



Best practice guide

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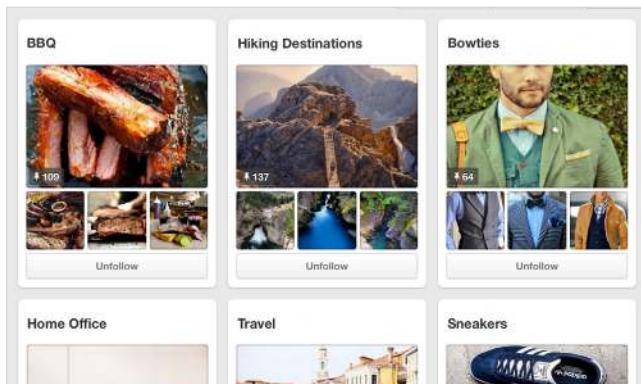
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Pinterest 101



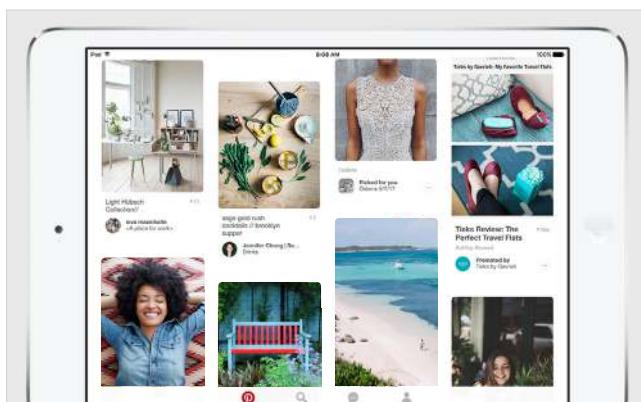
People Pin your content

A Pin is an image or video that people add to Pinterest. People add Pins directly from websites or apps using the [Save button](#). Any Pin can be saved and all Pins link back to their sources, which is how you can get referral traffic.



They organize Pins by interest

People organize Pins into collections called boards and share their boards with others. The same Pin might be added to lots of different boards across lots of interests, making boards a great place to discover new stuff.



They use feeds to discover Pins

People can follow all of someone's boards or just the ones they like best. As they discover and follow more people and boards, their feed becomes more relevant and personal to their interests.

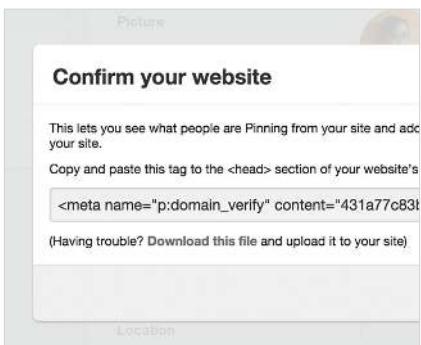
Get started on Pinterest

Step 1: Start with an eye-catching profile

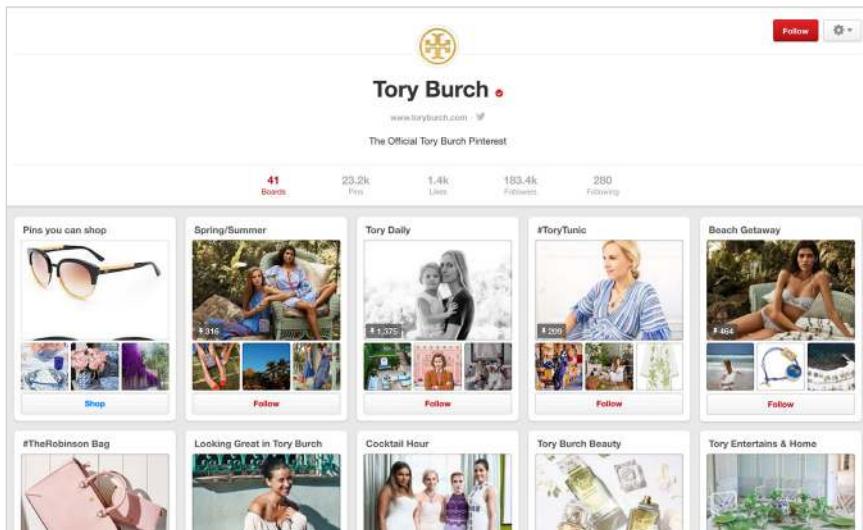
Create a [business account](#) and [confirm your website](#). This adds your logo to any Pin that came from your site, and lets you see what people are Pinning from your website. Pick a profile image that will help people recognize you (logos work great). Profile images look their best at 165 x 165 pixels. You should also write a profile description to introduce your brand and what inspires you.

