Pinterest Image Checklist

Inspiration

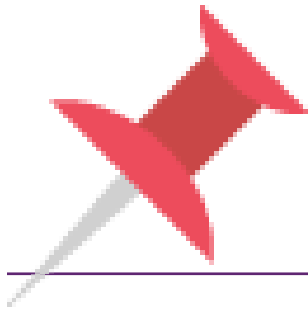☐ I have a secret Pinterest board where I save inspiring Pins.

Branding

☐ I've picked a color palette that stands out and works for my brand.

☐ I have 1 or 2 fonts that are easily readable on mobile.

☐ I've picked a template or design style for consistency.

☐ If I sell products, I can take quality photos or I have a photographer.

☐ Or, I know where to get imagery that's OK for commercial use.*

☐ I've picked a design program that's easy for me to use.

Every Pin I Make...

☐ Communicates clearly what my content is about.

☐ Links to a web page that's what Pinners would expect.

☐ If it has photography, it's high quality and no more than 4 photos.

☐ Includes my website address or logo.

☐ Only includes images I have rights to use.*

☐ Is upbeat and attractive to my target customer.

*The easy design tools on the next page include images for commercial use!

Pinterest Image Resources

To optimize your Pinterest images, here are your best resources.

Easy graphic design apps

Here are simple tools you can use to create your Pinterest images:

Easiest: **Snappa** has lots of Pin templates that stand out from the norm.

Canva is a popular favorite. Their free templates are a bit overused though.

Infographics have viral potential! For lots of infographic designs, try **Venngage**

Templates

Jumpstart your Pin creation with templates that are *proven* to work.

Pinteresting Strategies templates are eyecatching enough to go viral. **Free sample!**

Want time tested yet more understated? Check out **Simple Pin templates**.

Blog posts

Here's the grandaddy post, with links to many of my other articles.

What Is Pinterest and How Does It Work for Business? Ultimate Resource

For tips specific to images, read:

Pinterest Image Essentials to Make the Best Pins!

Are You Using the Best Pinterest Pin Size?

Tips via Pinterest.com

Follow me on Pinterest

You may wish to scan these two boards for topics you need more help with:

Pinterest Marketing Tips

Easy Graphic Design Tools

Click on the Pins to read the blog posts that interest you.