The Pinterest Loophole

By Francis Murray

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Introduction

I will keep this short and sweet…

My name is Francis Murray. I will not bore you with an 8 page back story or biography. Please know that I'm like you. I'm an Internet Marketer and I realize, as an IM'er, that you need traffic.

Enough Intro!

You have entered the "NO Fluff" Zone! Let's get started building traffic FREE from Pinterest.com

What the course is not...

- I will NOT be showing you how to get a large following on Pinterest. (Honestly, you don't need it.)

- I will NOT be showing you how to create an Info Graphic.

- I will NOT be telling you to pay for likes, followers or re-pins.

- I will NOT being showing any of the other nonsense out there about Pinterest

- I will NOT be teaching you how to use automated software to perform any blackhat method to get traffic.

Caution: This is NOT the only strategy that can be used for getting Pinterest Traffic. This method of traffic generation is extremely easy to do and totally whitehat.

The above techniques you can learn in other courses. That stuff is fairly basic.

What I will be showing you continues to work for me now, so this is not some outdated theory…

… is an extremely effective to work with the search engines, primarily Google to get as much free traffic as you want.

… is a way to target certain keywords to help you leverage Google in combination with Pinterest to get your "boards" on the first page of Google.

Let me show you a video of me logging into my Google analytics account and showing you live stats. Click Here.

This is a just ONE of the niche sites that I have. I have a few ;-) The screen shot below was taken August 14th 2012.

I started the site in April 2012. I average over 450 unique visitors a day.
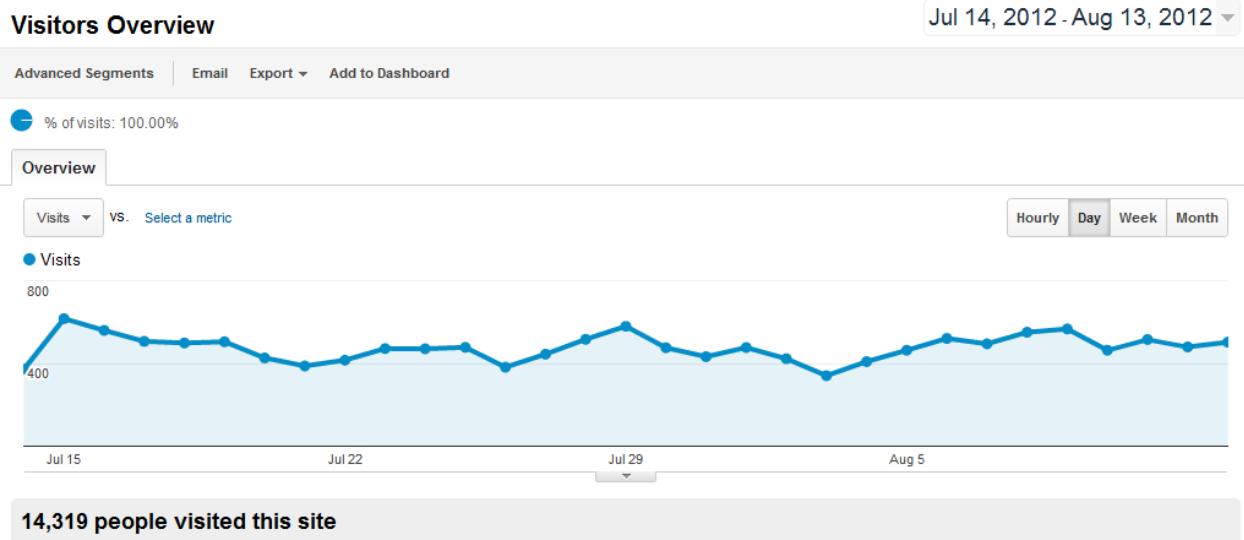
Finding Keywords to Target

I will assume that you have a niche in mind. If you don't have any idea for a niche, go to amazon.com or clickbank.com for ideas. After you have a niche in mind, you need to find the best keyword to use first.

Determining the best keywords to use…

Step 1 – After deciding on a niche, go to Google.com and type in the best keyword that describes your niche.

Step 2 – Copy the URL of the top 10 Sites for the search results. These will represent the top sites in your general niche. Ignore any duplicates websites, so it is possible to have as fewer than 10 sites. That is OK.

Step 3 - You will need to go to Google's keyword tool and 'copy and paste' one of the top 10 Sites* that you gathered. Download the keyword
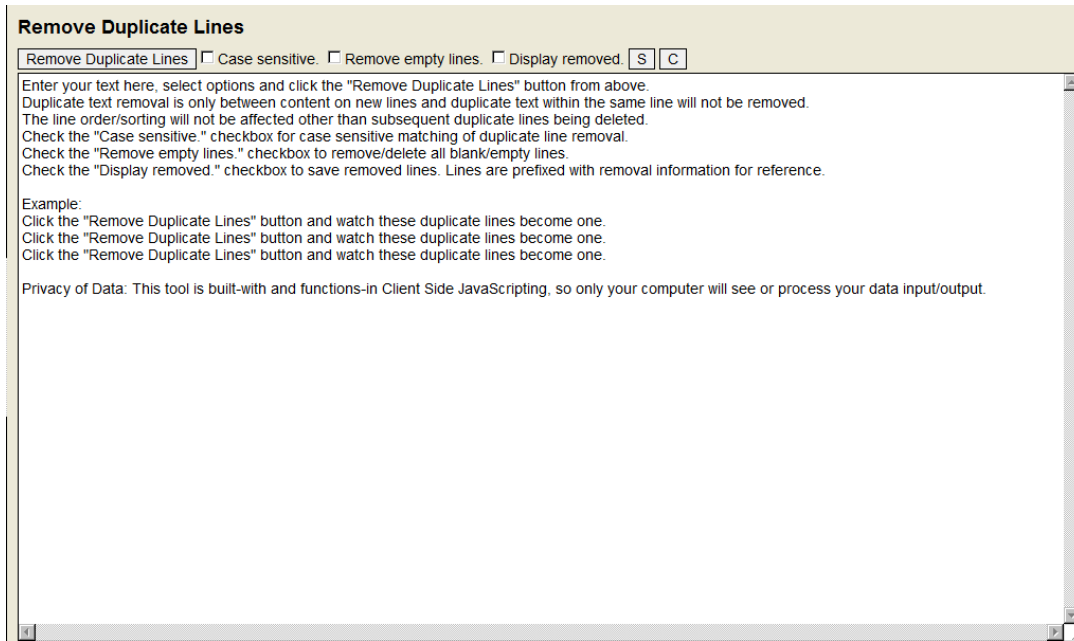
Step 4 – Repeat step 3 until you have 10* different keyword lists.

