



Lamphills' Pinterest Best Practices Checklist

Do you have a Pinterest account? This Pinterest best practices checklist will help you get the most out of your Pinterest.

Account Setup

Under account setup, sign up for a Pinterest Business account to access advanced features and analytics.

Verify your website to improve your profile's visibility and access detailed analytics.

Complete your profile by adding a profile picture, a compelling bio, and include a link to your website.

Board Management

Under board management, create relevant and organize your boards using specific themes or interests to attract a targeted audience.

Name your boards with keywords that potential followers might search for.

Include detailed descriptions with relevant keywords for SEO purposes.

Pin Creation

Use high-resolution images with a 2:3 aspect ratio for the best visual appeal.

Write clear, engaging descriptions that include relevant keywords.

Enable Rich Pins to provide additional context and information directly on the pin.

Content Strategy

Under content strategy, Pin consistently, ideally multiple times a day, to keep your audience engaged.

Include a variety of content types (e.g., images, videos, infographics) to appeal to different audience segments.

Plan and post seasonal content ahead of time to capitalize on trending topics.

• Engagement

Under engagement, respond to comments, thank users for repinning your content, and engage with other users' pins.

Collaborate with other pinners by joining group boards relevant to your niche.

Participate in Pinterest communities to connect with like-minded users and share your content.

Analytics and Optimization

Regularly check Pinterest Analytics to track the performance of your pins and boards.

Use insights from analytics to refine your content strategy and improve engagement.

Experiment with different pin designs, descriptions, and posting times to see what works best.

Promotion

Under promotion, use promoted pins to reach a larger audience and drive traffic to your website.

Take advantage of Pinterest's advertising options to target specific demographics and interests.

Share your Pinterest content on other social media platforms to increase visibility.