

To reactivate an old Pinterest account, follow these steps:

## 1. Audit and Clean Up

- Rename existing boards to align with your niche or current focus.
  - [Keyword Research before that]
- Remove low-performing boards (check analytics for boards with no to low impressions, you can check out our process here).

## 2 Optimize Your Profile

- Update your profile picture, bio, and website link.
- Make sure your bio includes 3-5 relevant keywords but avoids KW stuffing.
- Add board descriptions with relevant annotations (automate this with our generator).

## 3. Create Fresh Boards

- Add new boards with new KW variants.
- Use specific and keyword-rich names for the boards (e.g., "Quick Dinner Recipes" instead of "Recipes").

## 4. Consistent Pinning

- Start small: Pin 8-12 pins/day for the first week or two.
- Gradually increase to 20-30 pins daily, ensuring each pin has a unique design and optimized description.

## 5. Post New Content

- Focus on creating high-quality pins for your most popular or evergreen blog posts.
- Research the best-performing pins before you create new ones.
  - Use the best-performing pin designs like text overlays, collage designs, or plain images.

## 6. Engage with Others

- Save relevant pins from other accounts to your boards.
- Follow and engage with accounts in your niche to send positive activity signals to Pinterest.

## 7. Analyze and Adapt

- Monitor your Pinterest analytics weekly and once a month in-depth.
  - Especially focus on your save and engagement rates.
- Double down on boards or pin designs that gain traction.

### Info:

If your account was inactive for a long time, it might take 2-3 months of consistent effort to see results.