* You will have fewer if there were duplicates in the top 10 list.

Step 5 – Filter out all duplicate Keywords. You can quickly do this by using this free resource: Remove Duplicate Lines. This is a great little website. All you have to do is 'copy & paste' all the keywords that you collected into the huge text box, and then push the "Remove Duplicate Lines" button at the top of the text box.

By doing this method, you will net around 500 to 850 keywords that top 10 are trying to target OR that they rank for accidently. Honestly, this is a goldmine of information.

Below is a screen of the site.

Remove Duplicate Lines

Remove Duplicate Lines | ☐ Case sensitive. ☐ Remove empty lines. ☐ Display removed. | S | C |

Enter your text here, select options and click the "Remove Duplicate Lines" button from above.
Duplicate text removal is only between content on new lines and duplicate text within the same line will not be removed.
The line order/sorting will not be affected other than subsequent duplicate lines being deleted.
Check the "Case sensitive." checkbox for case sensitive matching of duplicate line removal.
Check the "Remove empty lines." checkbox to remove/delete all blank/empty lines.
Check the "Display removed." checkbox to save removed lines. Lines are prefixed with removal information for reference.

Example:
Click the "Remove Duplicate Lines" button and watch these duplicate lines become one.
Click the "Remove Duplicate Lines" button and watch these duplicate lines become one.
Click the "Remove Duplicate Lines" button and watch these duplicate lines become one.

Privacy of Data: This tool is built-with and functions-in Client Side JavaScripting, so only your computer will see or process your data input/output.

Click here for a video showing you the complete process.

Step 6 – "Select All" then 'copy & paste' the filtered keywords into a text file and save that file.

You are going to filter these keywords once again. You will start that process in a few minutes.

Download a free program called "Free Monitor for Google" This program is a marketers dream. This is the program that will allow you to find the first set of loophole you are going to exploit. Click on the link above, once you do you will be brought to a page that looks like this…

Click on the "Download" button.

Then click on the file, a window will popup…
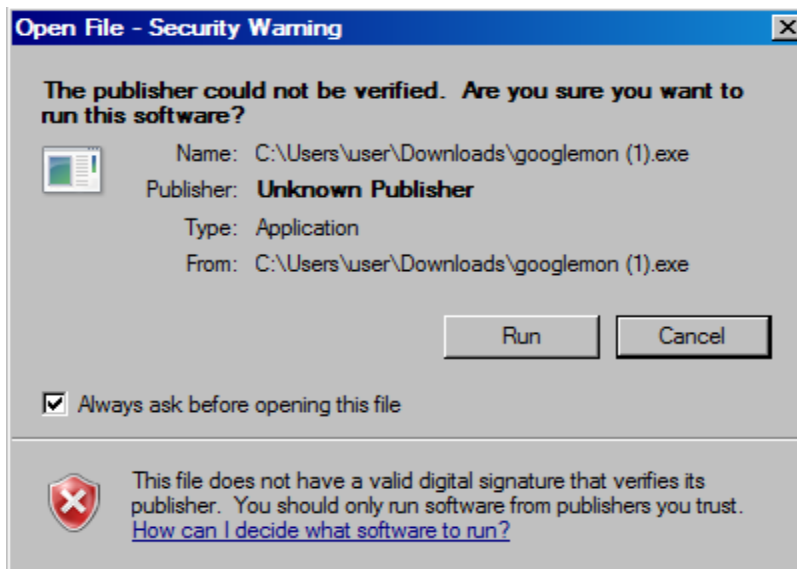
Now click on the "Run" button. The software will set itself up.

Ok, here are the three steps

Step 1 – Click on the "+" Icon and input "pinterest.com" (without the quotes).

Step 2 – Click on the "Keyword" icon, use the import button to import your keyword text file.

Step 3 – Click on the "Search" icon button, the program will begin to search for Pinterest loopholes to exploit.

Click Here for the video showing you the process.

By completing these steps you have list of keywords that you can exploit using Pinterest.com

Search Numbers

Now that you have your keywords, you need to know the level of searches that those keywords command.

Personally, I'm of the opinion that any traffic that you can get with minimum effort is worth getting. That being said, I like to use 100 searches per month as a minimum.

There are two ways of finding out what the estimated traffic for a keyword. First we will talk about the manual way of doing this. You will need to go back to Google's keyword tool.

The next graphic explains exactly what you need to do…

Click Here for a video showing you the process…

The Automatic way for finding search volumes is a snap. There is an extra advantage of doing it the automatic way too. You will also see how backlinks (approximately) that you will need take over the position that you are seeking.

