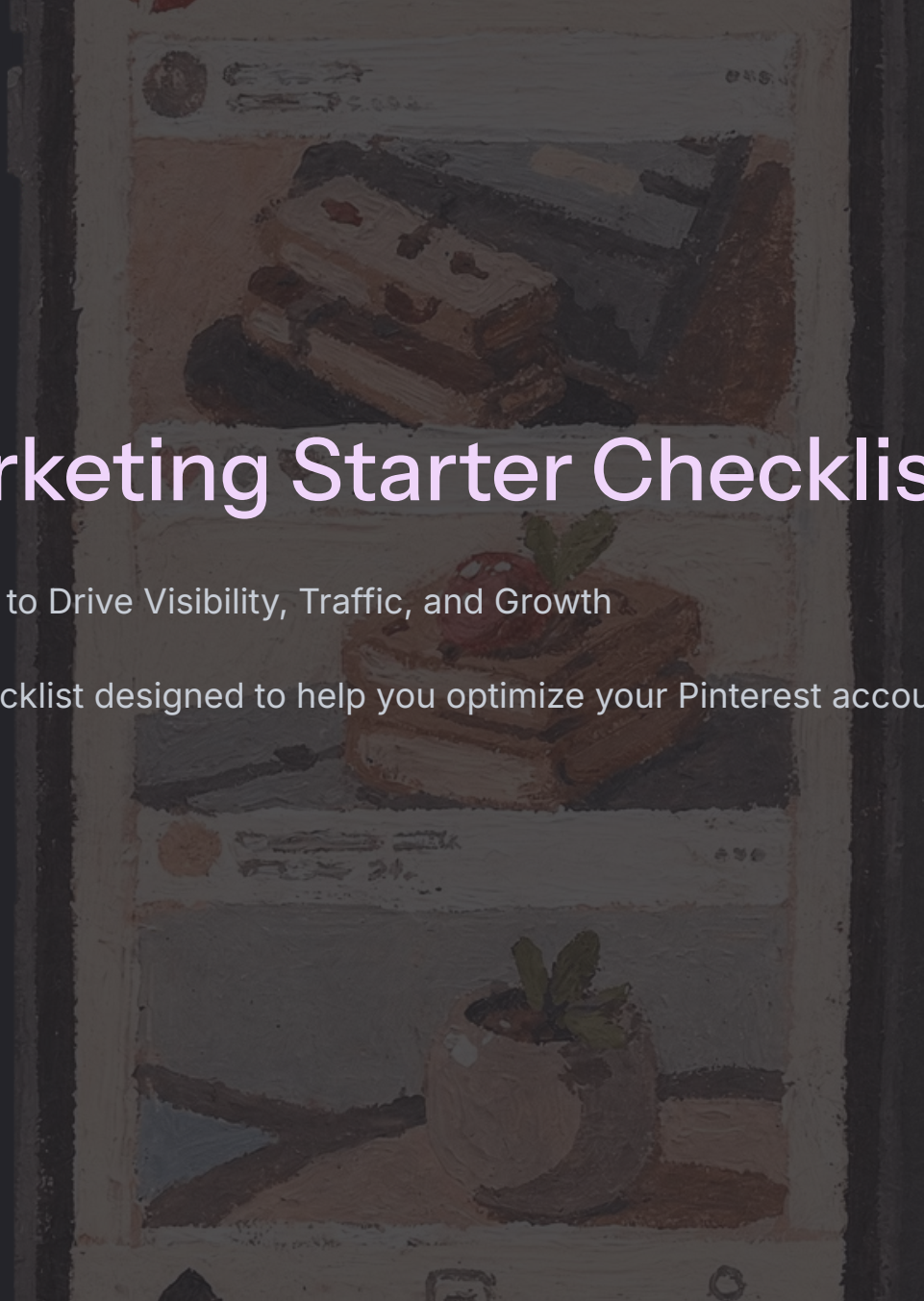




# Pinterest Marketing Starter Checklist

Elevate Your Pinterest Presence to Drive Visibility, Traffic, and Growth

A refined, beginner-friendly checklist designed to help you optimize your Pinterest account, strengthen SEO, and create strategically curated content.

BY TAMMY POINT COLLECTIVE

# Before You Start: Pinterest Is a Visual Search Engine

Pinterest functions as a visual search engine, meaning people arrive with intent — actively seeking ideas, products, inspiration, and solutions, not merely browsing a feed. Recognizing this distinction is the foundation for everything that follows.



## Refine Your Account

Shape your profile for maximum discoverability and unmistakable brand clarity.



## Elevate Pinterest SEO

Use keywords with precision so your content appears in relevant search results.



## Create More Compelling Pins

Design elegant, high-quality pins that command attention and stop the scroll.



## Curate a Content Plan

Maintain consistency with a thoughtful, strategic weekly publishing rhythm.



## Interpret Analytics

Measure what resonates and refine your strategy with clarity over time.

**i** Pinterest content can continue delivering value for months — and at times years — after publication. Unlike fast-moving social platforms, Pinterest compounds gracefully over time.

