

Pinterest 101

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CLIENTS ONLINE



WHAT IS PINTEREST?

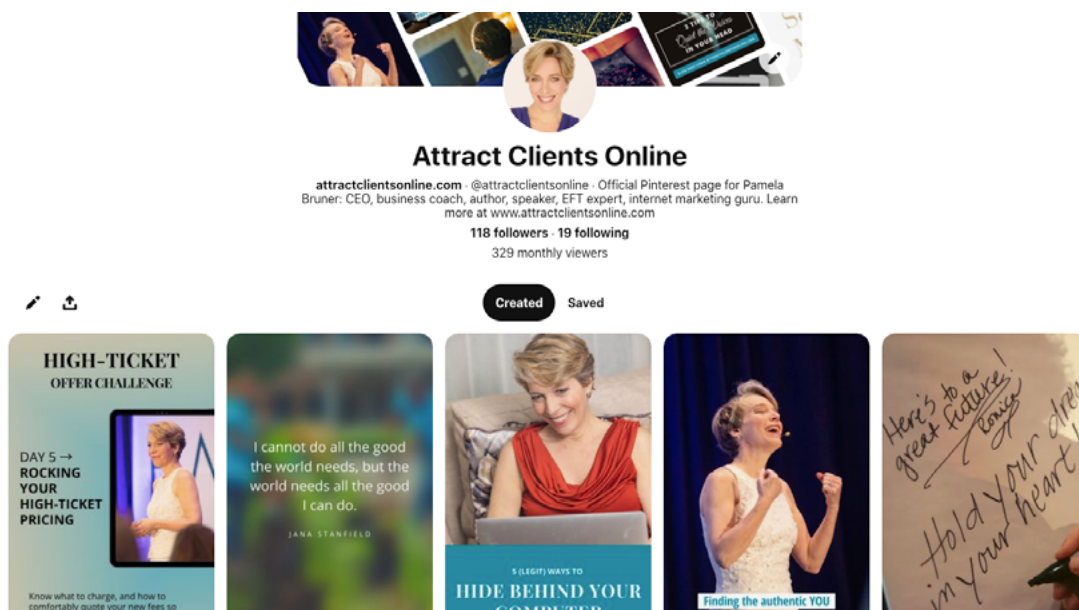


Pinterest is an online social platform that enables you to bookmark things you like. Content shared on Pinterest is entirely visual driven. You can't share something on Pinterest unless an image or video is involved.

A 'pin' is essentially a bookmark of something you share on Pinterest.

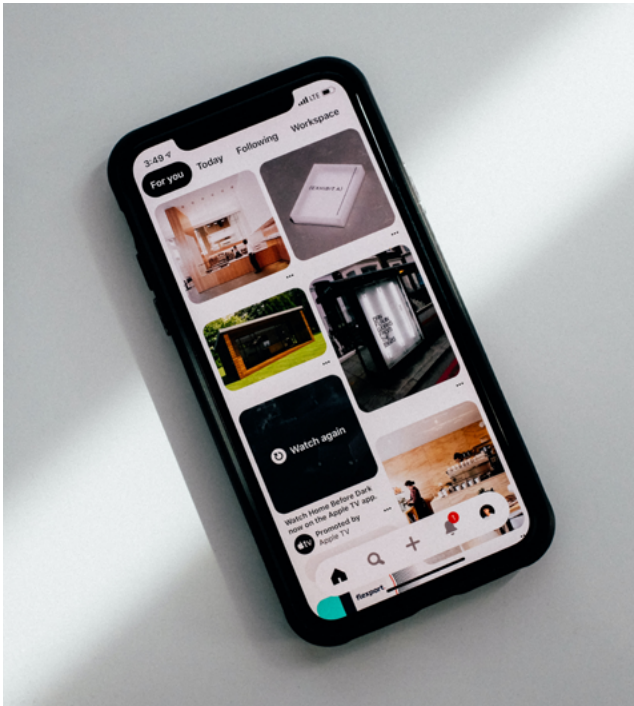
When you share someone else's pin on Pinterest, it's called a repin.

You group pins together by topic onto various boards or digital pinboards on your profile. Each board mimics a real-life pinboard.



How to set up a Pinterest account

1. To get started, go to [Pinterest.com](https://www.pinterest.com) in your web browser.
2. Select 'Sign Up.'
3. Enter an email address you check regularly and create a password.
4. You'll see a 'Welcome to Pinterest' message. Click next.
5. Answer the set-up questions & select some topics you're interest in.
6. Check your email for a message from Pinterest asking you to confirm your email address.
7. Congratulations! Your Pinterest account is set up!