We are going to use Market Samurai. **You will only need the demo version to use this method.** Full disclosure, this is an affiliate link. I highly recommend Market Samurai as one of your SEO tools. It is the best that I use for what it does, and I use it heavily. The download link is HERE.
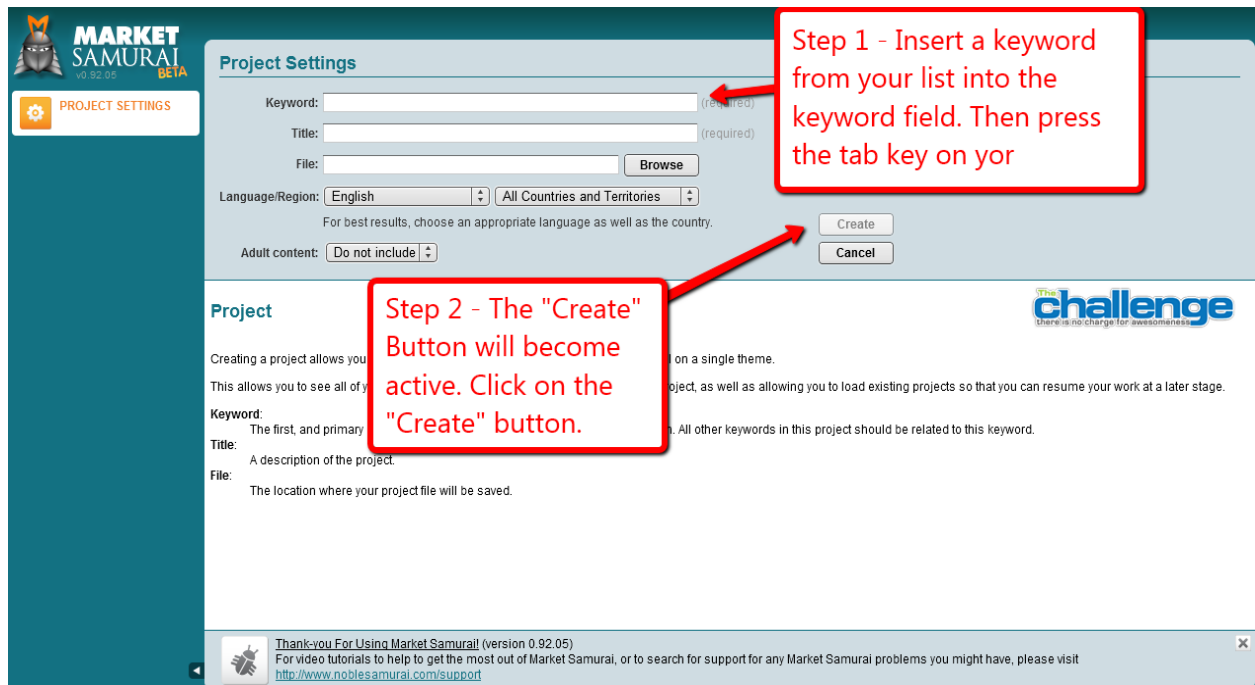
After you have downloaded the program, I'm going to walk you through the process of finding out the searches & the backlinks data that you need to be successful with this keyword loophole course.
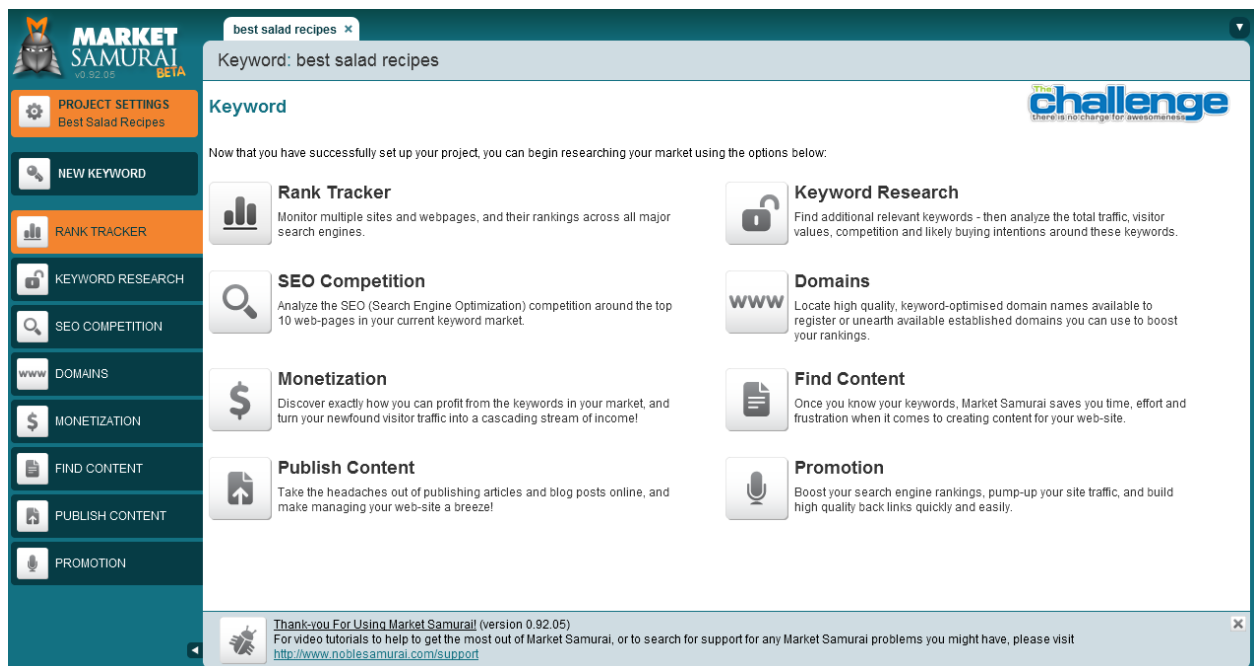
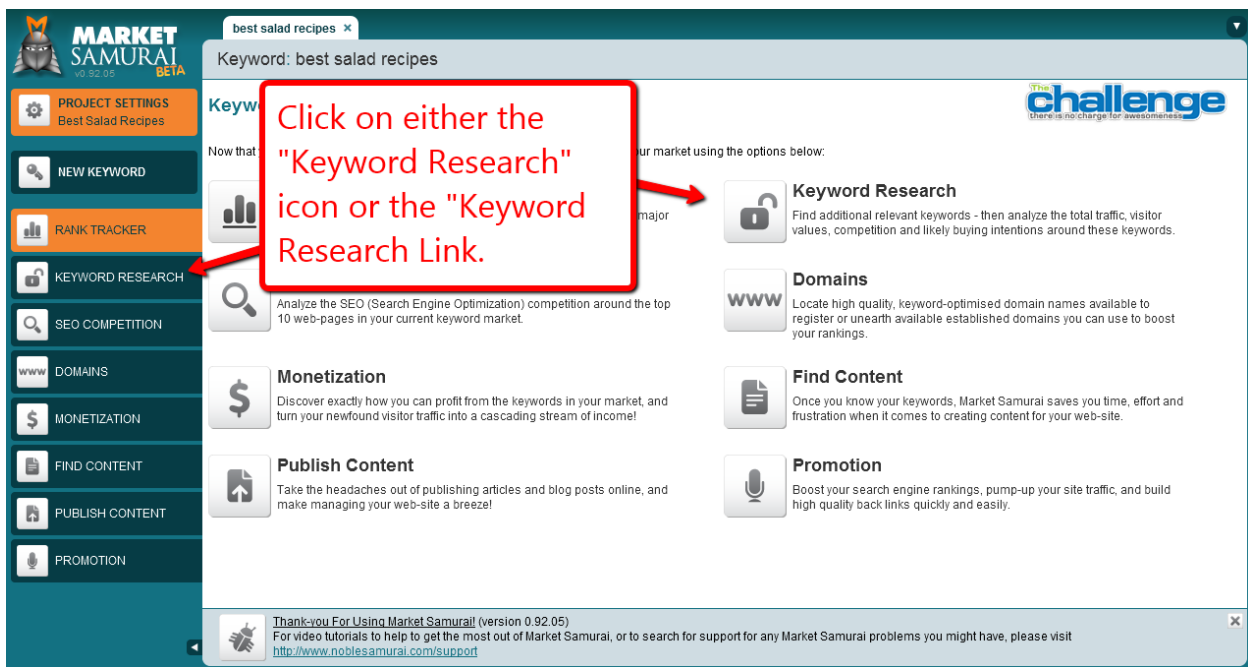Open the Market Samurai.

