Sassy BOSS

VIRAL PIN GUIDE

Proven Strategies To Creating Viral Pins And Driving Insane Traffic To Your Blog!

HI THERE!

Welcome to the Viral Pin Guide!
I'm Lisa and I help non-tech women start a blog and grow it into a profitable business.

I'm happy you're here, it means that you want to take your business to the next level by growing your blog traffic with Pinterest.

In this Viral Pin Guide we'll be looking at all the factors that help your pin go viral. These factors are:

- Pinterest SEO
- Pin Design
- Pin Titles That Get Clicked
- Pinning Strategies

+ Bonus Tip: What To Do When Your Pin Goes Viral?

Are you ready to make your pins go viral?

LET'S GET STARTED!

>> I may earn a small commission for affiliate links in this Viral Pin Guide at no extra cost to you. Please read **my disclaimer** for more information.

PINTEREST SEO

The first thing to understand about Pinterest is that it's not really a social media platform. You don't go to Pinterest to connect with other people, you go to PInterest to look for ideas and inspiration and maybe even to solve a problem. This makes Pinterest a search engine that works in a similar way as Google -> with Keywords!

Thankfully Pinterest SEO is a lot easier to master than regular SEO.

If you've downloaded my free Pinterest Set Up For Success guide, you know the importance of setting up your business account correctly and using keywords in your profile, board names and descriptions.

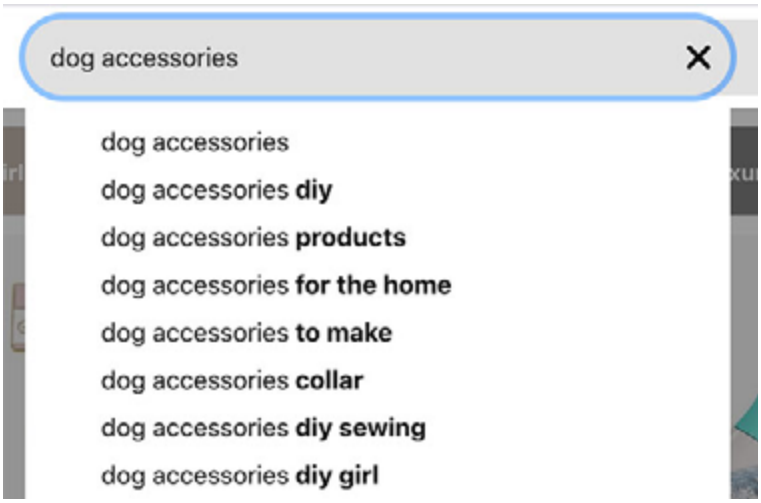
If you need a refresh on how to research keywords and where to implement them, you can have another look with the link below:

Free Guide -> Pinterest Set Up For Success

For your pins to be successful it is important you add keywords to:

- Your Pinterest Profile Name & Description
- Your Pinterest Board Titles & Descriptions
- Your Pin Title and Description
- Your Hashtags

Adding random keywords without researching them first is pointless. In my Pinterest for Success guide I show you how to find keywords with the Pinterest search bar:



