends and select your audience's region when available. Search your topic and look for seasonal rises. Plan seasonal content before those rises. Trends shows relative interest, not exact search counts. See Pinterest's Trends guide.

03 **Choose your main phrase**

Pick one specific phrase per post, such as creamy tomato pasta or DIY entryway shelf. Keep two related phrases for natural wording. You do not need to squeeze every phrase into every pin.

04 **Explain your blog quickly**

Use your blog name plus its topic: Maple Table | Easy Family Recipes. Add a recognizable logo, your website address and a short bio: You'll find simple dinners, baking ideas and clear recipes for busy evenings.

05 **Create three focused boards**

Choose public boards that fit your posts. Try Easy Weeknight Dinners, One Pot Meals and Simple Desserts for food; DIY Home Projects, Small Entryway Ideas and Cozy Living Rooms for home.

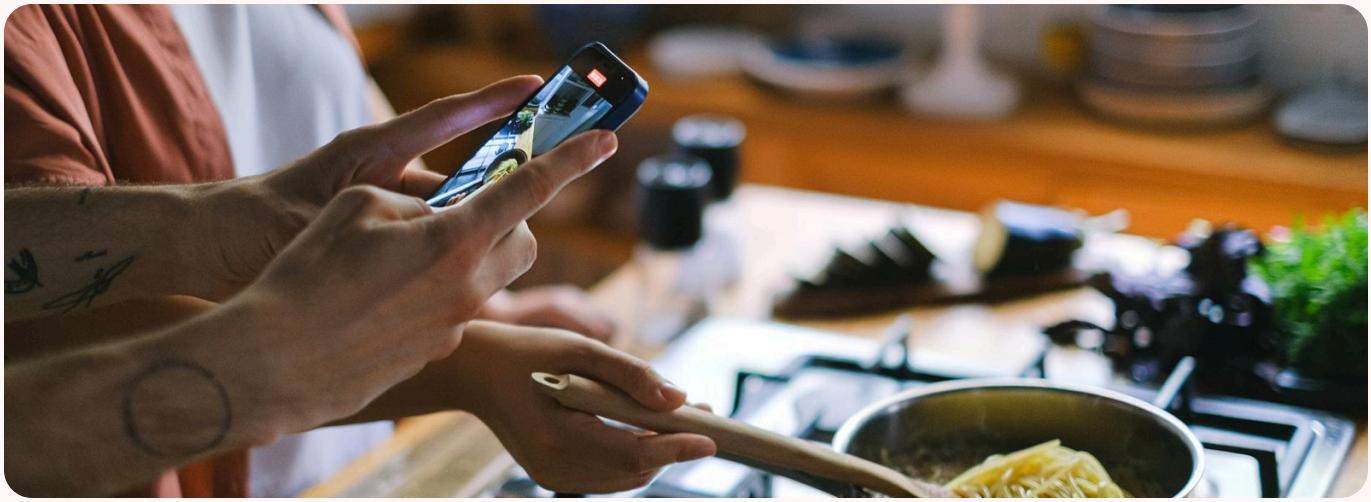
06 **Describe each board**

Write one plain sentence about what belongs there: Find one pot pasta, rice dinners and simple soups for busy evenings. Save relevant pins to the matching board. Pinterest recommends specific board titles and descriptions.

> Your keyword note: Post: [URL] | Main phrase: [topic] | Related phrases: [two] | Best board: [name].

Make your pin *clear*

Show the dish or finished project and make its topic easy to read. You can build your first pin from a photo you already own.



01 **Start with a vertical canvas**

Use a 2:3 canvas, such as 1000 × 1500 pixels. This is Pinterest's recommended image shape. Keep your main subject and words comfortably inside the edges. See Pinterest's image guidance.

02 **Use the real result**

Choose a bright, sharp photo from the exact post. Show the pasta in its bowl, the finished shelf or the decorated room. Crop away clutter so your reader can recognize the subject quickly.

03 **Write a readable image title**

Try a short title such as Creamy Tomato Pasta or DIY Entryway Shelf. Place dark text on a light area, or use a solid text panel. Preview the whole pin on your phone without zooming.

04 **Plan three distinct versions**

For one post, try a finished-result photo, a detail photo and a different useful headline. Change the image or angle meaningfully. Spread these versions across future weeks while rotating other posts into your routine.

> Only use a promise such as 20-Minute Dinner when your recipe supports that timing, including the preparation it requires.

