

*This download PDF was actually written by our Pinterest Manager, Sarah from [TheWholeWorldOrNothing.com](http://TheWholeWorldOrNothing.com)*

In this download I'm going to be discussing why Pinterest is a must for travel bloggers, sharing our best tips for optimising your profile, telling you how to set up your boards correctly, and explaining how to create the best pins to enable your awesome blog content reach a far wider audience.

## Why You Need Pinterest

First of all let's talk about why you need Pinterest in your travel blogging life.

Studies have shown that a Facebook post will hit 75% of its maximum impressions in the first [2.5 hours](#) and 75% of engagement happens in the first 5 hours. A tweet has an even shorter life of just [18 minutes](#), after that it disappears into Twitter oblivion. Depending on the content of your photographs, the life of an Instagram post ranges from [6 to 48 hours](#).

Pinterest is completely different and allows for long-term engagement. On average 50% of pin visits happen after [3.5 months](#). What's more, if done correctly, the platform also allows for your pins to be rediscovered and re-pinned again and again for months and even years. Added to this, the average Pinterest user also spends [14.2 minutes](#) every visit pinning content.

But, the most important reason why you need to make Pinterest a high priority is because of the traffic it will bring to your website. With a proper Pinterest strategy, you can receive thousands of new visitors each month to your site. It is a content powerhouse.

Social Sources	Social Network	Sessions	% Sessions
Social Network	1. Pinterest	17,560	69.08%
Pages	2. Facebook	7,424	29.21%
Shared URL	3. Twitter	282	1.11%
Social Plugins	4. YouTube	69	0.27%
Social Network	5. Instagram	28	0.11%

***Key Point: Pinterest should be THE social media channel that you focus on.***

# Beginner's Guide To Pinterest

## What You Will Learn:

- How To Set Up Your Profile
- How To Set Up Boards
- How To Join Group Boards
- How To Create Pins

## Setting Up Your Best Pinterest Profile

There are 3 elements to your Pinterest Profile; 1) your photograph, 2) your 'name' and 3) your bio.

Your Pinterest profile photo can either be a shot of yourself or your logo. Having a good quality photo of yourself will, however, give your account a much more personal feel and this is important for audience engagement. Whatever you choose, it should also

be same across all of your social media channels, this is important for consistency of your brand image.

Another very important thing that you need know about Pinterest is that it's different to all other social media platforms. In fact it's not really a true social media platform at all. It performs much more like a search engine, with content being discoverable by typing in words for whatever the user is searching for.

For this reason it is very important to research the types of 'keywords' that your audience will be searching for and include them along with your name and in your bio.

## Goats On The Road | Travel Forever & Blog- ging Tips

7,152 Followers 542 Following

[www.goatsontheroad.c...](http://www.goatsontheroad.c...)  
Worldwide / Full-time  
travellers & digital  
nomads Nick & Dariece,  
follow us to be inspired  
by off-track destinations  
& to learn how to travel  
forever ;)



For example when Pinterest users are searching for ‘how to travel forever’, ‘blogging tips’, ‘full-time travellers’ or ‘digital nomads’ we want them to be directed to The Goats’ Pinterest account, because they are our target audience.

Your bio also needs to tell the person looking at your Pinterest profile what exactly it is that they will get from following you and your content. Again this should tie in with your target audience, so whether that be ‘ultimate hacks for affordable travel’ or ‘ awesome destination guides to the best places to visit in the world’ spell it out.

You should also include a link to your website and enter your location in your best Pinterest profile.

*Key Point: Make your Pinterest profile discoverable to your target audience by including keywords.*

# How To Set Up Your Pinterest Boards

It depends on your niche as to exactly what kind of boards you want to set up, but you always want to the most important boards at the top. Don't worry though, you can change them around at any time by just dragging them.



Create board



Goats On The Road Blogs

284 Pins



Turn Travel Into a Lifestyle

32 Pins



Making Money & Living Abroad

174 Pins



Travel Blogging

56 Pins



Always Travel | Tips & Guides

36 Pins

For example the boards that are at the top of The Goats' Pinterest Profile are the ones that are the most useful to our target audience. It's helpful to have one of the first boards as a master

board for the article pins that you will be pinning directly from your blog and call it the name of your travel blog.

The rest of the boards are set up by destination and this very common for a travel focused Pinterest account. We don't necessarily have a board for each country, some are grouped together into regions. For example, 'North Asia Travel', 'Central Asia Travel' and 'South Asia Travel'. Edit boards by clicking on the grey pencil and be sure to set the board category to 'Travel'.