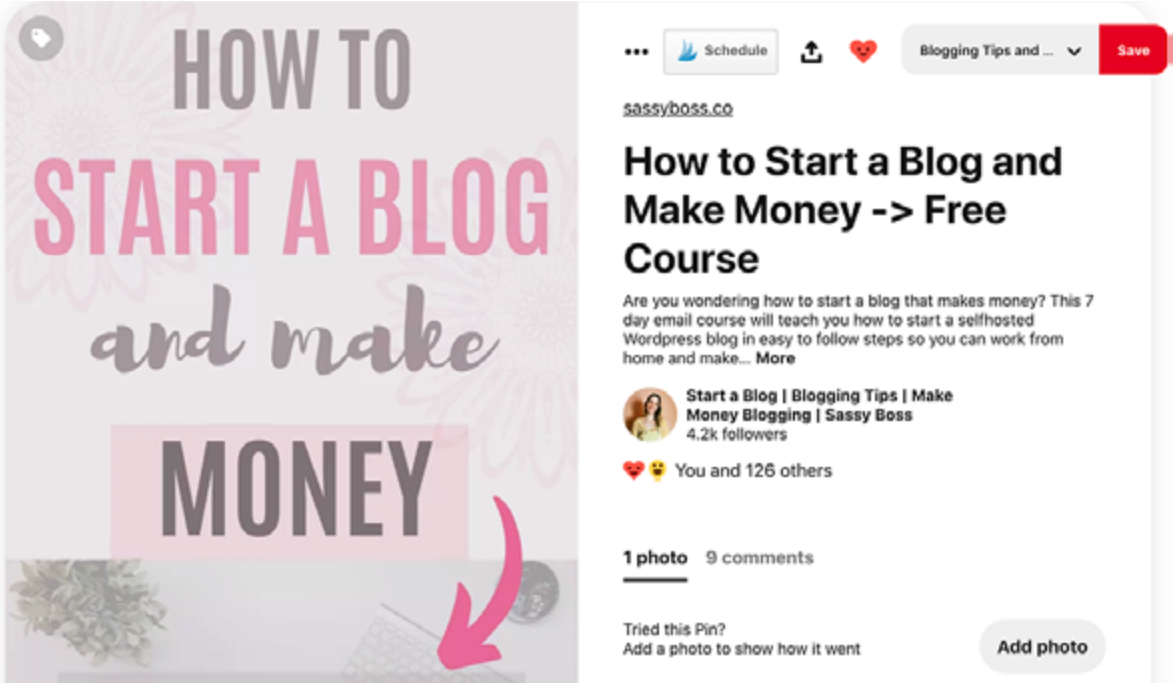
Simply type in your blog post's keywords and see how Pinterest finishes your sentence. These are search terms that people actually type into Pinterest to find what they are looking for.

So to get your pin to show up in Pinterest searches you have to use some of these exact terms in your pin title and description. You'll also want to add 3-6 hashtags with these exact keywords in your pin description. And you need to pin it to the board with the same or similar keywords in its name.

Here's one of my pins as example. If I type "how to start a blog" in the Pinterest search bar, this pin shows up in the Pinterest search results. As you can see the keywords "how to start a blog" are repeated everywhere:

- In the pin title
- In the pin description
- As a hashtag
- And even on the pin itself (yes Pinterest can read text on pins!)

You can't see it in this screenshot but the pin was saved to a board with the title "how to start a blog".



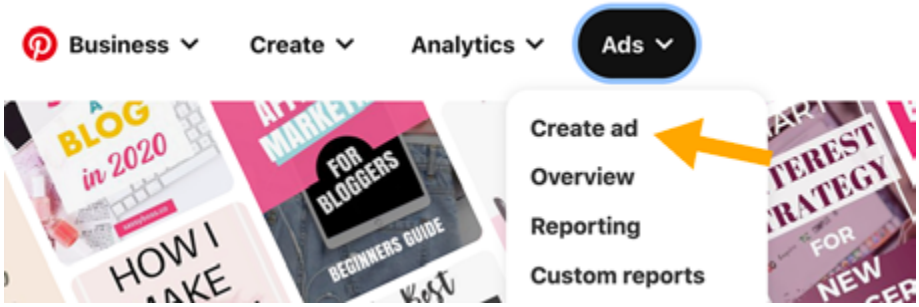
Repeating your keyword everywhere like this, makes it very easy to understand for Pinterest what this pin is about.

SEO optimised pins most likely show up in the Pinterest search results between 1 and 3 months after you first pinned it. Once they show up in the Pinterest search results you'll get more eyeballs on your pin, more saves and clicks and a higher chance to go viral.

