

# *Etsy's Selling on Pinterest Optimization Checklist*

## On Your Etsy Shop

- All products have the most specific categories.
- Titles are short and easy to understand.
- All products have any relevant attributes filled out.
- Price products so shipping is free.
- All products have 13 tags.
- Make sure all words are spelled correctly.
- Add one product video.
- All products have 10 quality photos.
- Put your best photo first.
- Make sure your 'About Your Shop' is filled out.
- Experiment and refresh your tags often.
- Watch your 'Stats' page often and change listings to use more keywords that bring more visitors.
- Use keywords that are performing best in your other listings if they apply.
- Use your native language only. Etsy handles the translation to shoppers language.
- Fill in shop 'Info & Appearance' page in settings.

# Etsy's Selling on Pinterest Optimization Checklist

## On Your Pinterest Profile

- Add your [Etsy shop url to your Pinterest profile](#).
- [Set up 'a shop'](#) on Pinterest if possible. Some shops don't qualify. Most do and will enable product pins and a 'Shop' tab on your profile page.
- Make sure your pin title matches the title of the page you are linking to. For example if it is a category page, make sure it matches the category title. If it is a product page, make sure it matches the product name.
- Same goes for pin descriptions. Make sure they match the first few sentences of the page they lead to. If it is a category page, match to the category description. If it is a product page, match the product description.
- Make a [plan](#) to post daily. Use [pin templates](#) for a consistent brand look.
- Make boards with similar categories as your Etsy shop. Pin your product pins to it from those categories. You basically want your Pinterest profile to be like an extension of your Etsy Shop.
- Pinterest is big on showing Idea Pins and Video Pins! Make Idea and Video Pins showing the features of your products or how they are used. Pin a few per week.