

Strategic Marketing Campaign for www.WeddingTraditions.about.com

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Since launching in September 2012, the new Wedding Traditions channel on About.com has achieved significant milestones. The website regularly ranks in the Top 10 among 40+ About.com channels.

The success of the website is due to a combination of high-quality content and consistent promotion via social media, including an off-site support blog on WordPress and branded inspiration boards on Pinterest.

about style

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About.com > About Style > Wedding Traditions

WEDDING TRADITIONS

Folding 1,000 Wedding Paper Cranes

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Wedding Shoe Traditions

Just Married: Decorating the Getaway Car

OUR WEDDING TRADITIONS EXPERT

Nicole Kidder
Wedding Traditions Expert

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THE LATEST IN WEDDING TRADITIONS

Love Quotes for a Winter Wonderland Wedding

Winter wedding quotes and readings that warm the heart.

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5 Wedding Gifts for African American Couples

Meaningful wedding gifts that celebrate the traditions and heritage of African and African American couples.

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Lassoing the Latino Newlyweds

The lazo unity ceremony unites newlyweds in their shared responsibility for the marriage and represents their infinite love for each other and God.

FREE EMAIL NEWSLETTER

Let About.com send you the latest from our Wedding Traditions Expert.

Your email address here

SIGN UP

Page Views

2012: 2,414

2013: 194,390

2014: 592,423

Total: 789,227

Goal

Between January 1, 2014, and December 31, 2014, increase overall page views by 50%. Based on reaching 194,390 page views in 2013, the 2014 goal is 291,585.

Objectives

- Publish 4-8 articles each month to build content that Google can index.
- Obtain and maintain a No. 1 ranking on Google search results for 12 articles.
- Develop a stronger presence on Pinterest to encourage click-through to the website.
- Leverage personal Facebook network to identify people who are getting married and then send them an invitation to browse the articles.
- Continue to utilize the Traditions Wedding Blog on WordPress to promote content on About.com.

Target Audience

Brides: 75% of audience

Guests/Wedding Attendants: 25%

Implementation of the Campaign

1. Focus on producing superior content to what is already published online. This will attract Google search engine crawlers and encourage visitors. By publishing 1-2 articles each week, Google has more content to index, and the website becomes a trustworthy, go-to resource for wedding planning.
2. Research how to create a Pinterest Business account to establish the Wedding Traditions brand.
 - a. Develop inspiration boards that showcase wedding traditions brides want to pin to their boards and share with others.
 - b. Promote articles by pinning them to the corresponding inspiration board.
 - c. Promote boards by including links back to Pinterest within corresponding articles.

Evaluation of Results and Lessons Learned

This multi-approach strategy has generated 592,619 page views to-date (November 30), resulting in a nearly 205% increase. The all-time high hit at the height of wedding season in August 2014 with 72,900 views. Steady traffic growth is organically achievable by offering quality content that visitors want to read and engage with. Next year, explore increasing content production during the height of wedding season, between May and September, to help boost page views.

Additionally, 14 articles have been identified as reaching the top spot on Google under specific search terms. Dozens more appear above the fold and on the first two pages.

Activity on Pinterest has grown significantly with average daily impressions rising from 2,035 in February 2014 to 4,200 in November 2014. The project is time-consuming but worth the exposure and further investment. When pinning About.com Wedding Tradition articles to a board, it had often already been posted by a bride-to-be. Now that the brand is established, it is time to focus on more in-depth engagement with Pinners.

The most effective promotional channels are the places where the target audience hangs out. LinkedIn and Facebook do not direct much traffic to the website; however Facebook provides good leads to connect with people who already trust me. Pinterest shows the most potential.

More than a dozen articles currently rank in the No. 1 spot for Google’s search engine results (SER) based on specific keywords. Dozens more rank on the first page just after popular websites, such as Pinterest, YouTube and The Knot. Quality content, appropriate tagging and strong META data have contributed to this success.

Google lucky wedding dates 2014

Web Shopping News Images Videos More Search tools

About 2,220,000 results (0.33 seconds)

Lucky Weekend Wedding Dates - Wedding Traditions
 weddingtraditions.about.com | Wedding Planning Tips
 The luckiest weekend dates in 2014 and 2015 to get married, according to Chinese and Hindu predictions.

