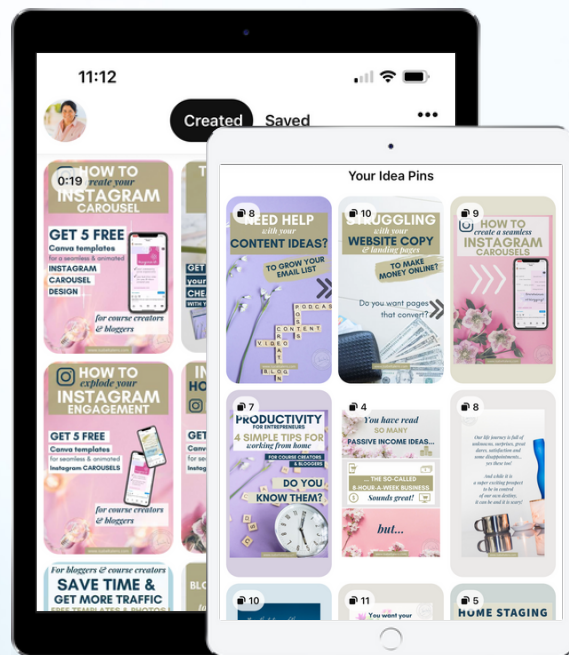# For Pinterest SEO Success

YOUR PINTEREST SEO CHECKLIST

For Course Creators & Bloggers

to grow your brand visibility & traffic

YOUR PINTEREST SEO CHECKLIST

YOUR TAKE ACTION CHECKLIST

1 SET UP YOUR PINTEREST SEO TOOLS

- [ ] Upgrade your Pinterest account to business.
- [ ] Create a second Pinterest account and keep it as a personal account.
- [ ] Register for Keysearch for free.
- [ ] Get **Pin Inspector** for great competitor analysis and Google insights.

2 IDENTIFY POTENTIAL KEYWORDS

- [ ] Go to "Create Ad" page. Check out your keyword in the Pinterest keyword tool.
- [ ] In the Pinterest keyword tool, find 2-10 related keywords with high volumes.
- [ ] In Pinterest, type your keywords in the search & note the suggestions that pop up.
- [ ] Search your keywords. Scroll down to "Related searches". Note other keywords.
- [ ] Go to "Analytics", then "Trends" and assess your keywords.
- [ ] Go to your personal Pinterest account now, search your keywords and note the related keywords in the Menu suggestions at the top of the page.
- [ ] Use **Pin Inspector** to get top related keywords with the ABC Method in 1 click! *quickest way!*

3 CHECK OUT YOUR COMPETITION

- [ ] Search your keywords in Pinterest. Manually check each of the top pins for design, title, description... Make a note of what seems to work.
- [ ] In the search page, go to "Profiles" and "Boards" to analyse your competition.
- [ ] Use Keysearch to find related keywords and links.
- [ ] Alternatively use **Pin Inspector** **Pin search** to get in 1 click all your top competitors data (saves, repins, interactions...) No other tool shows you this! *quickest way!*

4 CHECK OUT GOOGLE SEO

- [ ] Use **Pin Inspector** to show the Google volumes and difficulty for your keywords.
- [ ] In **Pin Inspector**, identify keywords with high Google volumes & low difficulty. *quickest way!*

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YOUR PINTEREST SEO CHECKLIST

YOUR TAKE ACTION CHEKLIST

5 USE YOUR KEYWORDS IN YOUR PIN & PIN IDEAS

- [ ] Create a compelling **title** with your keywords.
- [ ] Use **pictures / graphics** that convey your keyword.
- [ ] Include a **CTA** (Call to Action) that includes your keyword.
- [ ] Make your keywords **readable** with large fonts in your design.
- [ ] Include your keywords in the **description**.
- [ ] Include your keyword in the **file name** of your visuals for your pin or Idea.
- [ ] Include your keywords in your **Alt Text**.
- [ ] Include your **hyperlink**.

6 USE YOUR KEYWORDS IN YOUR PINTEREST ACCOUNT

- [ ] Add some keywords to your **Board titles.**
- [ ] Add keywords to your **Boards descriptions**.
- [ ] Add keywords to your **Profile**.

7 INCLUDE PINNABLE IMAGES IN YOUR WEBSITE

- [ ] Include your pins as image in your website.
- [ ] Ensure the file names include keywords.
- [ ] Include keywords in your image alt-text.
- [ ] Enable the pin images in your website to be pinnable.

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isabel@isabetalens.com

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Pinterest SEO made easy for you!
Use this checklist to grow your brand
visibility in Pinterest and your traffic.

Drop me a line and let me know how it goes!

Isabel

P.S.: Have you already grabbed your
free Pinterest templates & styled photos?

Don't forget to follow!

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