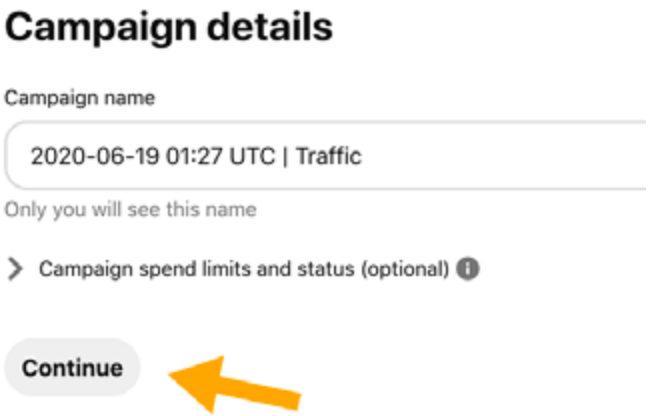
On the next page I'm going to show you another way to research keywords: in the Pinterest Ads section. Don't worry, you won't be creating an ad, this is just another way to find relevant keywords.

KEYWORD RESEARCH IN PINTEREST ADS

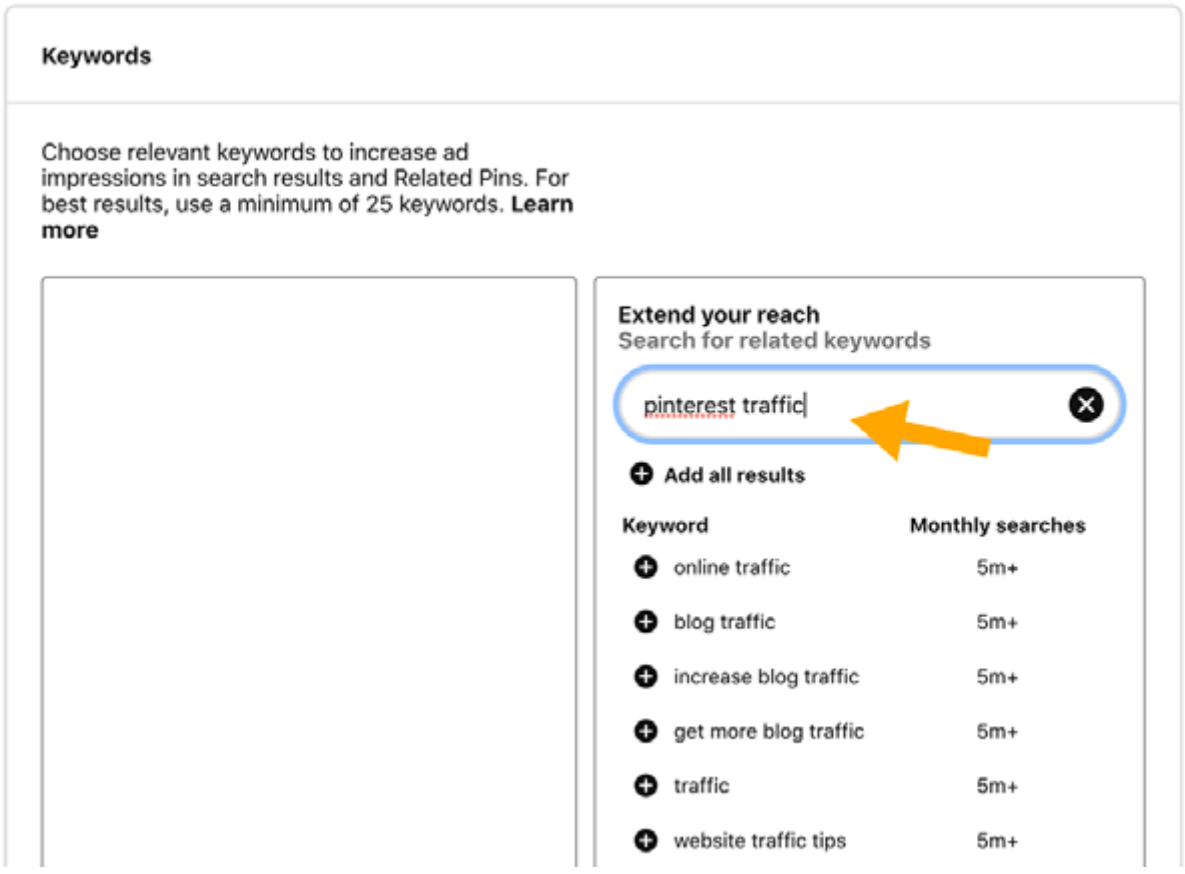
Go to the top bar in your Pinterest screen and click on **Ads > Create Ad.**



Scroll down to Campaign details and click > **Continue**



Scroll down to the keywords section and type in your main keywords for your pin. It will give you a list of keywords and how many monthly searches they get. Use these keywords in titles, descriptions and hashtags.



