

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What I will be showing you continues to work for me now, so this is not some outdated theory...

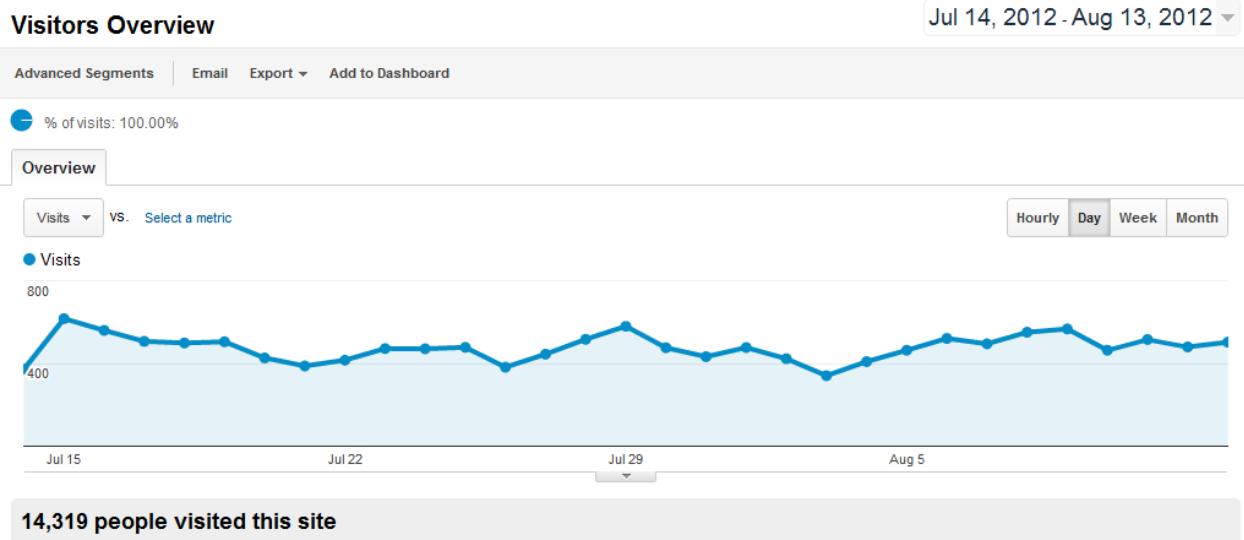
... is an extremely effective to work with the search engines, primarily Google to get as much free traffic as you want.

... 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 14<sup>th</sup> 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](http://amazon.com) or [clickbank.com](http://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](http://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 duplicate websites, so it is possible to have as few as 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

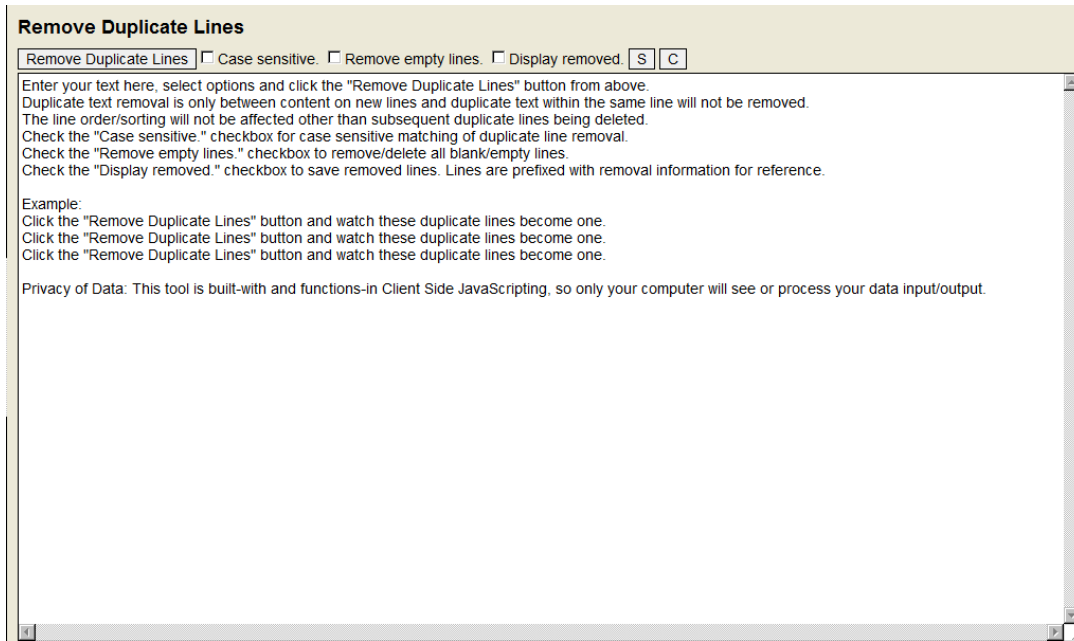
Step 4 – Repeat step 3 until you have 10\* different keyword lists.

\* 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 accidentally. Honestly, this is a goldmine of information.

Below is a screen of the site.



[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...



## Free Monitor for Google

### Free seo software for web ranking



Tracking your SEO efforts is crucial. Without it you simply cannot estimate how well you're doing and what should be your next step. Search engine rankings like litmus paper reflect every SEO action you take. And the main search engine nowadays is Google. Monitor your Google position with this 100% [free seo software](#)

Free Monitor for Google is a free search engine specialist and webmasters. With it, you can find out for popular keywords and get more traffic from Google. Monitor sends a query to Google and shows you the position of your keywords and also how well your competitors are doing and several lists of keywords.

Try it now, it is free!

 Like  585 likes. Sign Up to see what your friends like.