Wedding Planning: Lucky Wedding Dates - The Knot
 wedding.theknot.com/wedding-a-wedding/lucky-wedding-dates.aspx
 Sunday, February 10, 2013, Friday, January 31, 2014, Thursday, February 19, 2015. Check out our calendar for the rest of this year's lucky dates.

Selecting Wedding Dates in 2014 - Year of the Horse
 www.herongyang.com/chinese/wedding/wedding_dates_2014.html
 If you are selecting a wedding date in 2014, year of the Horse, you can consider the following good wedding dates marked in red in this calendar: The good ...

Auspicious wedding dates: astrological test
 magic-horoscope.com/wedding/
 Auspicious wedding dates Auspicious wedding date is the key date for the following life, this date defines the future not only for marriage itself, but also for each ...

Lucky Wedding Dates 2014 - Feng Shui Import
 www.fengshui-import.com/blog/lucky-wedding-dates-2014/
 Aug 23, 2013 - Marriage is one of the most important things for a life. One lucky wedding date can bring happiness, harmony and wealth for the rest of the life.

Lucky Wedding Dates 2015 - Feng Shui Import
 www.fengshui-import.com/blog/lucky-wedding-dates-2015/
 Sep 19, 2014 - It is believed that one lucky wedding date can bring happiness. For

Google wedding money dance songs

Web Shopping Videos Images News More Search tools

About 15,300,000 results (0.29 seconds)

The Best (and Worst!) Songs for Your Money Dance
 weddingtraditions.about.com | Reception Rituals
 Popular money dance songs you should avoid and some great song suggestions to make this enchanting wedding tradition a success.

Popular Wedding Money Dance Songs - Disc Jockeys ...
 www.discjockeysunlimited.com/popular-wedding-money-dance-songs.htm
 Disc Jockeys Unlimited - Wedding Help - Popular Wedding Money Dance Songs - Wedding Money Dance

DJ Wedding Music: Dollar Dance Song Suggestions
 www.djweddingmusic.com/dollar-dance-song-suggestions.php
 Wedding Music and Wedding Song Ideas for the DJ to play during the Dollar Dance at a Wedding Reception.

Top 50 Most Requested Money Dance Songs
 www.absolutemusicdjs.com/2011/10/top-50-requested-money-dance-song-...
 Oct 9, 2011 // by admin // Wedding Planning // 2 Comments ... find 26575 more info absolutemusicdjs.com/2011/10/top-50-requested-money-dance-songs/ [...]

Money Dance Songs | Capital Sound DJ's
 capitalsounddjs.com/?page_id=121
 Top 50 Most Requested Money Dance Songs - Download - Capital Sound DJ's - Most Requested Wedding Dance Songs - Download - Capital Sound DJ's ...

Dollar Dance Songs | Wedding Songs - The Music Concierge
 www.themusicconcierge.com/weddings/wedding-songs/dollar-dance-song-...
 70+ items - Dollar Dance Songs - Money Dance Songs. Although it has ...

Google types of weddings

Web Images Shopping Videos News More Search tools

About 39,400,000 results (0.25 seconds)

12 Types of Weddings - Wedding Traditions - About.com
 weddingtraditions.about.com/od/.../Types-Of-Weddings.htm
 From traditional to quirky, find the type of wedding ceremony that is right for you.

What Type of Wedding Ceremony Is Right For You? | Rev ...
 www.huffingtonpost.com/.../what-type-of-wedding-...
 Dec 9, 2013 - Finding your personal style is a matter of deciding the type of ceremony most suited to you, and getting a sense of which rituals, blessings, ...

Wedding - Wikipedia, the free encyclopedia
 en.wikipedia.org/wiki/Wedding
 4.1.1.1 Quaker customs; 4.1.2 Hindu customs; 4.1.3 Jewish customs; 4.1.4 Muslim cultures; 4.1.5 Chinese cultures; 5 Humanist weddings; 6 Wedding types

All Kinds of Weddings: Home
 www.allkindsofweddings.com/
 Our reverends, officiants, and ministers are non denominational and can perform a variety of wedding ceremonies to fit your specific needs. We will help you ...

Types of Wedding Ceremonies on Pinterest | 68 Pins
 https://www.pinterest.com/reverendarlene/types-of-wedding-ceremonies/
 Pins about Types of Wedding Ceremonies hand-picked by Pinner Always and Forever Florida Weddings | See more about unity sand, unity candle and butterfly ...