PIN DESIGN

Where Pinterest SEO is for getting your pins to show up in searches, your pin design needs to get your pin noticed in the Pinterest feed. So how do you make you pin stand out? Let's have a look...

What makes your pin stand out in the Pinterest feed?

PIN SIZE

Your pins need to be vertical to stand out in the Pinterest feed. The recommended size is a 2:3 ratio or 1000x1500 pixels. A slightly taller pin takes longer to scroll past in the Pinterest feed, so taller pins are more likely to get more clicks. My pins that are 1000x1600 or 1000x1700 pixels perform quite well.

PIN DESIGN

Pretty pins are obviously more appealing to click on. No one wants to save ugly pins to their Pinterest boards. It's easy to design pins with **Canva** and **RelayThat** and **Tailwind Create** are great design tools that designs pins for you.

BOLD ALL CAPS TITLE

The next element that makes a pin stand out in the Pinterest feed is easy to read bold text. Stick to easy to read fonts and make the focus words in all caps. As contrast you can use script fonts for less important words.

HIGH CONTRAST

Pins with light backgrounds and dark text or dark background with light text stand out more than pins with similar shade background and text.

VIDEO PINS

Nothing catches your eye more than movement. This is why video pins or pins with gifs perform really well on Pinterest. Try adding a video from Canva's stock video library behind a transparent white overlay or add a Canva sticker.

QUALITY STOCK PHOTOS

Did you know that Pinterest can actually see the photo on your pin? This means that a photo that is relevant to your pin title will help Pinterest understand what your pin is about, which will boost its performance.

Free VS Paid Stock Photos

A lot of bloggers use free stock photos and this is fine to start with.
But free stock photos tend to be highly overused and because of this, pins with free stock photos might not be seen as a **new pin** by Pinterest.

This is why using paid stock photos can give your pins a real boost. I use **Canva Pro** for my stock photos because it not only gives me premium photos, it also gives me more fonts and access to all Canva videos.
You can **try Canva Pro for free here.**

Let's analyze one of my pins

> Vertical pin 600x900px
> Appealing pin design
> Large bold pin title in all caps
> Keywords used in title
> High contrast between text and background
> This is a video pin - the confetti falls behind a white overlay
> Always include your domain name on the pin

PIN TITLES

Your pin design gets your pin noticed in the Pinterest feed, but it is the pin title that gets the click. And clicks to your website is what it's all about. This is why it's super important to craft the best, must-click title you can think of.

Let's have a look at what makes a pin title irresistible...

INCLUDE KEYWORDS

Always include your keywords so Pinterest knows what your pin is about.

INCLUDE A NUMBER

People love list posts! They tell your reader **exactly** what they're going to get. And according to research, uneven numbers are 20% more likely to get clicked!

>> **7** Easy Hacks To Increase Blog Traffic

"HOW TO" TITLES

How often do you search something online that starts with "How to"? "How to" tutorials are always in demand! To make your "How to" title stand out, make sure to be very specific by adding a tangible outcome or promise.

>> **How To** Make Money Blogging **In Your First Month**

USE EMOTIVE LANGUAGE

Try adding words that evoke an emotional response. You can do this by adding positive and negative adjectives and superlatives.