# Why Pinterest Matters for Businesses

Pinterest users are discerning planners and intentional buyers. They arrive on the platform with purpose — actively seeking products, inspiration, and solutions. Your content can meet them precisely at the moment of greatest relevance.

## What Pinterest Users Search For

- Products to purchase
- Home decor and lifestyle ideas
- Fashion and beauty inspiration
- Recipes and wellness routines
- Business tips and digital products
- Seasonal trends and gift ideas
- Educational content

## Benefits of Pinterest Marketing

### → Increased Website Traffic

Drive consistent outbound clicks to your site, shop, or blog.

### → Evergreen Content Lifespan

Pins continue generating value long after they are published.

### → Higher Purchase Intent

Users save content before they are ready to buy — keeping your brand top of mind.

### → Long-Term Brand Awareness

Build discoverability that compounds steadily over time.

# Step 1 & 2: Profile Optimization + Pinterest SEO

## Profile Setup Checklist

- ☐ Choose a search-friendly business name
- ☐ Upload a polished profile photo or logo
- ☐ Craft a keyword-rich bio
- ☐ Add your website link
- ☐ Claim your website through Pinterest
- ☐ Create a refined branded Pinterest banner
- ☐ Organize featured boards strategically

Your bio should incorporate searchable keywords naturally. Example: *"Helping brands grow with strategic Pinterest marketing, SEO-rich content, and high-converting pin design."*

## Pinterest SEO Checklist

- ☐ Search keywords directly in Pinterest
- ☐ Save Pinterest keyword suggestions
- ☐ Review related keyword bubbles
- ☐ Create a keyword list for your niche
- ☐ Research seasonal keywords early

## Where to Use Keywords

- 1 Pin Titles
- 2 Pin Descriptions
- 3 Board Titles
- 4 Profile Bio
- 5 Image Text Overlays

☐ Use natural phrasing. Avoid forcing keywords in an unnatural way.

# Step 3: Create Eye-Catching Pins

Pinterest is an exceptionally visual platform. Your pins should command attention at a glance while remaining polished, intuitive, and effortlessly legible. Because users scroll rapidly, clarity should always take precedence over ornate design.



## Use Vertical Images

Recommended size: **1000 x 1500 px** (2:3 ratio). Vertical pins occupy more space in the feed and typically perform better.



## Include Readable Text

Text should be effortlessly legible on mobile, clearly convey the value, and remain minimal and refined.



## Stay On Brand

Use consistent fonts, colors, and editing styles across all pins to cultivate recognition and a cohesive visual identity.



## Avoid Clutter

Elegant, streamlined designs consistently outperform busy graphics. A strong visual hierarchy ensures the most important information stands out first.

|                     |                         |                           |
|---------------------|-------------------------|---------------------------|
| ✓ Clear Focal Point | ✓ Easy-to-Read Headline | ✓ Strong Visual Hierarchy |
| ✓ Clean Spacing     | ✓ Simple Layouts        |                           |

# Step 4 & 5: Pin Types, Titles & Descriptions

## Content Types to Create

|   |                                                                                                                                   |
|---|-----------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>Product Pins</b><br><br>Present products through refined lifestyle imagery. <i>"Neutral Coastal Wall Art for Modern Homes"</i> |
| 2 | <b>Educational Pins</b><br><br>Share valuable insight with clarity and purpose. <i>"5 Pinterest Mistakes Businesses Make"</i>     |
| 3 | <b>Blog Pins</b><br><br>Elevate traffic to your blog content with intention. <i>"10 Cozy Living Room Ideas"</i>                   |
| 4 | <b>Seasonal Pins</b><br><br>Plan thoughtfully months in advance. Christmas content in September, summer content in February.      |
| 5 | <b>Video Pins</b><br><br>Movement lends additional engagement and reach across the platform.                                      |

## Writing Strong Pin Titles

- ☒ ~~Include searchable keywords~~
- ☒ ~~Clearly articulate the content~~
- ☒ ~~Spark curiosity with restraint~~
- ☒ ~~Remain immediately understandable~~
- ☐ Avoid keyword stuffing

## Example Titles That Work

|                                               |                                      |
|-----------------------------------------------|--------------------------------------|
| Pinterest Marketing Tips for Small Businesses | Neutral Coastal Bedroom Inspiration  |
| How to Drive Website Traffic with Pinterest   | Digital Product Ideas to Sell Online |

## Description Formula

1

Express the Value

2

Weave in Keywords Naturally

3

Include a Graceful CTA

# Step 6, 7 & 8: Boards, CTAs & Content Calendar

## Board Optimization Checklist

- ☐ Create niche-focused boards
- ☐ Use searchable board titles
- ☐ Add keyword-rich board descriptions
- ☐ Organize boards strategically
- ☐ Remove irrelevant boards if needed

## Example Board Ideas

- Pinterest Marketing Tips
- Neutral Home Decor
- Etsy Seller Resources
- Cozy Bedroom Inspiration
- Small Business Marketing

## Strong CTA Ideas

Learn More

Shop Now

Download the Guide

Read the Blog

Visit the Website

## Weekly Content Calendar

| Day       | Content Type          |
|-----------|-----------------------|
| Monday    | Educational Pin       |
| Tuesday   | Product Pin           |
| Wednesday | Blog Pin              |
| Thursday  | Lifestyle Pin         |
| Friday    | Seasonal Content      |
| Saturday  | Video Pin             |
| Sunday    | Repurpose Top Content |

## Weekly Workflow

- ☐ Batch content creation
- ☐ Schedule pins ahead of time
- ☐ Review analytics weekly
- ☐ Save top-performing content ideas

Consistency matters more than posting large amounts at once. A steady rhythm builds long-term visibility.