You will come to a dashboard type screen…

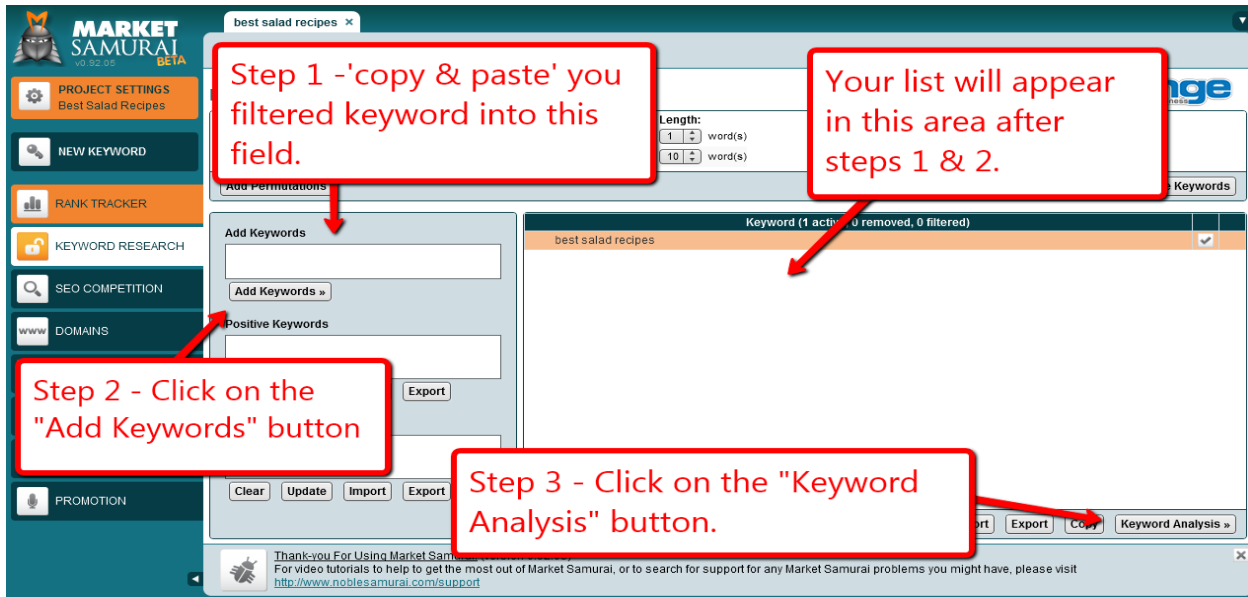Click on the "New Project" button. You will be shown the following screen…

You will come to a screen that looks like this…

There looks like a lot going on here, but if you follow these next set of instructions you will get an absolute goldmine of information.

Click on either the "Keyword Research" icon or the "keyword research" link.

Step 1 – 'copy & paste' your filtered keyword list into the "Add Keywords" field.

Step 2 – Click on the "Add Keywords" button

Step 3 – Click on the "Keyword Analysis" button.

After you have completed these steps you will be brought to this screen…

Click Here for the video showing you how to do the process using Market Samurai.

Click Here for an extra Bonus Video of an awesome feature for Market Samurai.

