



Business Account

Master the Basics

- My Pinterest account is a business account, NOT a personal account
- My account name and URL are the company name
- The profile image is my brand's logo and the company bio is descriptive and keyword-rich
- My website is verified and includes links to other social networks
- I have created at least five boards with at least five pins in each board to appear filled
- My board names are optimized for SEO purposes
- My board names are short and specific
- My pins are described with keyword-rich text to help with search
- I follow industry leaders and influencers

Maintain Your Presence

- Pin frequently to appear in your follower's news feed
- Pin images that are **valuable** – not just anything
- Repurpose content by saving images on another board at a later time
- Search for keywords you want to appear in the results for and save valuable content
- Search and engage with other pins – “like”, “comment”, and “save” to get noticed
- Use analytics to see what type of content receives the most saves and engagement
- Use analytics to see what is being pinned from your website
- Promote your Pinterest page on your other, established social media accounts
- Save things that interest you and things your audience would find valuable
- Use keywords to find the right community boards to join
- Create rich pins with more detail for products, etc. Learn more at <http://business.pinterest.com/rich-pins/>



Power Tip: Pinterest posts aren't time specific but to maintain your account, spend 10-15 minutes twice a week pinning, saving, and following others.