

Time to Check Your Pinterest Stats

It's amazing how few people know that Pinterest has statistics available. Even people who do know, ignore the option. This is a big mistake, especially if you have a business account. In Pinterest, there is a tab called Analytics. It is here that you can see the necessary information about how you are doing in the Pinterest world.

You may have been told that you should create a decent profile for Pinterest. When you start to view your analytics, you will see why. As interest in your overall account grows (through follows and repins), you will see that your profile is getting viewed. Create a profile worthy of those eyes.

You will also get a snapshot of the number of views and engagement from those views. You can track on a week-by-week basis and you have the ability to see the effects of any changes you make in getting people to your Pinterest account.

If you have a website associated with your account (and you should), Pinterest will give you statistics on who is visiting the site from Pinterest. Bloggers everywhere are reporting that Pinterest is a great source of traffic to their websites.

Finally, the main section of the analytics gives you information on which pins are the most popular regarding impressions, saves, clicks, and likes. It is a summary of the past 30 days.

As if all this information wasn't good enough, it gets even better. Each section described above can be clicked on so that you can get more detailed information. For your profile, you see the top pins (same as before) and also the top boards, with statistics associated with that. You can drill down into the repins and clicks. You can control the date range that you want to view. The other sections have their own set of details that you can peruse as well.

If the statistics report a high number of clicks, analyze if those are clicks to your website. If they are not, this is an indication you may be sharing other peoples' pins too much. Try to determine why their pins are getting clicks and incorporate that into new pins that get clicks to your website.

Some people will advise you to switch the links from other peoples' pins to your own website. This is probably not going to be viewed as being ethical. If it hasn't been already, it will probably be prohibited at some point by Pinterest. There is no reason for causing ill will among the Pinterest community.