511

tweets

 retweet

 +1

120

#### Navigation

- [Overview](#)
- [Download](#)
- [Screenshots](#)
- [Review](#)
- [Help](#)

Click on the "Download" Button.

 Download

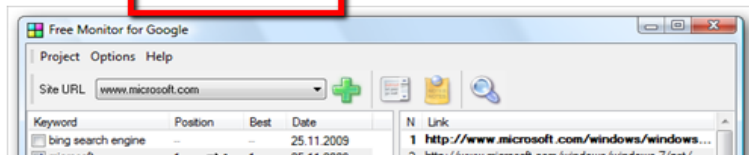
 More Info

**Size:**  
1.45 Mb

[Download Now](#)

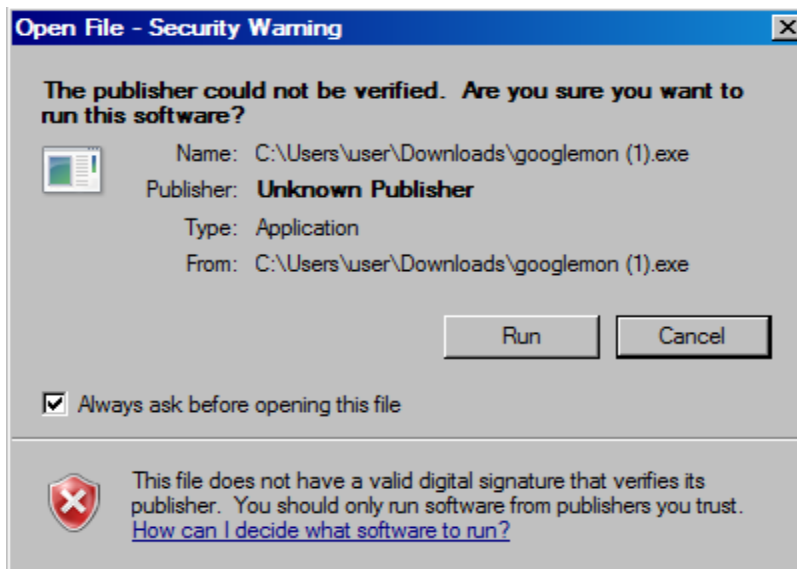
#### Links

- [SEO FAQ and Tutorial](#)
- [Website diagnosis](#)



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, then insert the following...  
pinterest.com**  
No "http://www." or "www." before the URL

**Step 2 - Click on the "Keyword" Icon. Use the import function to import your keyword list text file.**

**Step 3 - Click on the "Search" button. The program will begin to search for Pinterest loopholes.**

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...

The screenshot shows the Google Keyword Planner interface. Three red callout boxes with arrows point to specific elements:

- Step 1 - Paste in the filtered keywords that you discovered into this field.** Points to the "Word or phrase" input field containing "yummy salad recipes" and "yummy salads".
- Step 2 - Click on the "Search Button"** Points to the blue "Search" button.
- Step 3 - Note the "Global Monthly Searches". There are a ton of searches for these 4 keywords.** Points to the "Global Monthly Searches" column in the results table.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Ad Share	Google Search Network	Search Share	Approximate CPC (Search)	Local Search Trends	Extracted From Webpage
<input type="checkbox"/> best salad recipes	Low	40,500	27,100	-	-	-	\$0.77		-
<input type="checkbox"/> great salads	Low	40,500	27,100	-	-	-	\$0.79		-
<input type="checkbox"/> yummy salad recipes	Medium	1,600	720	-	-	-	\$0.84		-
<input type="checkbox"/> yummy salads	Low	3,600	1,900	-	-	-	\$0.67		-

[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.](#)

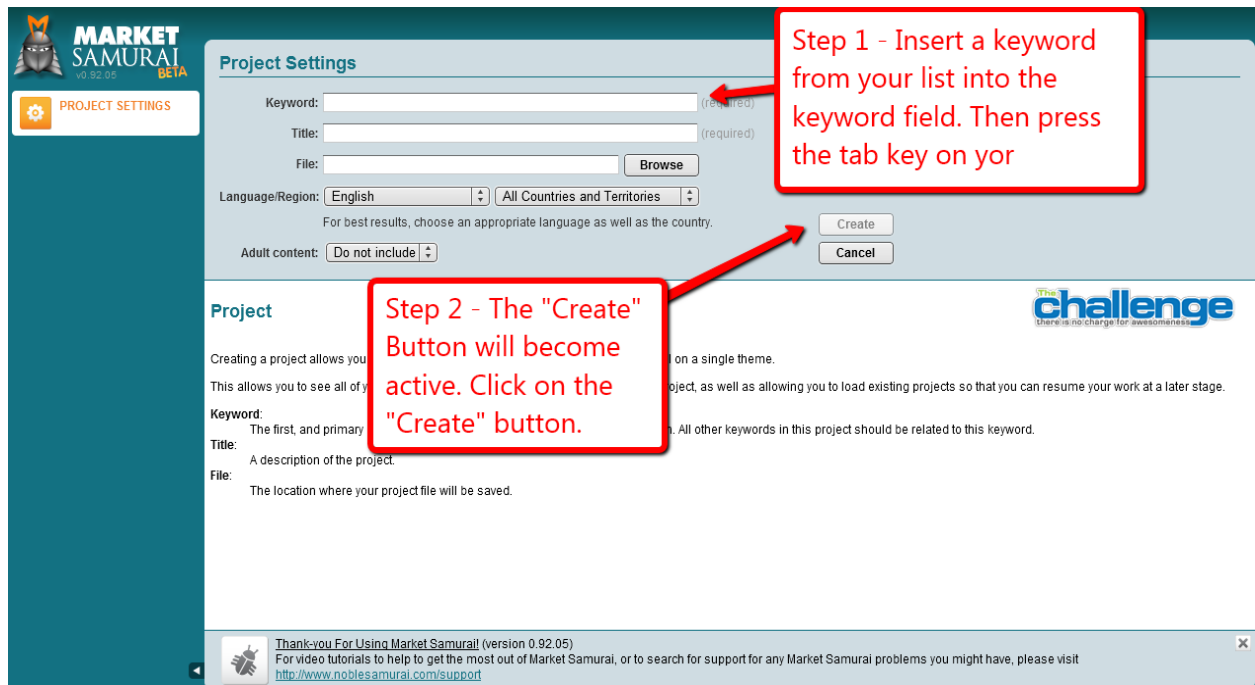
After you have downloaded the program, I'm going to walk you through the process of finding out the searches & the backlinks data that you need to be successful with this keyword loophole course.

