

PINTEREST SET-UP CHEATSHEET

STEP #1 - INITIAL SET UP

- Go to www.Pinterest.com and click on “Join Pinterest” or if you already have an account, convert your personal account to a business account.

STEP #2 - PROFILE SET UP

- Add a high quality profile image or photo - try to stay on brand and be consistent with the profile images you use on other social media platforms.
- Write a paragraph for the About You section - you have a 160 character limit. Include pertinent keywords as well as a call-to-action if possible.
- Add a location if appropriate for your business
- Enter the URL of your site and hit the confirm button.

STEP #3 - ADDITIONAL INFORMATION

- Apply for one of the 6 types of Rich Pins: app, movie, recipe, article, product and place.
- Connect to your other social media networks (you’ll find these in the settings section in the upper right corner).

Tips for setting up a successful and thriving Pinterest Account

STEP #4 - ADD PINTEREST BOARDS

- Start adding relevant Pinterest Boards with your blog or business board being in the first position.
- Stick to creating boards that an audience interested in your brand would also be interested in.
- Use obvious board names, don’t get too cutesie as the Pinterest Smart Feed looks for keywords in board names
- Set the appropriate category for your board
- Create a description for your board that is filled with keywords that are relevant to your board

STEP #5 - ADD PINS

- Pin and repin strategically and regularly (Boardbooster is great for helping with this)
- Pin high quality pins that have numerous repins
- Create keyword rich descriptions for every pin you add
- Pin fresh content from outside Pinterest. Consider adding the Pin tool to your browser bar for quick pinning.

PINTEREST IMAGE SIZES CHEAT SHEET

PINTEREST PROFILE

Business or Blog Name

yoururl.com

About you section: enter a short description that explains who you are, what your business is about and how it aligns with your brand. A call-to-action also works well here.



PROFILE PHOTO
180px X 180px minimum

PINTEREST BOARDS

The diagram shows a Pinterest board layout. On the left is a large rectangular area labeled "BOARD COVER IMAGE" with dimensions "400px X 400px". To the right of this area are two smaller square areas, each labeled "100 X 100". Below the board cover image area is the text "Board Name" and "206 Pins".

PIN IMAGE

The diagram shows a Pinterest pin layout. It features a large rectangular area at the top labeled "IDEAL PIN SIZE" with dimensions "736px X 1104px up to 2061px". Below this area is a text box containing "Your awesome pin description with relevant keywords goes here." To the right of the text box is a pin icon and the number "589". Below the text box is the text "Saved from yoururl.com".

PINTEREST GRAPHIC BEST PRACTICES

USE VERTICAL IMAGES

Pins are organized into columns, so vertical Pins take up more space and will stand out more. The ideal aspect ratio for a Pin is 2:3. Pins that are too long will be automatically cut off my Pinterst.

MAKE IT RICH

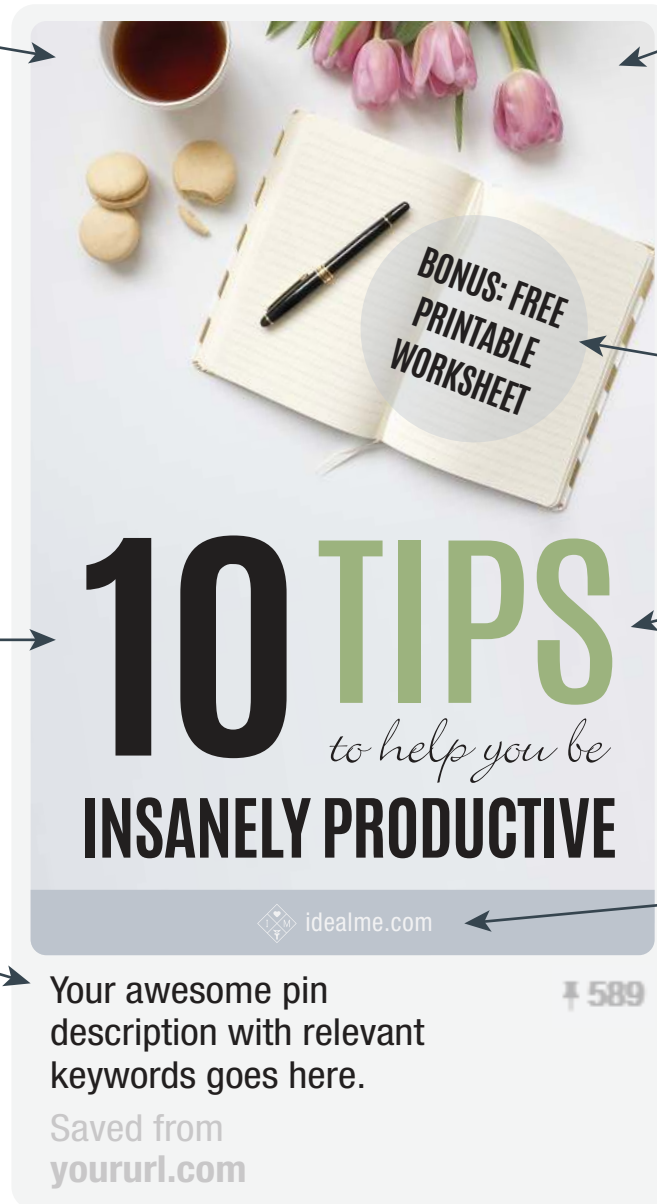
Rich Pins help to give readers more detail by putting useful and important information like pricing and product availability right into the Pin.

