

# Pinterest Traffic Guide

## How to Get terrycabs.com Noticed on Pinterest

---

A beginner, step-by-step playbook to turn your 21k Pinterest audience into real visits and bookings.

### PREPARED FOR

Suranjith — Founder, EGOTECHWORLD PVT LTD

### FOCUS SITE

terrycabs.com — Sri Lanka taxi & travel service

### PUBLISHED BY

egotechworld.com — Tech tutorials & developer resources

# Where You Are Right Now

Before we change anything, let's read the scoreboard. Your Pinterest account is already producing real numbers — the problem is not reach, it is **conversion to clicks**. This guide fixes that, step by step, in the order that gives you the biggest result for the least effort.

## Your last 30 days at a glance

| Metric          | Your Number   | What It Means                            |
|-----------------|---|--|
| Impressions     | 34,000  | Pinterest IS showing your pins.          |
| Total audience  | 21,000  | People who have seen your pins.          |
| Engagements     | 1,800   | Saves, closeups, reactions.              |
| Saves           | 73 (+28%)   | People want to come back to your pins.   |
| Outbound clicks | 3   | Visits to terrycabs.com — the real goal. |
| Top pin         | Baby Elephant — 1.9k impressions<br>cute photos get reach but few clicks. |  |

### The honest read

Pinterest IS working as Pinterest — it shows your pins, people save them. But only **3 people clicked through to terrycabs.com** in 30 days. That is the only number that pays your bills. The rest of this guide is about pushing that one number from **3 to 30 to 300**.

### Why Pinterest is the right channel for terrycabs.com

Pinterest users are **planners**, not scrollers. They search "Sri Lanka itinerary", "things to do in Ella", "Sigiriya guide" weeks or months before they travel. That is exactly the moment a traveller decides whether they will need a driver. A pin you post today can keep sending visitors for 6–12 months — completely different from LinkedIn, where a post dies in 24 hours.

# The 7-Step Roadmap

---

Do these in order. Each step takes 30–60 minutes. After step 4 you will already start seeing more outbound clicks — usually within 7–14 days as Pinterest re-indexes your pins.

| # | Step                             | Time   | Why it matters                      |
|---|----------------------------------|--------|-------------------------------------|
| 1 | Switch to a Business account     | 5 min  | Unlocks analytics & ads.            |
| 2 | Claim terrycabs.com              | 15 min | Pinterest trusts your links.        |
| 3 | Add Rich Pin meta tags           | 30 min | Pins pull live data from your site. |
| 4 | Rebuild your boards (5 boards)   | 20 min | Helps Pinterest categorise you.     |
| 5 | Design proper pins (Canva)       | 60 min | This is what fixes the 3 clicks.    |
| 6 | Write click-driving descriptions | 30 min | Tells the user where to click.      |
| 7 | Pin daily — schedule 30 days     | 45 min | Volume + consistency wins.          |

## 1 Switch to a Business Account

A personal Pinterest account cannot see analytics, cannot run ads, and cannot claim a website. Switching to a free Business account takes 5 minutes and unlocks everything in this guide.

### How to do it on the mobile app:

1. Tap your profile picture (bottom right).
2. Tap the three-line menu → **Settings**.
3. Tap **Account management** → **Convert to a business account**.
4. Business name: **Terry Cabs**. Business type: **Travel & tourism**. Country: **Sri Lanka**.

### Tip

Use the same email you use for terrycabs.com. It will make Step 2 (claiming the site) much smoother.

## 2 Claim terrycabs.com

When you claim a website, Pinterest knows pins linking to that site actually belong to you. Claimed sites get priority in the algorithm and you start seeing analytics for every pin pointing to terrycabs.com — even pins other people make.

