

## 3 SIMPLE STEPS TO

# INCREASE BLOG TRAFFIC

### STEP 1: Define your business and brand

- Choose a niche & figure out your target audience
- Create content and products for your target audience
- Choose 1-3 brand colors & 1-2 brand fonts
- Create branded blog templates with [Divi](#) and pin templates with [Canva](#)

### STEP 2: Get serious about Pinterest

- Sign up for a [Pinterest Business Account](#)
- Sign up for [rich pins](#)
- Put niche related keywords at the end of your Pinterest name
- Put relevant keywords in your description and link to a freebie, product or service
- Upload a clear, professional image/logo
- Create relevant Pinterest boards with branded board covers (create with [Canva](#))
- Use keywords in your board descriptions and pin descriptions

### STEP 3: Pin strategically with Tailwind

- Sign up for [Tailwind](#)
- Create eye-catching pins with [Canva](#) (2-3 pins per post + 1 infographic)
- Join group boards with [PinGroupie](#)
- Join [Tailwind Tribes](#)
- Schedule relevant pins to relevant boards with the [Tailwind extension](#)
- Shuffle your Tailwind queue for a week of automated pinning!
- See blog traffic increase!