Write a useful path to *clicks*

Fill in these fields before uploading your pin. Use your main phrase naturally in the title and description, following Pinterest's keyword guidance.



01 **Your post record**

Post: [exact URL]. Main phrase: [specific topic]. Reader's need: [what they want to make or solve]. Photo: [filename]. Board: [closest matching board]. Keep this note beside your design.

02 **Your pin title**

Template: [Main phrase] with [true useful detail]. Example: Creamy Tomato Pasta with Pantry Ingredients. Keep the topic clear and include only details your post delivers.

03 **Your pin description**

Template: Make [main phrase] with [specific ingredients, materials or method]. You'll find [useful detail] in the post. Visit for [full recipe or tutorial]. Write readable sentences and include a related phrase only where it fits.

04 **Your destination link**

Paste the exact post URL into the pin's destination link field. Open it on your phone and confirm that it loads the promised recipe or tutorial. Use the individual post instead of your homepage or a category page.

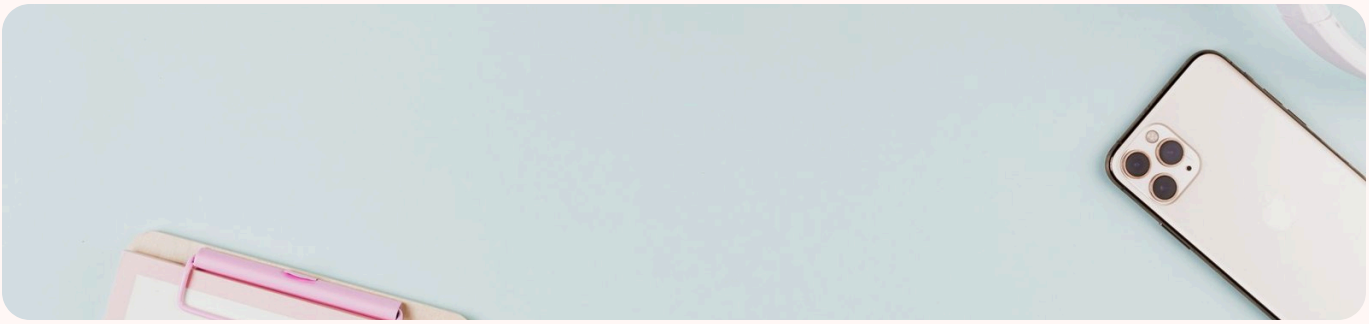
05 **Your matching board**

Choose the board that best describes this post. Save tomato pasta to One Pot Meals only if the recipe uses that method. Give every pin a clear, relevant home.

> Example description: Make creamy tomato pasta with canned tomatoes and cream. Visit for the full recipe, ingredient amounts and step-by-step instructions.

Check your pin is *ready*

Answer yes to all six checks before publishing. Then publish your pin or schedule it for a day in your weekly plan.



01 **Can you read it easily?**
Can you read the image title on your phone without zooming? If no, enlarge the words, shorten the headline or increase the contrast.

02 **Does the photo match?**
Does your image show the dish or project in the linked post? If no, replace it with your own relevant photo.

03 **Does the promise hold up?**
Does the post deliver every claim in your image text, title and description? Check preparation time, materials, ingredients and instructions before answering yes.

04 **Does the link work?**
Does the destination open the exact post on your phone without an error or login requirement? After publishing, test the live pin's link too.

