

The Ultimate Pinterest for Business Checklist

To boost your business with Pinterest

Below you will find my Ultimate Pinterest for Business Checklist that I have developed to help you build a Pinterest page that is going to send traffic to your site.

The items in this list are the foundation for Pinterest marketing to generate organic traffic. Once you have this in place, you are ready to make Pinterest an integral part of your online marketing.

Happy Pinning!

Mary

1. Pre-launch check

1. Why are you marketing your business on Pinterest. What is your objective?

Be clear on why you want to promote your business on Pinterest and what your goal is (increase site traffic, grow your mailing list, sell products, increase brand awareness,...).

2. Who are your customers?

Before creating boards or sharing content on Pinterest, you need to have a very clear idea about whom you are targeting. The key to a successful business account on Pinterest is a perfect knowledge of your ideal customer and the type of information they are looking for. Your Pinterest page should inspire and address the desires and needs of your perfect client. Who is your preferred customer? Is he/she active on Pinterest?

3. What is your customer interested in?

In order to achieve the best results on Pinterest, your account must be specifically designed to attract the right people. What does your ideal client really care about? What are their areas of interest? This is absolutely essential, so that you can create boards that match the exact interests of your ideal customer.

4. What does he/she search for?

Pinterest is a search engine. What are the keywords, key phrases and hashtags that potential customers might they use to find your content, products or services? You will use this information to create your boards and pins.

5. Do you have the following pre-requisites to market on Pinterest?

- A professional, mobile responsive website, because 80% of pinners use Pinterest on mobile.
- Regular content publications (you regularly publish your own blog articles, podcasts, videos, photographs,...). On Pinterest, people are looking for helpful information to solve a problem, to learn something or to find new ideas.
- One or more freebies. Can you offer your potential customers something that incites them to leave you their e-mail address (checklist, e-book, video, course,...)?
- A Pinterest Business account. It gives you access to Pinterest Analytics and Pinterest Ads. They are currently available in US, Canada, UK, Ireland, Australia, New Zealand, Germany, Austria, Spain and Italy. Metrics, such as number of shares, are directly displayed on your pins (only visible to you). You also have the possibility to add a rotating showcase at the top of your page where you can feature up to 5 of your boards.

You should complete this pre-launch check before you get started with the preparation of your website and your Pinterest page.

2. Website preparation & setup

6. Add the Save button

Add the **Pinterest Save button** to your website. It enables people to pin content directly from our website: free and effortless advertising of your business through sharing of your content on Pinterest!

7. Apply for Rich Pins

Rich pins can automatically include information like prices, availability, ingredients and reviews. They pull meta-data from your website that is then automatically displayed on Pinterest. They get a better search rank and are more visible in Pinterest users' feeds resulting in a higher click-through rate. Currently, there are four types of Rich Pins: product, recipe, article, and app pins. **Install the pin type that is best for your specific business.** Service-based businesses tend to set up article rich pins.

8. Add a Pinterest link

You may already have links to other social media accounts (Facebook, Twitter, Instagram,...) on your website. Add a link to your Pinterest page too. You have the option of **installing the official Pinterest button** or create a custom one that best fits your website theme.

9. Add the Pinterest Tag

Even if you have no intention (yet) of running paid ads on Pinterest, I strongly recommend that you **install the Pinterest Tag on your website** asap. It's the equivalent of the Facebook pixel. It's a snippet of code that you install on your website. As soon as it is in place, it starts collecting data about your website visitors. This data can then be used to build Pinterest audiences that you can target with Pinterest ads.

3. Pinterest configuration & preparation

10. Craft a keyword-rich profile name and description

Your profile description communicates who you are and what visitors will find on your website. It is important to use strong keywords in your profile name and description. This makes your profile name searchable and provides context and data to Pinterest about the type of content you share. Go to your Pinterest Settings to check and, if necessary, update items 11-16 as explained below.

11. Define your Business name

This is the title that appears in bold at the top of your profile box. You have 30 characters at your disposal. This where you put your name or your business name. If it is very short, you could include a keyword to help increase your Pinterest SEO. Add a search term that people may use to find you. Example: Mary Lumley | Pinterest Expert, this is exactly 30 characters. Lucky me ;)

12. Upload your logo or personal picture

Add an engaging photograph of yourself or your business logo. The recommended picture size is 165 x 165 pixels.

