PINTEREST
Business Account
Quick Start Checklist

12 Step Pinterest Business Account Setup

- [ ] **Create a business account or convert your personal account to a business account**
  https://help.pinterest.com/en/business/article/get-a-business-account
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- [ ] **Claim your website to enable Pinterest Analytics**
  https://help.pinterest.com/en/business/article/claim-your-website
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- [ ] **Research and determine keywords based on SEO research**
  These keywords will be used in your profile bio, boards, pin titles and pin descriptions
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- [ ] **Add the Follow button & Pin, board, & profile widgets to your website**
  https://help.pinterest.com/en/business/article/build-a-website-widget
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- [ ] **Personalize your profile. Add your bio and profile picture.**
  https://help.pinterest.com/en/business/article/personalize-your-profile
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- [ ] **Enable Rich Pins**
  https://help.pinterest.com/en/business/article/rich-pins

- [ ] **Find and follow 50-100 relevant influencers in your niche**

- [ ] **Create your first SEO keyword optimized board**

- [ ] **Create at least 10 additional SEO keyword-optimized boards on topics relevant to your business.**

- [ ] **Add 5-10 pins to each new board.**
  If you not have any pins yet you can pin curated and relevant, high value pins from reliable sources that speak to your audience
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- [ ] **If you are converting from a personal account, make "Secret" or "Archive" any boards that are not relevant to your business**

- [ ] **Organize your boards** by most important (products & services) first, boards that reflect the current season or trending holiday next then group (if applicable), secret (if applicable), archived (if applicable).