It's completely up to you how many boards you want to have but our advice would be to start off with 5-10 and then you can add more as you progress. As discussed above, just like optimising your profile with keywords you also want to optimise the descriptions on each of your boards.

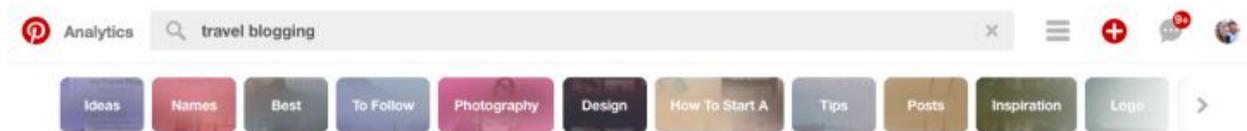
# Travel Blogging

56 Pins  
4586 Followers

Travel blogging is a real career & our sole income. Here we share the best articles from us & fellow bloggers about the best blogging tips & how to monetise your blog to enable you to travel forever as a digital nomad!



Here we are using the keywords, 'travel blogging', 'blogging tips', 'monetise your blog', 'travel forever' and 'digital nomad'. To search for relatable keywords to use in your descriptions you can use the search function in Pinterest like this:



The next thing you want to do in this section of setting up your Pinterest account is to add some good quality group boards to your profile. You can find these by searching for related travel blogs and looking through their profiles to find out which group boards they have. They will have the instructions for how to join at the top of each board.

# TRAVEL | BLOG | LOVE

513 Pins

966 Followers

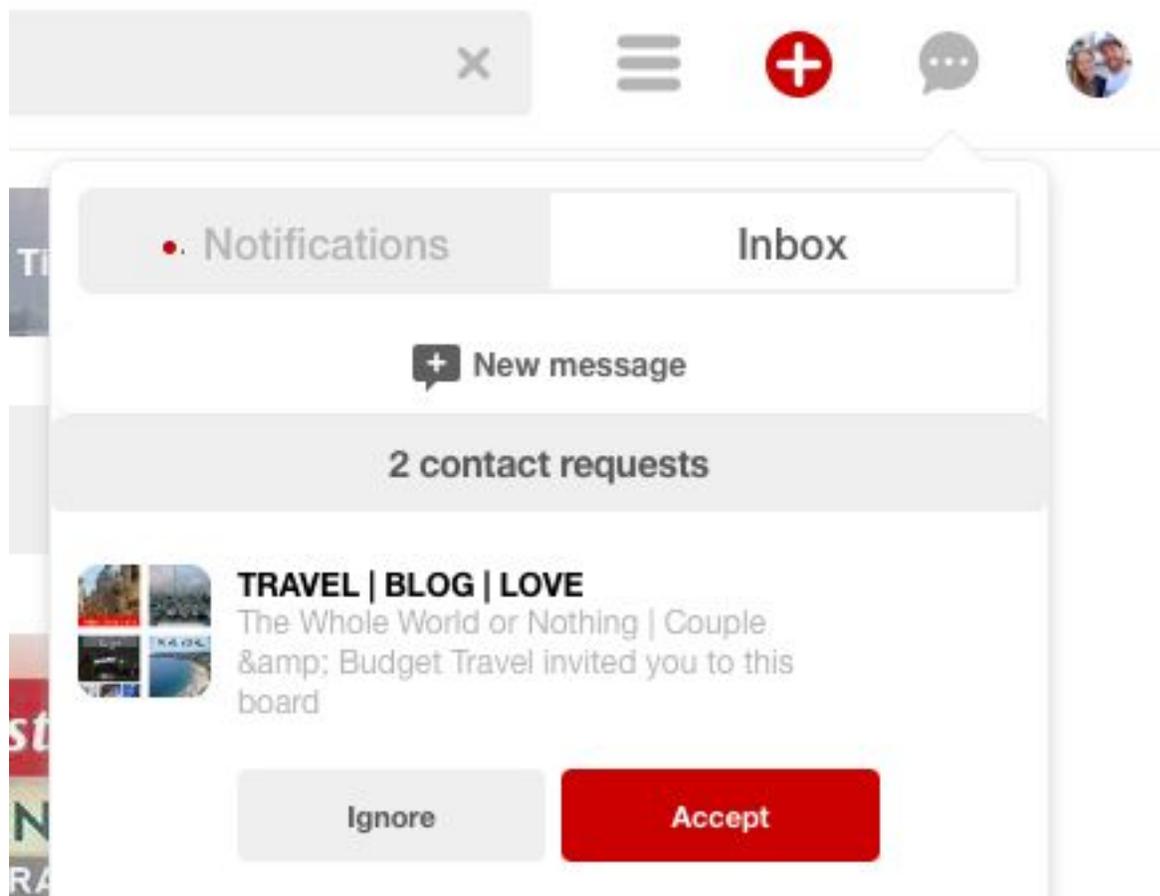
This is collaboration board for quality content from travel blogs | Board Rules

