

Pinterest Audit

m.

Pinterest

Why Pinterest & how can I help you?



If you are reading this you probably already know Pinterest is great for business, and likely have an account, but just incase here are the facts...

- ✦ 322 million active users Worldwide
- ✦ There are 15.6 Million users in the UK
- ✦ 65% use the platform to find new ideas & products
- ✦ 97% of searches are non-branded
- ✦ 83% of pinners have made a purchase after visiting Pinterest

So if you weren't convinced before I hope I have helped you see that using Pinterest for your business is a great idea and definitely worth the time. The non branded search stat means even a small business has a chance of standing out.

I have been using Pinterest for my business for over 3 years, helping other businesses through courses and bespoke services. Using Pinterest for business typically shows these kinds of results...

- A nearly 1000% growth in engagement on Pinterest
- 78% growth in saved pins
- 1000% growth on website traffic from Pinterest
- 115% growth in website traffic overall

These results are from one account in just over 30 days.

So enough of me talking about Pinterest, let's get into auditing your account.

Let's review your account

Your Account Settings

- Have you changed your account to a business account?
- Have you claimed your website?
- Have you added an email address?
- Have you connected your social accounts?

Your Profile Page

- Is your profile pic a person or a logo?
- Does your bio describe what you do?
- Is your name correct?
- How does it look?

Your Boards

- Do they cover your whole business?
- Are they wide ranging enough for all your pins?
- Do they all fit in with your brand?
- Are there any missing?

Your Pins

- Are you adding text?
- Are you using your branding?
- Are you pinning across all your boards?
- Do your pins look visually appealing?

Your Strategy

- Are you pinning to a strategy?
- If so is it working?
- Are you reviewing your results?
- Are you using a scheduler?



Let's make improvements

Use this page to write a list of ideas you could use to improve your account

Your Account Settings

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Your Profile Page

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Rewrite Your Bio

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Your Boards

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Your Pins

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Your Strategy

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Actions

More Ideas & Resources

Streamline and save time...

Use a bulk creation method to create your pins all in one go. Set aside an hour every two weeks and create them all.

Use a scheduler to make pins live. Pinterest has a decent option if you are looking for a free option. Just schedule the pins like you would add a pin normally but add a date into the future.

Keep up to date with changes...

Find a mailing list/ blog or podcast that gives you up to date information on any changes.

I share updates and changes with my mailing list subscribers or on my podcast/ blog. I'll pop the links in the resources list below.

Look at the competition...

It's not sneaky to see what others in your niche are doing, it's market research. Go have a look at their pins, boards and accounts and see what you like.

Look at the content they are pinning too. I am not suggesting copying but have a look for inspiration.

Resources

[Moxie VA Blog Posts](#)

[Pinterest Strategy for Business](#)

[5 Top Tips For Pinterest](#)

[Moxie Brand Academy Podcast](#)

[Should you be pinning? And what to pin](#)

