

# PINFINITE TRAFFIC SETUP & OPTIMIZATION CHECKLIST

We created this checklist for anyone who just wants to level up their systems & processes.

In this checklist you'll find how to properly optimize your Pinterest strategy, we take you through the step-by-step process of how to successfully set yourself up to get tons of traffic from Pinterest!

## PROFILE

- Upload high resolution profile photo (165x165 px)
- Optimize display name line and include your first name and your title
- Add your pronouns
- Add a bio that includes who you are, what you do, who you serve, and a cta
- Add your website URL
- Add your work email
- Add any/all applicable social media accounts
- Add any/all applicable shops

### Example bio

I help (ideal client) achieve (ideal transformation/achievement) through (a brief breakdown of your services) Connect with me on (most used social media platform) → @handle

## KEYWORDS

- Make a list of any + all keywords related to your business
- Make a list of any + all keywords related to your Ideal client avatar + the community you serve
- Make a list of any + all keywords related to your mission + what you do
- Combine these keywords in a keyword vault that you can use to aid you in writing pin descriptions and pin titles

## BOARDS

- Create 13-17 boards that you can populate with personal + 3rd party content
- Create duplicate boards (boards with a different pin title+ pin description that you'll populate with the exact same content) for the 3-5 boards your project using the most
- Write keyword rich board descriptions and board titles using your keyword vault

### EXAMPLE BOARD DESCRIPTION:

Hey there, welcome to my (board title) board. Here, you'll find x, y, and z to help you with ( problem the content in your board will solve). I'm (name), (title) for (ideal client). To learn more about me or my services, head to (website)

## LOGISTICS

- Enable + set up rich pins
- Copy/paste pinterest tag into the code in your website
- Request access to idea (story) pins
- Make sure your account is converted to a business account

## BRANDING

- Upload board covers for all boards using your brand colors and fonts (600 px)
- Upload a visually appealing, on brand cover photo (800x450 px)

**THANK YOU SO MUCH FOR DOWNLOADING THIS CHECKLIST!**