

DANA SKALIN *Marketing*

A FREE PINTEREST AUDIT

# The Pinterest Growth Gap Audit

Most Pinterest strategies have a gap between the effort going in and the traffic coming out. This helps you find yours, across Pinterest and the content around it.

**25**

QUESTIONS

**5**

MIN OR LESS

**5**

AREAS

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Made for business owners who show up consistently but still can't tell what's actually working. Print it out, grab a coffee, and score yourself honestly.

## START HERE

# What I mean by your growth gap

Your growth gap is the space between how much work you put in and how much traffic comes back out. If you're showing up regularly and the numbers still aren't moving, that's the gap. Most people assume the answer is to do more. Usually it isn't. The work is fine. What's missing is someone reading the data to see where it's breaking down.

When nobody reads the data, you end up treating symptoms. You'll redesign your pins when the real problem is the page they point to. You'll post more often when the real problem is your keywords. The effort is there, it's just aimed at the wrong spot.

This goes through your whole setup the same way I do in a paid audit, just at a higher level. Pinterest, your site and blog, your funnel, and how you keep track of all of it. It won't hand you a finished strategy. It'll show you which area is dragging the rest down, so you know where to start.

**HOW TO USE IT**

Go through all five areas and check every box that's honestly true for you today. You're the only one scoring this, so there's no reason to be generous. Tally each area at the end, read all five notes, and pay extra attention anywhere you came up at three or less.

- 1 Be honest, not aspirational.** Check what's true today, not what's sitting on your to-do list.
- 2 Watch the areas, not the total.** Wherever you have the fewest checks is usually where the trouble is.
- 3 Read the notes.** Every area has one, and the ones where you scored low are worth sitting with.

**1****Pinterest Foundations**

Whether people can find you before they ever see a pin.

- My Pinterest is a business account, with my website claimed and rich pins turned on.
- My bio says who I help and what I help them with, in plain language.
- My boards are built around what my buyer searches for, not how I happen to think about my topics.
- I've done keyword research in the last six months, and my pins actually use those terms.
- My profile points people to a clear next step, not just my homepage.

**2****Pin & Content Performance**

Whether your pins get seen and then actually clicked.

- I know my top five pins for outbound clicks over the last 90 days.
- My pins are designed to get clicked, not just saved.
- Each pin lands on a page that gives people what the pin promised.
- I make fresh pins regularly instead of only repinning old ones.
- I can name my best-performing topic or format and point to the data for it.

**3****Website, Blog & SEO**

Whether the place your traffic lands is ready for it.

- My site loads fast and reads clearly on a phone.

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- I publish blog or long-form content that backs up my Pinterest topics.

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- My main pages use the words my buyer searches for, right in the titles and headings.

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- Every blog post sends people somewhere, an offer or an opt-in, instead of dead-ending.

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- I can pull up which pages my Pinterest traffic actually lands on.

**4****Funnel & Email Capture**

Whether you keep the traffic you worked for.

- I've got an email opt-in or freebie that's easy to find.

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- My busiest pages have an obvious way to join my list near the top.

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- New subscribers hear from me right away instead of getting silence.

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- I know exactly what happens after someone joins my list.

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- I know how many subscribers Pinterest brought me last month.

**5**

**Measurement & Consistency**

Whether you're reading your data or guessing.

- I check my analytics on a schedule, not just when something feels off.

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- I know the difference between impressions, clicks, and saves, and which one I'm actually trying to grow.

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- I make changes based on my own numbers, not a tip I saw in a random post.

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- I've stayed consistent on Pinterest for at least 90 days.

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- I know my monthly outbound clicks right now, and whether they're trending up or down.

**TALLY YOUR CHECKS**

Write in how many boxes you checked for each area. Read all five notes, and really sit with the ones where you came up at three or less.

**AREA 1**  
**Pinterest Foundations**       / 5      **IF 3 OR LESS:** people can't find you in search yet, so everything else is working uphill.

**AREA 2**  
**Pin & Content Performance**       / 5      **IF 3 OR LESS:** your pins get seen but not clicked, so impressions go up while traffic stays flat.

**AREA 3**  
**Website, Blog & SEO**       / 5      **IF 3 OR LESS:** your traffic is landing on pages that aren't ready for it, so the click gets wasted.

**AREA 4**  
**Funnel & Email Capture**       / 5      **IF 3 OR LESS:** you're sending traffic you never capture, so you only get one shot at each visitor.

**AREA 5**  
**Measurement & Consistency**       / 5      **IF 3 OR LESS:** you're making changes blind, which means most of them are really just guesses.

## WHAT TO DO NOW

## Now look at what you didn't check

The boxes you left blank are the interesting part. Go back through them and look for a pattern, because most people's empty boxes cluster around one thing. That one thing usually fits one of these three.

**PATTERN: UNSURE ABOUT THE ANALYTICS**

Your blanks are mostly in Area 5. You're making changes off other people's advice because your own analytics still feel like a foreign language.

→ **The Content Marketing Audit \$497**. I go through every channel and give you a plan, ranked by what will move the most. If I can't find at least three things worth fixing, you don't pay. [danaskalin.com/pinterest-content-audit](https://danaskalin.com/pinterest-content-audit)

**PATTERN: PINS NOT CONVERTING**

Most of your blanks are in Areas 1 and 2. Your pins are getting seen but not clicked, and that almost always comes back to keywords that don't match what your buyer is typing in.

→ **Pinterest Keyword SEO Research from \$129**. The actual words your buyer searches, ready to drop into your pins and boards. [danaskalin.com/pinterest-keyword-seo](https://danaskalin.com/pinterest-keyword-seo)

**PATTERN: LACK OF TIME**

You checked the boxes about knowing what to do, but not the ones about actually doing it. You can see what Pinterest needs. You just don't have the hours for it.

→ **Pinterest Monthly Management from \$697/mo**. I run the whole thing so you don't have to think about it. [danaskalin.com/pinterest-monthly-management](https://danaskalin.com/pinterest-monthly-management)

You don't have to fix all five areas at once. Start with whatever's costing you the most, and the rest gets a lot easier from there.

*Dana*