

The Blogger Breakthrough Podcast

[00:00:05.030] - Liz

Hey Boss, welcome to Blogger Breakthrough Podcast, I'm your host, Liz Stapleton from Elizabethstapleton.com and founder of the Blogger Breakthrough Summit.

[00:00:10.740] - Liz

Today we're talking about Pinterest with my friend Lena Gott, who's kind enough to speak of the 2020 Blogger Breakthrough Summit I'm sure you'll find from listening to this episode, sessions at the Summit are all action packed. They're not full of fluff or just long winded sales pitches. We've all seen those. We all hate those. So if you want to make sure that you get notified when registration for the 2021 Summit opens. Make sure that you're signed up for our newsletter. You can go to BloggerBreakthrough.com/newsletter or just go to the link included in the show as well. So let's take a listen to part of Lena Summit session to learn more about how to best use keywords in Pinterest.

[00:00:48.570] - Liz

Keywords, which is what we're going to talk about is so misunderstood. So what do you think people, kind of, gloss over or missed when it comes to using Pinterest to market their blog, especially with keywords?

[00:01:03.600] - Lena

Oh, boy, OK, I feel like this is like I could go on hours and hours about this,

[00:01:08.620] - Liz

I'll cut ya off, don't worry

[00:01:09.220] - Lena

Just ask me questions. If I start getting off a tangent, you let me know. So there's just a few things.

[00:01:15.610] - Lena

And actually I'm teaching a new class right now and so it's fresh in my mind. Some of the questions that people ask me in the beginning. So one thing I like to keep in mind is when you talk about keywords, I came from the world of Google SEO and so I knew like all those little tricks. And then when I got on Pinterest, it was more visual. But then after sort of use it for a while, I realized that it's still based on the same rules that any search engine is because they have to be because they have to have a way to organize the content on there. So Pinterest in a way.

[00:01:48.700] - Lena

Is it is it used to be more real time driven, and that's how a lot of people could see a lot of really instant results, whether or not they were using keywords at all. Right. Yeah, because it used to be a real time feed when as long as you just had your Pin popping up there all the time, people were seeing it, people were clicking it. They were showing people, no matter what, they've kind of gotten away from that over the years.

[00:02:08.890] - Lena

So if you can implement keyword strategies on there and understand where you should put your keywords, then you'll do a lot better. But don't let me forget. I want to talk about how specific you get with your keywords, too.

[00:02:21.550] - Liz

Yeah, well, yeah, we'll definitely dive into that.

[00:02:24.520] - Lena

But I always like to say the first thing that people need to know when it comes to Pinterest SEO, is that there are only certain ways that you can tell Pinterest what your keywords are. And I call it your Pinterest keyword real estate. And so when Pinterest is looking at your pins and looking at your blog posts, they're not the same as Google where they're diving in, they're crawling your site. I mean, they might start getting there, but as far as I know, they're not there yet.

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[00:02:49.570] - Lena

They look at your actual pin. They look at where you pinned your pin. So they look at your board that you spend it to what it's about, what other pins are occurring. They call it pin co-occurrence on that board. So because they need a clue as to who to show this to and these are the clues that they're taking. So where is it pinned, what other pins are around it when it gets pinned, what other kind of pinners pin it?

[00:03:12.610] - Lena

So they're looking at all of this. So when once your pin gets out there and it gets pinned by let's say it's a budgeting pin and it gets pinned by all these different budget accounts, budgeting bloggers, people interested in budgeting, they start assigning these attributes to your pin. So we want to tell them things, give them clues.

[00:03:29.980] - Lena

We want to make sure our keywords are on our board descriptions, on our board titles that on the PIN itself, they're starting to be able to read your pins so that on the pin itself, it has the words that you want it to be recognizing you for your blog post title, which also appears, you know, when you look at it.

[00:03:49.490] - Liz

That's kind of a newer thing...

[00:03:50.420] - Lena

Oh yeah, make sure your title of your post has the keywords in it or something similar and related and your Pin description that you can type in when you put the pin in.

[00:04:01.630] - Lena

And also the meta description of your blog post, which a lot of people gloss over that part, I find, because Pinterest, it depends on how you're looking at it. I use it on the desktop a lot and on desktop it does show you it's meta descriptions part.

[00:04:17.980] - Lena

I think whether or not they show it to you in the moment, they're still seeing it. Yeah. So it's important that you have your your Pinterest keywords in your meta description. But that's overall good practice for SEO anyway. Right. Because you want you want Google to be able to find it.

[00:04:33.610] - Liz

Well, and one of the things is to because a lot of people and this is something hopefully people are moving away from, were using their alt text for their description or just using the same description from their meta description for their description. And it's really kind of a mistake because you really have two different or at least I made the mistake. Let me know if you think it's not, You have two different opportunities to really work in and tell Pinterest what, what your post is about or whatever it is.

[00:05:03.130] - Lena

No, I absolutely agree, especially on the screens, depending on where they're using Pinterest from, when they can see, let's say that somebody can see your image, your title, your meta description and the pin description all on that one screen. You don't want it to say the same thing. You don't want it to say. Best budgeting ideas for 2020, best budgeting ideas for 2020, best budgeting ideas for 2020, four times because it doesn't tell them why they should click over to your post.

[00:05:30.790] - Lena

So just from a user standpoint, it doesn't make any sense. But also from a Pinterest standpoint, you're only giving them best budget spreadsheet.

[00:05:38.800] - Lena

In that example, you could have given them all these other phrases like, you know...

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[00:05:43.960] - Liz

Like, budget template, How to start a budget and how to, how to use budgets. I mean, to go on....

[00:05:49.780] - Liz

And hopefully this little snippet has given you some more understanding when it comes to Pinterest SEO. So I hope you'll join me next week to learn about how to better use analytics so that you can make better decisions as a blogger and earn more money.

[00:06:01.480] - Liz

I'll catch you next time.