# PINTEREST PROFILE CREATION BLUEPRINT

INTRODUCTION

When getting started in Pinterest, it's hard to resist the urge to just create an account quickly and start pinning away, but going through all the steps will help your audience grow.

I've put together this blueprint to provide you with a simple checklist you can go through any time you may need to set up a new Pinterest profile.

Sharon Hayes
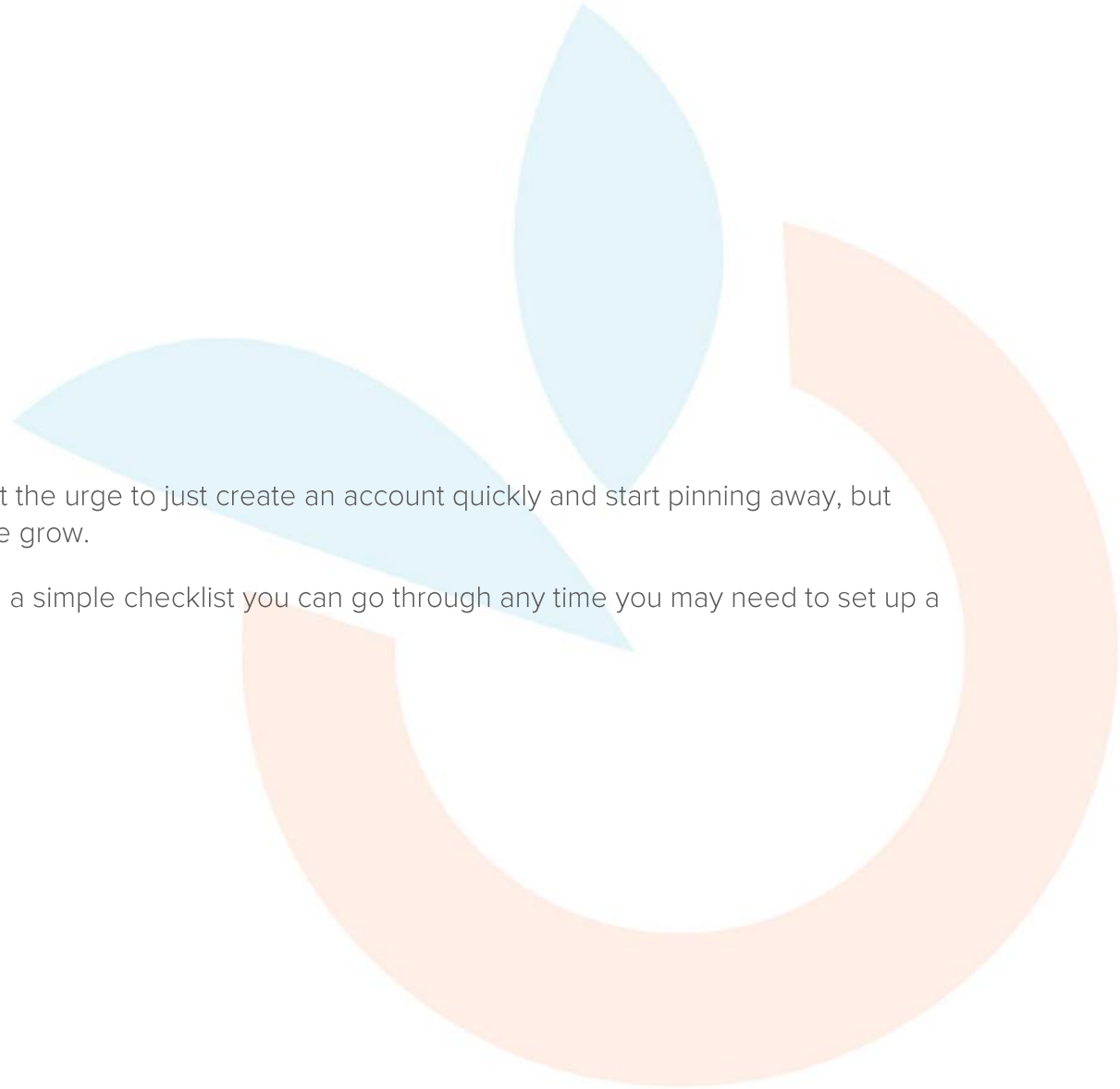
PHASE 1: PREP WORK

ACTION	WHO?	SET-UP?
Avatar created (a photo of you if a personal brand, or a square image including business logo)		
Decide on boards to create (which different topics make sense for you to pin about?)		

PHASE 2: PAGE SETUP

ACTION	WHO?	SET-UP?
Determine username: Up to 15 characters, ideally should match your business or personal name, but if those are taken, add something short and memorable to the end		
Enter display name: Up to 36 characters, use your real business name (or your name if it's a personal brand)		
Enter website URL: This should be your website's homepage, or you can consider using a URL to an opt-in freebie (should be clear from the URL what it is)		
Add profile picture (165x165)		
Add board(s) (board cover images are 217x147 and board thumbnails are 51x51)		
Add some initial pins (ideal width is at least 735px, height can be anything)		