1) Quality vertical pins only 2) Pin must link to evergreen content from your blog 3) Maximum of 3 pins per day | Follow & send us a message with your account details to join | Happy Pinning! S&Jx



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After you have requested to join you will receive an invite in your notifications on the toolbar at the top of your Pinterest account. Once you accept it, it will then appear on your profile and you can move it accordingly in order of importance.



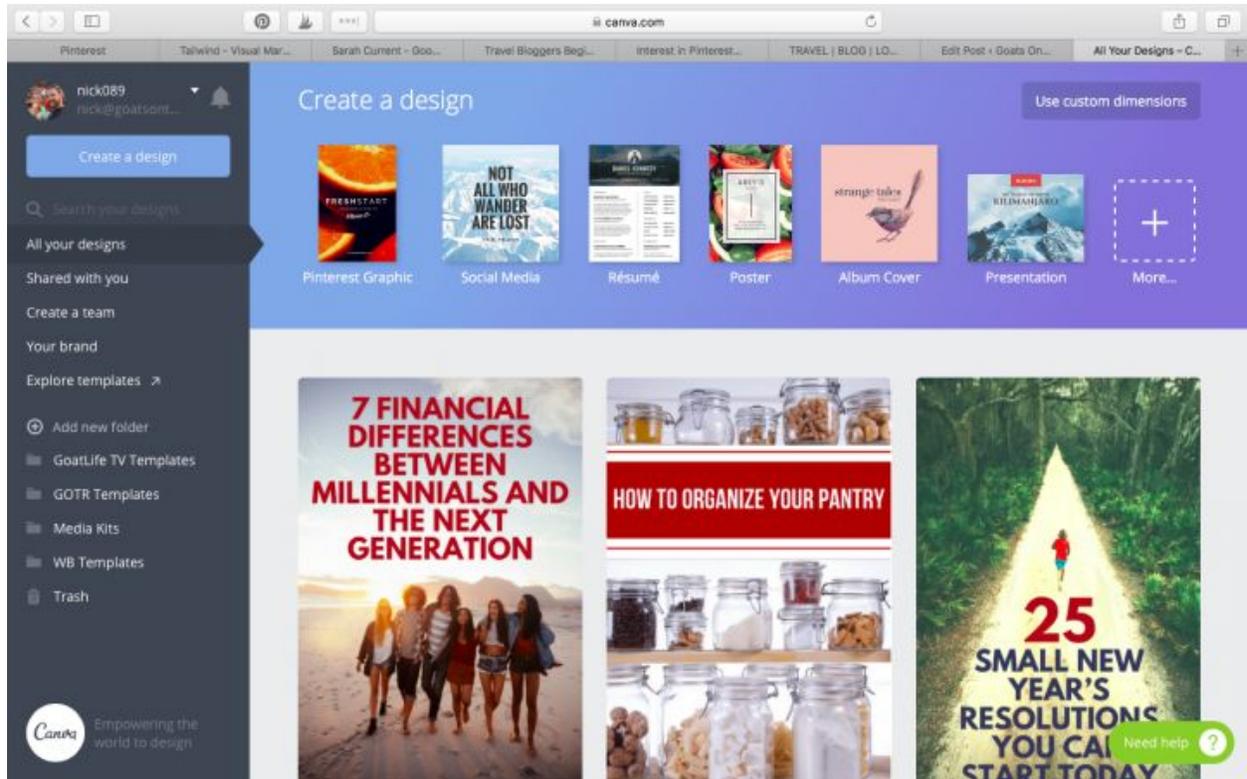
The reason that you want to join popular and good quality boards is because when you pin your content to those boards they are shown to a wider and/or different audience. Obviously the more eyes you have on your pins the better. Group boards are also a great way of finding relevant content other than your own to pin to your boards. And Pinterest's algorithm likes you to share other people's content.

