

# Pinterest Business Accounts

SET UP YOUR PINTEREST FOR SUCCESS

**WORKBOOK**

[JUSTYNJEN.COM](http://JUSTYNJEN.COM)

*Lesson 1:*

# Your Pinterest Business Profile

## STEPS FOR CONVERTING YOUR ACCOUNT

### WHAT IS YOUR BUSINESS

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Brainstorm your business title:

Brainstorm your business description:

Brainstorm 5 boards that are relevant to your business.

1

2

3

4

5

## CONVERTING YOUR PROFILE

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Converting your Pinterest profile from a personal account to a business account is super easy and free! Let's get started.

Converting your account:

**Step 1:** Login to your account

**Step 2:** Click [HERE](#).

**Step 3:** Fill out your information and click Done.

**Step 4:** Add in all the information that we brainstormed above.

## CLAIMING YOUR WEBSITE

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It's very important that you claim your domain on Pinterest. This will help you gain domain authority, track insights and see website analytics, all on the Pinterest platform. There are two ways you can claim your website. The easiest way is to copy a Meta Tag, from Pinterest, to your website head.

Steps to claiming your website:

**Step 1:** Go to your profile settings. Click the option that says 'claim'

**Step 2:** Enter your website URL and click to Claim Website

**Step 3:** Copy the **Meta Tag**

**Step 4:** Add the Meta Tag to the Head of your website. (If you are using Pinterest download the 'Insert Headers and Footers' plugin to do this super easy)

**Step 5:** Click Submit. Pinterest will do the rest.

## SECRET BOARDS

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Secret boards and the glue that holds my entire account together. When you covert your account to a business account, you are still going to have all of those boards you have been pinning to for years. I am going to teach you how to make those secret, so you still have them but your audience won't see them.

Hiding your personal boards on Pinterest:

**Step 1:** Login to your account

**Step 2:** Go to your profile and click on the tab for all your boards.

**Step 3:** Choose a personal board that you want to make private.

**Step 4:** Click the pencil in the bottom right hand corner of the board.

**Step 5:** When the board setting are open, click the toggle to make the board secret.

**Step 6:** Continuing doing this for all of your personal boards.

Just like that you can now make your profile more professional and business related with losing the boards you have been creating for years. When you add a pin to a secret board, no one can see it. It's private to you and anyone else that you add to that board.

## **BUSINESS BEST PRACTICES CHECKLIST**

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Now that you have your business account, it is important that you are using it correctly. Use this checklist to make sure that you are using all the best practices on Pinterest for your new business account.

**1**

**ADD THE SAVE BUTTON TO YOUR WEBSITE**

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**2**

**STUDY YOUR ANALYTICS**

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**3**

**GROW YOUR FOLLOWERS**

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**4**

**TELL YOUR STORY**

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**5**

**DRIVE TRAFFIC TO YOUR WEBSITE**

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**6**

**JOIN GROUP BOARDS TO INCREASE YOUR REACH**

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Thanks for  
Downloading!

I HOPE THIS HELPS YOU HAVE SUCCESS ON YOUR NEW BUSINESS  
PROFILE.

**LET'S CONNECT ON PINTEREST!**

[HTTPS://PINTEREST.COM/JUSTYNJEN](https://pinterest.com/justynjen)

**PLEASE SHARE THIS WITH YOUR  
FRIENDS AND FAMILY! I REALLY  
APPRECIATE YOUR SUPPORT!**

**JUSTYNJEN.COM**