The Different Types Of Weddings There Are | Thought Catalog
 thoughtcatalog.com/kirsten...the-different-types-of-weddings-there-are/
 Jul 19, 2012 - So in the midst of all this talk, I've been thinking a lot about the types of weddings that we all have either dreamed about, will soon attend or will ...

Google latino wedding sponsors


Web Images News Videos Shopping More Search tools

About 365,000 results (0.26 seconds)

Madrinas y Padrinos: The Wedding Sponsors
 weddingtraditions.about.com/.../Padrinos-y-Madrinas-The-Wedding-Spo-...
 Modern Latino couples struggle with how to incorporate sponsors into the wedding festivities.

Continued: Madrinas y Padrinos: The Wedding Sponsors
 weddingtraditions.about.com/.../Continued-Padrinos-y-Madrinas-The-W...
 Modern Latino couples struggle with how to incorporate sponsors into the wedding festivities.

Images for latino wedding sponsors Report images



More images for latino wedding sponsors

Latin and Mexican wedding customs and traditions ...
 www.2-a-weddingday.com/weddings/latinweddings.html
 Wedding customs of Latin and Mexican brides and grooms. ... Sponsors of the wedding, such as parents, grandparents, godparents other relatives and friends ...


Mexican Weddings ~ Honoring Madrinas and Padrinos ...
 engle-heart.com/blog/mexican-wedding-traditions/
 May 5, 2012 - A traditional couple getting married are sponsored, financially, by their

Google wedding eggs:

Web Images Shopping Videos News More Search tools

About 99,200,000 results (0.24 seconds)

Images for wedding eggs Report images



More images for wedding eggs

Blessing a Marriage with Eggs - Wedding Traditions - About ...
weddingtraditions.about.com › Guest & Attendant Etiquette
Incorporating decorative eggs into the wedding celebration is customary around the world.

Wedding Eggs - Texas Egg Designs
https://www.texaseggdesigns.com/wedding%20eggs.html
Texas Egg Designs, custom handmade egg gifts and collectibles to order Ostrich, Goose, Rhea, chicken eggs, jewelry boxes, necklaces, wedding cake toppers, ...

Easter eggs- wedding couple - Instructables
www.instructables.com/id/easter-eggs-wedding-couple/ Instructables = easter eggs+ wedding couple you can easily make them with some paper, glue and colorshere is how to make them.

Decorate Eggs 101 with Eileen Tokita: Egg Jewel Box ...
www.youtube.com/watch?v=munimilYiYw
Nov 5, 2011 - Uploaded by Eileen Tokita
Decorate Eggs 101 with Eileen Tokita: Egg Jewel Box Wedding

Google covenant vows

Web Images Videos Shopping News More Search tools

About 474,000 results (0.17 seconds)

Christian Covenant Wedding Vows - Wedding Traditions
weddingtraditions.about.com/.../Christian-Covenant-Wedding-Vows.htm
How to Incorporate Covenant Vows into Your Christian Wedding ... To make a covenant oath binding, the bride and groom must join their right hands and ...

What is a Marriage Covenant - Covenant Marriage Movement
covenantmarriage.com/what-is-a-marriage-covenant/ A covenant is intended by God to be a lifelong fruitful relationship between a man and a woman. Marriage is a vow to God, to each other, our families and our ...

Five Ways to Keep Your Marriage Covenant
www.familylife.com/.../5-ways-to-keep-your-marriage-covenant/ FamilyLife = It's time to realize our marriage vows are a covenant—a solemn oath made by a husband and wife to each other and to God. Here are some ideas for making a ...

Marriage Covenants (Vows) - Divorce Hope
www.divorcehope.com/marriagevowscovenantagreements.htm A Marriage Covenant, Marriage Vows, a Marriage Agreement and a Covenant Marriage are all conditional. There is no such thing as an "unconditional" ...

What is a Covenant Wedding?
www.ablessedwedding.com/what_is.html In our modern society many people have lost the concept of a covenant. ... It's not uncommon for people to say that it is by far the most beautiful vows ever ...