*Key Point: Order your boards by relevance to your audience, keyword optimise them and join quality group boards.*

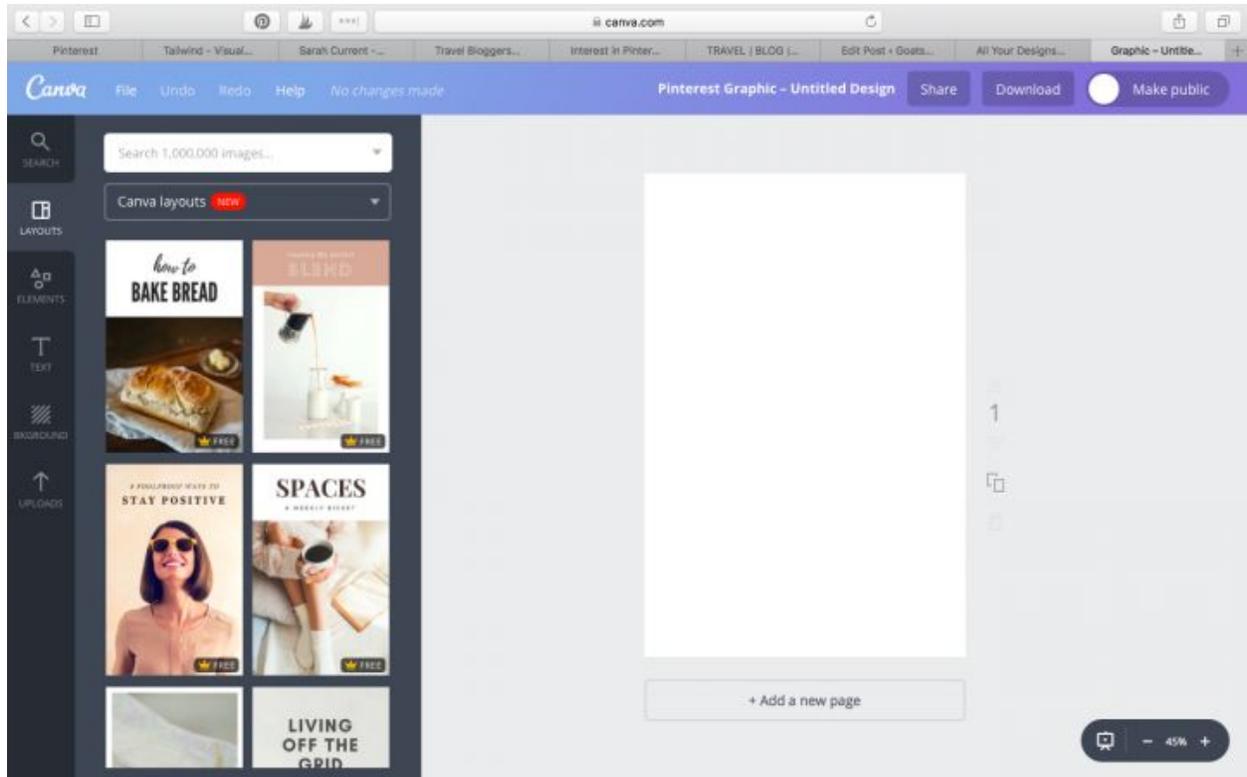
## Creating Good Quality Pins

Now you have your profile optimised and your boards set up, you need to get pinning. The best performing pins on Pinterest, specifically in the travel arena, are vertical, have beautiful photography, and aesthetic but simple text showcasing what the article behind it is about.

The best tool for creating great pins is a graphic design program called '[Canva](#)'. It's hard to believe once you start using it that the tool is completely free! It's very user-friendly so get yourself an account set up and start playing around.



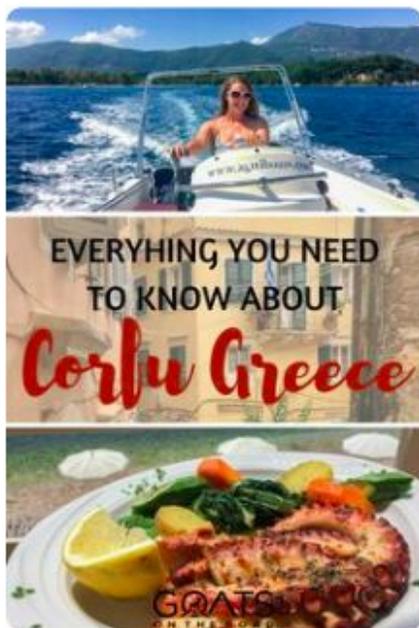
At the top you will see there is a ready-made Pinterest template option with optimised vertical orientated pin dimensions of 735px x 1102px. If you click on that you'll be taken through to a page with lots of ready-made templates.