>> 9 **Fatal** Pinterest Mistakes That Kill Your Blog Traffic
>> 3 **Game Changing** Pinterest Strategies That Quadrupled My Blog Traffic

Here's a list of positive and negative adjectives to try out

Positive Adjectives	Negative Adjectives
Amazing	Alarming
Best	Awful
Easy	Brutal
Effortless	Catastrophic
Essential	Confusing
Free	Devastating
Game-changing	Disappointing
Genius	Dreadful
Inspiring	Dumb
Irresistible	Embarrassing
Little known	Fatal
Most	Horrible
Proven	Horrific
Powerful	Miserable
Simple	Outrageous
Surprising	Scary
Successful	Terrifying
Unique	Worrying
Ultimate	Worst

USE "YOU" AND "YOUR" TO GRAB ATTENTION

Talk directly to your readers and draw them in by using "you" or "your".

>> 5 Little Known Hacks That Will Grow **Your** Blog Traffic Like Crazy

USE "I" OR "MY" TO MAKE IT PERSONAL

People love reading how someone achieved what they would like to achieve themselves.

>> How **I** Made $387 In **My** Third Month Blogging

INCLUDE THE MOST CLICKABLE 3-WORD-PHRASE

According to a survey by BuzzSumo in 2017, the 3-word-phrase that got the most Facebook engagement was “will make you”. I’m sure this phrase is effective on Pinterest as well.

>> 23 Time Saving Hacks That **Will Make You** A More Productive Blogger.

CREATE FOMO

A great way to make people want to click your pin is by creating doubt or FOMO (Fear Of Missing Out). Have a look at my most popular pin.

The first sentence asks a question that creates doubt in a lot of new bloggers.

They’ll read:
Are you blogging legally?

They’ll think:
Hmm, I think so...

They’ll read:
Take these 7 steps to make sure.

They’ll think:
7 steps? What else do I need besides legal pages, I better go check to make sure.

In this pin title the second half: “take these 7 steps to make sure”, is also the “Call to Action”, it is telling people what to do.

INCLUDE A CALL TO ACTION

Tell your audience what you want them to do. Try to avoid the word click, Pinterest can read the words on your pins and the word click might be seen as click-bait.

Instead use:

- Find Out More
- Learn More
- Read Now
- Find Out How
- Buy Now
- Shop Now
- Sign Up Here
- Enroll Now

Check out the links below for more tutorials on creating pins:

How To Quickly Design Multiple Pinterest Pins With Canva

How To Create Pinterest Pins Super Fast in RelayThat

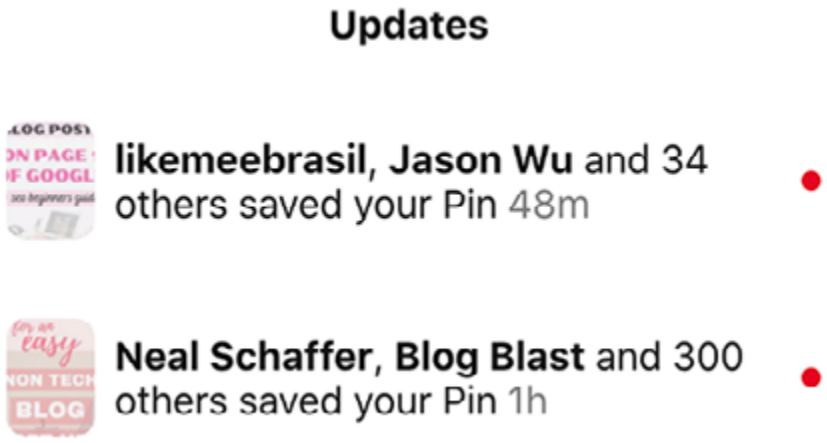
PINNING STRATEGIES & HACKS

To give your pin the best chance to go viral you'll want to pin it in a way which will boost its results. You do this by:

- Pinning it at an optimal time when your audience is online (you can use **Tailwind** for this).
- Pinning it to your most relevant board first. This board should have matching keywords in its title.
- Writing a pin title that is an exact keyword match of Pinterest searches.
- Writing a pin description that includes keywords naturally and which entices people to click through to your site.
- Not keyword stuffing your pin description.
- Adding 4-6 hashtags with exact (researched) keyword matched search terms.
- Sharing your pin in Facebook share threads
- Sharing your pin to Tailwind Communities

Once you get people saving your pin you can boost it further by re-pinning it from their account back to your most relevant board. To find your pins that have been saved by others, go to the top right in your Pinterest screen and click on the bell icon.

