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How High Quality Images are beneficial for promoting your site on Pinterest? by [Reetika](#)

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A recent report showed that Pinterest is now the third largest social media site based on the number of site visits in March 2012. Facebook maintains its huge lead with 7 billion visits, Twitter received 182 million, Pinterest received 104 million, and LinkedIn received 86 million. Launched in 2010 with a small beta test, the growth of Pinterest has been remarkable.

It is a social media site built around the concept of sharing photos. The users can "pin" images to their boards for sharing with other users. With a primarily female audience, Pinterest is a popular place to share high resolution images for wedding planning, home redecorating, recipes, vacation destinations, and books.

Here's how to get started with Pinterest:

1. Apply for an account. Pinterest still operates under invitation only, though this is a minor technicality and after one submits his request for an account, one can expect confirmation within a day or two.
2. Create your pin boards. When defining one's boards, consider what would be of interest to one's target audience. A person can and should have multiple boards with various themes such as books one love, photos from events, featured products, inspiring places one wants to visit, products one love, client success stories, etc. For ideas, one can surf around the Pinterest site to see what others are doing with their boards.
3. Name your boards. A person doesn't have to use the default board titles that Pinterest suggests. Instead, rename the boards with descriptive, keyword-rich titles that will help Pinterest users find your content.
4. Download the Pin It button. Pinterest makes it easy to share content by allowing one to download a handy button to add to the toolbar on one's web browser. This makes it easy to pin interesting content to one's boards.
5. Start pinning content. One of the great benefits of pinning images to Pinterest is that a link is automatically included back to the source of the pinned image. So if one pins a book from Amazon, a link will be added back to the book's page on Amazon. The same is true when one pins images from one's own website or blog and one should do so regularly. By pinning each new blog post, a person adds links back to one's blog, which can lead to increased traffic. Note that one can also add descriptions to each image that one pins to one's board so be sure to include a descriptive title. One can even include an additional website link if one wants to, which can also contribute to improved search engine optimization for one's website since Pinterest currently allows Google to follow those links.
6. Build your audience. You can cross-promote your Pinterest presence with other social networks by regularly sharing links to your boards. You can also incorporate Pinterest with your Twitter and personal Facebook accounts to automatically share your new pins there.
7. Engage on Pinterest. Spend some time visiting Pinterest boards by other users where you can choose to follow a user, leave a comment on an image, like their pinned image, or repin their images to one of your boards. As with all of the other social networks, the more you participate, the

better results you will see as other Pinterest users begin to return the favor.

8. Add a Pin it button to your site. To encourage website visitors to share your content on Pinterest, install a Pin it button across all pages and blog posts on your website. WordPress users can easily install the Pinterest Pin It button plug-in.

9. Get creative with the pins. It is important to pay attention to the content one comes across online and pin interesting articles, news, info graphics, or products to a board on your site. As long as the content appeals to your target audience, anything goes. It will be a surprise to discover how many others will begin to engage with you, visit your website, and repin your content as a result.

10. Mix up your strategy. Avoid making Pinterest all about selling your products or services. Make sure to include interesting content that provides value for your target audience.

So what exactly is Pinterest? To put it simply itâ€™s a virtual pin board, no not the type you have on the fridge, but letâ€™s say something like the fashion industry where youâ€™re a designer and you want to get your new range out there or youâ€™re an artist, photographer with stunning new work, itâ€™s the perfect place for advertising images.

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