### How to claim:

1. Pinterest → **Settings** → **Claimed accounts**.
2. Beside **Websites**, tap **Claim** and type **terrycabs.com**.
3. Choose **Add HTML tag**. Pinterest will give you a line that looks like:

```
<meta name="p:domain_verify" content="abc123def456..." />
```

4. Open your terrycabs.com header file (header.php or index.php) and paste this tag inside the `<head>` section, **BEFORE** the closing `</head>`.
5. Upload the file to LankaHost. Go back to Pinterest and tap **Verify**. Within 24 hours you will see a tick beside terrycabs.com.

### 3 Add Rich Pin Meta Tags

Rich Pins are special pins that pull live data — title, description, image — directly from your terrycabs.com pages. They look more professional, get more saves, and Pinterest pushes them harder. To turn them on, add Open Graph tags to every destination page on terrycabs.com.

#### Add this inside the <head> of each destination page:

```
<meta property="og:title" content="Sigiriya Rock Fortress: Complete 2026 Guide"/>
<meta property="og:description" content="Everything you need to know to visit Sigiriya –
opening times, ticket prices, best time, and how to get there with a private driver."/>
<meta property="og:image" content="https://terrycabs.com/images/sigiriya-cover.jpg"/>
<meta property="og:url" content="https://terrycabs.com/sigiriya.php"/>
<meta property="og:type" content="article"/>
```

#### Then validate it:

Open [developers.pinterest.com/tools/url-debugger/](https://developers.pinterest.com/tools/url-debugger/), paste any terrycabs.com page URL, and tap Validate. Once one page passes, all 19 destination pages get Rich Pins automatically — provided they have the same meta tags.

#### Tip — image size for og:image

Use a horizontal hero image at least **1200 × 630 pixels**. Pinterest will use it as the fallback cover whenever someone saves your page directly from a browser.

## 4 Rebuild Your Boards (5 Boards)

Pinterest is a search engine. Boards are how it understands what you are about. Right now your boards probably look generic. Replace them with these five — each one matches the way real travellers search:

- **Sri Lanka Travel Guide** — overview pins, itineraries.
- **Things to Do in Sri Lanka** — activities by city.
- **Sri Lanka Beaches & Nature** — beaches, safari, hikes.
- **Sri Lanka Food & Culture** — temples, food, festivals.
- **Sri Lanka Travel Tips** — visas, transport, safety.

For each board: write a 200-character description that uses the phrases real users type — "sri lanka itinerary", "things to do in ella", "kandy travel guide", "private driver sri lanka". Pinterest reads this text to decide who to show your pins to.

### Important

Delete or archive boards that are off-topic (memes, recipes, random saves). They confuse Pinterest about what your account is about and dilute your reach.

