

# How To Create Irresistable Pins



# Create Showstopping Pins

## **Custom Pin Sizes: 1000x1500 or 1000x3000**

These 2 sizes seem to be doing very well on Pinterest, especially on group boards

## **Use Bright Bold Colors: Pinks, Peaches etc**

Though there are more men starting to join Pinterest it is still mostly female so think pinks pastels pretty colors

## **The Photos:** They need to be relevant to the topic

If your topic is fashion you don't want pictures of mountains

## **A Photo isn't always necessary:**

Shapes or bold text may be all you need

# The Text And Logo/URL

**The Text:** It needs to be big bold with easy to read fonts

The text is the most important piece of the pin

## **The Most Popular Phrases:**

How To, Mistakes To Avoid, \_ Ways To, Tips To  
People love lists and Freebies

They also love numbers and odd numbers seem to do the best. They like BIG numbers. Arrows are also very popular right now.

You want actionable, and you want to solve a problem for your audience. CTA  
Be creative put your touch on it.

**The Logo:** You want to add a logo or your websites URL someplace on your pin. keep it small and fairly transparent.

# Last But Not Least

**SEO :** You want to be sure to use as many SEO/ key rich words in your pin description

Use words that are in your meta description and pop up in the Pinterest search bar.

## Tools I Use

I use Canva for almost everything I do, best part is it's completely FREE

I also use PicMonkey because they have a lot of different tools to utilize.

I use a healthy mix of free and purchased stock photos. I love Pixabay for finding photos

Create a few custom templates to use with your brand colors and reinvent them over and over!