Pinterest Profile Checklist

10 things to optimize before you start pinning

□ Use a clear business name in your profile name
 Your name should include your brand and niche.

□ Choose a clean profile photo or logo
 Avoid blurry or cropped images.

□ Write a benefit-focused bio
 Tell people what result you help them get.

□ Add your website URL to your profile
 Make sure the link works.

□ Claim your website inside Pinterest settings
 This improves analytics and trust.

□ Enable rich pins
 They help Pinterest understand your content.

□ Create at least 10 keyword-rich boards
 Avoid vague or cutesy names.

□ Write keyword-rich board descriptions
 Pinterest reads these for SEO.

□ Seed each board with 5–10 relevant pins
 Give Pinterest more context.

□ Make sure your content matches your niche
 Consistency boosts visibility.

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Need help optimizing your Pinterest profile?
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