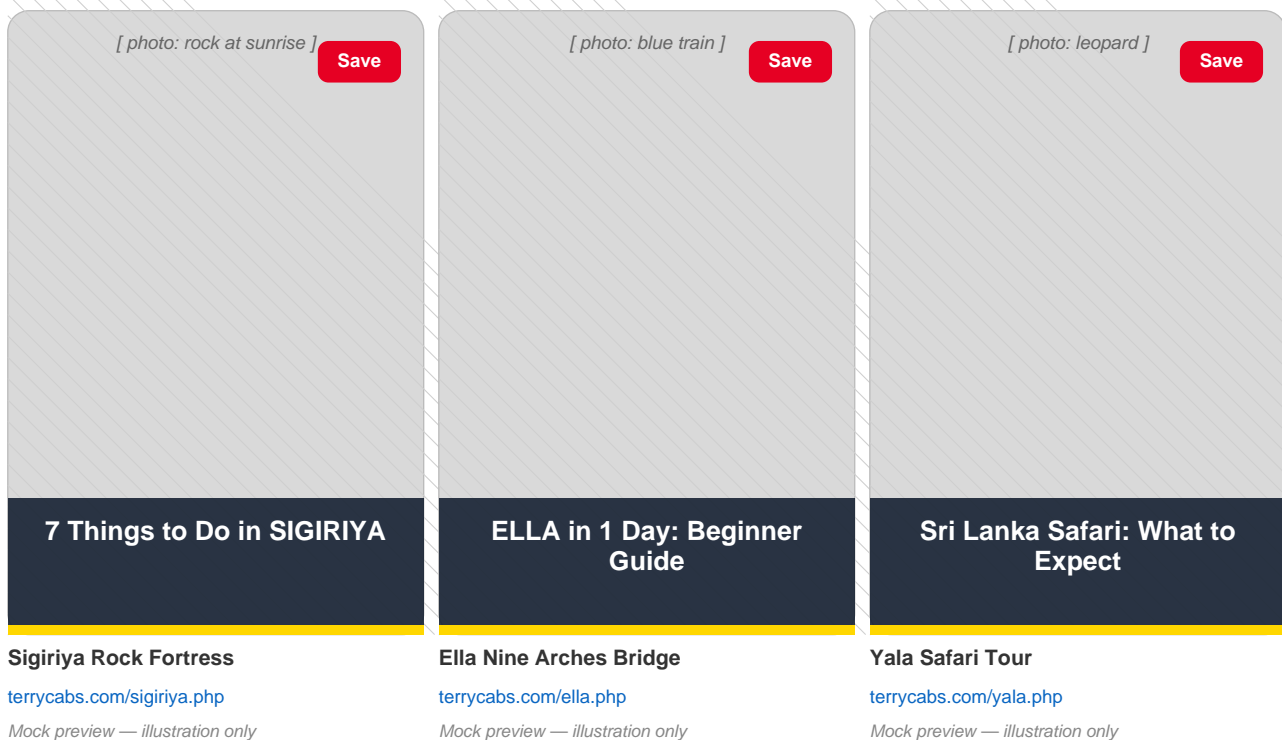
# Step 5 — Design Pins That Actually Get Clicked

This is the single biggest fix in the whole guide. Your current pins (like the Baby Elephant) are **photos**. Photos get saves but not clicks. Pins that drive traffic look like **magazine covers** — a strong photo plus bold text overlay that promises information.

## The 4 rules of a click-driving pin:

1. **Vertical 1000 × 1500 pixels** (2:3 ratio). Anything else gets cropped or buried.
2. **Bold text overlay** with a number or promise. "7 Things to Do in Ella" beats "Beautiful Ella".
3. **terrycabs.com badge** at the bottom — small but visible. Builds the brand even when people don't click.
4. **One pin = one specific page**. Never link to the homepage.

