

Treat Pinterest Like a Search Engine

Why do you use Pinterest? For some, they love the feeling of having others like and share what they post. For others, though, people use Pinterest as an organizational tool. They pin their recipes, favorite vacation destinations, etc. They also use it to find out what's in style or what the hottest deals are.

If you scrutinize these uses, you will see that Pinterest has evolved into a search engine. Therefore, your strategy to pin should be centered around that fact. Treat Pinterest as if it were a search engine.

If you have been creating content for any length of time, you would know there have been many changes made to Google's algorithm. Some of what worked several years ago, will not work and may even get you penalized or banned. Other techniques, such as keeping your content relevant and high quality, worked back then as it does now, and will work ten or twenty years from now.

The point is, Google is looking to deliver quality, highly relevant search results. This requires quality, highly-relevant content. The Pinterest search engine is not yet as robust as the search engine in Google. You may be able to get away with some tricks in Pinterest that Google would slam you for. You may be tempted to trick the Pinterest engine. However, eventually, Pinterest is going to implement changes similar to Google so it too, can deliver quality search results to pinners.

This means you don't want to be caught having to backtrack all of your pins to comply with new changes. If you stay above the board from the beginning, you won't have to go through the trouble later. What this means is you want to offer the Pinterest engine worthwhile, quality content. It's okay to use some keywords and hashtags in the description of your pins. But, don't go overboard. Make sure the content is readable and makes sense. Don't stuff the description with a bunch of keywords.

Also, try to limit the amount of promotion you are using on Pinterest. It's okay to divert the pinners to your website with a quality article. But, if you are bringing them to a sales page, it could turn people off.

As of this writing, Pinterest discourages the use of direct affiliate links in pins. In fact, if you try to add an Amazon affiliate link, the engine will remove the affiliate part of the link. It's not easy to do this with all companies offering an affiliate program. But, if Pinterest finds out that you are doing this in excess, they could delete your account.