Wedding Vows are actually not VOWS but Covenants ...
www.truthbearer.org/love-not-force/covenant_wedding-vows/ Wedding Vows are technically and actually not VOWS but are Covenants to which only covenant breaking doctrine applies – TruthBearer.org

Google buddhist wedding gifts

Web Shopping Images Videos News More Search tools

About 185,000 results (0.34 seconds)

Buddhist Wedding Gifts - Wedding Traditions - About.com
weddingtraditions.about.com › Guest & Attendant Etiquette
Spiritual wedding gifts for newlywed Buddhist and Hindu couples.

Your Buddhist Wedding: DharmaCrafts meditation supplies
www.dharmacrafts.com/102xBW/DharmaCrafts-Meditation-Supplies.html Dharma Gifts, Home Furnishings ... Home > Meditation Supplies > Your Buddhist Wedding ... Twenty Poems to Bless Your Marriage and One to Save It (Book).

Buddhist Wedding Gifts | eHow
www.ehow.com › Holidays & Celebrations
Buddhist Wedding Gifts. A Buddhist wedding is a simple affair marked with colorful costumes and prayers dedicated to the happiness of all living things. Usually ...

Need to Know: Cultural Wedding Gift Traditions | Dana ...
www.huffingtonpost.com/.../cultural-wedding-gifts_... The Huffington Post - Feb 20, 2013 - One gift that's common at a Jewish wedding is money, but not just any ... Buddhist wedding traditions have a lot in common with Hindu customs.

Buddhist Wedding on Pinterest
https://www.pinterest.com/explore/buddhist-wedding/ Discover Pins about buddhist wedding on Pinterest. See more ... Unique wedding gifts for guests 100 blessed Buddhist bracelets #weddings #buddhist. More ...

Stellar Guest Guide: Buddhist Wedding Etiquette | Gifts.com ...
blog.gifts.com/etiquette/stellar-guest-guide-buddhist-wedding-etiquette - Jun 17, 2013 - This time, I'm setting the record straight on Buddhist wedding guest etiquette. What's going to happen? What are you supposed to wear?

Google history wedding boutonniere


Web Images Shopping Videos News More Search tools

About 193,000 results (0.44 seconds)

History of the Wedding Boutonniere - Wedding Traditions
weddingtraditions.about.com/.../MarriageTraditions/.../History-Of-The-... Adding elegance and style to the traditional wedding suit, the boutonniere is a centuries-old symbol of chivalry.

The History of the Boutonniere | ProFlowers Blog
www.proflowers.com/blog/the-history-of-the-boutonniere ProFlowers - May 30, 2012 - Boutonnieres have an interesting history ... facts, as well as some etiquette tips to help you out on the big day, whether it's prom or a wedding.

Images for history wedding boutonniere Report images



More images for history wedding boutonniere

Boutonniere - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Boutonniere Wikipedia = A boutonniere (French: [butɔ̃niʁ]) is a floral decoration worn by men, typically a ... formal wear is standard, such as at proms, homecomings, funerals, and weddings ... A History of Men's Fashion: What the Well Dressed Man is Wearing.

Boutonnieres and Weddings: The History and the Trends ...
www.bluehourset.com/.../boutonnieres-and-weddings-the-history-and-1 ...

Google cultural wedding vows

Web Images Shopping Videos News More Search tools

About 400,000 results (0.36 seconds)

Cultural Wedding Vows - Wedding Traditions - About.com
weddingtraditions.about.com › ... › Modernizing Wedding Traditions
Infuse your modern beliefs into your wedding vows by drawing inspiration from these traditional **cultural marriage vows**.

Cultural Wedding Vows
www.my**weddingvows**.com:**cultural-wedding-vows** -
Cultural Wedding Vows ... Apaches, 6.7/10 (235 ratings) · Celtic Wedding Vow, 7.09/10 (209 ratings) ... (79 ratings) · Hindu Marriage Poem, 3.08/10 (214 ratings).

30+ Examples of Wedding Vows | BridalGuide
www.bridalguide.com › Planning › Wedding Ceremony Traditions
For centuries, many couples recited the **wedding vows** of their particular region or **cultural tradition**—perhaps without even considering an alternative.

Cultural Customs - Beach Wedding Ceremony | Destination ...
sacred**weddingvows**.com/**wedding**...**wedding**...**cultural-wedding-cerem**...
Incorporating cultural wedding traditions and customs to a wedding is not only a fantastic ... The couple circles the sacred fire seven times while reciting vows.