# Step 9 & 10: Repurpose Content + Understand Analytics

You do not need to continually create new content. Pinterest performs exceptionally well with thoughtfully repurposed assets — and understanding your analytics allows you to invest more deeply in what is already resonating.

## Repurpose Ideas



### Blog Posts → Pins

Transform written content into visually compelling pin graphics that drive traffic back to your site.



### TikToks → Video Pins

Repurpose short-form video content directly onto Pinterest for expanded reach.



### Instagram Posts → Graphics

Adapt square graphics into vertical Pinterest-optimized designs.



### Product Photos → Lifestyle Pins

Transform product shots into aspirational lifestyle imagery that resonates emotionally.

## Analytics Metrics to Watch

### Impressions

How many times your content was seen in feeds and search results.

### Saves

How many people saved your content to their own boards.

### Outbound Clicks

How many users visited your website from Pinterest.

### Engagement Rate

How users interact with your content overall.

### Top Performing Pins

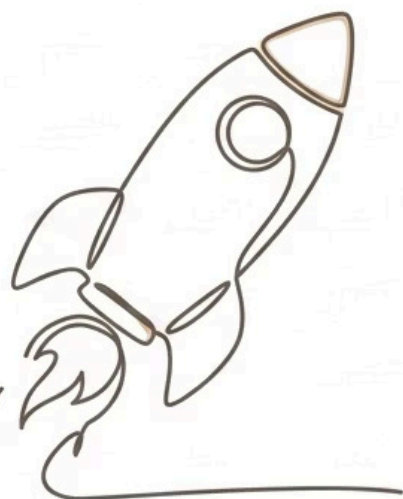
Identify which content styles and topics perform best.

# Pinterest Growth Best Practices

The brands that excel on Pinterest invest in enduring strategy, not fleeting viral moments. Here is what to embrace — and what to avoid.

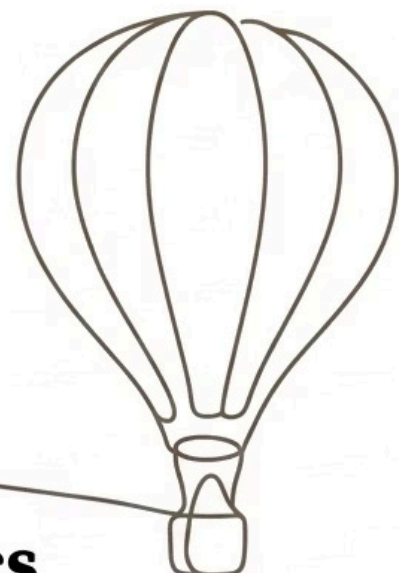
## DO

- Post consistently
- Focus on SEO
- Test pin styles
- Create evergreen content
- Use strong visuals
- Analyze results



## AVOID

- Blurry graphics
- Inconsistent branding
- Keyword stuffing
- Posting randomly
- Ignoring analytics
- Promotional content only



2:3

Ideal Pin Ratio

1000 x 1500 px for maximum feed presence

6+

Keyword Placements

Titles, descriptions, boards, bio, overlays, and metadata

7

Pin Types

Product, educational, blog, lifestyle, seasonal, video, and repurposed

12+

Months of Reach

Pins can continue gaining traffic long after publishing

# Pinterest Success Takes Time — And That's the Point

Pinterest is not about going viral. It is about becoming discoverable.

Thoughtful strategic refinements can compound into enduring growth over time. The brands that excel on Pinterest are those that remain consistent, continuously sharpen their SEO, and trust the long game.

## Be Discoverable

Optimize every pin and board for search

## Stay Consistent

Return to the cycle and keep building momentum



## Build Visibility

Consistent posting compounds your reach over time

## Create Searchable Content

SEO-rich pins keep working months after publishing

## Analyze and Improve

Use data to refine what works and scale it

## Ready to Grow? Work With Tammy Point Collective

Tammy Point Collective helps brands grow through intentional Pinterest strategy, SEO-focused content, and elevated visual marketing.

### Services Offered

- Pinterest account management
- Pinterest SEO optimization
- Pin design
- Content strategy and planning
- Analytics review
- Pinterest coaching
- Traffic-focused Pinterest systems

### Connect With Us

🌐 Website: [www.tammypointcollective.com](https://www.tammypointcollective.com)

📌 Pinterest: @tammypointcollective

📷 Instagram: @tammypointcollective

- ✓ We hope this guide helps you build a more distinguished Pinterest presence and create content that continues working for your business long-term.

[Visit Our Website](https://www.tammypointcollective.com)

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