



Pinterest Checklist

So you're ready to grow your business using Pinterest. Managing all the tasks associated with using social media networks like Pinterest can be overwhelming. Use this handy checklist to make sure each step is taken care of.

- Study your analytics so that you know what is already working and what is not working.
- Create at least 3 to 5 boards to get started. Make at least one about your business.
- Use keywords in your pinboard names. This may mean that you need to study keywords using a third party tool.
- Double check Pinterest guidelines to find out what size your images should be, and consider using a vertical orientation due to the proliferation of mobile.
- Use every character in the 200 characters you are allowed to tell about your business. Hire a copywriter if you need to in order to make the most of the space.
- Study your competition to find out what they are doing.
- Start all pins on your own website.
- Use the technology available to help you create embedded pins.
- Cross promote on all your other social media but do make the images slightly different especially when it comes to orientation.
- Have fun contests to help promote pins.
- Join community boards that relate to your niche, building relationships is important on all social media including Pinterest.
- Use keywords in every description and every area that you're allowed to put text from the URL for your Pinterest, to descriptions for boards, pins, and profiles.

- Create a business account, then sign up for the waiting list for promoted posts.
- Use only high-quality images and graphics for best results.
- Include a clear CTA on pins and on the landing pages the pins link to.
- Be consistent, persistent, and patient.
- Use a good headshot or logo of your business.
- Create boards by clear, differentiated topics.
- Organize boards, alphabetically.
- Create subcategories within topics to make it easier to view all that you have to offer about each topic.
- Brand all your pins.
- Pin other people's content.
- Don't steal. Be sure to cite where your sources come from and credit all images properly.
- Don't post too often or too little. You don't want to irritate people, with the amount of pins you like, share, and pin, but you do want them to remember you.
- Comment on pins.
- Join and participate in a group board that is relevant.
- Follow relevant people, including your competition.
- Invite others to contribute to some of your pinboards.
- Learn the best time to pin for your audience.
- Don't forget to check your Pinterest email.
- Keep your Pinterest fresh by adding at least two new pins each day.
- Look at your Pinterest account and boards from your audience's eyes. Does what you offer match the image you want to project?
- Always keep learning and checking with Pinterest blog and user's guide as they seek to update and roll out new tools for your business.