Make it yours:

https://docs.google.com/document/d/1pO-DBPuT1v5mdpfRukflOXmfGE2XccXbDRXHKuJjWOg/copy

Step 1: Profile Setup:

Go to the settings page.

https://www.pinterest.com/settings

Photo

 Change

Name

Type your name

⚠ Your profile needs a name

About

Tell your story

Pronouns

Add your pronouns ⌄

Choose up to 2 sets of pronouns to appear on your profile so others know how to refer to you. You can edit or remove these any time.

Website

https://

Add a link to drive traffic to your site

Username

⚠ Your profile needs a username. Choose wisely so others can find you

Email address

pinner@pinterest.com

1. Profile Photo:

    1. If you have a personal blog/brand, use a personal photo.

    2. If you have a niche site blog, use a simple minimalistic logo.

    Example of how I like to set up my logos:

    (keep it lean & simple)

YourBrandName

2. Profile Name:

    1. Use your personal name or your site's name.

    2. Add 2-3 main topics you cover.

        1. Pro Tip: If you have enough data, use the KWs of your best-performing boards.

    3. Example: "*YourBrandName | Home Decor and Interior Design*"

3. About:

    1. Explain what topics your account covers.

    2. Include 3-5 important KWs you cover.

    3. Don't keyword-stuff.

4. Website:

    1. Add your main domain like yourbrandname.com

    2. Claim your website under > *settings* > *claimed accounts* > *websites*

5. Username:

    1. Use your personal name or your site's name.

6. Email Address:

    1. Add your domain email here like: contact@yourbrandname.com

Step 2: Convert Your Account to a Business Account

https://www.pinterest.com/settings/account-settings/

Under Account Management, you'll see a button "*convert account*".

This gives you access to analytics.

Edit profile

Account management

Profile visibility

Tune your home feed

Claimed accounts

Social permissions

Notifications

Privacy and data

Security

Branded Content

Account management

Make changes to your personal information or account type.

Your account

Email • Private

Password

[••••••••••••] 👁 [Change]

Convert to a business account

With a business account you'll have access to tools like ads and analytics to grow your business on Pinterest.
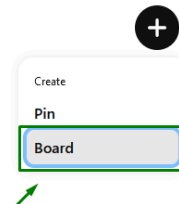
[Convert account]

Personal information

Other:

1. Add your first boards

Created   **Saved**

You haven't saved any Pins yet

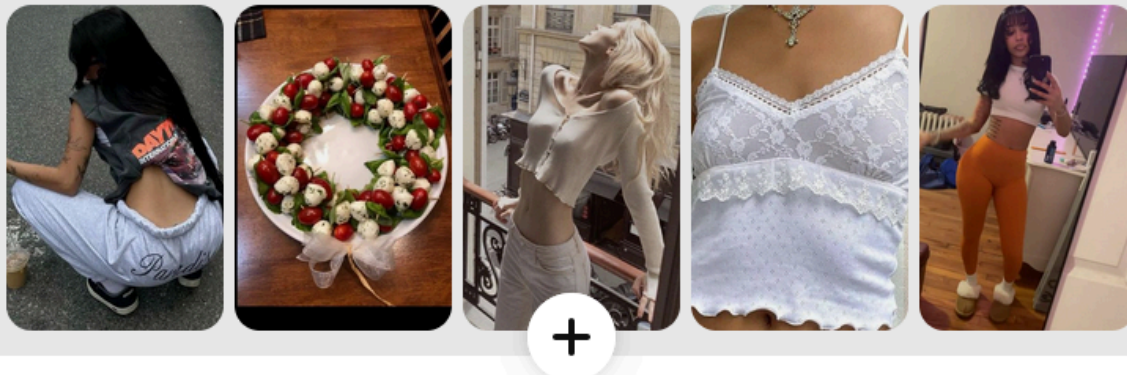[Find ideas]

➕

Create

Pin

Board

1. Add relevant board descriptions (with 4-6 relevant annotation keywords)

2. Save 3-5 relevant pins from others

   You can do that easily inside your board under "*find some ideas for this board*"

Find some ideas for this board:

2. Follow other relevant accounts & interact with them (like, comment, save)

3. If you don't live in the US but would like to get most of your traffic from there, I recommend switching your account to United States.

   1. Under *account management > Personal information*

Business type

Publisher or Media ⌄

Country/Region

United States ⌄

Language

English (US) ⌄