

FREE WORKSHEET

OPTIMIZE YOUR PINTEREST

*to attract more ideal clients
on autopilot each week*

—
a full audit & workbook

OPTIMIZE YOUR PINTEREST

*implement your pinterest strategy
to attract new clients on autopilot*

Welcome to the Optimizing Your Pinterest Checklist! Ready to update your Pinterest and start using it to attract more ideal customers + grow your business? Unlike other social media outlets, Pinterest runs more like a search engine instead of a sharing platform. Think of it as the Google of social media platforms: a search engine with an algorithm. Keeping this in mind, there are two main things you need to reach more people.

SEO + SCHEDULING

#1. Pinterest isn't like other social media. In fact, you shouldn't think of it as a social media at all. Really, it's a search engine. Which means you need to optimize your content with keywords and phrases so it shows up at the top of people's feeds.

#2. Pinterest also takes into account the amount that you post and how often. Instead of spending 2 hours every day pinning, use a scheduling tool to do it all at once, 1x per week. This way you constantly have pins going live which will pump up your SEO even more, boosting your boards to the top.

With this in mind, you can change the way you approach pinning content, the way your boards are set up and the overall flow of your Pinterest account. So let's jump in!

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YOUR BOARDS

01. Have a blog or site specific board first: If you don't have a blog for your company, use this first board to showcase all of your products. If you do have a blog - pin all of your posts onto this board. Keeping this first on your Pinterest page will help followers see your content and click through to your site more often.

02. Rearrange your boards: After your first BRAND board, you should arrange the others with the most relevant content first. That means if you're selling baby clothes, your first boards should be about baby clothes, mama tips, etc. This makes it easy for potential followers to know what your account is all about and follow you.

03. Style your board covers: This is something that is often forgotten about. All of your board colors should be congruent with your company brand style and vibe. For me, that means keeping my board covers all light, natural, muted colors. So go through your boards and make sure to select cover pins that align with your brand. First impressions are everything.

*Now that you know more about how to arrange your
boards, let's do some brainstorming to make sure
you're sharing the most relevant content for your business.*

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01. *First things first. Your Pinterest bio! If you have a strong, short bio already write it down. If you're not sure what to write, here's a good starting point. "We are a (business description) that helps (your ideal client) to (solve a problem that they have) by (product or service you offer)."*

02. *Brainstorm the types of boards that your ideal client would be searching for on Pinterest. These could be related to your niche, information based, or inspirational.*

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03. *What are keywords for your business/industry? Brainstorm phrases that are relevant to your ideal customer, what problems they have, the inspiration they look for, and their business topics. Use these in your board descriptions & pin descriptions.*

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OTHER WAYS TO BOOST YOUR PINTEREST

- Become a verified Pinterest Business account. [15 MINUTES]
 - Setup Rich Pins from your website. [30 MINUTES]
 - Pin - A LOT. This is where scheduling comes in. 50-80 a day is great. [2 HRS. EACH WEEK]
 - Join relevant group boards. [30 MINUTES]
 - Pin your personal content to ALL relevant boards. [1 HOUR]
 - Keep your pin descriptions keyword rich. [15 MINUTES]
 - Use the same profile picture on all social media accounts. [30 MINUTES]
 - Keep new boards secret until they have 35+ pins on them. [2 HOURS]
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At the end of the day, Pinterest shouldn't be crazy complicated. Implement these tactics & watch your followers grow!

*As always - if you have any questions about branding & design, feel free to email me:
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