Getting Started With Pinterest

You will need a Pinterest Account. [Signup Now](). The screen will look like the one in the illustration below. (If you need an invite Email me at FranAffiliate@gmail.com)

Fill the form out then click on the "Create Account" button at the bottom of the page. It will look like this…
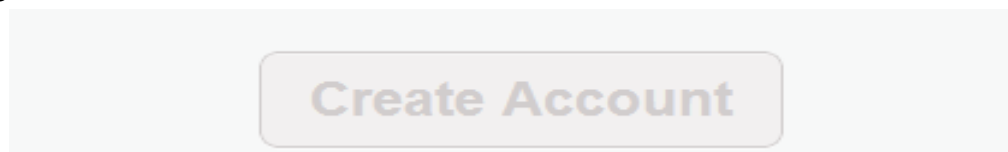
Once you sign up, create the "boards" for the keywords that you want to target. Follow the process below….

I'll start with the login screen...

Login via Facebook

Login is Twitter

You can use the email & password that you signed up with to login.

Once you login click on the "Add +" button on the top right part of the screen.

Click on the "Add +" button
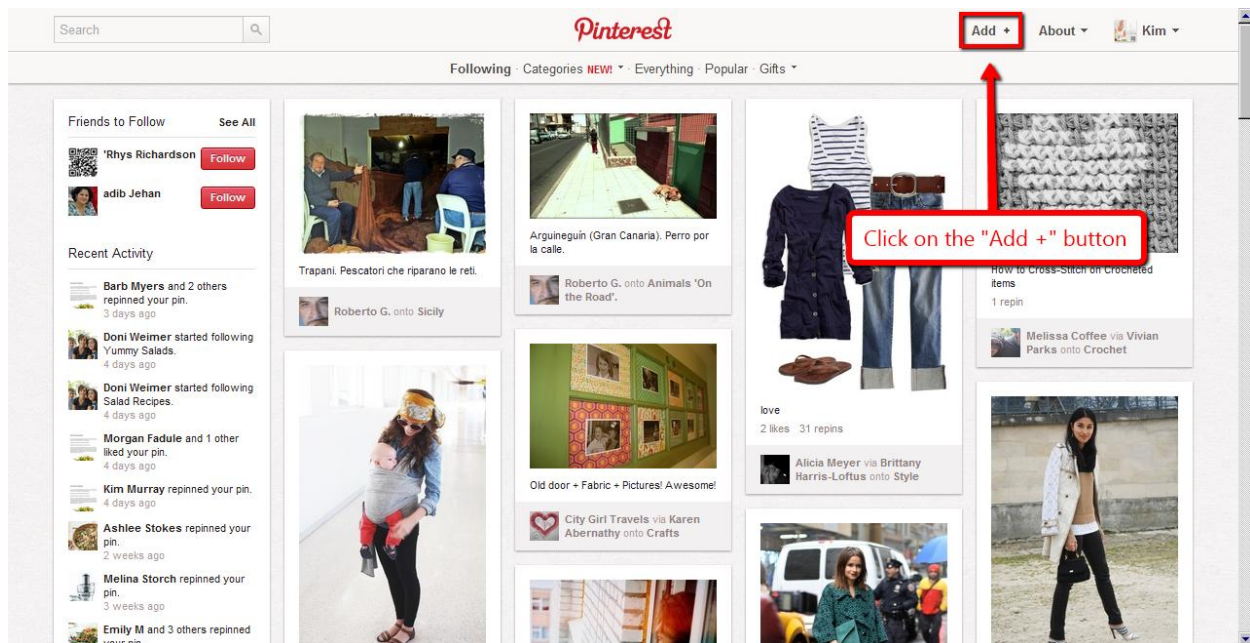
Adding Pinterest Boards

The following pop-up will appear…

Click on the "Create a Board" link.
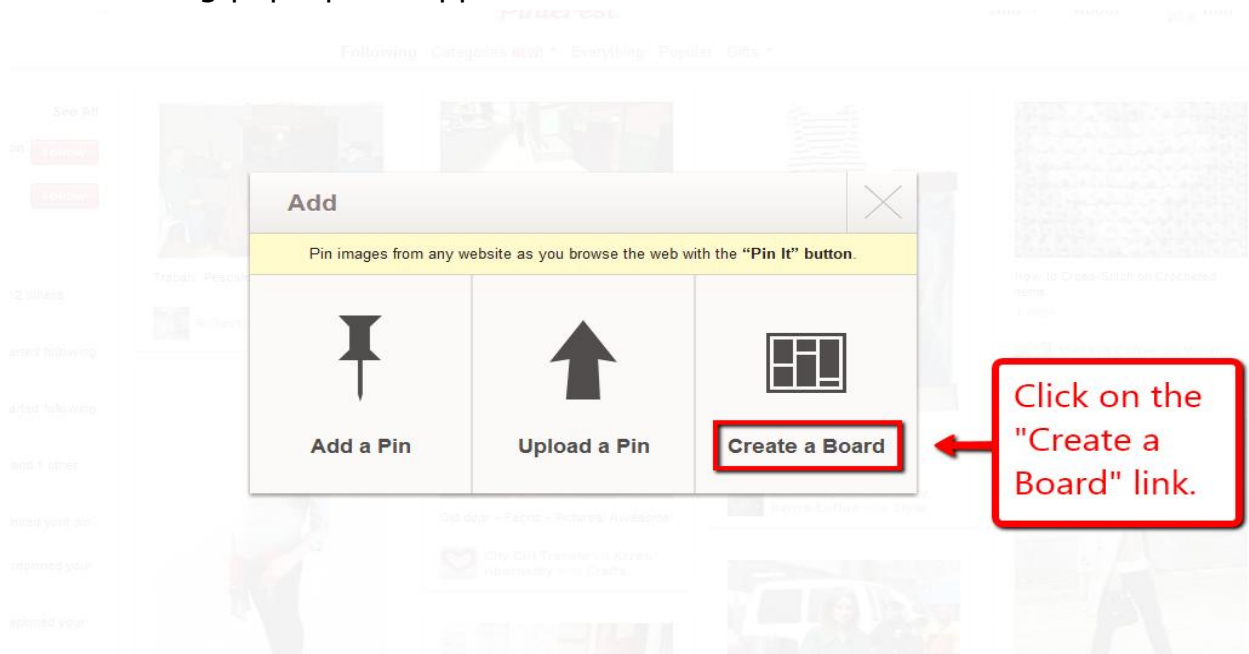
You will be brought to a page where you actually make the "board".