13. Define your username

Think carefully what you will put here. This is the name that will appear in your Pinterest URL. It makes sense to put your company name here. However, you could decide to put a keyword that describes your business. It is limited to 15 characters. You have the possibility to modify this if you change your mind.

14. Complete the About you section

This is the description in the profile box that appears at the top of your Pinterest page. You have up to 160 characters available to describe your business and entice people to follow you on Pinterest. Again, use keywords in your description for SEO optimisation.

15. Enter your location

16. Claim your website

You probably already did this when you set up your Pinterest Business Account. If not, this is the time to do it. By **claiming your website**, you activate Pinterest Analytics for your website. It also gives you access to Pinterest ads (if available for your location). Data for analytics will be generated from the moment your account has been confirmed.

4. Build your Pinterest page

17. Create or update boards that your audience wants to follow

If you are completely new to Pinterest, it's time to start creating some boards! I recommend creating at least 5 boards (10 is better). Eventually, you should aim to have at least 10-20 boards on your page based around your target customers' areas of interest.

18. Fill your boards with eye-catching images and helpful tips

Only publish boards that have at least 10 images pinned to them. Do not create empty boards as "placeholders" on your page. It gives your page an "unfinished" look. Tip: Create secret boards first and publish them when they are ready.

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19. Create at least one board for your business

Make this the first board on your account. This is where you will pin any of your own content first.

20. Review & update your Board titles

Your board titles should match actual search terms that people use to search on Pinterest. Your board descriptions should contain the relevant keywords and phrases that people search for. You can use up to 500 characters. Do not use hashtags in your board descriptions. They are not clickable in board descriptions and do not serve any purpose here for Pinterest SEO.

21. Add a board cover (optional)

Not all Pinterest pros are in agreement over the use of board covers. Since most people will find your page via a pin through keyword searches, some consider that the look of Pinterest page is of little importance. Personally, I think that first impressions count. It is also a great way to brand your page and distinguish your own boards from group boards you may have joined. It's up to you! You have to set this manually for each board (board edit mode > change cover).

5. Create & share content

22. Create vertical visuals for your own content

Create at least one Pinterest image for each piece of your own content that you want to share on Pinterest. Pinterest is visual. Publish only vertical, high quality images that stand out in the Pinterest feed. Add a text overlay to provide context and increase clicks. Pinterest recommends an image size of 600 x 900 pixels or any image with 2:3 ratio (1.5 times as tall as wide). [Click here to learn how to create Pinterest images that get clicks!](#)

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23. Write keyword-rich pin descriptions for your images

Write strong keyword rich descriptions for your pins. Try to anticipate what pinners might be looking for and include these terms in your Pin descriptions. Add 2-5 hashtags.

24. Pin your own content and re-pin content from others

Pin ideas and inspiration for your target audience. This should be a mixture of your own content and relevant content published by others. When you use Pinterest to attract business, the majority of your pins should be your own content. However, this may be a bit tricky when you are just starting out. The whole point of being on Pinterest is to generate traffic to YOUR site. So you need to find the right balance for you. For SEO purposes, always pin your own content to the most relevant board first.

25. Pin daily!

One of the secrets of success on Pinterest is to pin content on a daily basis! The more consistent you are and the more you pin, the higher you will rank on Pinterest. In the early stages, it's fine to start with around 5 a day or so. Pinning consistency is more important than quantity. You can do this manually or with a scheduling tool. My preferred Pinterest scheduling tool is Tailwind. Tailwind is an approved Pinterest Partner and, besides scheduling, also offers great analytics. You can [try it out for free for 1 month](#) (affiliate link).

26. Feature one or more boards at the top of your page

You can feature a rotating showcase containing up to five boards at the top of your page. In your Settings, configure at least one board that features your business.

6. Track & measure

27. Measure your success

What can't be measured, can't be managed! Check Google Analytics and Pinterest Analytics regularly to gain insights about your Pinterest audience, your best pins and how it drives traffic to your website. It helps you find out what works well and identify areas for improvement. There is a LOT of data at your disposal.



Implementing the items on this checklist will give you a solid foundation for your marketing efforts on Pinterest. It will help you grow your Pinterest and website traffic organically. To speed things up and to reach an even more targeted audience you may want to consider advertising on Pinterest with promoted pins. Promoted pins are currently available in the US, Canada, UK, Ireland, Australia, New Zealand, Germany, Austria, Spain and Italy. The Netherlands, Belgium, Portugal and Switzerland are next in line.

Happy pinning!



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