

Pinterest: A Guide for Marketers

Best Practices

- Pins should be colorful and attention-grabbing.
 - Reddish-orange hued images tend to get 2x the repins as blue-ish images do.
 - Pins are inherently shaped like upright rectangles, taller than they are wide. Take advantage of this structure by posting pins that are taller as users tend to repin these more often than wider pins. At this time, the ideal pin width is 735 pixels without restriction in length.
 - A great way to take advantage of taller pins is to post infographics (if it makes sense for your brand) within your feed since users may repin these images at a faster rate.
- Keep best-performing boards at the top of your profile.
- Push boards that aren't performing well to the bottom of your profile. You can work to improve these boards and move them to the top of your page when they're being better received. Or, if the approach didn't seem to work, take it as a lesson that the content may not work for your audience.
- Try to vary your board categories to cover different topics that relate to your brand.
- In addition to timely and seasonal pins, be sure to include plenty of evergreen content with long-range repin value.
- Your uploaded file names automatically become image titles, so make sure to optimize these. Which do you think Pinterest is more likely to crawl and rank: img400097 or "12 tips for affordable flower arrangements"?
- Pinterest does not automatically add a link to your pin if you manually upload it. Get the most out of pins from your own site by including a link back to the product page, blog post, etc.
- Share the love—pin from a variety of sources, not just your own site.

Pinterest Don'ts

- Abusing hashtags
 - #just #don't #do #it
- Not selecting a board category
 - Make it easy for people to find your boards
- Aggressive pinning sprees (or inactivity for long periods of time)
 - Your followers should expect your pins – or, even better, look forward to them! Don't leave them hanging and then remind them you've been gone by going on a pinning spree
- Blurry/low quality images
- Inappropriate pins and repins
 - Keep it relevant to your brand and, ahem, appropriate.
- Repetitive content
 - No one wants to see the same thing a bunch of times in a row. No one wants to see the same thing a bunch of times in a row, No one wants to see the same thing a bunch of times in a row.