

THE *Powerful* PIN DESIGN

checklist

- Uses a Vertical 2:3 Image Ratio (1000x1500px)
- Has a click-worthy headline and title
- Uses bold, easy-to-read fonts
- Primary keyword is in the first 50 characters of the title & description
- Text overlay includes the primary keyword (High Contrast)
- Is branded or watermarked with your logo and/or URL
- Speaks directly to your reader and/or customer
- Uses accent colors that match the images

Powerful words

- must-have, must-try
- best, simple, easy, fast
- hack, trend, genius, tips
- awesome, free, worst
- ultimate, secret

Pinterest stats

- Warm colors perform better than cool
- Images without faces over images with faces
- Vertical images get more saves than horizontal or square