



Pinterest Account Setup/Revamp

- ◇ I have set up (or converted) my business Pinterest account.
- ◇ I understand all users will have access to the login information and have chosen a hard to guess password that I do not use anywhere else. I will change my password and notify all admins in the event someone no longer needs access.
- ◇ I have completely filled out my profile, emphasizing what I pin to encourage followers & utilizing keywords for my brand.
- ◇ My display name clearly represents my business.
- ◇ My profile picture is a clear headshot.
- ◇ I have verified my website.
- ◇ I have installed a Pin It button or plugin to my website.
- ◇ I have enabled rich pins for my products or recipes.
- ◇ I have added links to Pinterest on my various social media accounts.
- ◇ I have keyword rich board names & descriptions.
- ◇ Each board has a category selected & other is used very sparingly.
- ◇ I do not have hashtags in my board descriptions.
- ◇ I have one board that I pin all of my own pins to first.
- ◇ My boards are searchable/indexable for search engines.
- ◇ I have Google Analytics set up on my website to use in conjunction with Pinterest Analytics.
- ◇ I have checked current pins from my site (pinterest.com/source/mywebsite.com) to see what my followers enjoy.
- ◇ I have joined at least 5 group boards, after making sure they do not allow spam.