From here, down the left hand side you can choose a Canva Pinterest template and simply just change the text and photograph, or you can build your own graphic from scratch. Just have a mess around and see what looks good, keeping in mind the design of popular travel related pins on Pinterest. Then once you're done just hit download in the top right corner and your awesome looking pin will be downloaded, ready for you to insert into you blog post as you would any other image.

Next you are going to want to make sure that you have a 'Pin It' button installed on your web browser's toolbar – you can do this

[here](#). This will enable you to pin your newly created pin to your Pinterest master travel blog content board directly from your published blog post.



Everything You Need To Know About Corfu Greece | T...

## Choose board



Pssst! Looks like you've already **saved this Pin to Goats On The Road Blogs**.

Search

### Top choices



Travel the ...



Budget Travel Tips



Feet that travel the world



### All boards



\*\*Travel Advice from the ...



\*Top Bloggers Share Their



Create board

You can do it here or edit it once you have pinned it, but you should also make sure that you have any relatable keywords for the article included in the description.

For the above pin description for example, we included the following keywords: Things To Do In Corfu | Best Beaches In [Greece](#) | Where To Stay In Corfu | Best Islands In Greece | Best Restaurants In Corfu | Canal d'Amour | Guide To Corfu | Emerald Isle | Travel Greece.

It's completely up to you if choose to have some boards with just your content, or all of them with a mix of yours and others' content, but you should keep the master board with articles from your blog solely for you. Every time you publish a new post save it there with your awesome Canva created image and then re-pin that pin to all other related boards.

*Key Point: Set up an account on Canva and use it to create visually appealing pins.*

## Best Pinterest Boards For Travel Bloggers

Now I'm going to tell you the top 50 best Pinterest boards for travel bloggers so that you can go and apply for them today and start getting more traffic from Pinterest.

But first...

## What Are Pinterest Group Boards?

A group board works like any regular Pinterest board, the only difference being that multiple people can pin content to it. The person who created the board owns it and they can add others to join. To identify whether a board is a personal board or a group board simply look at the board icon, if multiple profiles are present it's a group board – simple!



Also, just to clear up any confusion, Pinterest group boards sometimes go by other names. So if you hear the terms; shared boards, contributor boards, collaborative boards or community boards don't worry, they are all the same thing.

## What's The Advantage of Pinterest Group Boards?

The major benefit of Pinterest group boards is that the content you pin will reach a far wider audience than just your followers. This is because it also reaches all the other contributor's followers as well. The more eyes on your pins, the more chance

you'll have of re-pins and click throughs to your website, hence increasing your traffic.

Because group boards are generally curated around a specific niche and the content is monitored by the owner and irrelevant and/or unattractive pins removed, they are excellent resources for repinning other people's quality content to your other boards.

From a business perspective, creating your own group boards also creates excellent networking opportunities and if you have a particular niche board will build up your authority as a thought leader on a particular subject. For example the main focus of GoatsOnTheRoad's blog is to enable people to earn money on the road and live a life of full time travel. Therefore, their Pinterest group board 'Turn Travel Into A Lifestyle' is all about that.

## How Do I Join Group Boards?

Depending on the settings of the individual group board, you will either need to secure an invite from the owner or one of the other contributors. When you are in the board, the board owner will always be the most left profile picture.

## Turn Travel Into a Lifestyle

51 Pins

4571 Followers

This is niche collab board for Expat Life | Living & Working Abroad | Making Money On The Road | Cost of Living in X | Guide to Living in X | Digital Nomadism | NO BLOGGING TIPS | NO GENERAL TRAVEL TIPS OR GENERAL DESTINATION GUIDES | Board Rules  
1) Quality vertical pins only 2) Pin must link to evergreen blog content 3) Maximum of 3 pins per day | Follow & send us a message with your details to join | Happy Pinning! The Goats



Each group board will usually have joining instructions in the board description, which will typically be things like follow the owner profile and direct message them through Pinterest or sometimes an email will be provided instead. If there are no instructions the owner is probably not looking for contributors at that time but if you really want to join there is no harm in sending them a quick message.

To send a direct message in Pinterest click on the icon with 3 dots on your Pinterest toolbar and go into your inbox. This is where your invites to group boards will also come in. Once you accept the invite, it will be added to your profile along with all your other boards.