## Examples — what your new pins should look like:

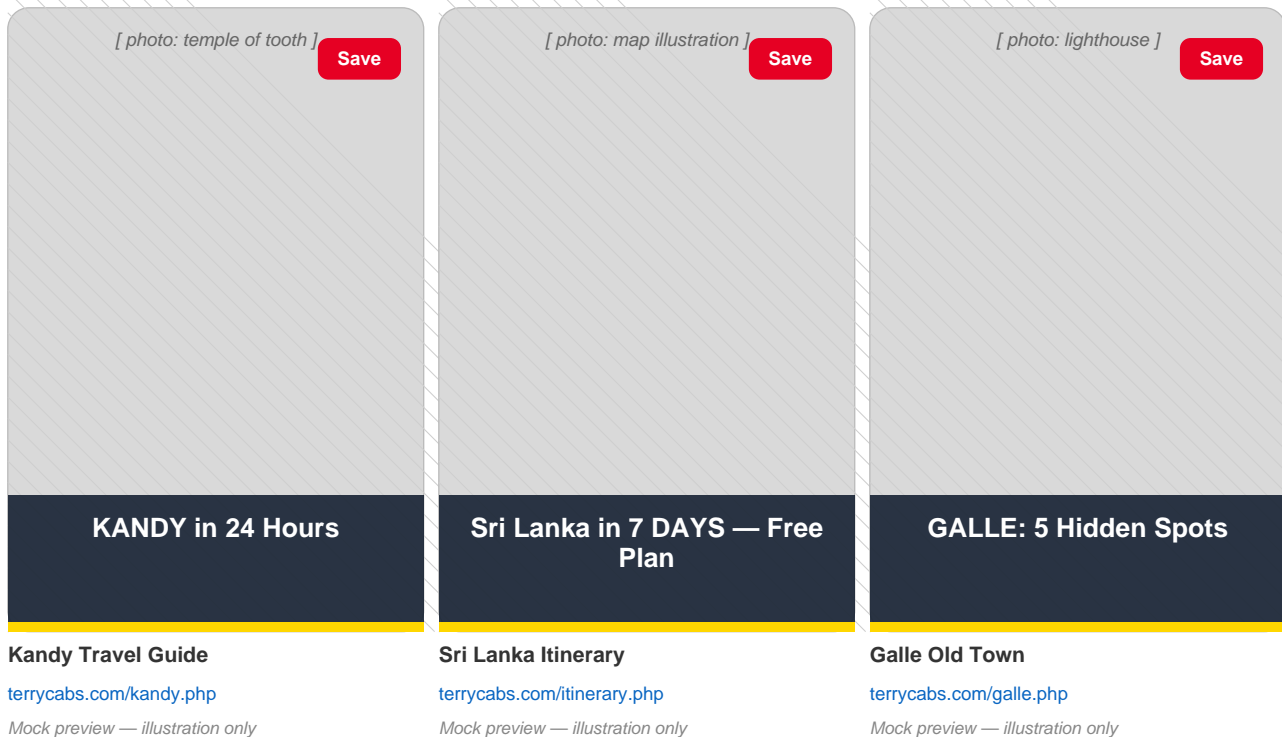


### Tools to make these pins (free)

Open **canva.com** on your laptop or tablet → search "Pinterest Pin" → pick any travel template → drop in your photo, change the text. Total time per pin: about 4 minutes once you build a habit. Save the first pin as a template and reuse it for every destination.

## Mix it up — try different pin styles

Pinterest rewards variety. For each destination page on terrycabs.com, make 3–5 different pins with different angles. Examples below:



## What NOT to do (mistakes that kill clicks)

- X** Plain photos with no text overlay (this is what's happening now).
- X** Horizontal photos cropped to square — Pinterest hides them.
- X** Watermarks across the whole image — Pinterest down-ranks them.
- X** Same pin uploaded twice — counts as spam.
- X** Long URL in the image — looks like spam, hurts trust.

## 6 Write Descriptions That Drive Clicks

The pin image gets the impression. The description gets the **click**. Every pin needs three things: a keyword title, a useful description, and a clear call-to-action with the link.

### The formula:

- **Title (100 chars):** keyword + benefit. Example: "Sigiriya Rock Fortress: Complete 2026 Travel Guide & Tickets"
- **Description (300 chars):** what's inside the page, natural sentences, 2–3 real keywords woven in.
- **Call to action:** end with one of these:
  - *Read the full guide on terrycabs.com*
  - *Book a private driver — terrycabs.com/sigiriya*
  - *Tap to plan your day →*

### Real example you can copy

**Title:** Ella, Sri Lanka in One Day — Best Things to See & Do in 2026

**Description:** Planning a trip to Ella? Here is the perfect one-day itinerary — Nine Arches Bridge, Little Adam's Peak, the famous blue train ride, and the best local spots for lunch. All distances and timings included. **Read the full Ella guide on terrycabs.com →**

Always set the **destination link** field to the specific page, for example: <https://terrycabs.com/ella.php> — never just terrycabs.com.

## 7 Pin Daily — Build Compounding Traffic

Pinterest rewards consistency more than volume bursts. A pin a day for 60 days beats 60 pins in one weekend. The algorithm tracks how reliable an account is.

### The 30-day plan:

- Make **3 fresh pins per day** (use Canva templates so this takes 10 min).
- Schedule them with Pinterest's free native scheduler — tap the clock icon when creating a pin.
- Spread the times: morning, afternoon, evening (Sri Lanka time hits the US/UK audience well).
- **70/30 mix**: 70% your own pins → terrycabs.com, 30% repins from other Sri Lanka travel accounts. This makes your account look human and reliable.

