

A Companion Booklet To The  
Make-Sell-Grow Video Series

# GETTING MASSIVE TRAFFIC FROM PINTEREST

Use the 20/20 audit to  
ensure your website is  
Pinterest friendly so you  
can drive massive traffic

**Jason Miles**

Best-selling author and Adjunct Professor of  
Online Marketing at Northwest University

**A note from the author:** This booklet is a transcription of a video presentation. Therefore, the writing style reflects spoken, rather than written, presentation mannerisms. While that may be frustrating, it is the simplest way to share this information with you weekly.

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Getting Massive Traffic From Pinterest

By Jason G. Miles

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Liberty Jane Media  
P.O. Box 8052  
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Hey, everybody, this is Jason Miles and I am the bestselling author of Pinterest Power and I wanna give you my best tip today for Pinterest.

A lot of people ask me like, "How do you get started? What do you do?"

And if I could boil it all down and just give you one thing that you could do, if you just had time to just do one thing that would really help you have massive results from Pinterest, that's what I want to share with you today.

And it's a funny little tip and most people when I say it to them are kind of taken aback and they ask like, "What are you talking about?" But it's really the most critical thing you can do to ensure that Pinterest works great for your website.

And so the tip that I always give people is: Don't even start on Pinterest, don't worry about working in Pinterest when you're getting started. Go to your website and make sure your website is what I call 'Pinterest friendly'. The way I suggest people make their website Pinterest friendly is by doing something I call the 20-20 audit.

Just simply look at the top posts or pages, or if it's an ecommerce site, the top product pages on your site. In other words, what pages get the most traffic already, what products do you sell the most of already. Make sure those pages have five to six, and that's a arbitrary number, but a good number of high quality photos.

And I know it sounds like a no-brainer if you already have this set up, but surprisingly there are still a lot of websites that when you go to them as a Pinterest user and you wanna pin something from that website there is literally no image available or no video available to be pinned from that website.

What happens in that case is the Pinterest user will move on. So they wanted to, in essence, bookmark your page and share it with all their friends in Pinterest and they couldn't do that because there

was no image or video that was pinnable.

The 80-20 rule applies here. The 80-20 rule says that 80% of your sales or 80% of your traffic will result from the top 20% of your pages or your products. So you wanna take advantage of that. It's an amazing law of nature you could say. And so this 20-20 audit is your way to do that.

Now the other reason I like to call the 20-20 audit is because it gets you thinking properly and viewing your opportunity properly on Pinterest. So sort of a 20-20 vision idea.

Because the reality is, for Pinterest to work well for you as a ecommerce seller, whether you sell on your own website or Etsy, Amazon, the thing that you wanna focus on is the Pinterest user experience when they encounter your goods or services and are you setting them up to be a successful Pinterest user, as they engage your product or your website. And so the way you do that is have those five to six images available for them to share.

Now if you want to get even more sophisticated, you can use images with a copy overlay on them. So images that have, for example, a product name on them, if it's a blog post or article, have images that I call it a sort of an advertorial-type image where you've got the description of the post or page and what's on it. What people are gonna find on it right on top of an image.

So for example your post might be a blog article about 10 tips for using Pinterest where you'll have an image on that blog article and it will say "10 tips for using Pinterest".

Now, when you do this a lot and you go round the Internet you'll see this frequently done everywhere. So the only question is whether you're doing it because there is no question about whether it's the right strategy or not. It is the right strategy and so the only question is whether you're implementing it or not.

The purpose behind all of this, the reason behind it is because Pinterest has become the fourth highest source of traffic on the

internet.

So there are four sources of traffic that are at the top right now and the number one is of course Google organic search. So people go to Google, they type in a topic and they get results and then they click through the top two or three results to websites. That's the number one source of referral traffic on the Internet.

The second best source of referral traffic on the internet is when people already know the domain they wanna visit and they just type it right in to the browser.

And then the third best source of traffic is Facebook. Right, and Facebook refer something like 16% of all the traffic on the Internet, and of course that's just this massive, massive opportunity for you.

But the fourth best source of traffic is Pinterest. So there is no way you can avoid it as a seller online whether you're blogging, an ecommerce person, you're trying to get attention or traffic to your product, to your artwork, whatever it is, Pinterest is got to be part of the equation.

So that's my number one tip for anybody who is even thinking about "How do I approach Pinterest?" It's - start with your own website, make sure that it's Pinterest friendly and do it by conducting this 20-20 audit and if you do that I think Pinterest will serve you really, really well.

I think what will happen is you'll start to be startled by the amount of traffic that starts to come your way and the results that will come from it. It's been huge for our business and so many people I've talked to as I did the book Pinterest Power, their story was the same over and over and over again. And that story was "the traffic from Pinterest revolutionized our business".

So hopefully, this helps you today. And if you implement this, I hope you see a lot of success in your online selling. So thanks so much and have a great day.