

# Pinterest Checklist

## Your profile

- ☐ 1. Join as a business account so you can access analytics
- ☐ 2. Verify your website / Claim your website via Pinterest
- ☐ 3. Add a headshot to your profile 165 x 165 px
- ☐ 4. Complete your "About" section sharing who you are & what you do using keywords related to your job.

## Your Boards

- ☐ 5. Create at least 10-15 different boards on your profile.
- ☐ 6. Create one board just for your blog, website and/or Instagram.
- ☐ 7. Give each board a simple name
- ☐ 8. Describe each board using keywords that relate specifically to that board (and your industry if possible)
- ☐ 9. Choose a category for each board
- ☐ 10. Add 15-20 pins to each board before making them public

## Your Pins

- ☐ 11. Create tall pin images 800 x 1200 px plus four more to post at a later date. Add writing to the images for more impact and shares.
- ☐ 12. Link every pin to a website
- ☐ 13. Add a description and hashtags to each of your pins that you share. Include your web address in your description
- ☐ 14. Pin 30 images a day
- ☐ 15. Pin regularly using the 70/30 rule.

## Don't forget...

- ☐ 16. Add a 'click to pin' button on your website
- ☐ 17. Consider using Tailwind to automatically schedule pins
- ☐ 18. Don't get lost down the rabbit hole that is Pinterest