Step 1 - Insert one of your loophole keywords in the "Board Name" field.

Step 2 - Click on the "Select a Category" drop down menu and select a revlevant category.

Step 3 - Click on the "Create Board" buton.
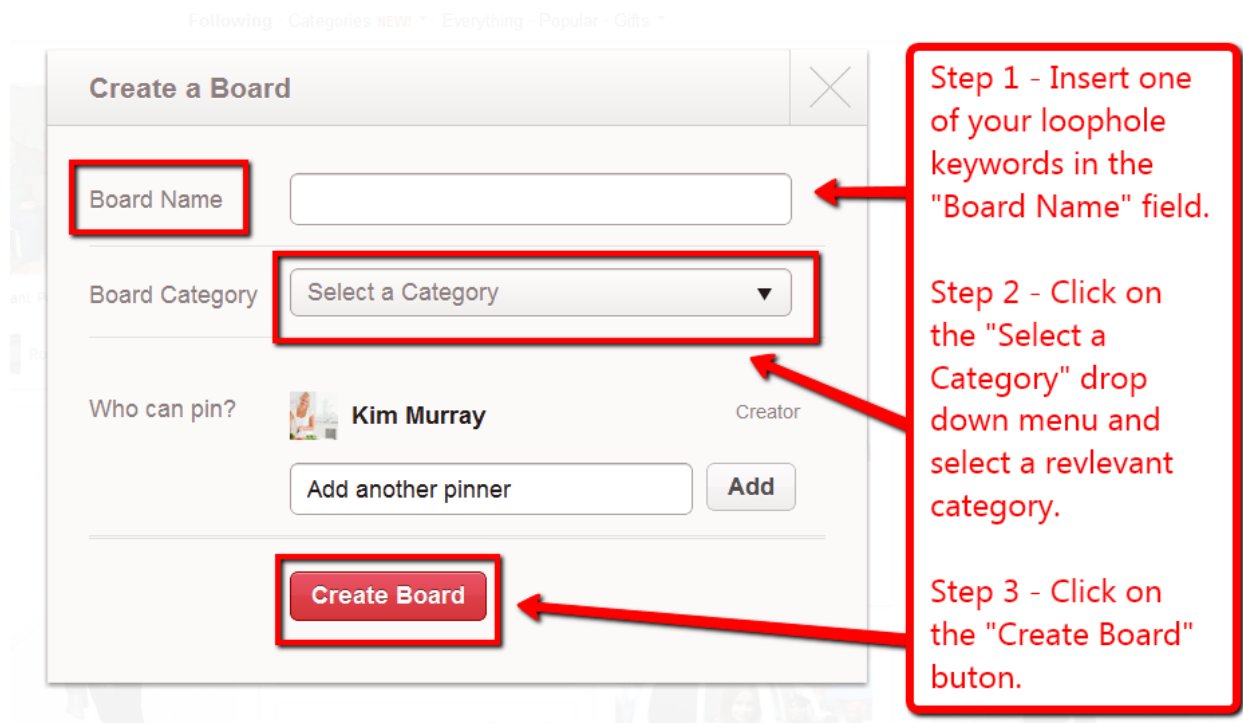
Follow the steps in the graphic above. You will need to repeat the process for all the loophole keywords that you are going to target.
After you have made all of your boards, there are a few steps that you will want to do…

First, you want to use the "Edit Board" button (illustrated below).

Now you will need to edit your "Board", the illustration below will help you do that…
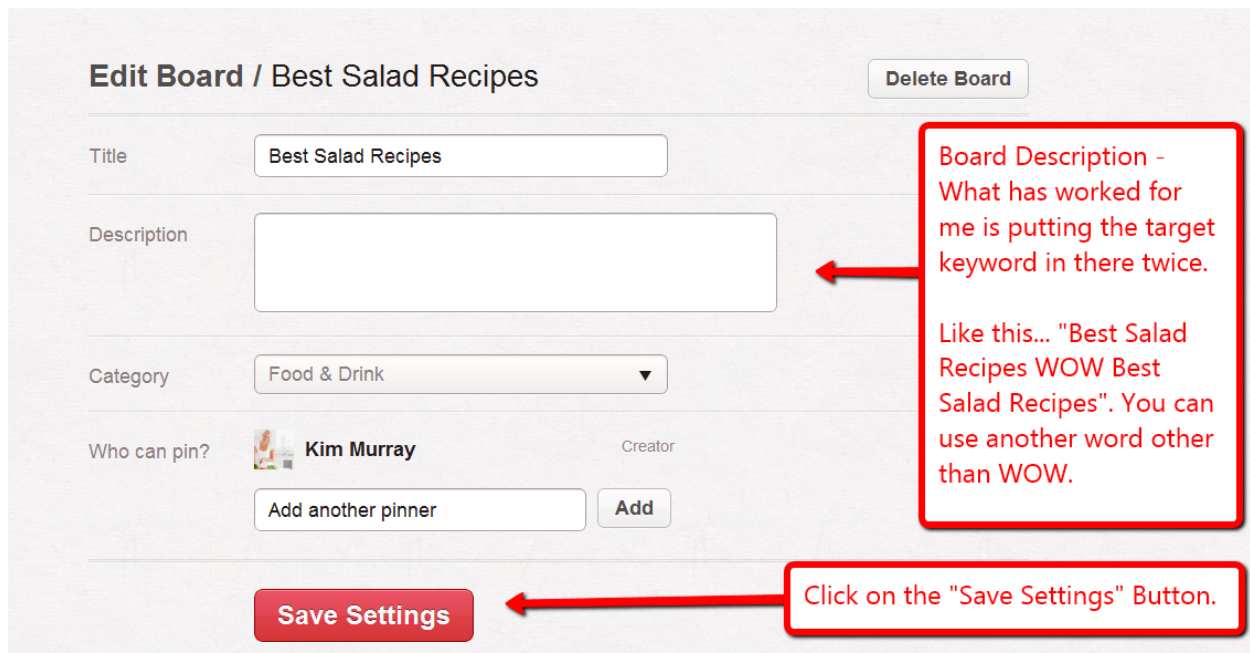
Click here for the video showing you how to create a "board" on Pinterest.