Step 2: Create and organize boards

Create a range of boards that showcase your brand's personality and taste, and make sure each board has enough Pins to make it feel substantial. Remember that people can choose which boards they want to follow, so not every board has to appeal to everyone.



Want analytics and instant Pin cred?
Confirm your website.



Tory Burch's verified account has a clear profile image, a quick description and creative board names, helping people understand what their brand is all about.

- Give your boards clear names so people can tell what's on them, but don't be afraid to get creative – just keep it to 20 characters or less so it doesn't get cut off. And don't forget the description, which can inspire People to follow your boards and help you show up in searches.
- For each board, choose a compelling cover Pin that quickly gives people a sense for what's on that board (often the one with the most saves works well).
- Use secret boards as a staging tool to make sure new boards are ready for prime time before you launch them to the public.
- Try putting your most relevant boards at the top. For example, these might be seasonal boards or boards with the most saves.
- Try saving a handful of Pins at once that together tell a story and capture the imagination. For example, a Pin of a patterned dress next to the place that inspired it is more compelling than just a product photo.

See how others do it

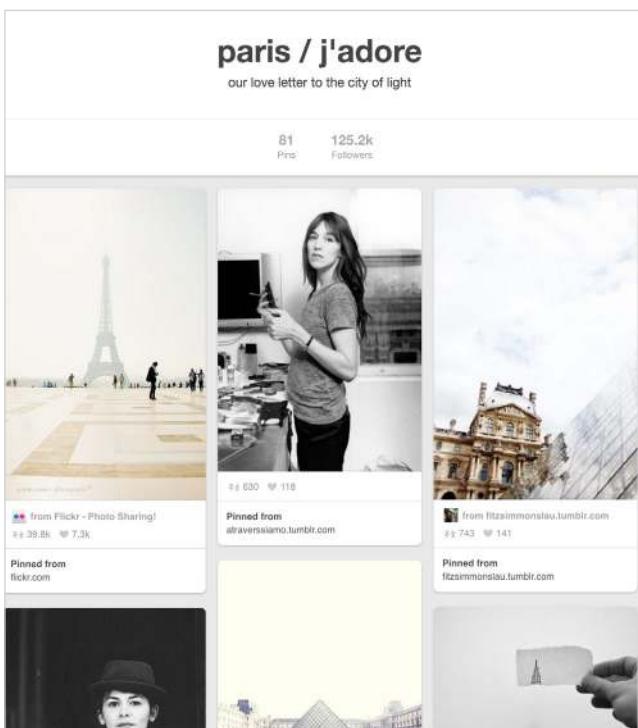
The Container Store creates boards with Pins organized to appeal to different audiences.

Step 3: Pin like a pro

- Pin at least once a day so your followers get fresh content in their home feeds.
- Don't just Pin your own stuff. You can tell a richer story by adding Pins from others. You could partner with bloggers and lifestyle websites to Pin their content. Your followers will appreciate the Pins, and bloggers will appreciate the referral traffic.
- Make sure your Pins link back to somewhere helpful, so that people can have a better experience and so that you can get more referral traffic to the right places.
- Once you've made it easy to Pin from your website, you might also want to create new Pins just to share on Pinterest.
- Just like with boards, thoughtful descriptions will make your Pins more inspiring and searchable.

See how others do it

Elle shares timeless content on their boards, which drives People back to Elle.com long after Pins were first added.



Madewell shows items from their new collection next to the locations that inspired them.



