



SEMRUSH WEBINAR: PINTEREST FOR BUSINESS EVERYTHING YOU NEED TO KNOW

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Pinterest for Business Checklist

SET-UP CHECKLIST (BUSINESS VERSION)

Pinterest is a visually driven social community organized into virtual pinboards. Pinterest allows users to explore and discover visual content based on interests. It's also a perfect platform for businesses to market their products and raise brand awareness.

Do you have a strategy? (85% don't!) Here is a convenient checklist so you can get started today!

Prepare website

- Pinnable Images
- Open graph for Rich Pins
- Configure Social share buttons (add the Pin It button to your website's images!)
- Configure Social Connect buttons
- Mobile Friendly

Open Pinterest Business account

- Set up an email address
- Claim your business presence on Pinterest and other top social networks
- Verify URL
- Set notifications
- Completed bio
- Install and Verify analytics

Create boards (30+)

- Choose topics that interest you and your customers
- Select categories!
- Do Keyword research (Pinterest search, guided search, Google suggestions)
- Name boards after keyword/phrases
- Full descriptions
- Set cover photos
- Work popular categories into your boards

Set-up Specialized boards

- Maps
- Secret boards

- Group boards
 - Find relevant boards to join
 - Create group boards and invite others (if you have time to monitor them!)

Gather content

- Product shots
- Lifestyle Images
- Video
- DIY pins

Specialized Pins

- Promoted Pins
- Buyable Pins
- Rich pins: There are six types: app, movie, recipe, article, product and place pins.

Be sure to:

- Write long descriptions
- Use keywords
- Edit URL when uploading images
- Name images after keywords

For more ideas and how-to tutorials, visit Pintalk.net

Michelle Held, Owner, MetroNY, LLC

Michelle is an entrepreneur, public speaker, author and philanthropist involved in the technology industry for over 18 years. She earned a Bachelor's degree in Engineering from Rensselaer Polytechnic Institute in Troy, NY. Her company, MetroNY, LLC, specializes in digital marketing, website audits, search engine optimization, PPC and social media marketing.

Michelle serves as a consultant to clients with respect to issues such as digital marketing, search marketing, and project management. As a speaker, she conducts seminars and training sessions on social media and web technologies. She is the author of "Pinterest Tutorial." Follow Michelle on her blogs, metrony.com and pintalk.net **Connect with Michelle on Twitter (@metrony or @pintalknet).**

Follow Michelle on social media:

www.linkedin.com/in/metrony/

<https://plus.google.com/+MichelleGHeld/posts>

<https://twitter.com/metrony>

<https://plus.google.com/+Metronycom/>

<https://www.facebook.com/ticketmetrony>

<http://www.pinterest.com/pintalk/>

<https://twitter.com/PinTalknet>

Speaking engagements:

South Florida Interactive Marketing Association (SFIMA) Summit 2016: *Pinterest for Local Campaigns*

Affiliate Summit West 2016: *Optimizing Images for Web*

Pubcon Las Vegas 2015: *Finding Facebook Influencers*

NY NOW 2015 Wholesale Gift Show: *Branding for Beginners*

Ticket Summit 2015 Las Vegas: *SEO Intermediate*

Affiliate Summit East 2015: *Calculating the ROI of Social Media*

Affiliate Summit West 2015: *Pinterest: Pin Your Way to More Clicks*

Samples of Michelle's writing:

"Pinterest is perfect for content marketing," FeedFront Magazine, Issue 29, Page 33

<http://issuu.com/affiliatesummit/docs/feedfront-29/1>

"Six Ways Pinterest Helps Your SEO Strategy," FeedFront Magazine, Issue 27, Page 19:

<http://issuu.com/affiliatesummit/docs/feedfront-27>

My Kindle book, "Pinterest Tutorial"

<http://amzn.com/B00KPF3296>

Featured expert in "Stop Pitching & Start Connecting: Social Media Strategies for Network Marketing and Direct Sales" by Alex Thesis

<http://www.amazon.com/Stop-Pitching-Start-Connecting-Strategies-ebook/dp/B00PXFJ5K/>