ADD TEXT OVERLAYS

Pins with text overlays have a much higher chance of being repinned than graphics with out text. Text overlays help to explain what a Pin is about in a glance.

WRITE GREAT DESCRIPTIONS

Pin descriptions help to make your topic interesting and useful. Use descriptions to help inform people of what the Pin's about. Also remember to use as many pertinent keywords as possible.



SELECT ATTRACTIVE IMAGES

Use interesting, high-resolution, clear, well-lit photographs and images, and take some time to think about the setting. The image should be aesthetically pleasing and suit your brand style.

MAKE IT ENTICING

Offering freebies on your post will help to get pinner to click on your pin.

INSPIRE ACTION

Include lists, tips or advice on your Pin. This helps to tease and inspire the reader to take action and click on your Pin that links back to your website or blog.

BRAND IT

Add your URL, logo or watermark somewhere on the image. Branding conveys credibility, improves brand recognition and helps people understand what your brand is about.

10 MINUTE A DAY PINTEREST PLAN

○ **REPIN A NUMBER OF PINS TO YOUR BOARD WITH THE FEWEST PINS**

Do a search for pins within your chosen board topic and repin pins that have a high pin count (anything over 1K repins is great). Once you have a base of 100 pins in each board, add at least 10 new pins to the board with the lowest number of pins a day. Spending a few extra minutes a day repinning will increase the number of repins on your boards significantly.

○ **EDIT OR REWRITE PIN DESCRIPTIONS**

Having an informative and keyword rich description of the pin is absolutely essential. Not only will this help the Smart Feed give you a higher ranking, a good description will get you more repins.

○ **DELETE OLD PINS THAT HAVE VERY FEW REPINS**

If you've had a pin on your board for weeks and it only has a few repins, it's a dud. Deleting these pins will help to increase your Smart Feed ranking because pins with a high repin rate score better in the Smart Feed.

○ **LIKE AND COMMENT ON PINS**

Remember, Pinterest is a considered social media so it's still important to be social. If you find a pin that you think is great, click on the 'Like' button. Commenting is great too. Once again, this will help to improve your overall Smart Feed ranking.

○ **FOLLOW PINNERS RELEVANT TO YOUR NICHE**

Community is also important. Try to follow at least one new pinner in similar niches to yours and checkout their boards and pins. See if they have any great pins that you'd like to repin to any of your boards.

○ **CHECK YOUR ANALYTICS**

It's important to keep up to date with how your board is growing. Check in with both the Pinterest and Boardbooster analytics and after reviewing, make any adjustments that will improve your growth.

○ **FIND GROUP BOARDS**

When you're starting out on Pinterest, pinning to group boards will really help you increase your followers. After you have over 1K followers, try to find one new group board to follow. Group boards reach a much larger audience, which means new people to expose your content to.

BOARDBOOSTER SET-UP CHECKLIST

SCHEDULING TOOL SET-UP

1. Go to **Pinning Tools > Scheduling**
2. Click the **'Add Boards'** button and select which of your boards you want to schedule (group boards are best).
3. When you've chosen your boards, click on **'Continue'**
4. You'll then see a pop-up that says **'Adding # boards to Scheduler'** that you'll use to configure your initial settings.
5. It will then add a new secret board to your Pinterest account. The name will match the board name but with a dash in front.
6. Click on the board now and then click on the **'settings'** icon.

Pin scheduling for board "Smart Money Matters" ✕

Status: Working Paused

Frequency: Multiple pins per day One or less pins per day

Time settings: Basic Advanced

Pins per day:

Spread between: : AM and : PM ?

Pin on these days: Mon Tue Wed Thu Fri Sat Sun

Source Board: ↻

Pin selection method:

When a pin is published: Remove it from Source Board Keep it on Source Board ?

?

5. Click on the **'Advanced Settings'** to see your **'source board'** name with the dash in front and to configure all the scheduling settings to your preference.

LOOPING TOOL SET-UP

1. Go to **Pinning Tools > Looping**
2. Click the **'Add Boards'** button and select which of your boards you want to loop pins on.

Looping is intended for expert pinners that manage very large boards. It helps you revive your older pins by repinning them to the same board, while minimizing content duplication. First time users, please [read up on Looping](#) before using it!

Select one or more boards. Boards added at the same time will get the same initial looping settings.

- Rotweiler
 Test

1 board selected

3. Once you've selected your boards, click on **'Continue'**
4. Next you'll see a pop up with all the looping options. Leave as is with the exception of time and pins per day.

Status: Working Paused

Frequency: Multiple pins per day One or less pins per day

Time settings: Basic Advanced

Pins per day:

Spread between: : AM and : PM ?

Pin on these days: Mon Tue Wed Thu Fri Sat Sun

Pin selection method:

Include pins: All Tall only Tall or square ?

Automatic deduplication: Enabled Disabled ?

Pin deduplication: days after repinning

Protection for viral duplicates: Enabled Disabled ?

Protection for pins with comments: Enabled Disabled ?

5. Once your boards are all set up, click on the each board separately to configure the individualized advanced settings.