

MORE
Traffic
& Sales
WITH
Pinterest



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More Traffic and Sales with Pinterest Checklist

Research and decide on:

- ☐ Your ideal demographic
- ☐ What I want Pinterest to do for me/my business
- ☐ What my business focus will be using Pinterest

"I want Pinterest to _____ by _____"

- ☐ Decide on what your brand message will be.

"My Pinterest brand message is _____"

Create a Style Sheet for your company's visual presence that includes:

- ☐ Logo
- ☐ Colors
- ☐ Graphics
- ☐ Visual elements that are repetitive
- ☐ Other _____

Choose Pinterest categories that you want to focus on and build a presence within:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Ensure that your pins:

- ☐ Have a clear call to action or message
- ☐ Help people get to know you and your brand
- ☐ Are entertaining and fun

MORE TRAFFIC AND SALES WITH PINTEREST CHECKLIST

- ☐ Contain colors that create a mood to help establish your brand
- ☐ Communicate you are someone they would want to know
- ☐ Share your philosophy and mission with your audience

- ☐ Create one or more pinboards dedicated to showcasing your influencers

- ☐ Become familiar with the benefits and potential uses of rich pins

- ☐ Install metatags on your site and validate your URL with Pinterest

- ☐ Be sure that you are creating and sharing:
 - ☐ Quotes
 - ☐ Infographics
 - ☐ Rich Pins
 - ☐ Other _____

- ☐ Check into and sign up for graphics tools and resources that will help you create fun and powerful pins

- ☐ Install SEO and developer Pinterest tools on your website

- ☐ Optimize your website and pins to coordinate with Pinterest's new "smart feed" algorithm

- ☐ Use hashtags in your pinboards and pins

- ☐ Create a Pinterest Business Page

- ☐ Optimize your Pinterest Business Page

- ☐ Use powerful keywords and hashtags to optimize your pin and pinboard descriptions

- ☐ Analyze your Pinterest stats and make any needed adjustments

- ☐ Maintain an active and interactive presence on Pinterest

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