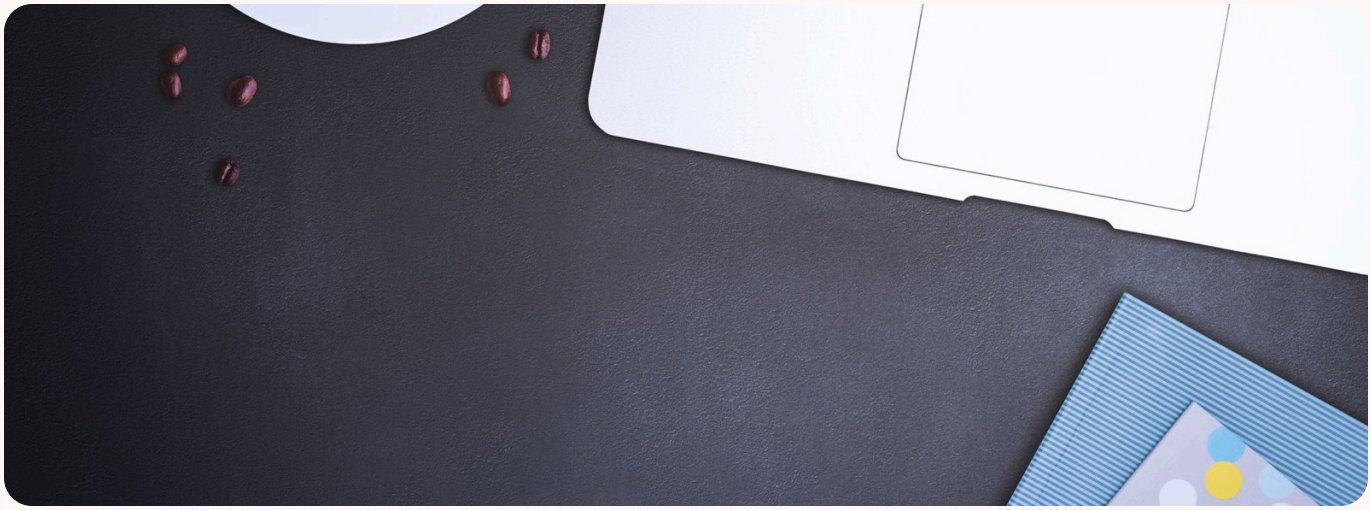
05 **Is the board relevant?**
Would someone browsing this board expect your recipe or project? If no, select a more accurate board.

06 **Is this a distinct version?**
Does this pin offer a different photo, layout or useful angle from your earlier version? If no, revise it before adding another pin for the same post.

> One no means one fix. Finish that fix before you publish or schedule.

Spot your early *winners*

Use Pinterest Analytics to track impressions, saves and outbound clicks. Give your pins time before drawing conclusions.



01 **Read impressions as visibility**

Impressions count how often your pins appeared on screen. Use them to see which topics receive exposure. They do not count visits to your blog.

02 **Read saves as interest**

Saves count saves to boards. They suggest readers want to keep your idea, but they do not tell you whether those readers visited your post.

03 **Read outbound clicks as departures**

Outbound clicks count actions leading off Pinterest. For pins linked to your blog, prioritize this measure when looking for traffic candidates. Check your website analytics for recorded visits too.

04 **Compare on equal terms**

Review the same date range each week, such as the last 30 days. Compare similar-age pins. Record each pin's topic, image, publish date, impressions, saves and outbound clicks.

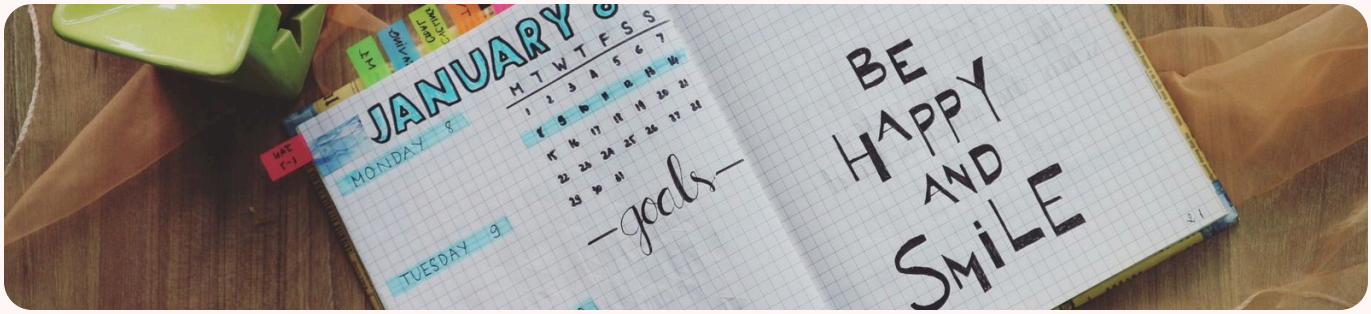
05 **Choose one useful next test**

For a pin earning clicks, try another photo for that post. For impressions with few clicks, test a clearer benefit. With little exposure, review relevance and allow more time.

> Your weekly note: [Pin] | [Impressions] | [Saves] | [Outbound clicks] | Next change: [one thing].

Your first week of *momentum*

Use your first week to complete the setup and start a manageable routine. Allow weeks or months to learn what works; traffic is not guaranteed.



01 **Day 1: connect your account**

Complete Step 1 and start website verification. Update your profile, add your blog address and create three focused boards.

