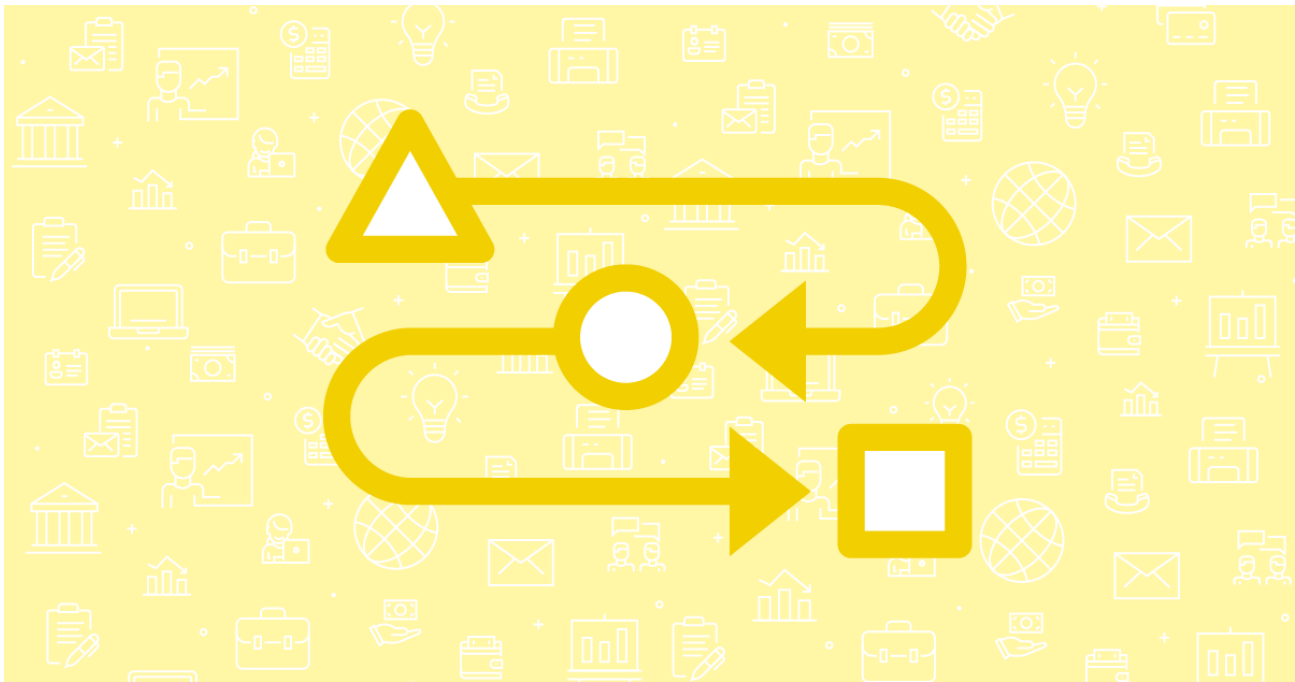# How to Make Your Pinterest Account SEO Friendly

Are you using Pinterest for your business and not getting noticed? Use this checklist to make sure your Pinterest account, boards, and pins are set up the correct way.

- [ ] Make sure you have an updated Pinterest profile image

- [ ] Your Pinterest bio/description should be updated to describe what your account is all about

- [ ] Does you Pinterest account have relevant keywords so people can find you? You should have keywords in...

  - [ ] your Pinterest name

  - [ ] your profile description

  - [ ] your board names

  - [ ] your board descriptions

  - [ ] pin titles and descriptions

- [ ] Your boards should be as descriptive and specific. It's ok to have a lot of boards as long as you are using them

- [ ] Your pins should be attractive. Pinterest is a visual search engine and people tend to click on pretty pins. Make sure your pins have the following...

  - [ ] high quality photos

  - [ ] big and bold text can people can easily read

  - [ ] fonts that are simple

  - [ ] use contrasting colors on your pins

  - [ ] make sure your pins are mobile friendly

- [ ] Make sure you are pinning to the correct board (you can pin to at least two) and...

  - [ ] when adding a new pin fill out your title using keywords you want to target

- [ ] your description should describe your pin and also include relevant keywords
- [ ] fill out your alt text
- [ ] make sure you include a destination link
- [ ] Spend time pinning other pins to your boards. It will come back around to you