

**THE
PINNING
CLUB**
BY JEN STANBROOK

**BOARD
BUILDING
GUIDE**



BOARD BUILDING

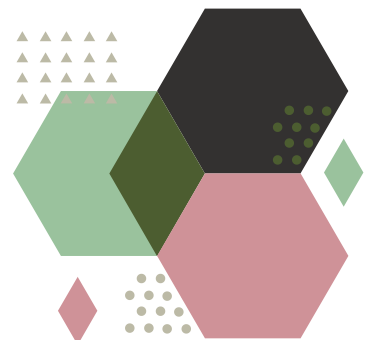
FOLLOW THIS SET OF GUIDELINES FOR CREATING YOUR OWN SET OF PINTEREST BOARDS
FOR SUCCESSFUL PINNING

► SETUP ◀

- When creating an effective pinning plan to bring the maximum number of website visitors from Pinterest, one of the most important, and often overlooked elements, is your board setup.
 - You need to have created a robust and solid set of boards which enables you to showcase your brand AND give you spaces to which you can save multiple pins.
 - Building the correct types of boards, gives you more places to save pins, and a much better chance of being found by pinners.
 - Furthermore, when you save a pin to a relevant board, Pinterest has a better understanding of what the pin is all about, helping it to serve your content to the correct pinners in their search results.
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- This guide will walk you through the steps of creating the best set of Pinterest boards for your brand.

► THE BRAND BOARD ◀

- Every Pinterest account should have a board that is named after the business. It's there to showcase pins from the business account, i.e. you only save your own pins to it. You don't need to put any other pins in there, it will be a portfolio of your content only.
- Keep reading before you go and name this board though, if you haven't already, and be sure that you're giving it a search friendly title.

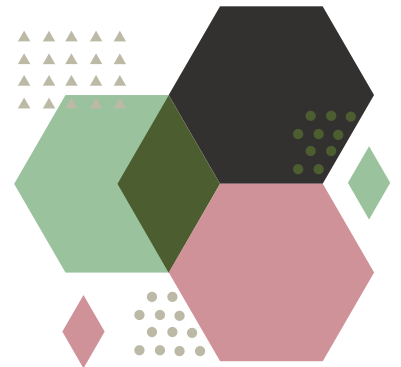


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▶ BOARD TYPES ◀

- Now, let's talk about the two different kinds of Pinterest boards you are going to need.
- Always, remember that the boards are there so you can save pins to them. Yes, they will be relevant to your brand and business, but they also need to give you multiple places to save pins.
- So, to begin with we have the set of broad boards, or high-level boards, those that give an overview of your area of expertise. Once we've identified the broad boards for your business, we'll start to look at the more niche, or detailed boards.
- Let's dig in.



▶ BROAD BOARDS ◀

- A broad or high-level board is the kind of board that focuses on the wide area of expertise you have. It may be that your business can be categorised in this area, or that you practice a service falling into a certain style of work.
- However you want to name them, you'll need to identify between 5 and 10 of these ideas which we can transform into board names.
- Let me give you some examples:

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▶ EXAMPLES ◀

- I run a Home and Interiors Pinterest account. I create content around interior design, home décor and home interiors so for my broad board ideas, I would concentrate on these kinds of areas.
- Be careful of not going too deep at this stage.

My list of broad board name ideas might be something like this:

- DESIGN
- DÉCOR
- INTERIORS
- HOMES
- HOME DÉCOR
- INTERIOR DESIGN
- ARCHITECTURE
- FAMILY HOMES

If I was running a coaching business, helping people learn mindfulness techniques, I might choose the following high level board ideas:

- SELF-HELP
- SELF-CARE
- COACHING
- MINDFULNESS
- THERAPY
- COUNSELLING
- WELLBEING
- WELLNESS
- MENTAL HEALTH

And so on.....

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So now, what you can do, is identify your own broad board name ideas which you can use on your own account.

Write them here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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► GUIDED SEARCH ◀

- We need to be sure that the names we choose for our boards are Pinterest and SEO friendly. In order to do that we plug our ideas from the exercise above, into Pinterest and see what comes out.
- So, take your first board name idea, for example, let's say it's Wellbeing and type it into the search bar. It's likely that this will be a well-searched for term. If over 10 'guided search' boxes appear underneath the main search bar, you know this is a well-used term.
- A positive side-effect of working through this process is that, the guided search boxes will give you other ideas for board names that fit your business area.
- 'Wellbeing' for example gives us ideas like Health and Wellbeing, Mental Wellbeing, Lifestyle, Wellbeing Activities and Wellbeing Tips. These are all great board names if they fit the type of content you share.

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▶ CREATE YOUR BROAD BOARD NAMES ◀

Use Pinterest Guided Search to ensure your board name ideas created above, are Pinterest friendly.

Write your researched names here:

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- 2.
- 3.
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► NICHE BOARDS ◀

Now you need to think about the more niche style of boards you want to create. These will make up the bulk of your account.

The easiest way to do this is break it down into levels or hierarchies.

Take each of your broad board names and identify several second-tier names. Then move onto the next tier and the next and so on.

So, for the Home Décor area some second tier names might be:

CONTEMPORARY HOME INTERIORS
FAMILY HOME DÉCOR
MODERN HOME INTERIORS
TRADITIONAL DESIGN

Examples of Third-Tier names for Home Décor:

LIVING ROOMS
DINING ROOMS
FLOORING
SOFAS
WALLPAPER.

For the Wellbeing and Mindfulness area we might second-tier names like:

WOMEN'S HEALTH
MEN'S HEALTH
MINDFULNESS TIPS
MINDFULNESS TECHNIQUES
MINDFULNESS WORKSHEETS
MINDFULNESS ACTIVITIES

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▶ NICHE BOARDS ◀

Use the guided search to ensure you have discovered search friendly board names. Remember they need to be sensible and searchable.

Write your ideas for niche board names here:

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▶ WHAT'S NEXT ◀

- Enjoy creating your board list, that's the hard job done.
- Once you've done this, you'll want to start creating the boards. Add them as Secret Boards, add a few pins into them (it doesn't matter if they are yours or not) and make them public 1 or 2 per day
- Look at your existing boards, Can any of them be repurposed? If so, rename them as it's better to utilise existing boards if you can. Don't worry about the pins in there already.
- If you have boards you don't want or need, you can either make them secret or archive them.
- You can also merge boards together if they are too niche to create something more varied.
- Remove anything too personal and not on brand, make them secret so you can still pin to them, or create a separate personal account for your hobby pinning.
- Remember to optimise all of your boards, add a good description with keywords and give it a cover image.
- Once live use them in your pinning and start adding your pins to them.
- You now have the BEST boards for your pins.

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▶ EXTRA SHEET FOR BOARDS NAMES ◀

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