



## Pinterest Profile Cheat Sheet

### In this lesson, you will learn

- ★ The Profile image
- ★ Display name
- ★ User name
- ★ About your Profile (aka bio)
- ★ Email address
- ★ Account settings
- ★ Claim
  - Your website
  - Instagram
  - Etsy account
- ★ Notifications
- ★ Privacy and data settings

### Profile Image

- ★ Remember to stay on brand.
- ★ Use a business logo if possible.

### Display Name

- ★ Your display name will appear directly below your display image.
- ★ If your logo has your company name in it, do not repeat yourself.
- ★ Use this opportunity to explain what you do instead.
- ★ Try to use keywords.
- ★ You are allowed to use up to 65 characters in this space.

### User Name

- ★ Remember what you have been told about using the SAME handle for all your accounts. This is no different
- ★ For example, the link for TechPixies is [www.pinterest.com/techpixies](http://www.pinterest.com/techpixies). Hence, our username for Pinterest is techpixies.

### About Your profile

- ★ The 'About' section appears under your display name.
- ★ You have 160 characters, so make each character count! Explain what you do, how and why.
- ★ Pinterest works like a search engine so the use of keywords (SEO) is important. Make sure you use your keywords at every opportunity.

### Email Address

- ★ This is your business email address, it will be public on your profile page.



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### Account Settings

#### Basic Information

- ★ This will be the email address that the account is registered with.
- ★ You can change the registered email address BUT once you have used an email address with Pinterest it does not allow you to re-use it unless the account has been deleted (which takes at least 14 days)

#### Claim

##### Claim your website

- ★ This gives Pinterest access to your website for analytics and helps the algorithm 'read' your business better, therefore helping people know where they can find more of your content.
- ★ Your profile picture will be shown next to any pins that come from your site.
- ★ A globe icon will appear next to your website URL on your profile.
- ★ To claim your website, you'll need to [add a meta tag](#) or [upload an HTML file](#) to your website's HTML code. You can claim one website on your profile and a website can only be claimed by one Pinterest account.
- ★ There is a link explaining how to claim a website for a Pinterest business account, in the Profile Cheat Sheet below this video.
- ★ <https://www.wpbeginner.com/wp-tutorials/how-to-verify-your-wordpress-site-on-pinterest/>

##### Claim your Instagram, Etsy or YouTube account

- ★ Let people know where they can see more from you by claiming other accounts.
- ★ If you're claiming a YouTube account, Pinterest may ask for permission to manage the account. This is needed for Pinterest to access your channel ID and identify your videos, but Pinterest will not edit your video content in any way.

##### Link your Shopify site

- ★ If you use Shopify you can download the Pinterest App within Shopify and it will sync your information e.g. enable a shop tab which houses your catalogue.

#### NOTIFICATIONS

- ★ Set these to ensure that you get the notifications you want.

#### PRIVACY AND DATA SETTINGS

- ★ You can turn your account to Private to prevent search engines from finding your boards and pins.
- ★ You may want to consider this if you do not want to go 'live' yet but want to build your brand behind the scenes.



## **Pinterest Profile Cheat Sheet**

- ★ But be warned, Pinterest builds over time so be brave and get out there as soon as you can!

### **Key Takeaways**

- ★ Make sure that you have converted to a business account.
- ★ Fill in your profile using keywords to help Pinterest get to know you better.
- ★ By claiming your website and other platforms you can help the Pinterest algorithm find you better.
- ★ If you have a Shopify site then install the Pinterest App to enable your catalogue on Pinterest.