Open the Market Samurai.

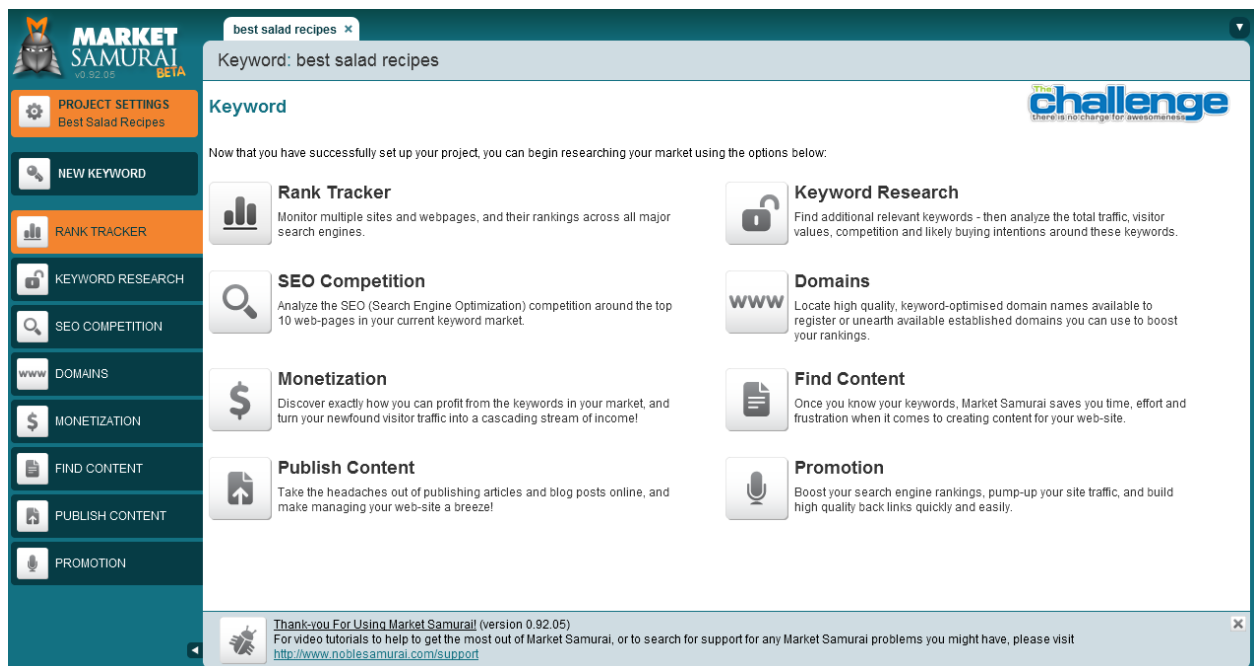
You will come to a dashboard type screen...



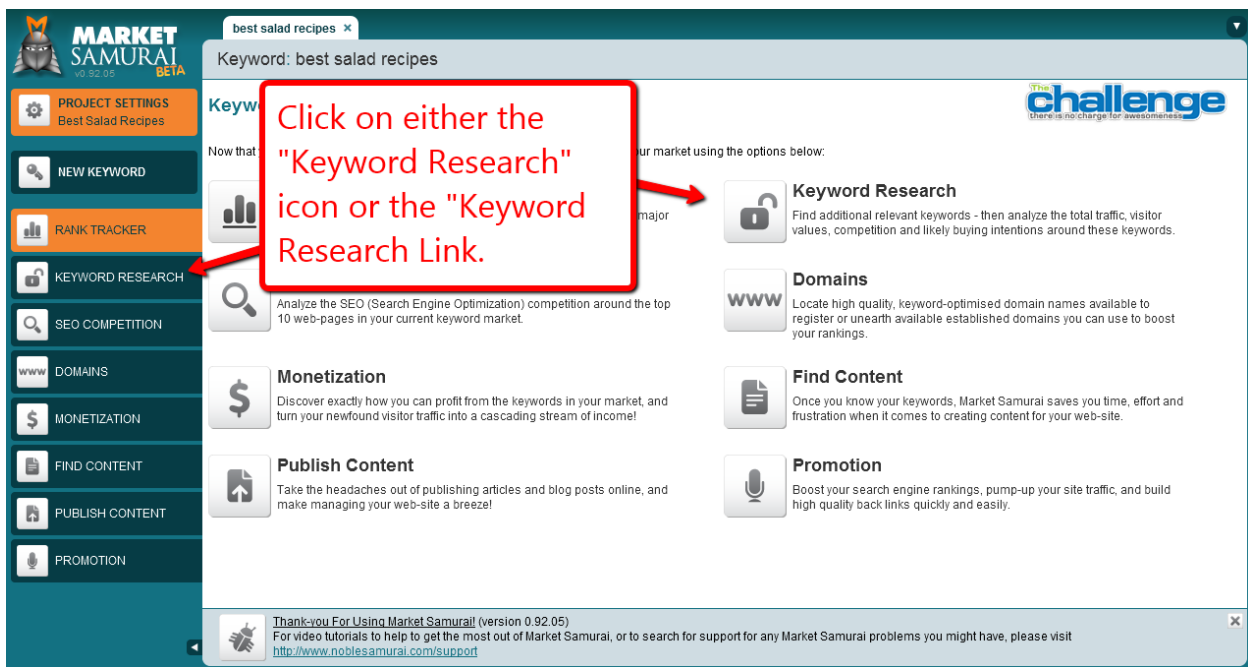
Click on the "New Project" button. You will be shown the following screen...