Now you'll see a list of notifications. If someone has saved your pin, you'll see this:



Click on the notification and it will show you the boards it was saved to. Click on the board, find your pin and re-pin it to one of your relevant boards.

Don't re-pin the same pin every day. Give every saved pin a boost by re-pinning it a few times and space it out with a few days in between.

And when you see older pins popping up in your notifications re-pin them or save them to your Tailwind drafts so you can schedule them later.

Bonus Tip:

Always make sure your re-pinned pin still has an accurate pin title and description, if it doesn't, edit the pin and add a keyword rich description.

WHAT TO DO WHEN YOUR PIN GOES VIRAL

If you have a pin that goes viral you need to make sure you are making the most of your new blog traffic. Here's 7 things you should do when your pin goes viral:

1. REREAD YOUR BLOG POST

Make sure to go over your viral post and double check for typos, grammar and other mistakes.

2. MONETISE YOUR POST

You don't want all this traffic to go to waste, if you haven't already, add relevant affiliate links to your viral post or monetise it in other ways.

3. LINK TO RELATED BLOG POSTS

Keep all this extra traffic on your blog longer by adding links to other related blog posts on your site.

4. ADD AN EMAIL SIGN UP

Offer an irresistible freebie so you can convert this traffic into email subscribers.

5. PROMOTE IT

Don't let your viral content die out too quick. Promote it on all social media platforms you're on!

6. CHECK YOUR WEB HOSTING CAPABILITIES

If your traffic increases dramatically, you need to make sure that your web hosting package is capable of handling this. Give your web host a call and double check that your server is not getting overloaded.

7. CREATE ANOTHER PIN

When a pin goes viral it's a good idea to create more pins for this post. New pins tend to perform well too and keep the viral momentum going!

THESE ARE THE STEPS TO VIRAL PINS

I hope your pins go viral with the help of this guide and the pin templates (see next page for the links to your pin templates.)

And remember, pins don't usually go viral overnight, be patient and give it some time.

All the best,
x Lisa

SOME MORE RESOURCES FOR YOU

Blog Posts

- How To Edit Pinterest Pin Templates In Canva
- RelayThat Review - Create Social Media Graphics Fast!
- Tailwind Create Review - Let Tailwind Design Pinterest Pins For You!

Favourite Tools

Canva - Try Canva's free plan here

RelayThat - Creates Pinterest pins and other social media graphics for you

Tailwind Pinterest Scheduler - Try a free month of Tailwind here

Sendowl - Sell digital products from your blog

Social Warfare Social Sharing Buttons - Try their free plan here

Pixie Stock Feminine Stock Photos - Check out their plans here

Please see the next page for your Pin Template links.

VIRAL PIN TEMPLATES

Thanks for buying my Viral Pin Templates!

Below you'll find 24 links to your pin templates.

To edit a template:

- Click on a link and the template will open up in your Canva account
- Make several copies of the template (**File > Make a copy**) so you'll always have an original template copy.
- Replace the text with your own pin title and adjust colours if needed.
- Replace the background photo by moving the overlay to the side and selecting a new photo from the Canva photo library.
- Replace the background video by moving the transparent overlay and deleting the existing video. Now select a new video from the Canva video library and drag it into your design. Resize if needed.
- Save your pin with keywords in the file name.
- Download your file and upload it to Pinterest.

HERE ARE YOUR PIN TEMPLATE LINKS

PIN TEMPLATE 1
PIN TEMPLATE 2
PIN TEMPLATE 3
PIN TEMPLATE 4
PIN TEMPLATE 5
PIN TEMPLATE 6
PIN TEMPLATE 7
PIN TEMPLATE 8
PIN TEMPLATE 9
PIN TEMPLATE 10
PIN TEMPLATE 11
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