



## Pinterest Account Setup Checklist

- ▶ **Open a new business account at:** <https://business.pinterest.com/>. If using an existing personal account, convert it to a business account by selecting the three dots **⋮** at the top right of your Pinterest home page and select:


    Edit Settings > Account Settings > Convert to Business Account

- ▶ **In Account Settings, select Edit Profile** 

- Upload profile photo (a photo of yourself preferably)
- Add keywords to display name and username
- Edit the About Your Profile section to include your keywords, who you help, how you help them and a call to action using this template:

    I help \_\_\_\_\_ learn/do/become

    Get the \_\_\_\_\_ at \_\_\_\_\_ .com!

- Add location
  - Edit Featured Boards to include your blog/business boards only
- ▶ **Next, select Claim** 
  - Follow the instructions to claim your website. If you have followed the instructions, but are having trouble claiming your domain, contact Pinterest's Help Center and they will get it claimed for you. This step is important!!
  - Claim your Instagram, Etsy and YouTube accounts if you have them

- ▶ **Clean up existing boards:**

- Any boards that are not related to your blog or business should be made secret
- Create boards based on your keywords
- Add keyword-rich descriptions to all boards; include a call to action
- Keep boards secret until they contain at least 20 pins
- Move your blog/business boards to the top of your profile with the Drag and Drop feature