

Checklist for Your

Pinterest Business Profile

Images

Profile image size 165x165
Maximum 600x600

Pins image sizes 80x80
maximum 735x1100

Board cover image size
217x147 Maximum 735x498

Create at least 5 Pinterest
boards to start pinning images
too, make sure they are SEO
friendly

Strategy

Add the Pinterest button to your
website so you can pin images,
products and blogs straight from
your site

For products that you can sell add
\$ to description

Organize your boards and create
one for your company to pin blogs
too.

Re-pin other people's posts to your
boards and use #Hashtags with
each post.

Content

Fill out your description up to
300 characters

Add your website to your profile

Link you Facebook page and
Twitter account to your Pinterest
to share posts

Add your location to your profile

Make sure your website is
verified with Pinterest

Create your username as your
display name

Pinterest.com/BUSINESSNAME

Tips

You can mention other people in
posts

Pin consistently at least 5x per day

You can apply for rich pins for your
website blog

Create "Pin it for later" links

Make sure your images are the
correct size and not blurry

Add keywords and eye catching
description to each pin