Adding Awesome Pins

Now you need to add some pins, I recommend that you add at least 5 pins. I'm going to show you the best way to add your pins.

To add a pin, you need to first need to click on the "Add +" button again.

That familiar screen will show again, but instead of clicking on the "Create a Board" link, you need to click on the

NOTE: You will need to find at least 5 pictures that you can use for each of your boards. These images should be high resolution images. They should also be clean & attractive images. Preferably, the images should have desirability and that "invite the click".

Name your pictures by keyword. Like in this case Best-Salad-Recipes and Best-Salad-Recipes-1 and so on…
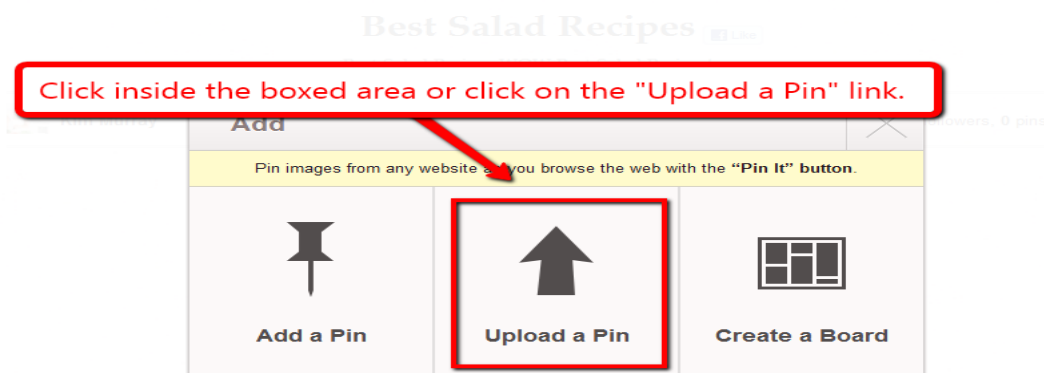
The next screen will appear.

Click on the "Choose File" and search your computer for the pictures that you have gathered.

Upload a Pin

Choose File No file chosen
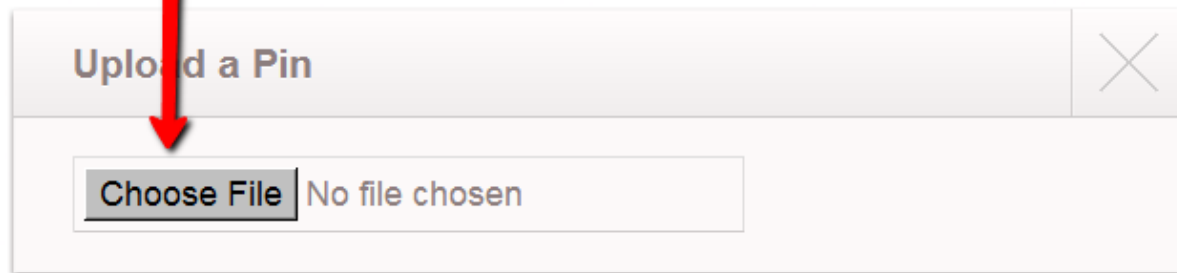
A window will appear (it may not look like the one shown), find and select the picture you want to use.

Select the image that you want to use, by clicking on it.

Then click on the "Open" button.
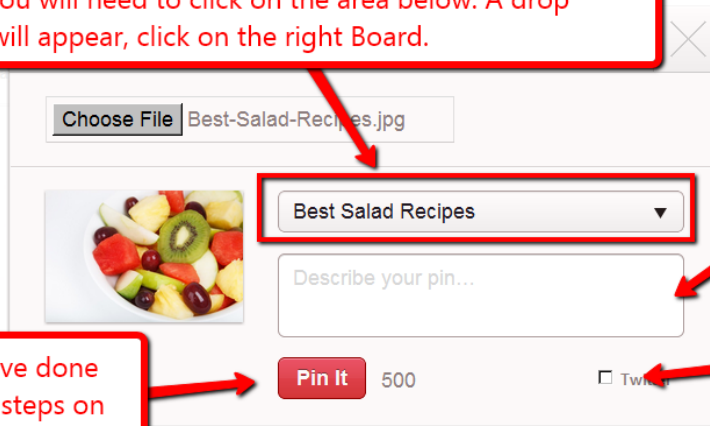
Now that you have selected the image that you want to use, you will need to follow the directions in the graphic below…

