

## Is Pinterest Good for Generating Traffic?

If you track the sources of your traffic (and you should) you will find that a majority of your traffic is coming from Pinterest. This is only true, of course, if you are sharing what you create on Pinterest. Other social media platforms will be included in this list. But, unlike Pinterest, the traffic that you get from these is not likely to stick around.

For instance, the next time you create a blog post, try posting it on Twitter. Even if you have a decent following, you will find that followers will go to your site, but the activity will be minimum. The bounce rate will be high and the average time spent on the page will be on or close to zero.

The same is true for Reddit.com. You'll get a fair number of hits from Reddit, but it won't amount to any engagement. This means that if you have a call-to-action on the page, it won't be activated.

Facebook is a bit of a mixed bag. People will go to your website, and some will engage. But, remember, you can use Facebook to capture emails and other call to actions, etc.

This leaves Pinterest as a traffic generation machine. More people are looking to Pinterest as a search engine rather than a social channel. When I find useful resources that I pin for later recall, you can bet that my followers will find it useful as well. I simply need to put a link into the pin to my website, and these information seekers will find more information on the page.

Which brings up an important point, make sure you have valuable information on the page you are sending them to. If you pin promotional material, expect them to leave your website quickly.

Another factor is to make sure the pin and the content match. There is nothing worse than someone clicking on a Visit button in Pinterest, only to find something entirely unrelated. They may even ding you with a bad comment if you take this course of action. It's not worth it and is unnecessary.

Since many people are looking to Pinterest as more of a search engine, that should be how you approach it when you plan your pinning strategy.

Keep focused on the fact that people are looking for specific tidbits of information. Supplement that information with a post on your website, and you've got a great strategy for generating targeted traffic for a long time into the future.