Target partners with blogger and Pinner Joy Cho on their holiday and party boards.

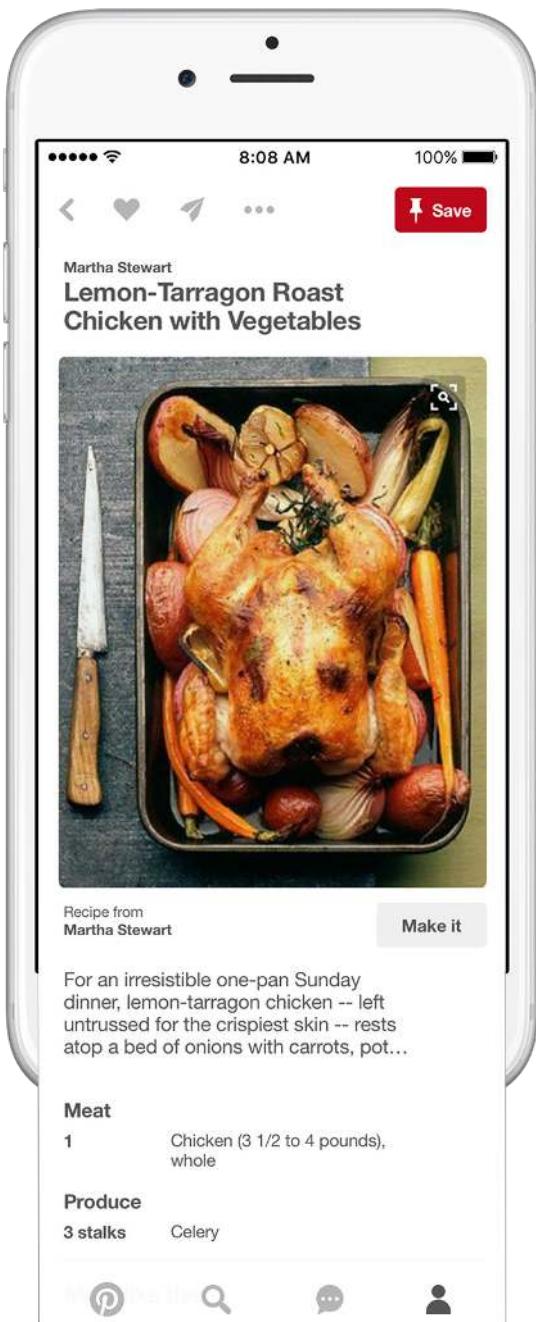
Step 4: Engage with people

A great way to get people to Pin your stuff is to be an active Pinner yourself. Follow other people's boards and save, like and comment on Pins that inspire and relate to your business.

- Create group boards and invite people who love your brand to contribute.
- Make it easy for people to save your stuff by adding the [Follow button](#) to your website. Include a Pinterest link in emails and your social media posts to make sure people know you're here, too.
- Consider how your Pins will look in feeds, not just on boards, since most people will find them there.

The art of a Pin

As you start to add more Pins, you'll learn quickly what works and what doesn't for your business. Try to make sure all of your Pins are beautiful, actionable and interesting.



The image

Use high-quality images.

Make sure they're well-composed and in focus.

Go for taller Pins.

Vertically-oriented Pins look better on mobile screens.
(The maximum aspect ratio is 1:2.8).

Pins with multiple images can work well.

But keep it to 4 images or fewer so it doesn't look too crowded.

Minimize the amount of text on an image.

Make sure it's easy to read mobile screens.

The description

Every Pin should have a description that gives context.

The best descriptions are positive, helping people imagine what they might do with the Pin while also providing extra information.

Write thoughtful, timeless copy.

Pins last forever, so avoid descriptions that focus on timely promotional information.