02 **Day 2: choose two posts**

Pick two useful posts with clear photos and working links. Use Step 2 to collect keywords. Choose one main phrase and one relevant board for each post.

03 **Days 3–4: make three pins**

Create one pin for each post and a second distinct version for one of them. Fill in the Step 4 templates. Run every design through the Step 5 checklist.

04 **Day 5: publish your first**

Publish one pin and test its live link. Schedule the other post's pin for next Monday and the alternate version for next Wednesday, or add reminders to publish them manually.

05 **Days 6–7: record your starting point**

Open Analytics and record whatever data is available. Treat this as your starting point. Choose your next post and set a recurring weekly work session.

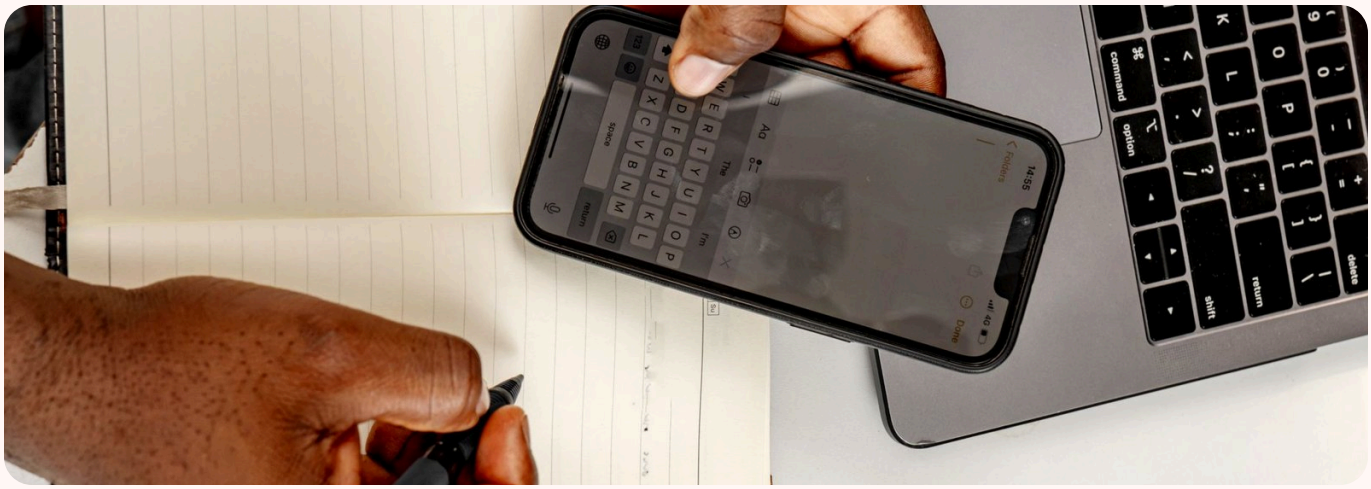
06 **Repeat a 40-minute weekly routine**

Try 30 minutes to create and schedule three new pins, then 10 minutes to review analytics. Aim for Monday, Wednesday and Friday. Rotate posts and develop fresh versions of useful older content.

> Three pins a week is a starter routine, not a Pinterest requirement. Adjust the pace to what you can maintain.

Save *time* on pin preparation

If you want help with the production work, a site like getfondoo.com can handle parts of Steps 3–4 and publishing after Step 5. You still choose the posts, review the details and check your results.



01 **Turn your content into posts**

For Step 3, you can provide a blog post link, product page link or your own photos. The site turns them into ready-to-post Pinterest pins, Instagram carousels and TikTok slideshows. See supported formats.

02 **Review the pin details**

For Step 4, it can prepare pin titles, descriptions and links from your page. Check the wording against your post, confirm the destination and choose the relevant board before approving.

03 **Post after your checks**

After you complete Step 5, it can auto-post approved content to Pinterest, Instagram and TikTok. Auto-posting is part of the paid offering. Keep the pace aligned with your weekly plan. See posting and plan details.

> You can try creating posts free with no card. The separate paid-plan trial requires a card. Check the current options before choosing.

Try it free at getfondoo.com →

Photos from Pexels by Anna Shvets; Bich Tran; David Kwewum; JÉSHOOTS; Mikhail Nilov; RDNE Stock project; Sora Shimazaki; Yaroslav Shuraev; https://kaboompics.com/. This guide is free to use and share.