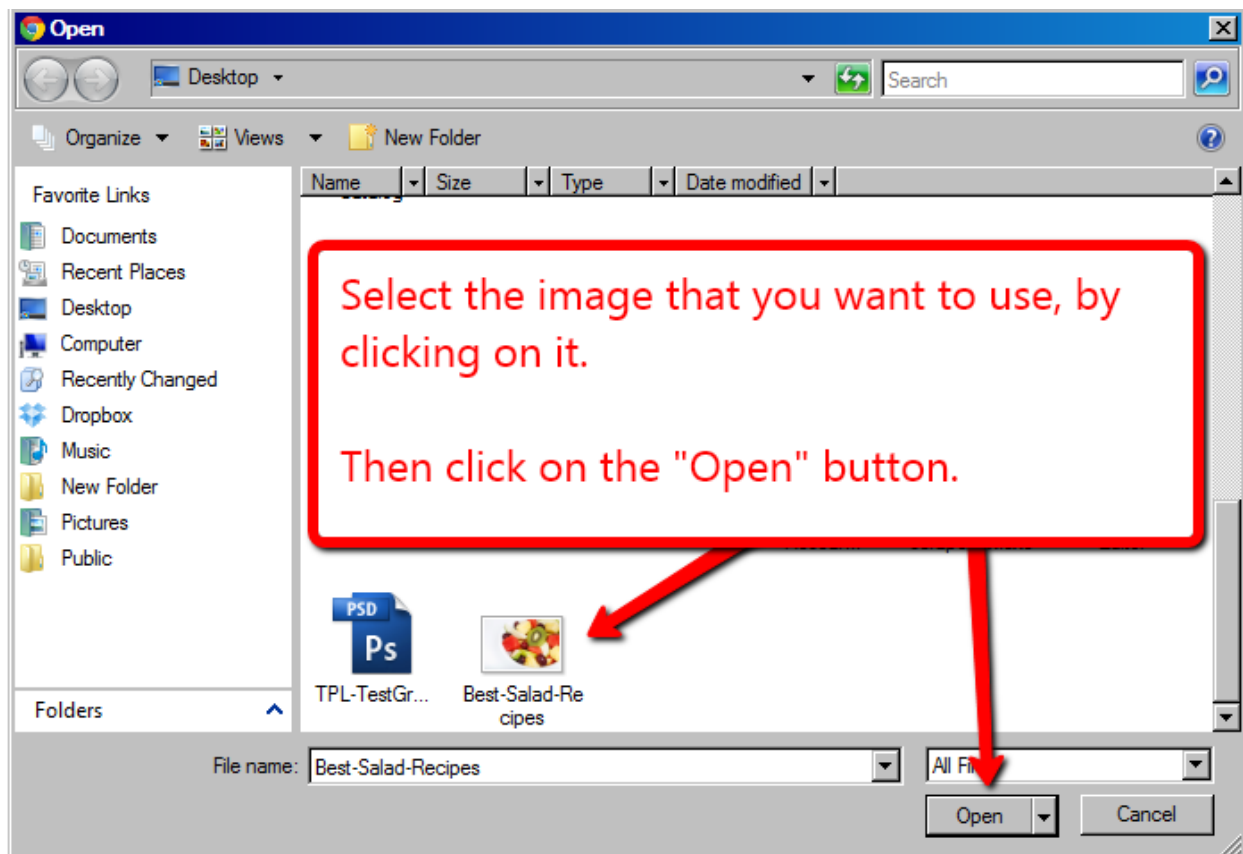**Step 1** - If this is the first time on Pinterest, then the board that you just created will be the default board. If this is not your first board, then you will need to click on the area below. A drop down menu will appear, click on the right Board.

Step 2 - Write a desrciption in the text field. Be sure include your target keyword.

Step 3 - (Optional) You can a post to twitter automatically if you check this box.

Once you have done all the other steps on this page, click on the "Pin It" button

Choose File Best-Salad-Recipes.jpg

Best Salad Recipes

Describe your pin…

Pin It   500   □ Twitter

[Click here] to see that video that shows you how to add a pin.

Backlinking to Your Pinterest Boards

Backlinking is a touchy subject for most people these days. Some believe there is no "clear cut" way of Backlinking. This is not true.

Step 1 - The first thing that you need to do is bookmark your board.

Here is a diagram of the linking strategy that will work for your Pinterest Boards…

By this time, you should know the number of backlinks for the competing Pinterest board. Use that information to your advantage.

Step 2 - I would then set up as many web 2.0 properties as needed to take over the position you are looking to get. These sites will host your content. The content does not need to be Pulitzer Prize winning material.
Make sure to link to your Pinterest board with an anchor text.

Unadvertised Bonus – [Click Here](#) for a list of web 2.0 properties that are PR 9 to PR 2. There are more than 80 sites on this list.

Tip 1: I recommend that you aim for at least 10 Backlinks if you are competing against ZERO backlinks.

Tip 2: I recommend that you aim for at least 3 to 4 times the number of backlinks against sites that have some backlinks.

This idea of Pinterest SEO is new to people, most of the time there will be no backlinks.

Step 3 – Bookmark and Ping All of your Web 2.0 properties.

That should be enough Backlinking.

That is "The Pinterest Loophole". I hope you have enjoyed this guide.

All support questions will be answered via this email.
Franaffiliate@gmail.com

I wish you all the success with this SEO strategy. I have used this method to generate tons of targeted traffic to my site.

Take Care,
Francis

Frequently Asked Questions Section

Question: Is this method effective when using keywords that do not have a loophole?

Answer: Yes & No. It depends on the overall competition of the top 10 sites in Google. The softer the competition, it is more likely that you can rank your Pinterest Boards on the top 10 of Google.

I will add more FAQ's to this guide in time as more questions arise. I will send you an updated copy when I update this edition.

Resources Section

Bonus Content

Click Here for an extra Bonus Video of an awesome feature for Market Samurai.

Use Market Samurai. **You will only need the demo version to use the keyword method in this ebook.** Full disclosure, this is an affiliate link. I highly recommend Market Samurai as one of your SEO tools. It is the best that I use for what it does, and I use it heavily. The download link is HERE.

Free Pinterest Graphics Donated by Ely Shemer – Click Here for Direct Download.