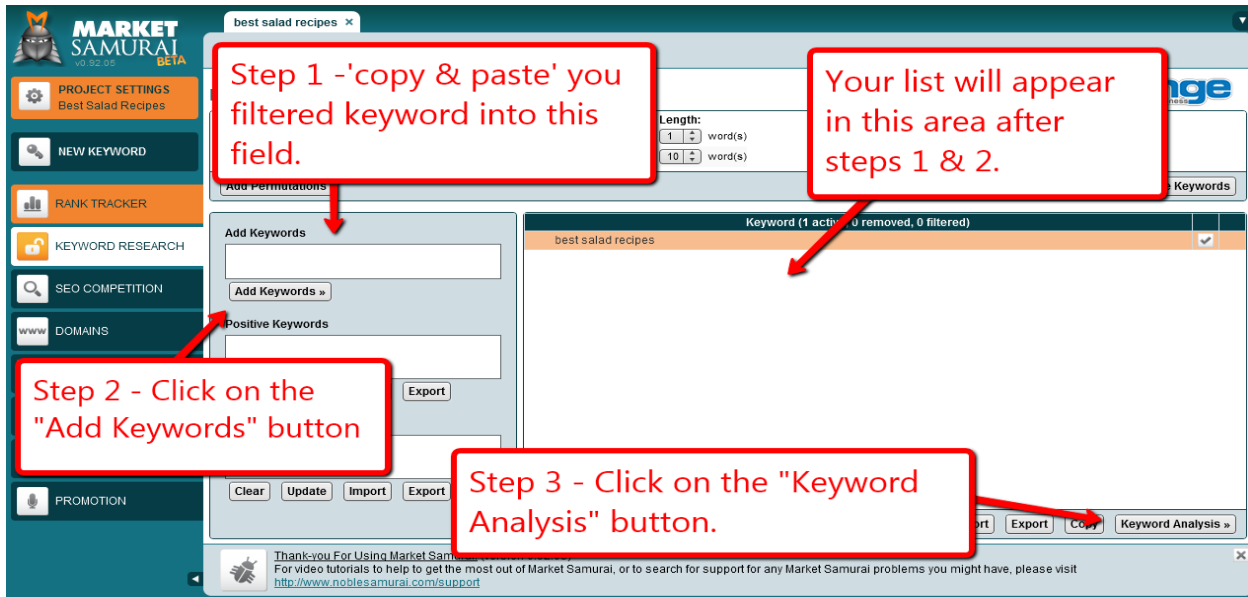
You will come to a screen that looks like this...



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...

The screenshot shows the Market Samurai Keyword Research interface. The main heading is "Keyword: best salad recipes". Below it, there are several filter categories: Organic, AdWords, Competition, and Commerciality. The Organic section is checked, showing "Total Searches" (1,332), "SEO Traffic (SEOT)" (559), "Phrase-to-Broad (PBR)", and "Trends". The AdWords section includes "AdWords Traffic (AWT)", "AdWords CTR (AWCTR)", and "AdWords CPC (AWCPC)". The Competition section includes "SEO Comp (SEOC)", "Title Comp (SEOTC)", "URL Comp (SEOUC)", and "Title/Comp (SEOTCR)". The Commerciality section includes "AdWords Value (AWV)" and "SEO Value (SEOV)".

Below the filters, there is a table of keywords with columns for "Searches", "SEOT", and "Trends". The table contains the following data:

Keyword	Searches	SEOT	Trends
best salad recipes	1,332	559	[Bar chart]
great salads	1,332	559	[Bar chart]
yummy salad recipes	53	22	[Bar chart]
yummy salads	118	50	[Bar chart]

Annotations in red boxes provide additional context:

- "Market Samurai predicts the traffic that you will get if you are on the number one position in google. This is good to know for reference." (points to the SEOT column)
- "This is a estimated DAILY search volume, you can see that all these keywords are worth going after." (points to the Searches column)
- "I personally like to know the trends, so I can get a rough idea if traffic will spike." (points to the Trends column)