Create a Business Account

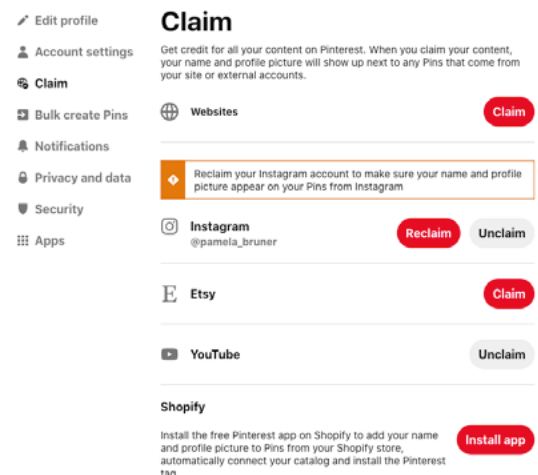
For a professional presence on Pinterest, set up a Pinterest business account and get access to the site's free marketing tools, such as Pinterest Analytics. While you can separate your business and personal accounts, we don't recommend this. We'll walk you through updating your account to a business account. This will also let you run ads on Pinterest.

1. Log into your personal Pinterest account.
2. Click the directional chevron down icon in the top-right corner to open your menu.
3. Select Settings.
4. Click Account settings from the left-side navigation.
5. Scroll down to Account changes and click Convert account.
6. Click Continue.

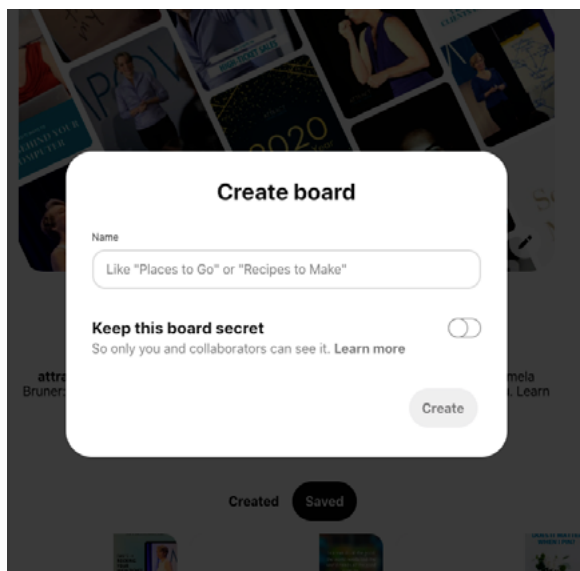
Connect your Accounts and Claim your Website

Connecting your Instagram and YouTube accounts ensures that pins from these sites will be attributed to your business. Plus, you'll also be able to track related analytics.

In the edit profile menu, click 'Claim Your Website.' This will allow you to track website analytics. Any pins that link back to a claimed account include your profile photo and follow button. That means better visibility.



Create a Pinterest Board



If you're using a computer, view your profile, click the plus sign in the bottom right of your screen, and select 'Create a Board.'

Add a descriptive title for the name. After that, find the board on your profile and click the pencil icon. Add a description that includes keywords. Choose a category for your board. This helps people find it more easily.

How to Optimize your Pinterest Boards

Categorize all your boards.

If you don't set the category when you create a new board Pinterest will put your board in other by default. This is the Pinterest equivalent of putting your posts in Uncategorized. Your board will not display to Pinners when they search Pinterest by category. So check each of your boards and put them in the most appropriate category.

Optimize your board titles.

Rename boards to use meaningful names that Pinners are likely to search for. Instead of naming a board "Cool", try "How to grow a coaching business" instead as it's a much more descriptive title. If you want to add emojis to your boards (like a heart) make sure it is at the end of the board name (you want keywords to appear first).

Write board descriptions.

A board description helps Pinners know what the board is about and helps your board show up in search results. Think about who you want to attract as followers on Pinterest. What search terms might they be using on Pinterest?

Bonus Pro-Tip:

Create a pinboard just for your blog.

You will pin all your blog posts there. If you can, make this the first board you create. When someone views your profile on a phone your first two boards will display on the top so lead with your most important boards.

Create your First Pin.

On a computer, go to your dashboard, click the plus sign at the top of your screen (on a phone, the plus sign is at the bottom of the screen).

Write a title and description. This doesn't need to be super long, but we recommend including a few hashtags at the end to help people find it.

Include a destination link. Pro tip: if you wrote a blog post, you could use this pin to help people find it. So you could put the link to your blog here.

Upload an image or video. If you made your image in canva, you won't need to edit it here. Make sure you use a high quality picture.

Hit Publish and choose the board you want to add it to and you're done!



Travis Vaught Art

 travisvaughtart.com · [@travisvaughtart](https://www.instagram.com/travisvaughtart) ·
Creative Director & Artist. Gym leader in
Spartanburg SC. Check out my Etsy shop: <https://www.etsy.com/shop/TravisVaughtArt>

100 followers · 81 following

5.6k monthly viewers

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