



Pinning Power Up Checklist



with Amber Temerity Lozzi

Day 1

- Convert to or create a business account
- Claim your website
- Enable rich pins
- Pick a sharing plug-in
- Sign up for Tailwind (*optional*)

Day 2

- Self-audit your profile: Are your boards and profile pieces optimized for Pinterest?
- Starting with your pillar posts, ensure your pin descriptions are written with SEO in mind

Day 3

- Make a list of any posts without pins or posts with illegible/poorly designed pins
- Create at least one pin for each of your pillar posts.

Day 4

- Screenshot today's analytic's overview
- Set a 30-day reminder in your calendar so you can celebrate your growing success!
- Take note of any current successes

Day 5

- Create Your Pinning Schedule
- Plan to batch out content every week