Wedding Traditions - Wedding Customs - The Knot
wedding.theknot.com/**wedding-planning/wedding-customs.aspx** -
Wedding Traditions - Learn about different wedding traditions and wedding customs and find the best ... traditional **wedding vows** ... wedding tradition photos.

Wedding Vows: Ethical Humanist Wedding VowsTheKnot.com
wedding.theknot.com/**wedding**...**wedding**...**ethical-humanist-wedding-v**...
Want to write your own wedding vows? Make sure your officiant will accept personalized vows, and get started by asking yourselves these 20 questions.

Google love lock wedding readings

Web Shopping Images News Videos More Search tools

About 1,360,000 results (0.33 seconds)

Quotes and Readings for a Love Lock Unity Ceremony
weddingtraditions.about.com/.../MarriageTraditions/.../Quotes-and-Readi...
Inspirational reading for personalizing the **love lock wedding ritual**. Here are some inspirational quotes and poems to help couples share the meaning of this ...

With this love lock, I thee wed... - Anita Revel :: Marriage ...
yesidoweddings.com/with-this-love-lock-i-thee-wed/ -
Apr 23, 2012 - So we decided to attach a **love lock** engraved with our **wedding date** to a ... Once we popped Olivia off to bed Ker and I ... Continue reading ...

Wedding Vows and Readings on Pinterest | 301 Pins
www.pinterest.com/Celamilton/**wedding-vows-and-readings/** -
Wedding Poems & Love Quotes for Guest Books, Beautiful Love Poem & ... "A soulmate is someone who has locks that fit our keys, and keys to fit our locks."

Tree of Life™ Ceremony - Love Locks UK
www.lovelocksuk.com/treeoflife.html -
Recently launched in the USA, Jessica and Michael were the first couple to share with family and friends the LoveLocks™ "Tree of Life" ceremony at their wedding.

Love Locks Ceremony - BC Online Shop
www.bconlineshop.com.au/**lovelocks.love.locks.heart.loveers%20locks.pa**...
The **love locks** can now be placed on the brides wrist for the rest of the ceremony. The **love lock wedding ceremony** will leave you with a beautiful memento of ...

Unique Wedding Ceremony Ideas - Lovelock-itz - HubPages
lovelock-itz.hubpages.com › Gender and Relationships -
Sep 3, 2011 - Lovelocks™ "Tree of Life" **wedding Ceremony** - Token of Love Locked ... You can customize your **vows** along with customizing your LOVE...

Google attending winter wedding

Web Images Shopping News Videos More Search tools

About 25,700,000 results (0.34 seconds)

Attending a Winter Wedding - Wedding Traditions - About.com
weddingtraditions.about.com › ... › Guest & Attendant Etiquette
Tips for choosing the perfect outfit and a meaningful gift when you **attend a winter wedding**.

6 Dresses appropriate for attending a winter wedding
www.sheknows.com/love-and-sex/.../6-dress-styles-for-a-winter-wedding -
Nov 11, 2011 - Finding the perfect dress to wear to a **winter wedding** can be a challenge. Whether it's a formal affair or cocktail night, these six dress looks will ...

Best Wedding Guest Dresses For Fall and Winter Weddings ...
www.popsugar.com › Fashion - PopSugar -
Nobody wants to look inappropriately dressed at a **wedding**, nobody. But beyond the obvious don't-wear-white rules, there are other issues to contend with.

What To Wear To A Winter Wedding - Wedding Guest Outfit ...
www.glamourmagazine.co.uk/.../what-to-wear-to-a-winter-wedding-brid... -
Oct 9, 2013 - Got a wedding coming up, and nothing to wear? No problem! Wrap up and still look smart with our **winter wedding outfit ideas**.

26 Dresses To Wear To A Winter Wedding | StyleCaster
stylecaster.com/**winter-wedding-dresses/** -
Jan 3, 2014 - We found great options for you to wear to every kind of **winter wedding**.

What to Wear to a Winter Wedding | StyleCaster
stylecaster.com/what-to-wear-to-a-winter-wedding/ -
Nov 29, 2012 - Going to a wedding this winter? You'll need a dress! Click through the gallery to strap 50 of our favorites, from black-tie looks to chic cocktail ...

