



## Pinterest Profile Checklist

### Profile Name and Username

- ☐ **Use Your Brand Name:** Put your brand name in your profile.
- ☐ **Add Keywords:** Put relevant keywords in your profile name.
- ☐ **Consistent Username:** Use the same username on all social platforms.

### Profile Picture

- ☐ **Professional Image:** Use an on-brand, high-quality logo or headshot.
- ☐ **Visibility:** Use a clear & easily recognizable image (even at a small size).
- ☐ **Consistency:** Keep it consistent with your other social media profiles.

### Profile Bio

- ☐ **Concise & Clear:** Concisely communicate who you are & what you offer.
- ☐ **Include Keywords:** Use relevant keywords to improve searchability.
- ☐ **Call-to-Action:** Add a call-to-action, such as "Follow us for [what they will get]."
- ☐ **Link to Your Website:** Include a link to your webpage – make sure it works!

### Pinterest Board Covers

- ☐ **Custom Covers:** Create custom board covers that fit your brand's visual identity.
- ☐ **Readable Text:** Use easy-to-read on-brand fonts.
- ☐ **Consistent Style:** Stick to the same style across all board covers.

### Pin Consistency

- ☐ **Regular Pinning:** Pin consistently, or use a scheduler to pin 10-25 times a day.
- ☐ **Quality over Quantity:** Focus on pinning high-quality, relevant, & informative content.

### Pinterest Boards

- ☐ **Relevant Boards:** Create boards that fit your niche & your audience's interests.
- ☐ **Keyword Optimization:** Use keywords in your board titles & descriptions.
- ☐ **Pin Regularly:** Keep your boards active with regular pinning.
- ☐ **Organize Boards:** Use a logical order & put the most important boards at the top.

### Pin Descriptions

- ☐ **Keyword-Rich Descriptions:** Write detailed Pin descriptions with keywords relevant to your content.
- ☐ **Engaging Copy:** Use engaging & informative language to entice users to click through.

### Profile Settings

- ☐ **Claim Your Website:** Claim & verify your website on Pinterest.
- ☐ **Enable Rich Pins:** Set up rich Pins to provide more detailed information directly on your Pins
- ☐ **Turn on Analytics:** Use Pinterest analytics to track your performance & optimize your strategy.
- ☐ **Location:** If applicable, add your business location for local search benefits.

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### Bonus Tips

- ☐ **Seasonal Boards:** Create seasonal boards to attract users searching for specific themes or trends.
- ☐ **Pinterest SEO:** Update your profile often with new keywords based on trending topics & popular searches.
- ☐ **Cross-Promote:** Promote your Pinterest profile on other social media platforms & through your email list.