More you can do

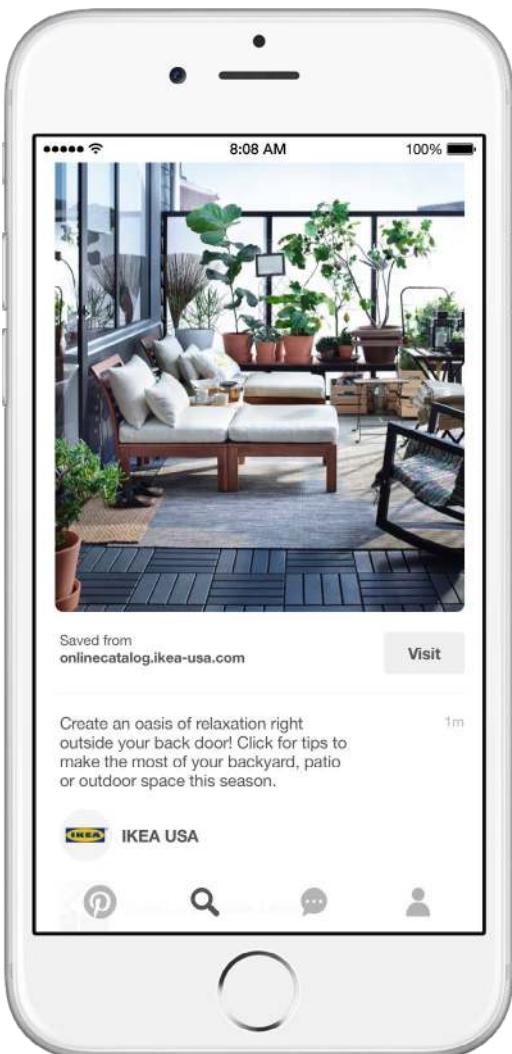
Use **Rich Pins** wherever possible so your brand and other useful details stay on the Pin as it gets saved.

Link out your Pins to places that help People.

For example, a movie Pin should lead to the trailer or a review, and a product Pin should lead to where people can make the purchase.

A closer look at search

Search is an important way for people to find content from your business



If you use and have a [confirmed account](#), your Pins appear higher in search results. Another crucial way to improve your appearance in search results is to sharpen your Pin descriptions.

Get specific

Think about what people, who are looking at a certain Pin, might have searched for. Was it a sweater, or was it an argyle sweater? A blue sweater or a cashmere sweater? Mention the most compelling and distinct parts of the Pin in your description, and your Pins are more likely to surface when people get specific in searches.

Pre-populate Pin descriptions on your website

It's also super important to include thoughtful descriptions on the stuff people Pin from your website. The same rules of thumb apply for those descriptions. Learn how to add descriptions to the Save buttons on your site on our [developer site](#).

Don't just drop hashtags or keywords

The description is an important part of captivating people. Set a scene that incorporates the right search words, and you'll help people imagine themselves with your Pin.

See how others do it

[IKEA](#) carefully crafts Pin descriptions to make them aspirational and to provide a resource to people – including helpful decor tips.

**What makes a good Pin description?
Check out these tips:**

Recipes: *Describe the main ingredients of the dish and how to cook it*

Fashion: *Include what kind of clothing, the designer or season to wear it*

Travel: *Tell people the location and the kinds of things you can do there*

DIY: *Describe what it is, how you make it and what materials people need*

Photography: *Name the photographer, year, subject or publication*

Design: *Mention the designer, medium, publication, etc.*

Make your website Pinnable

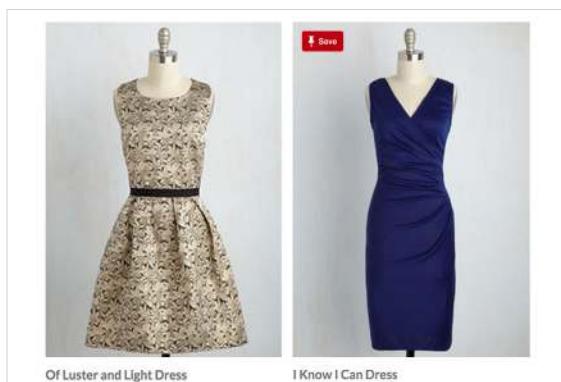


Use plenty of high-quality images

Your website may already be full of stuff that can be Pinned—but make sure you have enough images and that they're high resolution. Images that are at least 600 pixels wide will look best on Pinterest. Keep in mind that only images that are at least 100 x 200 (or 200 x 100) pixels are Pinnable.