Notifications

Inbox

+ New message

1 contact request



**All Things Travel**

Wellness and Lifestyle | Life & Travel Blogger | Freelancer invited you to this board

Ignore

Accept



**Sam Sparrow | Travel + Adventure Tips**

No worries! :-)  
2 days ago



**Above Us Only Skies - Travel Blog**

Just seen this but already sent you an invite...  
3 days ago



**Boarding Call | Travel Blog**

Awesome! Sent you an invite :-)  
3 days ago

NOMA  
RE



EL BLOC



as a  
digital named

Whether you are requesting an invite by sending a direct message or an email, you just want to go with a quick greeting, the name of the board you want to join, the link to your Pinterest account and also the email associated with your Pinterest account (i.e. the one you use to sign in). For example:

*Hey \_\_\_\_\_!*

*Could we please be added to your \_\_\_\_\_ Pinterest group board?*

*We'd love to contribute!*

*It's [www.pinterest.com/goatsontheroad](http://www.pinterest.com/goatsontheroad) or the associated email is [nick@goatsontheroad.com](mailto:nick@goatsontheroad.com)*

*Thanks so much!*

Always read the group board rules before you request to join and follow them once you are a member, as you risk being removed

from the group board if you pin irrelevant content, or too many pins at once, for example.

## The Best Pinterest Group Boards for Travel Bloggers

There are four things that you want to look out for when joining group boards:

- It is directly related to your blog niche
- Has a good number of followers
- Has a good number of contributors
- The pins in the group have high repin rates

There is an awesome tool called [pingroupie.com](http://pingroupie.com) which has a clickable list of group boards that you can filter by niche.

However, to save you even doing that while you are just getting started on Pinterest, here is a list of our top 50 favourite Pinterest group boards for travel bloggers.

1. [Always Travel | Tips & Guides](#)

2. [We Travel We Blog](#)
3. [Exciting Destinations](#)
4. [Travel Bloggers Tell All](#)
5. [I Love Travel Blogging](#)
6. [Travel | Blog | Love](#)
7. [Mappin Monday](#)
8. [Backpacker Wanderlust](#)
9. [Itineraries & Travel Guides](#)
10. [Inspiring Travel\(ler\)s](#)
11. [Things to do in...](#)
12. [Travel Bloggers Unite](#)
13. [Explore The World](#)
14. [Travel Inspiration!](#)
15. [Travel Guides From The Pros](#)
16. [Travel the World](#)
17. [The Best from Traveling Couples](#)
18. [Travel Blogger Posts](#)
19. [Adventure Travel Tips](#)
20. [\\*\\*Travel Advice From The Pros\\*\\*](#)
21. [Expatriate Chat](#)
22. [travel blogging](#)
23. [Travel Inspiration Wow!](#)
24. [World of Wanderlust](#)
25. [Travel PInspiration](#)
26. [Budget Travel Tips](#)
27. [World Food](#)
28. [Travel!](#)
29. [Caribbean Travel Collective](#)
30. [\\*Top Bloggers Share Their Posts\\*](#)
31. [Your Travel Blog](#)
32. [Drifters Unite – Travel Bloggers](#)
33. [World Places To Stay Wow!](#)

34. [A Traveller's Guide To Globetrotting](#)
35. [Travel, Books & Food – Wanderlust Board](#)
36. [Hiking, Outdoor Adventures & Activities](#)
37. [All Things Travel](#)
38. [Travel Inspiration](#)
39. [Happy Jetlagging! Travel the World](#)
40. [Travel in Europe](#)
41. [Best of Travel Blogs | Group Board For Travel Bloggers](#)
42. [TRAVEL, TRAVEL, TRAVEL](#)
43. [Travel Addicts](#)
44. [Passport Collective Travel Community](#)
45. [Travel the World!](#)
46. [Central Asia Travel](#)
47. [Blogging Passion!](#)
48. [Budget Travel Tips From The Experts](#)
49. [/ TRAVEL STORIES](#)
50. [Live and Work Abroad](#)

Compared with our other social media referrals, the proportion of website traffic we get from Pinterest is by far the biggest at nearly 70%. If you're wanting to make a success of your travel blog you really can't afford to be ignoring this social platform. So, get joining these group boards!

Let us know in the comments if you find any other favourite Pinterest group boards.

## In Summary

You should now have a keyword optimised Pinterest account set up, have some of your own boards and others' group boards on your profile and know how to create awesome looking pins to save to your travel blog content on your Pinterest account.