### What to expect (honest timeline)

**Week 1–2**: impressions wobble — Pinterest is re-learning your account.

**Week 3–4**: outbound clicks should rise from 3 → 20–30 if Steps 5 and 6 were done well.

**Month 2–3**: top pins start ranking in Pinterest search and drive traffic on autopilot.

**Month 6+**: compounding kicks in. Pins made today still deliver clicks every week.

# How to Measure What's Working

Forget impressions. The two numbers that matter are:

| Metric                      | Where to find it  | Healthy target (60 days in)       |
|-----------------------------|---|-----------------------------------|
| Outbound clicks             | Pinterest Analytics → Overview                              | 100+ / month                      |
| Click-through rate (CTR)    | Outbound clicks ÷ Engagements × 100                         | 0.5% – 2%                         |
| Top pin clicks              | Analytics → Top pins → sort by Outbound Clicks              | Find your winner; make 5 variants |
| Pinterest referrals to site | Google Analytics on terrycabs.com → Acquisition → Pinterest | Rebook Pins start here            |

## Example link structure to use

Here is exactly how each pin should be linked. Replace the destination name as needed — the format stays the same:

| Destination page | Pin headline (text overlay)             | Pin destination link   |
|------------------|---|--|
| Sigiriya         | 7 Things to Do in Sigiriya              | <a href="http://terrycabs.com/sigiriya.php">terrycabs.com/sigiriya.php</a>         |
| Ella             | Ella in 1 Day — Beginner Guide          | <a href="http://terrycabs.com/ella.php">terrycabs.com/ella.php</a>                 |
| Kandy            | Kandy in 24 Hours                       | <a href="http://terrycabs.com/kandy.php">terrycabs.com/kandy.php</a>               |
| Yala             | Sri Lanka Safari: What to Expect        | <a href="http://terrycabs.com/yala.php">terrycabs.com/yala.php</a>                 |
| Galle            | Galle: 5 Hidden Spots                   | <a href="http://terrycabs.com/galle.php">terrycabs.com/galle.php</a>               |
| Nuwara Eliya     | Why You Must Visit Nuwara Eliya         | <a href="http://terrycabs.com/nuwara-eliya.php">terrycabs.com/nuwara-eliya.php</a> |
| Mirissa          | Mirissa Beach: Best Time & Things to Do | <a href="http://terrycabs.com/mirissa.php">terrycabs.com/mirissa.php</a>           |

# Your 30-Day Action Checklist

| Day       | Task  |
|-----------|---|
| Day 1     | <input type="checkbox"/> Switch to Business account.                            |
| Day 2     | <input type="checkbox"/> Claim terrycabs.com (HTML tag method).                 |
| Day 3     | <input type="checkbox"/> Add Open Graph meta tags to 5 destination pages.       |
| Day 4     | <input type="checkbox"/> Validate one page in Pinterest URL debugger.           |
| Day 5     | <input type="checkbox"/> Create the 5 new boards with descriptions.             |
| Day 6–7   | <input type="checkbox"/> Make 5 Canva pin templates (one per board).            |
| Day 8–14  | <input type="checkbox"/> Make + schedule 3 pins per day (21 pins).              |
| Day 15    | <input type="checkbox"/> Check analytics — note outbound click count.           |
| Day 16–28 | <input type="checkbox"/> Continue 3 pins/day. Repin 1 other account daily.      |
| Day 29–30 | <input type="checkbox"/> Compare clicks vs Day 1. Double down on top pin style. |

## Final note from egotechworld.com

Pinterest is a slow, compounding channel — the opposite of LinkedIn. The first month feels like nothing is happening. By month three, pins you forgot you made will be sending bookings to terrycabs.com every week. Stay consistent. Three good pins a day for 90 days will outperform any paid campaign you could afford.

Guide produced by **egotechworld.com** — tutorials, tools and developer resources for Sri Lankan creators.

Implementation site: **terrycabs.com**