



Building Your First Pinterest Board from Scratch

By Ms. Ileane

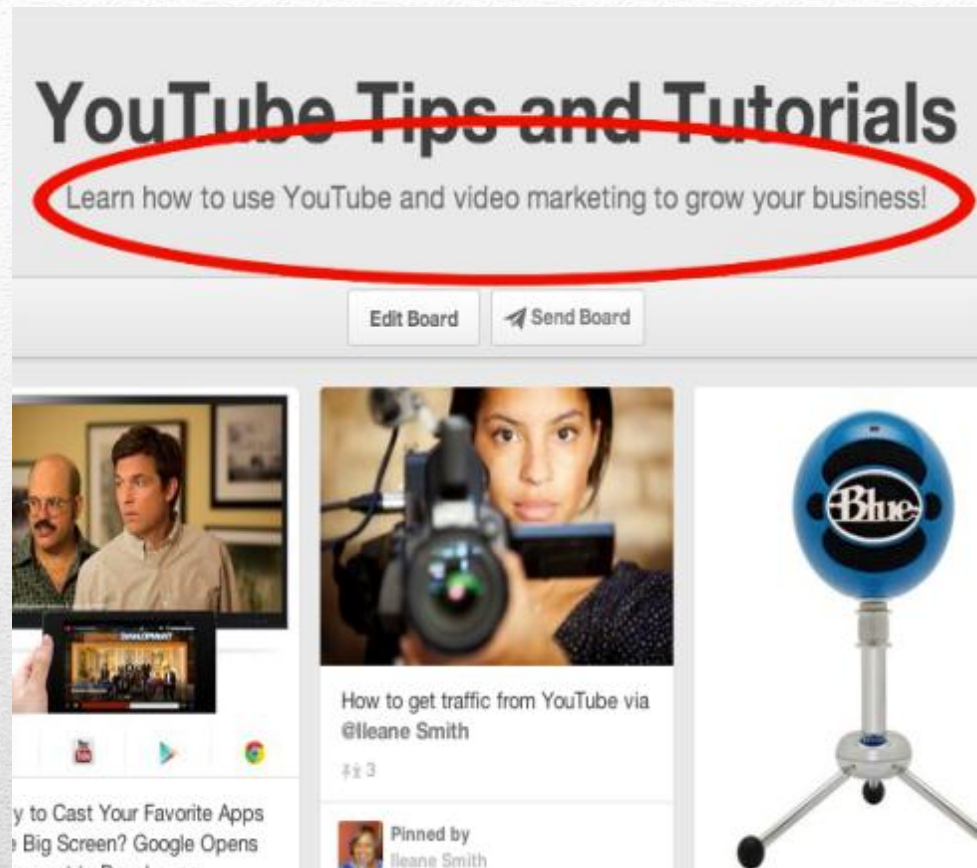
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Getting started with Pinterest can be a lot of fun, but once you get started you'll find that it can send some serious traffic back to your blog. Follow these practical tips for creating a winning Pinterest strategy that will grow your following and send valuable traffic that converts. Creating your own board is an awesome way to start. Here are:

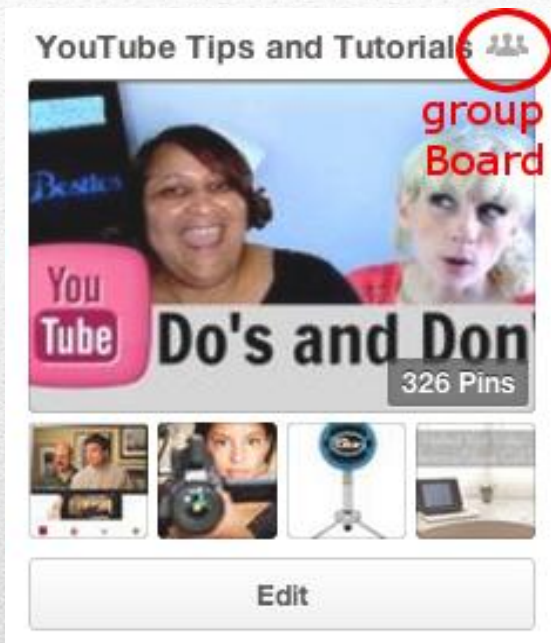
Five Things to Consider Before Creating a Pinterest Board

Decide on a goal for your board and use your main keywords in the description. Optimize your board's description with compelling copy so it can be found in search. Set an expectation and let people know what they'll find on your board. Invite them to follow you and your board.



1) Add Your Board Description

Group Board



Solo Board



2) Choose a Group Board or Solo Board

Group boards can gain traction quickly and help grow your fan base, but it's ok to make the board a solo effort if you want. The beauty of this is you can always make one of each.

Pinterest Tips for Bloggers 👥



Edit

Put your best foot forward! You might want to design a custom image to serve as your board cover and I've even seen some people use similar images for all of their boards. I tend to shy away from doing this because it starts to look boring and people come to Pinterest to find images that are **visually stimulating** -- not uniform. Either way, be sure to use an attractive image for your board cover. Pick one that's inviting, speaks to theme of the board.

3) Chose a Cover Image for Your Board

I like to start off by making the board secret until I have at least 10 - 20 pins on the board. Start off by pinning other people's content. Keep in mind you can't move things around on the board, so don't put too many of your own images at the bottom.

Pin one or two of your own at the top before you make the board public. This is also a good time to invite your friends if you decide to make a group board.

You can make a **secret board** public at any time but once you make it public, you can't go back!



4) Decide if Your Board Will be Secret or Public



Find the best times to pin using [TailWindApp](#). Create a secret board to save pins so that you can pin them when you're more likely to get repins.

5) Get RePins

Sign Up for more Pinterest tips!



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Expand Your Reach!



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out in today's noisy
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