

PINNING PRO CHEAT SHEET

FOLLOW THIS CHECKLIST FOR A COMPLETE PINTEREST SETUP AND EFFECTIVE PINNING STRATEGY

SETUP

- Verify your website
- Convert to a business account
- Set up Rich Pins if possible
- Add your photo or logo
- Create a keyword rich business name in settings
- Add a keyword rich description to your profile
- Add a Pin It button to your website or blog

BOARDS

- Create 20-50 boards
- Add a brand or blog board specifically for your content
- Make both broad and niche topic boards
- Add each board to a relevant category
- Update the board with a keyword rich description
- Ensure all names are sensible and searchable

PINS

- Pins should be portrait or square
- Ensure a ratio of 2:3 in size
- Current approved size is 600:900 pixels
- Use lifestyle rather than cut out images
- Ensure images are copyright free or owned
- Add teaser text
- Include your logo and branding

DESCRIPTIONS

- Add a 50-100 word description to each pin in organic sentences
- Include relevant keywords
- Research keywords and keep a list
- Add hashtags to the description
- Include on branded hashtag e.g. #jenstanbrook
- Use both broad and niche hashtags

PIN RATIOS

- 10 pins per day is a good start
- Some will need more than 10
- Use a ratio of 80:20 (80% your own pins)
- Pin across a 24 hour period
- Pin consistently and organically

STRATEGY

- Save to the most relevant board first
- Add to at least 5 more boards a day apart
- Use a scheduler like Tailwind
- Pin new content, make pins for old content and repin old, successful pins
- Add these to your pinning schedule
- Monitor results with Google Analytics