Google types of wedding dances

Web Videos Shopping Images News More Search tools

About 513,000 results (0.34 seconds)

Types of Wedding Dances - Wedding Traditions - About.com
weddingtraditions.about.com › ... › Reception Rituals
Traditionally, **wedding receptions** are filled with music and dancing as loved ones joyously celebrate their happiness for the bride and groom. Most **wedding** ...

Popular Wedding Dances - Wedding Dance and Ballroom ...
www.dance662.com/**wedding_dances.php** -
We're proficient in all of the major ballroom dances, latin dances, and swing ... It's usually danced to the same **type** of music as steel coast swing, but has a ...

Types of Wedding Dances - Planning A Wedding Reception
www.a-wedding-reception.com/**wedding-dances.html** -
There are several **types** of **wedding dances** that are done at wedding receptions these days. I remember watching a movie where there was a money dance ...

Special dances? | Weddings, Etiquette and Advice | Wedding ...
www.weddingwire.com/**wedding_dances**:27f9d9a6c2d7... - WeddingWire -
Nov 7, 2011 - 19 posts - 10 authors
Hi Ladies, How many special dances are there? ... the full list of traditional dances - however there can be any **type** of dance you'd like.

4 types of wedding dancers - YouTube
www.youtube.com/watch?v=6mTPz5YVzGc
Aug 4, 2005 - Uploaded by shark2blog
4 **types** of **wedding dances** ... Best wedding Dance ever / K&N
by Ripple Effect 1,070,009 views · 5:55 ...

Wedding Dancing: Choreographing Your First Dance? Take ...
wedding.theknot.com/**wedding**...**wedding**...**which-choreographed-wedd**... -

Content ideas are generated through regular reviews of the performance of current articles in About.com's CMS analytics system as well as research on high-performing, low-competition short and long-tail keywords using industry SEO tools.

The most widely read article on the Wedding Traditions website with 150,563 all-time page views since first publishing in January 2013. The article currently occupies the top spot in Google rankings for the search term "lucky wedding dates 2014." The article is updated annually with current information so that it remains relevant.

The third most popular article on the Wedding Traditions website. Since first publishing in October 2013, the article has generated 27,718 page views, with an all-time monthly record of 4,508, despite its eighth place ranking in Google's search results. Companion articles were developed to expand the topic in order to capitalize on the high interest in handfasting ceremonies.

www.TraditionsWeddingBlog.wordpress.com

The Traditions Wedding Blog was designed to drive traffic to the articles on the Wedding Traditions channel at About.com. The WordPress blog enables me to share personal thoughts on article topics, expand content, engage with readers and promote recently published pieces on Facebook and LinkedIn. The strategy has been successful in directing 15,120 clicks to the parent website. With 47,356 all-time views on the blog, the click-through rate (CTR) is nearly 32%.

Traditions

[Home](#) [About the Traditions Wedding Blog](#) [Guestbook](#)

Henna Wedding Tradition

Celebrating the World's Richly Diverse Wedding Traditions

13 Coins to Celebrate Love

2014 Wedding Trend: Cultural

Japanese Cranes and Kimonos

A Personalized Broom Jumping

Traditions Wedding Blog on Pinterest

With brides turning to Pinterest as a primary resource for wedding ideas, efforts should be focused on developing a strong presence on this social media platform to drive traffic to the Traditions Wedding Blog and the About.com Wedding Traditions channel. This strategy has successfully generated 180 followers and 283 clicks to the blog. In turn, the blog has directed 281 clicks to the Pinterest inspiration boards.

Pinterest analytics identify a prime opportunity to capitalize upon the 95,736 monthly viewers to increase the click-through rate and number of engaged visitors. To encourage this, a recently published article on WeddingTraditions.about.com promotes the Pinterest boards and tells readers how they can add wedding tradition articles to their own boards. Other relevant About.com articles were pinned to corresponding boards. The goal is to increase the click-through rate by 20% in the next six months.

Pinterest Metrics

Followers:	180
Avg Daily Impressions:	4,353
Avg Daily Viewers:	3,292
Avg Monthly Viewers:	95,736
Avg Monthly Engaged:	738
Pinterest Traffic Driven to WP:	283
WP Traffic Driven to Pinterest:	281

