



9 Ways to Optimize Pinterest

TIP #1 Keep your pin descriptions in the 30 character range, as these are the most pinnable.

TIP #2 Share the love. "Love" is the most pinned word.

TIP #3 Keep your images tall... taller images are more pinnable.

TIP #4 Visit the "Popular" category to find interesting content and users.

If you're having trouble getting any of this checklist completed. [Email me!](#) I'm happy to help out.

[Pinterest.com/GetSusanMktg](https://www.pinterest.com/GetSusanMktg)

PRIORITY	TASK	DUE DATE	IN PROGRESS	DONE
1	Optimize Your Profile for SEO: Using keywords and phrases.			
2	Get Verified: By having your Pinterest page verified, you'll be able to create a linked/clickable website URL in the header of your page. In addition, verified accounts receive a red check mark next to the URL link.			
3	Buttons, Bookmarklet, Follow: Add these buttons to make your Pinterest-ing easier.			
4	Promote others: repin, comment, like			
5	Keywords: Use keywords in pins for SEO			
6	Placement: important boards should be front and center			
7	Giveaways: offer free stuff to drive folks from Pinterest to your website, capture their email address.			
8	Create a collaborative board: invite relevant pinners to pin to it.			
9	Selling something? Add prices to pins			

Pinterest is retaining and engaging users as much as 2-3x as efficiently as Twitter.