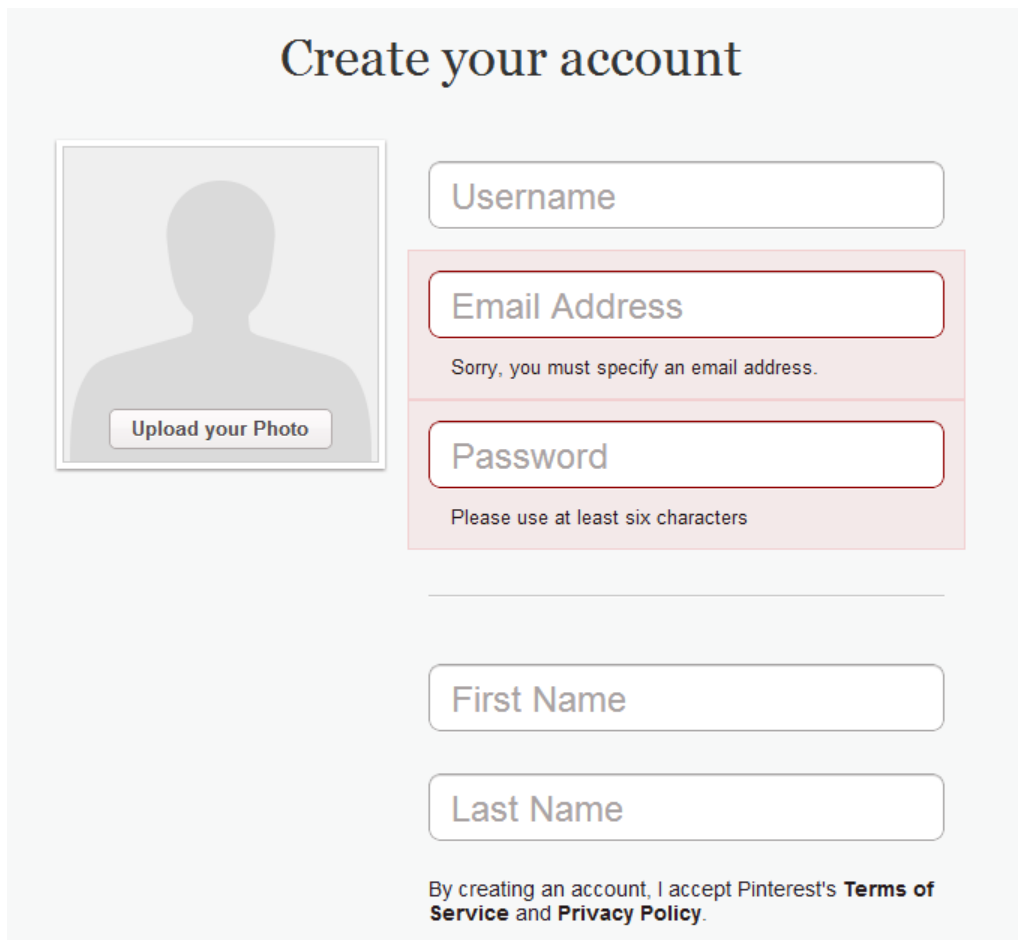
At the bottom of the interface, there is a "Thank-you For Using Market Samurai" message and a support link: <http://www.noblesamurai.com/support>.

[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.

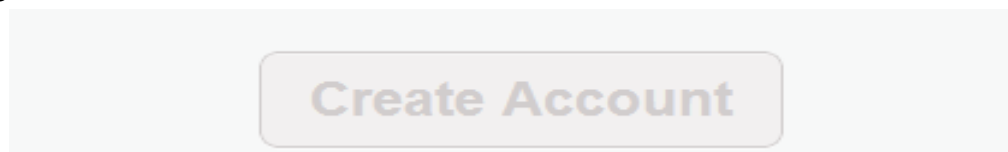
# Getting Started With Pinterest

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](mailto:FranAffiliate@gmail.com))



The screenshot shows the 'Create your account' page on Pinterest. It features a title 'Create your account' at the top. On the left, there is a placeholder for a profile picture with a silhouette and a button labeled 'Upload your Photo'. To the right, there are several input fields: 'Username', 'Email Address', 'Password', 'First Name', and 'Last Name'. The 'Email Address' and 'Password' fields are highlighted with a red border and contain error messages: 'Sorry, you must specify an email address.' and 'Please use at least six characters' respectively. At the bottom, there is a horizontal line, a 'Create Account' button, and a disclaimer: 'By creating an account, I accept Pinterest's Terms of Service and Privacy Policy.'

Fill the form out then click on the "Create Account" button at the bottom of the page. It will look like this...



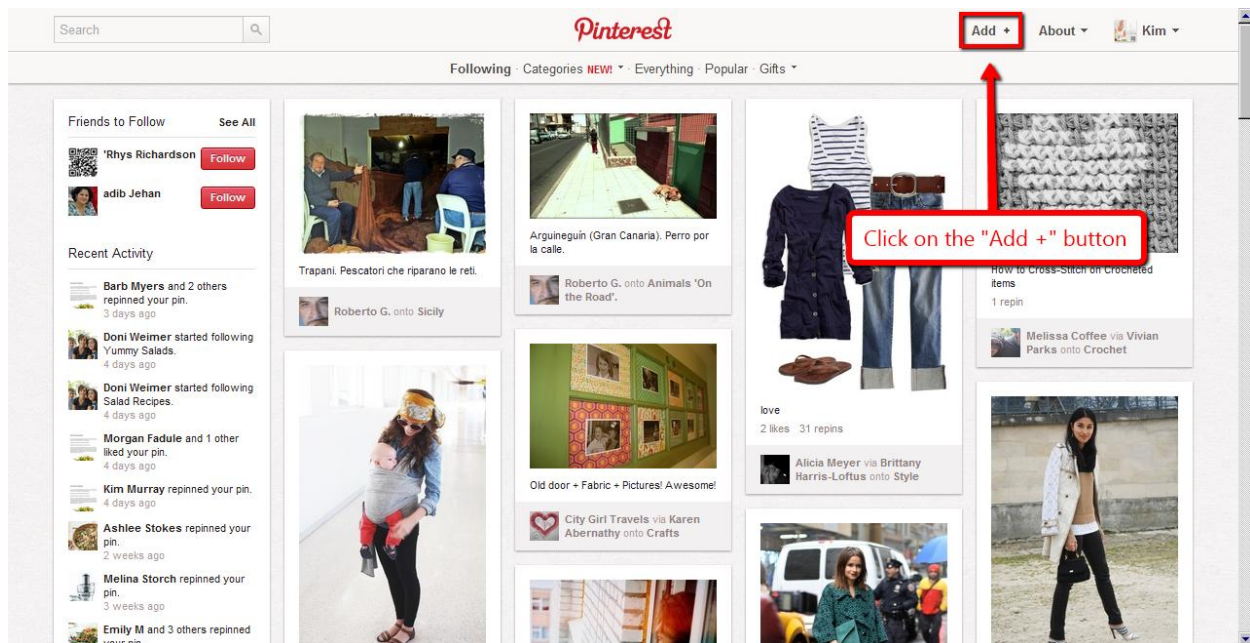
Once you sign up, create the "boards" for the keywords that you want to target. Follow the process below....



