

Pinterest Business Account Setup Checklist

Set up (or tidy up) the Pinterest account your Etsy pins will live on, in about an hour.

1. Account

- ☐ Use a free Pinterest **business** account. You can create one, or switch a personal account in Settings; your pins and followers stay.
- ☐ Business accounts get Pinterest Analytics and the bulk upload tool for pins.
- ☐ Use an email you check, and turn on two-factor authentication in Settings → Security.

2. Profile

- ☐ **Display name:** your shop name plus what you sell, e.g. "Rosa Prints | Printable Wall Art".
- ☐ **Username:** short and close to your shop name.
- ☐ **About:** one or two sentences with your main keywords and who you make things for.
- ☐ **Profile picture:** your shop logo, the same one as on Etsy.
- ☐ **Website:** your Etsy shop link.

3. Claim your Etsy shop

- ☐ In Settings → **Claimed accounts**, connect your Etsy shop. Pinterest then knows pins from your shop are yours.
- ☐ If the option isn't shown for your account or region, skip it; your pins still link to your listings.

4. Boards

- ☐ Create 5–10 boards that match what you sell, with keyword names (see Bonus 2 for 100 ideas).
- ☐ Write a 1–2 sentence description for each board.
- ☐ Add 1–2 seasonal boards for the next holiday you sell into.
- ☐ Archive or make secret any old boards that have nothing to do with your shop.

5. Your first pins

- ☐ Pick 5–10 listings you'd most like to sell more of.
- ☐ Make several pins per listing, each with a different angle and image (PinMyListings does this for you).
- ☐ Check every pin: title, description, board, link to the exact listing.
- ☐ Schedule them over the coming weeks rather than all at once.

6. Upload

- **CSV:** on Pinterest, go to Create → Create Pin and choose the bulk option to upload the CSV file. Pinterest publishes each pin at its scheduled time.
- **Auto-Publish** (if you have it in PinMyListings): connect the account once and approved pins are posted for you.

7. Measure

- Pinterest Analytics: impressions, saves and outbound clicks per pin.
- Etsy Stats → Traffic sources → Pinterest: visits and orders that came from Pinterest.
- Look again after 4 weeks, not 4 days. Pins keep gathering views long after they're posted.

PinMyListings bonus pack · Sunmesa Labs · Menu names can change as Pinterest updates its app; if a label differs, look for the same option in Settings. Not affiliated with Pinterest or Etsy. No results are guaranteed.