



CREATING QUALITY PINS THAT CONVERT TO TRAFFIC

- ☐ Don't be afraid to start from a template. Sites such as Canva and Easil provide some great starting points for Pin graphics.
- ☐ Use the size ratio 2:3, currently recommended as 1000 x 1500 px for optimal appearance in Pinterests feed. Always portrait/vertical.
- ☐ Use your SEO keywords in your Title and Description
- ☐ Use a high-quality image that fits your brand. Check out Unsplash for top quality, royalty-free images.
- ☐ Use colours that compliment each other whilst also suiting your brand. Check out color.adobe.com for creating complementary colour schemes.
- ☐ Use a contrasting colour when placing text directly over a background image. For example, don't use white text on a very bright light background, some people will find this hard to read.
- ☐ Include a call to action that invites the reader to navigate to your site with purpose.
- ☐ Keep the text in your pins large, clear, using short and snappy titles.

MORE TIPS

- Always include at least one Pin graphic in any blog post, product listing. So that when customers pin directly from your site, this is the image used.
- If you haven't already, apply for and setup 'Rich Pins'.