# 5 Powerful Strategies for Using Pinterest to Generate More Traffic to Your Website

Pinterest has 200 million monthly users, and while it might not be a social media behemoth like Facebook or Twitter, it is an essential social media platform with deep penetration in valuable demographics. If you don't already have a solid plan for how to use Pinterest in your business marketing strategy, you are missing out on opportunities to reach potential new customers. Here are five powerful strategies for using Pinterest to generate more traffic to your website and grow your business.

**Add Save Buttons to Your Site**

If you want your target audience to take action, you have to make it easy for them. Adding a save button to your website will allow your audience to Pin your content with just a click, even if they don't have the Pinterest browser button. Taking this one simple step will quintuple the number of content users save from your site.

**Consistently Pin**

It's recommended that you Pin something to the social media platform every day, during peak times, which have been proven to be in the evenings and on the weekends, for U.S. based companies. Pinterest also points out that consistency is vital. If you want to create pins or upcoming holidays, events, or seasons, you should start posting them 45 days in advance.

**Focus on Great Visuals**

Since Pinterest is a highly visual platform, it will be worth your effort to create high-quality imagery. The photos that you Pin should be clear, well-composed, well-lit, and in focus. If you don’t have the time or the tools to create your own photos, you can use stock photography websites for your images.

**Utilize Keywords**

While Pinterest is a visual medium, images alone aren’t enough to create engagement. Utilize the description fields to tell users exactly what they will get if they click the link. More importantly, make sure you include relevant keywords to help your Pins show up in searches.

**Use Rich Pins**

Rich Pins are a recent addition to Pinterest. They use metadata that is pulled from your site to provide users with extra information about what they will find if they click on a Pin. These types of Pins are available for recipes, apps, articles, and products, and are likely applicable to the content that you Pin to the site.

Pinterest is quickly becoming a powerhouse social media platform for businesses to gain more targeted leads. Following these five strategies will help you utilize Pinterest to grow your business.