I'll start with the login screen...



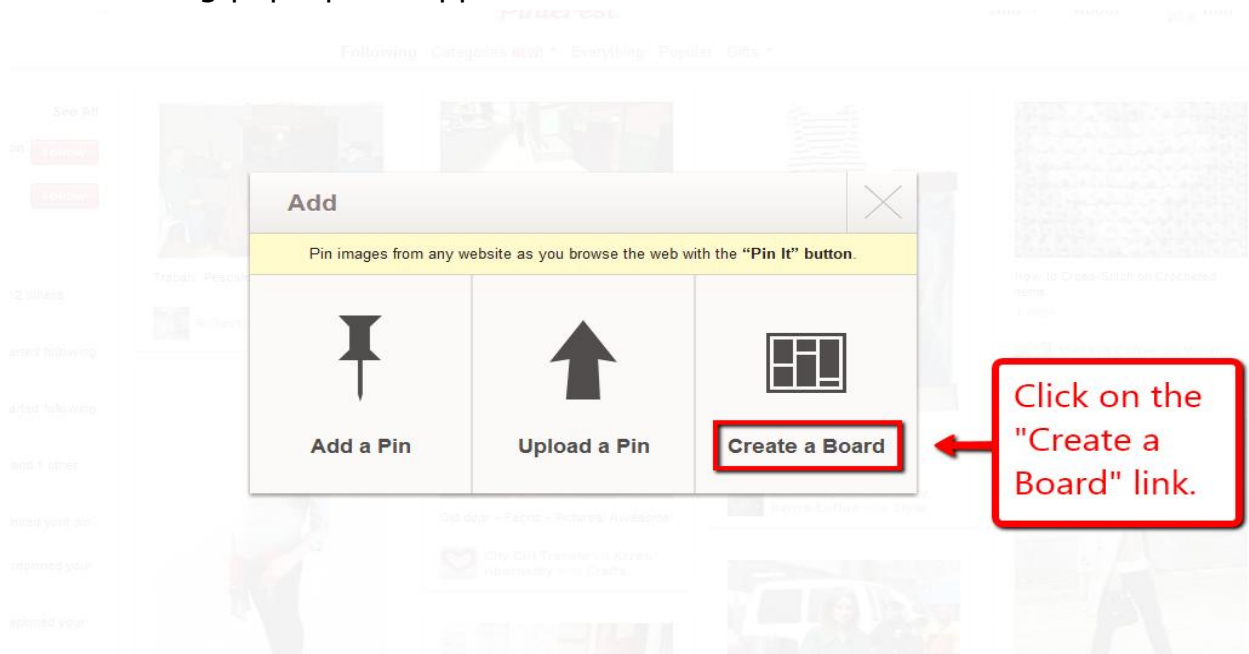
Once you login click on the "Add +" button on the top right part of the screen.



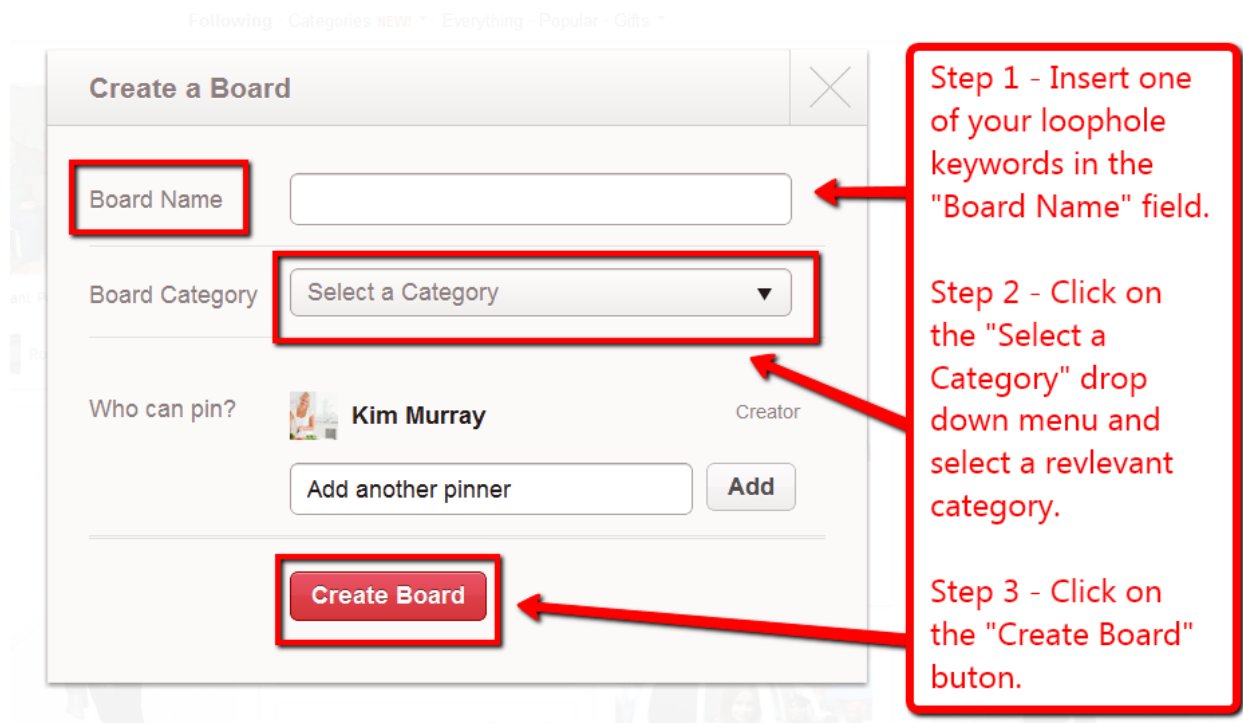


# Adding Pinterest Boards

The following pop-up will appear...



