

**THE  
PINNING  
CLUB**  
BY JEN STANBROOK

**PINNING PRO  
CHECKLIST**



# PINNING PRO CHECKLIST

FOLLOW THIS CHECKLIST AS A REFERENCE FOR YOUR PINTEREST SETUP AND STRATEGY.  
IT WILL GUIDE YOU AND ENSURE YOU CAPTURE ALL OF THE TASKS NECESSARY.

## SETUP

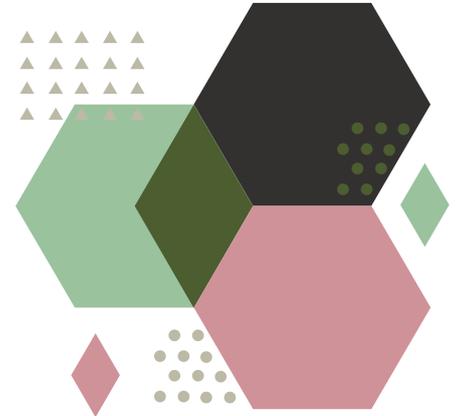
- Verify your website
- Convert to a business account
- Set up Rich Pins if possible
- Add your photo or logo
- Create a keyword rich business name in settings
- Add a keyword rich description to your profile
- Setup your featured boards
- Add a curated image to the header, or choose your brand board
- 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
- Focus on creating your boards rather than joining group boards

## PINS

- Pins should be portrait in shape
- Ensure a ratio of 2:3 in size
- Suggested size is 600:900, 750 x 1000 pixels
- Use lifestyle imagery rather than cut out images
- Avoid putting people's faces in the images
- Ensure images are copyright free or you own them yourself
- Add some overlay text and create a contrast so the text is bold
- Include your logo or URL for the website.
- Create 5-10 different templates which can all be used for your pins
- Use Canva, Photoshop or Picmonkey to store templates so they can be updated when you need them



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## DESCRIPTIONS

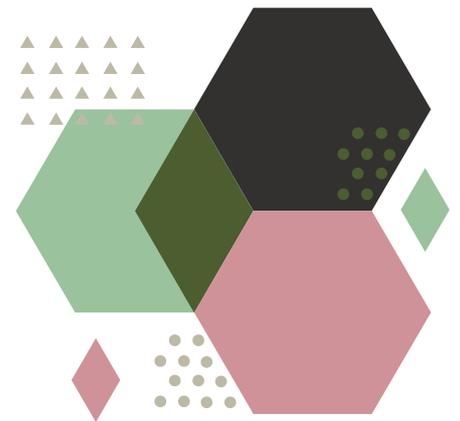
- Add a 50-100 word description to each pin in organic sentences
- Include relevant keywords
- Research keywords and keep a list
- Add hashtags to the description
- Include one branded hashtag e.g.#jenstanbrook
- Use broad, general words for hashtags

## PIN RATIOS

- 10 pins per day is a good start
- Some will need more than 10 (15-25 is said to see good results)
- Use a ratio of 80:20 (80% your own pins)
- Pin across a 24 hour period so where possible use a Scheduler
- Pin consistently and organically
- Focus on pinning fresh content

## STRATEGY

- Save your pin to the most relevant board first
- Add to 9 more boards with an interval of 2+ days apart
- Use a scheduler like Tailwind to give consistency and ease of management of your pinning.
- Create lots of fresh pins for old content and products
- Refrain from looping (re-sharing) old pins before 5-6 months has elapsed.
- Monitor results with Google Analytics and Pinterest analytics
- GA - Aquisition->Social->Network Referrals->Pinterest



# FURTHER INFORMATION

## ▶ SETUP ◀

- Your account still needs to reflect your branding, so add a photo or logo which mirrors you on other platforms. You don't need to be personal though, remember this isn't social media
- If you've never set up the featured boards before, you'll be able to initiate it from your Settings. Once you've done it the first time, you'll always be able to edit it from your home page.
- Generally the header looks good if you choose a branded board to showcase. The 'Latest' or your brand board is a good example. At this time, Pinterest is also giving us the option to create a specific image to host here. It's a good way to showcase your brand, your website and an image of your products. You can add a video (2GB) or an JPEG, PNG image of 10MB.

## ▶ BOARDS ◀

- Remember that boards need to be a good mix of high level and niche types. You will probably have more nich boards than general ones.
- Try and create a 'set' of 10 boards that includes some general and niche types for each category of pin you save.
- All boards should be added to a category and given a good description. Include keywords here for your business and brand which will help the boards turn up in search results.

## ▶ PINS ◀

- A set of cleverly curated pin templates is now essential as Pinterest is asking content creators for more fresh pins.
- Make each of your templates different from the last whilst retaining your branding and messaging. Think about using the same colours and fonts, just in different styles. And don't forget to add your logo or website URL

## ▶ DESCRIPTIONS ◀

- Remember to use the search guide to help you find the right keywords and key phrases to use in your descriptions.
- Pinterest has told us that its users are only looking for high level, broad terms in their hashtags, so keep it quite high level and not too niche.
- Your branded hashtag will help you find all of your content and help a pinner find more of your pins by just clicking on the hashtag. It's also a great way to keep a track on any pins that may have been stolen.

## ▶ PIN RATIOS ◀

- When you are first starting out it's a good idea to begin with a 50-50 ratio, where 50% of pins lead back to your website and 50% lead back to other people. Then as soon as you can, build to a 80-20 ratio, with 80% of yours. On 10 pins a day, this means 8 of them would be directing traffic back to your website.

## ▶ STRATEGY ◀

- Fresh pins are now more important than ever before. You must make sure that the large majority of your pins are new. A fresh pin is one that links a pin image to a URL. If you change the image, the URL can stay the same as before. This is a Fresh Pin.
- Tailwind is a good way to manage your pinning. Schedule your pins for the week in advance to ensure they are well distributed and you don't break any of Pinterest's rules.
- If you're saving other people's pins onto your account, just ensure the link on that pin is valid, i.e. it must lead to a valid website and not be stolen or spammy.