

The Pinterest Traffic Take Over Checklist



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This checklist will help you follow **The Pinterest Traffic Takeover Quick Start Guide** step by step. **Print this out** and check off each step as you complete it!

Step 1: Set Up Your Pinterest Business Account

- Go to Pinterest for Business and create a **Business Account** (*or upgrade an existing personal account*).
- Enter your **email, business name, and category** to complete the setup.
- Fill out your **profile details** (*username, bio, profile image*).
- Claim your website** by adding the verification code to your site (Pinterest > Settings > Claim > Websites).

Step 2: Optimize Your Pinterest Business Profile

- Write a **keyword-rich bio** that tells people who you help and what you offer.
- Upload a **high-quality profile image** (*professional headshot or business logo*).
- Claim your website** (*if you haven't already*) to access Rich Pins and improve ranking.

Step 3: Set Up Your Pinterest Analytics

- Log into your **Pinterest Business Hub** and go to **Analytics**.
- Click through each section to familiarize yourself with **Impressions, Clicks, Saves, and Engagement**.
- Bookmark your Analytics page to track your results later.

Step 4: Decide What You'll Promote

Choose **ONE** main focus to promote:

- ⇒ **A squeeze page** (*best for email list growth*)
- ⇒ **A blog post** (*best for educational content*)
- ⇒ **A product page** (*best for selling digital or physical products*)
- ⇒ **An affiliate link** (*best for passive income*)

Ensure your **destination URL is ready and mobile-friendly**.

Step 5: Do Your Pinterest Keyword Research

Use **Pinterest's search bar** to find keyword suggestions.

Look at the top-performing Pins in your niche and note what keywords they use.

Use **Pinterest's Ad Tool** to find additional high-traffic keywords.

Write down at least **10-20 keyword phrases** to use in your Pin descriptions and board names.

Step 6: Create Your Pinterest Boards

Create **10-15 keyword-rich boards** based on your research.

Write **SEO-friendly board descriptions** using natural keywords.

Add **at least 10-15 high-quality Pins** to each board (*your own or relevant repins*).

Step 7: Design Click-Worthy Pinterest Pins

Use **Canva** (*or another design tool*) to create **1000x1500 px vertical Pins**.

- Choose bold, easy-to-read fonts** (*avoid cursive or small text*).
- Use **bright, eye-catching colors** (*reds, oranges, blues work best*).
- Add a **curiosity-driven headline** to spark interest.
- Include your **website URL or logo** for branding.
- Create **at least 5 Pins** to start with.

Step 8: Upload and Publish Your First Pins

- Log into Pinterest and click **“Create” > “Create Pin.”**
- Upload your Pin image** and double-check the size and quality.
- Write a **keyword-rich title** that is specific, curiosity-driven, and benefit-focused.
- Craft a **detailed Pin description** with relevant keywords and a call to action.
- Choose the best board** to save your Pin to first.
- Add a **working destination link** that matches your Pin topic.
- Click **Publish Now** or use Pinterest’s built-in scheduler to post later.

Step 9: Stay Consistent And Grow Your Pinterest Traffic

- Pin **1-5 fresh Pins per day** (*or at least a few times per week*).
- Test **different Pin styles, colors, and headlines** to see what works best.
- Check Pinterest Analytics weekly** to track your impressions, clicks, and saves.

Step 10: Track Your Progress And Optimize Your Strategy

- Review your **Pinterest Analytics** after a few weeks to see which Pins are performing best.
- Create **new variations of high-performing Pins** (*change colors, headlines, designs*).
- Repurpose **old content** by making fresh Pins with updated designs.
- Stick to a **30-day Pinterest growth plan** to stay consistent and keep improving.