You will be brought to a page where you actually make the "board".

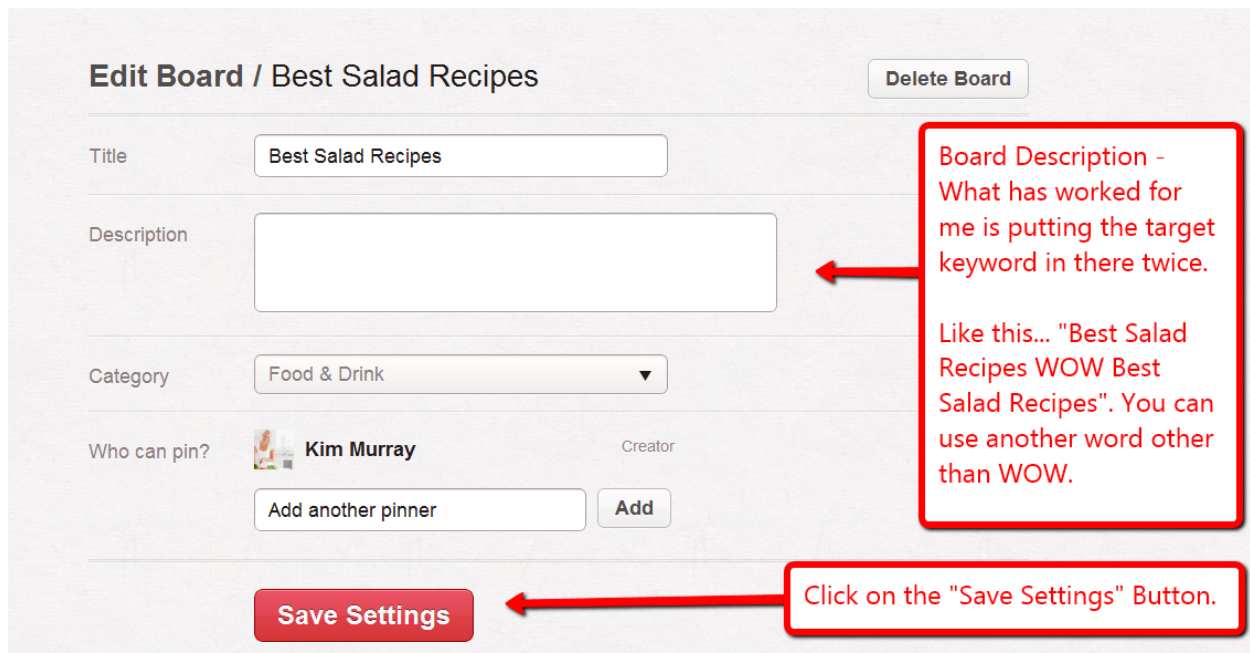


Follow the steps in the graphic above. You will need to repeat the process for all the loophole keywords that you are going to target. After you have made all of your boards, there are a few steps that you will want to do...

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.

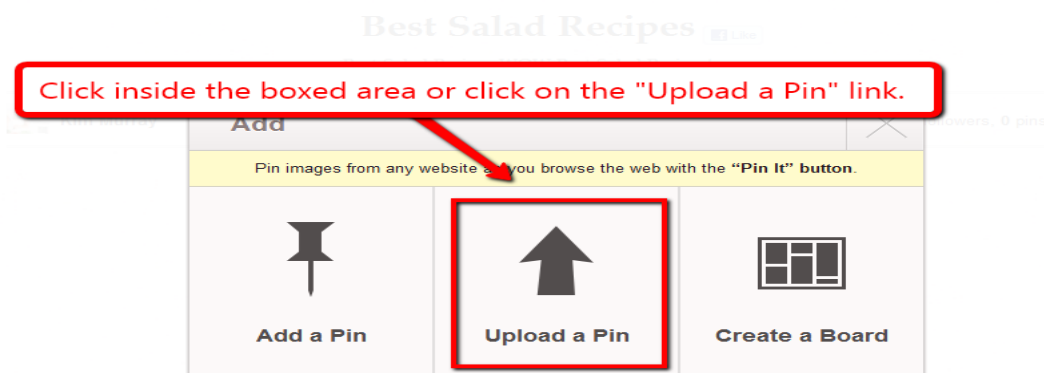


To add a pin, you need to first need to click on the "Add +" button again.

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

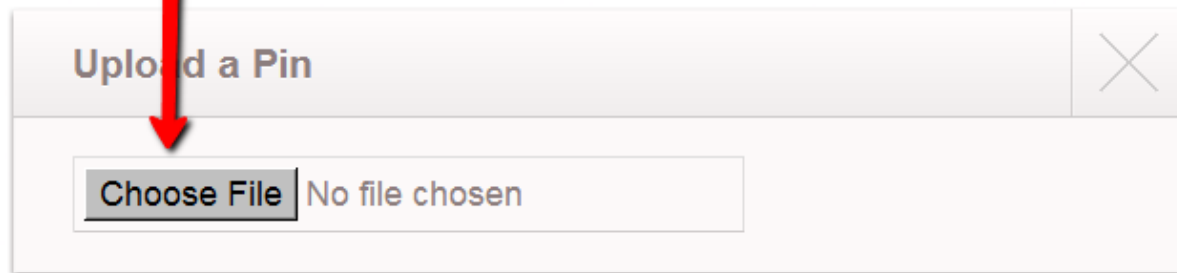
**NOTE:** You will need to find at least 5 pictures that you can use for each of your boards. These images should be high resolution images. They should also be clean & attractive images. Preferably, the images should have desirability and that "invite the click".