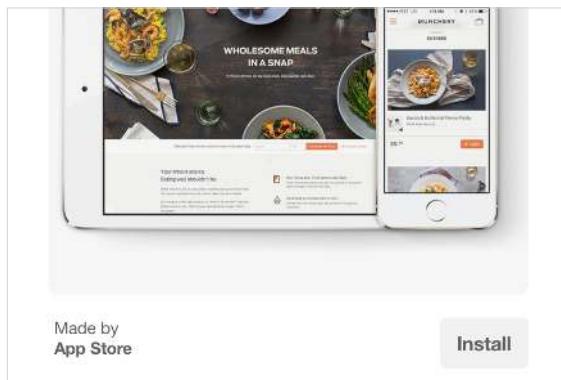
See how others do it

Lowe's added a [Pinterest-friendly Creative Ideas](#) section to their website to inspire people to take on their own DIY projects. The most popular project has been Pinned 200,000 times.



Add the Save button to your site

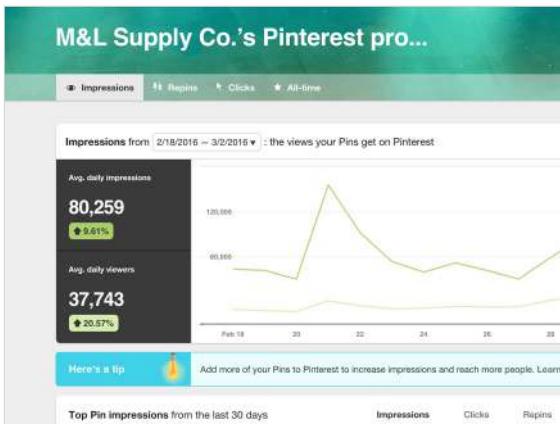
The [Save button](#) makes it easy for people to add Pins from your website. By copying and pasting just a few lines of code, you can put Save buttons on top of or next to images and content you want people to Pin. People will do the rest!



Make Pins from your site more useful

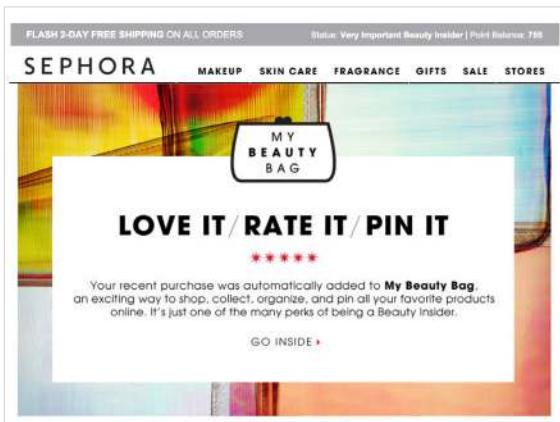
Use [Rich Pins](#) to automatically include information like price, availability, ingredients and location on your Pins. All you need to do is add some meta tags to your website.

Put your Pins to work



Learn from people

Pinterest Analytics shows you which Pins are most popular with people and which ones are driving the most traffic to your site. You can also see what boards your stuff appears on, how the Pins are described and what people Pin along with your stuff. All of these insights will help you make smarter choices about your merchandising, product development and marketing strategy.



Encourage people to add Pins

The more people Pin your content, the more discoverable it becomes. To encourage more saving, make it easy to Pin from your website and emails. Promote your Pinterest account on social channels, packaging and advertising.



Show off your most popular Pins

Lots of businesses highlight their most popular Pins on their websites and in physical stores. You should also include the **Save** and **Follow** buttons in your emails to make it easy for people to add Pins straight from there.

See how others do it

Oreo highlighted their Pinterest profile in-store and ASOS sends Pinterest-focused emails.

**See our blog,
success stories and more at
business.pinterest.com**



The world's catalog of ideas