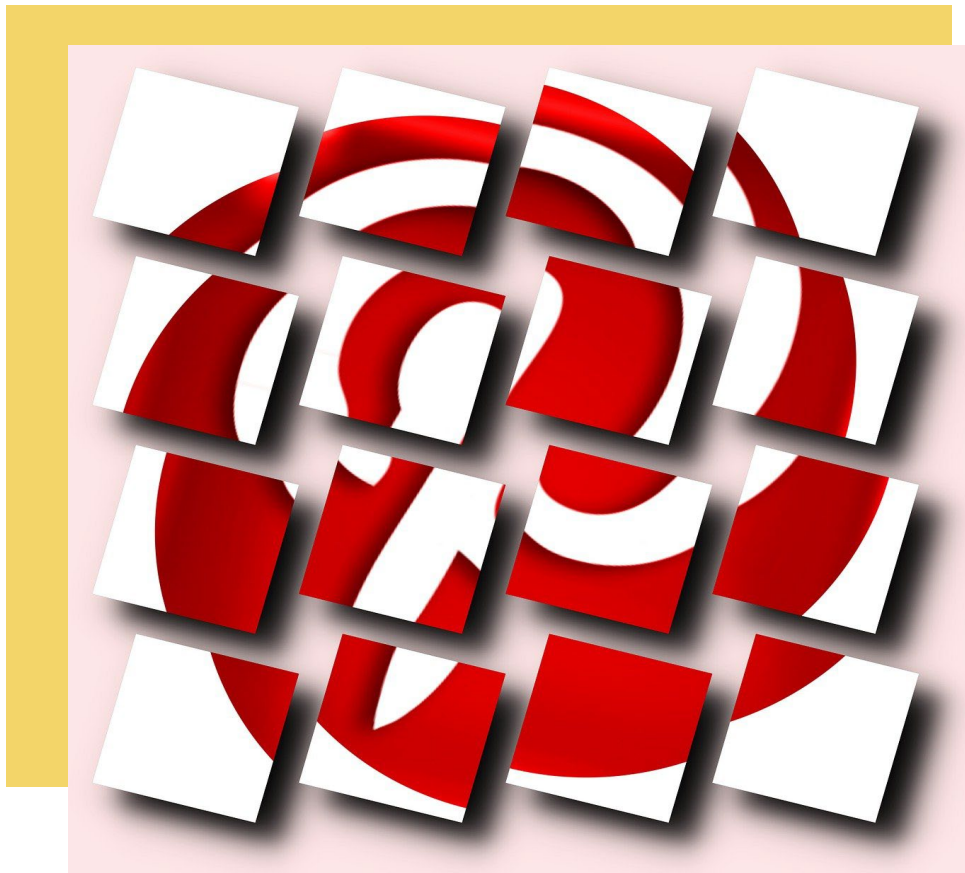




Pinterest Checklist

Effortless A.I. Side Hustle

CHECKLIST

Use this checklist to keep your Pinterest campaigns on-track.

1. Pin Design & Content Creation

- ☐ Choose 1-2 core topics to focus on this month (no mixing niches).
- ☐ Write 3-5 post titles per topic that solve a real problem or spark curiosity.
- ☐ Use Canva Pro templates to create 3-5 vertical pins per post (1000x1500 px is ideal).
- ☐ Add bold, easy-to-read text overlays on all images.
- ☐ Maintain branding: fonts, colors, logo placement.
- ☐ Export all designs and store in organized folders (e.g. /July2025/LeadMagnets/).

2. Scheduling Tools

- ☐ Pick your tool (Tailwind, Later, Buffer, Planoly, etc.).
- ☐ Upload fresh pins, each with unique image + title + keyword-rich description.
- ☐ Schedule at least 1 fresh pin per day for 4 to 5 days.
- ☐ Reuse evergreen content using scheduling queues or categories (if supported).

3. SEO & Optimization

- ☐ Use keywords naturally in pin titles and descriptions.
- ☐ Link each pin to a relevant, helpful landing page or post.
- ☐ Make sure every destination page is mobile-friendly.
- ☐ Use Pinterest Trends (<https://trends.pinterest.com>) to plan ahead by 60+ days.

4. Maintenance & Monitoring

- ☐ Log in once a week to monitor pin performance.
- ☐ Identify top-performing designs (clicks/saves) and make new versions.
- ☐ Delete or rework underperforming pins after 60-90 days if needed.
- ☐ Refresh winning blog posts with new pins quarterly.

5. Optional (but Smart)

- ☐ Store all Canva templates in a master folder for future reuse.
- ☐ Organize pins by campaign, theme, or product launch.
- ☐ Create seasonal content buckets (e.g. “Back to School,” “Holiday 2025”) and preload months in advance.
- ☐ Use UTM links or Pinterest-native analytics to track ROI.