Name your pictures by keyword. Like in this case Best-Salad-Recipes and Best-Salad-Recipes-1 and so on...

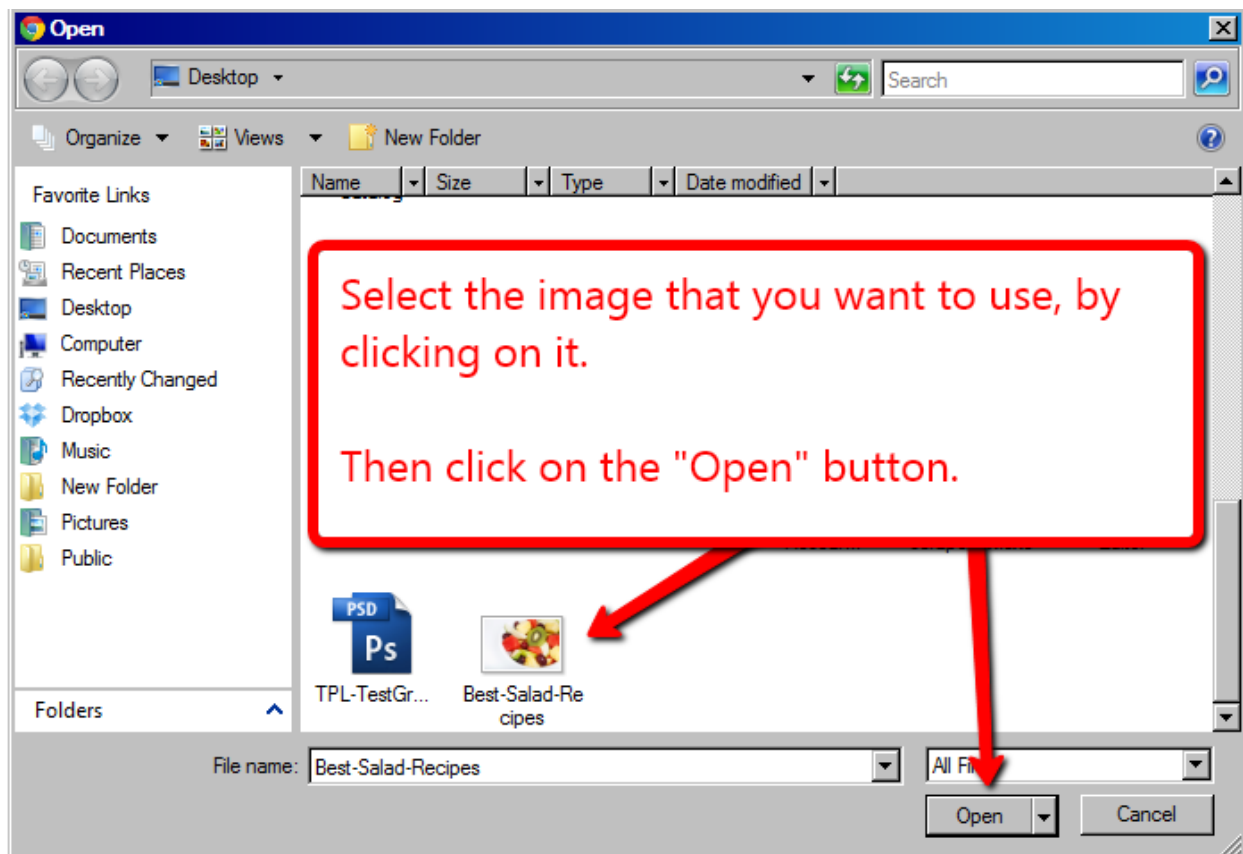


The next screen will appear.

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



A window will appear (it may not look like the one shown), find and select the picture you want to use.



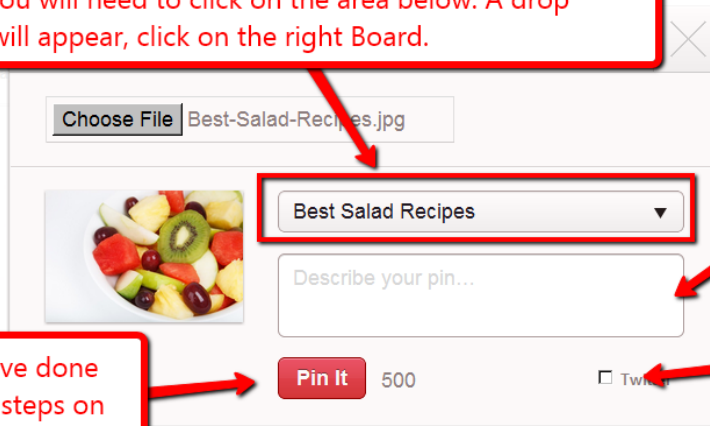
Now that you have selected the image that you want to use, you will need to follow the directions in the graphic below...

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 description 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



The screenshot shows the Pinterest pin creation interface. At the top, there is a 'Choose File' button and the filename 'Best-Salad-Recipes.jpg'. Below this is a preview of a fruit salad. A dropdown menu is open, showing 'Best Salad Recipes' as the selected board. Below the dropdown is a text field labeled 'Describe your pin...'. At the bottom, there is a red 'Pin It' button with '500' next to it, and a checkbox labeled '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](mailto: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.