

dcp

Pinterest  
Dos  
&  
Don'ts

DIGITAL CREATIVE PAGES

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# Pinterest Dos and Don'ts

## PINTEREST DOS

### *1. Do Optimize Your Profile:*

- Use a clear, professional profile picture.
- Write a compelling bio with relevant keywords.
- Verify your website with Pinterest for increased trust and access to analytics.

### *2. Do Create High-Quality, Eye-Catching Pins:*

- Use a clear, professional profile picture.
- Write a compelling bio with relevant keywords.
- Verify your website with Pinterest for increased trust and access to analytics.

### *3. Do Use Relevant Keywords*

- Conduct keyword research to discover what your target audience is searching for.
- Include these keywords in your pin titles, descriptions, and even on the pin image itself.

### *3. Do Engage Consistently*

- Pin daily to maintain an active presence.
- Engage with your audience by responding to comments and repinning relevant content.



# Pinterest Dos and Don'ts

## PINTEREST DOS

### *5. Do Use Rich Pins:*

- Set up Rich Pins to provide additional context directly on the pin.
- Use Article Pins if you're a blogger, as they include the headline, author, and a brief description.

### *6. Do Monitor Pinterest Analytics*

- Track important metrics like impressions, clicks, and saves.
- Use these insights to refine your Pinterest strategy.

### *7. Do Join and Actively Participate in Group Boards:*

- Contribute high-quality pins to group boards to expand your reach.
- Follow the rules of each group board to avoid being removed.

### *8. Do Promote Your Best Pins*

- Consider using Pinterest Ads to promote high-performing pins.
- Start with a small budget to test the effectiveness of your ads.

# Pinterest Dos and Don'ts

## PINTEREST DON'TS

### *1. Don't Ignore Pinterest SEO*

- Avoid generic or irrelevant pin descriptions. Failing to use keywords will limit your pins' discoverability.

### *2. Don't Ignore Low-Quality Images*

- Poor-quality or blurry images can hurt your brand's credibility and reduce engagement.

### *3. Don't Overlook the Power of Consistency:*

- Inconsistent pinning can lead to decreased visibility and engagement.
- Avoid pinning in bursts followed by long periods of inactivity.

### *4. Don't Ignore Your Audience*

- Failing to engage with your audience (e.g., not responding to comments) can hurt your community-building efforts.

# Pinterest Dos and Don'ts

## PINTEREST DON'TS

### *5. Don't Spam Group Boards*

- Avoid pinning irrelevant content or over-pinning to group boards, as this can lead to being removed from the board.

### *6. Don't Overuse Hashtags*

- While hashtags can help with discoverability, overusing them can make your descriptions look cluttered and unprofessional.

### *7. Don't Forget to Refresh Old Content:*

- Avoid neglecting older pins. Creating new designs for old blog posts can help breathe new life into your content.

### *8. Don't Rely Solely on Pinterest for Traffic:*

- Diversify your traffic sources to avoid over-dependence on a single platform.



# DCP Pinterest Playbook

## ADDITIONAL RESOURCES

Attract Your Audience with 30 Stunning Pinterest Pins  
Take your Pinterest game to the next level with my Minimalist  
30 in 30 Pinterest Pin Templates, designed for bloggers,  
content creators, and social media managers.

### Ideal Pin Design



## DCP Pinterest Playbook

This detailed playbook provides a step-by-step process to optimize your Pinterest profile, create stunning pins, and leverage Pinterest to boost your brand. Perfect for bloggers, content creators, and social media managers.

Get It [Here](#)

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