

Understand Your Traffic From Pinterest

Not sure why your traffic from Pinterest has grown? Or dipped? This worksheet, and your Google Analytics account, will help you figure it out.

by  **tailwind**

1 What's the overall trend in your traffic from Pinterest?

In Google Analytics, go to the Reporting tab then: Acquisition > Social > Network Referrals, then click "Pinterest" in the table. Set the date to the past year and view by week.

Circle the graph that most resembles your Google Analytics trend:

Rapid Decline



If this is your situation, watch out for a sharp drop in Smart Feed traffic or from viral Pins.

Slight Decline



Maybe you're missing out on seasonal trends or need to ramp up Pinner engagement.

Pretty Flat



Let's figure out what's working so you know to do more of that to grow in the future.

Slight Growth



Keep up the good work! Let's zero in on content that's gaining traction and works for you.

Rapid Growth



Jackpot! Now, let's figure out if this growth is sustainable.

2 Where is your Pinterest Traffic coming from?

Keeping the same date range, go to: Acquisition > All Traffic > Referrals and click on "pinterest.com" in the table.

Fill in the number of Sessions (not "New Sessions") for each of the below referral paths:

Smart Feed: _____

Look for "/" as a row

Individual Pins: _____

Type "/pin/" into the search bar

Search: _____

Type "/search/pins" into the search bar

Other: _____

Deduct the other 3 sources from the total

Circle your biggest referral path. Is that segment much larger than the rest? If so, it's a good indicator that's what may be driving any changes in traffic.

Hint: Mature profiles will usually get most traffic from individual Pins.

3 What's the trend in traffic from the Smart Feed?

To isolate just referral traffic from the Pinterest Smart Feed, click on the "/" link in the table from step 2.

Circle the graph that most resembles your Smart Feed trend:

Rapid Decline



Uh oh. Is your domain or account flagged as spam? Are you over-Pinning?

Slight Decline



This could be a sign to rethink Pinning frequency, visual style and keyword strategy.

Pretty Flat



Time to think about best practices to grow faster. Check out Tailwind's blog for ideas.

Slight Growth



Pinterest is rewarding you for quality. Let's see what content is performing.

Rapid Growth



This is a great sign. You're doing things the right away. Keep it up!

4 What's the trend in traffic from individual Pins?

To isolate just referral traffic from individual Pins, type "/pin/" into the search bar in the table from step 2.

Circle the graph that most resembles your individual Pins trend:

Rapid Decline



There could be many reasons for a sharp decline. We'll test why in upcoming steps.

Slight Decline



Steady declines often occur if people are Pinning less from your domain over time.

Pretty Flat



It's time to ramp up your community engagement efforts and get more people Pinning your content.

Slight Growth



Let's continue this upward trend by stepping up ongoing promotion to your community.

Rapid Growth



Time to amplify your amazing content with promotions - promoted pin and otherwise!

5 How many Pins sent traffic to your site each month?

From the chart in step 2, change the date range to cover a specific month. Then look at the total number of rows at the bottom of the page (next to where the drop down says "Show rows") to get an estimate of how many unique Pins drove traffic to your site in that month.

Fill in the table below and circle your best months:

Month												
# Pins												

6 How concentrated was traffic from individual Pins or Posts? How are the top Pins and Posts trending?

Change your date range back to the past year. For top Pins, go to Acquisition > All Traffic > Referrals > "pinterest.com" (table from step 2). For top posts (page from your domain), go to Acquisition > Social > Network Referrals > Pinterest (table from step 1). See graph trends by clicking on the URLs.

Fill in the percentages and circle the pin or post graph trend:

Percent of traffic from Top Pins

Top Pin ____% Growing Steady Declining

2nd Pin ____% Growing Steady Declining

3rd Pin ____% Growing Steady Declining

Top 10 ____% Growing Steady Declining

Top 25 ____% Growing Steady Declining

Percent of traffic from Top Posts

Top Post ____% Growing Steady Declining

2nd Post ____% Growing Steady Declining

3rd Post ____% Growing Steady Declining

Top 10 ____% Growing Steady Declining

Top 25 ____% Growing Steady Declining

7 Review the traffic trends of high performing Pins or posts

Look at the Pins and posts that comprise of 5-10% or more of traffic. In Google Analytics, click through on the Pins or posts from above to answer the question below.

7a. Put a star next to any Pin(s) or post(s) from above that have a trend aligning with your overall traffic trend.

7b. How many of your Top 10 or 25 referral Pins were Pinned by you?
____ of 10 ____ of 25.

In Google Analytics: Click the arrow icon (↗) next to the Pin URL to see on Pinterest.

8 Now, let's tie it all together

Use the data you've collected to analyze your Pinterest traffic.

My traffic on Pinterest is _____. (from step 1)

My traffic on Pinterest mostly came from _____. (from step 2)

My Smart Feed traffic is _____ (from step 3). **This is a problem / ok / great.**

My individual Pin traffic is _____ (from step 4). **This is a problem / ok / great.**

The change is being caused by a ... (check all reasons that apply from steps 5-7 above)

- Declining / Increasing / Stable NUMBER of Pins driving traffic to my site.
- Small number of viral Pins. These were mostly pinned by myself / other people.
- Small number of viral posts on my blog or site.
- Broad shift in traffic over many Pins or posts. No big outliers are evident.

9 What are you going to do to improve going forward?

Check the top 3 ideas you want to start trying.

- Focus on creating higher quality content to generate engaging Pins from my site.
- Focus on creating more content to diversify the Pins driving traffic to my site.
- Replicate strategies from my top performing Pins or posts to create more viral content.
- Ramp up community engagement efforts (contests/sweepstakes/cross-promotion on other social channels to increase distribution of my content).
- Partner with other Pinners (e.g. using Tailwind Tribes) to increase the number of Pinners Pinning from my site.
- Schedule Pins to ensure I Pin more often and more regularly.
- Try Promoted Pins to amplify my top performing content.
- Other: _____
- Other: _____
- Other: _____

