

# How To Optimize Your Pinterest Boards



# Pinterest Board Checklist

Create 10 Boards With Titles Relevant To Your Niche

*( Type your topic into the  
Pinterest search bar then add as  
many of the words that drop  
down into your description)*

Add SEO Key Rich Descriptions

Now It's Time To Start Adding Pins 10-15 Per Board.  
Closely Related To Your Niche. You Don't Want To  
Add Pins From Competitors.

*You will want pins that stand out and make people want to click on them*

You Will Want A Mix Of Your Pins And Pins Of Others.  
Following The 80/20 Rule Is Best.

*80% yours and 20% others with the exception of your best of board which should  
be all yours*

Next, I Suggest Arranging Your Boards;  
Always Starting With Your Best Of Board  
Followed By Any Other Boards That Will Have Your  
Content  
Next Any Group Boards (Once You Are Added To  
Some)  
Followed By All Other Remaining Boards

# Your Showcase

You will need to go into your settings and get your showcase boards set up as well.

You will this to be your best boards.

Your Best Of Board followed by any other boards with your pins in them. You can add 2 or 5 whatever you would like. These will be the boards that scroll at the top of your profile.