

The Blogger Breakthrough Podcast

[00:00:03.830] - Liz

Welcome to the Blogger Breakthrough Podcast, I'm your host, Liz Stapleton from ElizabethStapleton.com and founder of the Blogger Breakthrough Summit.

[00:00:10.010] - Liz

I'm currently hard at work putting together the 2021 Blogger Breakthrough Summit, so I thought it would be fun to share some of the amazing information that was part of the 2020 Summit.

[00:00:20.130] - Liz

Remember, if you want to make sure you're the first to hear about registration opening for the 2021 Summit be sure to join the summit's newsletter and you can do that at BloggerBreakthrough.com/newsletter. Now, sessions in the Summit with our wonderful speakers in 2020 were 30-45 minutes long, but I've obviously promised to never have a Podcast episode be more than fifteen minutes because you need to take action, you don't have a lot of time.

[00:00:44.600] - Liz

So instead of trying to air the entire session, I've pulled out snippets of them to make these podcast episodes stay short and sweet. And today I'm sharing a bit of knowledge from Carly Campbell, who actually is going to be joining us again in 2021. So let's go ahead and dive in so that you can learn a little more about Pinterest.

[00:01:04.820] - Carly

Consistent, like Pinterest traffic fluctuates. It goes up and down for sure.

[00:01:07.720] - Liz

But you want to compare it year over year to see if you're growing in the right direction, because especially niche wise, they're certain seasons that do better. You know? Most most niches have some kind of season to them where it's going to be up and down.

[00:01:21.020] - Carly

Absolutely. And there are ways that you can insulate yourself against that on Pinterest over time. But certainly in the first year, there is not a lot you can do about that.

[00:01:31.270] - Liz

Let's talk about what is a good pin?

[00:01:32.870] - Carly

What is a good pin? That is a loaded question.

[00:01:35.900] - Liz

It sure is!

[00:01:36.830] - Liz

I mean, there's a lot of aspects to it, right? You've got the graphics, you've got the call-to-action in the title. You've got the keywords. You've got the description. You've got maybe hashtags, although I've been experimenting with not hashtags, because I feel like their fading.

[00:01:51.260] - Carly

I've quit hashtags. I completely quit hashtags in October.

[00:01:54.920] - Liz

Yeah, yeah. I not long after that I was like, you know what, these Pins that don't have hashtags seem to be doing better.

[00:02:01.040] - Carly

I haven't seen...I will definitely I will say I have not seen a decline anywhere since quitting hashtags. I saw a definite, definite uptick to begin with, but I don't think it was related. I think it was very seasonal.

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And since then, I've leveled back down because the seasonal stuff is dead. But I don't feel like that's got anything to do with hashtags.

[00:02:23.560] - Liz

Yeah, because I feel like Pinterest invested in hashtags. Right? And they like, from an engineering standpoint, the reality is that people searching on Pinterest, aren't using hashtags so it wasn't really...

[00:02:35.430] - Carly

That's right. Everything comes back to user intent. What is the end user doing? And when you mentioned earlier, click through. What is it our Pin? What makes a good Pin that is going to encourage a user to click through it?

[00:02:49.000] - Liz

Yeah.

[00:02:49.660] - Carly

And that is, that right there is what a good pin is, but there's so much in there. So can the user read your pin when the scrolling on their phone? Because that's where.

[00:02:57.790] - Liz

It gets small because a lot of bloggers. I always tell them, because I do mine and Google slides. I tell them don't look at the slide, look at the thumbnail on the side and see if you can read it

[00:03:06.250] - Carly

That's such! Yeah, that's exactly it! After you pin that thing, go straight to your phone. If you're not in Google Slides, then it's hard to look at them small, go straight to your phone and check it out and look at what it looks like in, you know, 1 inch x 1/2 inch. Because if you cannot read that text on that Pin and text is really important for a click through. You can get a lot of saves on a pin that has no text.

[00:03:30.030] - Liz

Yes.

[00:03:30.800] - Carly

But that text is your call to action. It's your thing that's going to encourage somebody to click. Tell them what's on the other side of that picture.

[00:03:38.390] - Liz

Yeah, yeah.

[00:03:38.870] - Carly

So and so reading it is so important on the phone, which means that the contrast between your image in your text has to be good. You have to be really careful about script fonts versus clear bold fonts. If I, especially for niches, this is the one that always gets me, like travel niches or food niches, where the...

[00:04:03.350] - Liz

I feel like they're always using scripts.

[00:04:05.600] - Carly

Always scripts, but also where the end user doesn't always use the word as a regular part of their vocabulary. So like, the name of an Italian town. If you're planning a trip to Italy and you're searching on Pinterest, you might know that name, kind of, you kind of know you're looking for Italian town name and you see it written out in non cursive. What's that called? Why am I blanking on this?

[00:04:34.340] - Liz

Just regular, plain font?

[00:04:34.530]

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Yeah. Part of your brain will immediately understand what you're reading. But if you have to slow down to read it in script font, the user is going to default to clicking on the pin right next to yours, competing with yours, that they read first. So if yours is in font they're going to click on the one they can read first. You know, I'm trying to think of a name of an Italian town that would be difficult to read. I haven't been to a ton of Italian towns.

[00:04:59.620] - Liz

Me either! I'm trying to think and I'm like?

[00:05:04.460] - Carly

Rome is not a good example because Rome is so.

[00:05:06.180] - Liz

Tuscany? Tuscany in a scripty font would be hard to read.

[00:05:11.310] - Carly

Tuscany! Yeah, you probably don't use that word every day.

[00:05:15.140] - Carly

But if you're looking for Tuscany vacation ideas, the ones that are easy to read, you're going to click on them first. Okay, so make that font bigger too. Fill the space that you have, you know?

[00:05:26.180] - Liz

And in that, sticking with our Italy travel example, right... If your pin is clearly says Tuscany travel ideas or whatever in that description, because they may not be searching Tuscany specifically. You want to use Tuscany in your in your description? Yes. We also would be like if you're looking for some great travel ideas when you go to Italy.

[00:05:45.750] - Carly

Yes.

[00:05:46.120] - Liz

These are fantastic things to do in Tuscany, you know?

[00:05:49.730] - Carly

Totally!

[00:05:49.970] - Liz

Like step out, so that the keywords that they're searching for, they're probably looking at like Italy travel ideas.

[00:05:55.220] - Carly

Totally!

[00:05:55.310] - Liz

And so on that note, I want to say thank you for joining me today. I hope this episode helped give you a bit more perspective and understanding of Pinterest. Join me next week when I'll be sharing some lessons from Grayson Bell, who's a WordPress guru on some WordPress mistakes you should be avoiding.