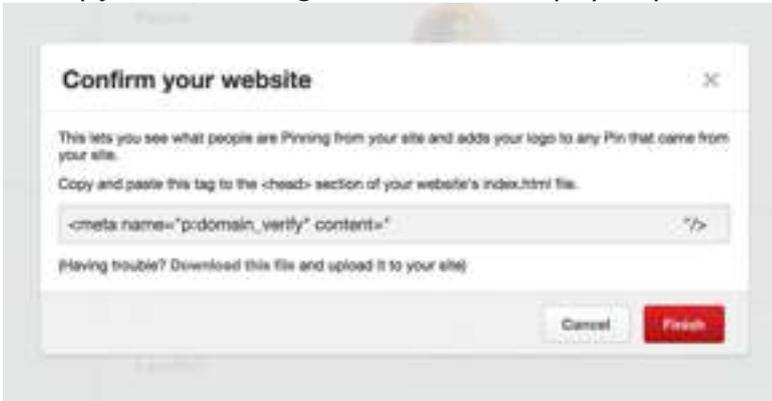




Setting Up Pinterest Rich Pins

Firstly, to be able to pin rich pins from your site you will need to verify your website. It's super easy, particularly if you manage your site from Wordpress.

1. Go to the settings menu in your business profile - <https://www.pinterest.com/settings/>
2. Next to the website field, click 'confirm'
3. Copy the 'meta tag' in the field that pops up



4. Using the Yoast SEO plugin in your wordpress site, go to the 'social' menu
5. On the 'Pinterest' tab, enter the whole meta tag with the description, < > icons and everything.



6. Hit save!
7. Go back to Pinterest and hit 'Finish' and it will automatically check if it has been installed correctly.

Once you have confirmed your site, you will see your logo next to any pins that came from your site and will also have access to analytics for businesses in Pinterest to keep an eye on how you're performing.



Now it's time to make things interesting!

Rich Pins are Pins that include extra information right on the Pin itself. They help convert users by providing them the information/solution they want without having to leave Pinterest.

There are 6 types of Rich Pins

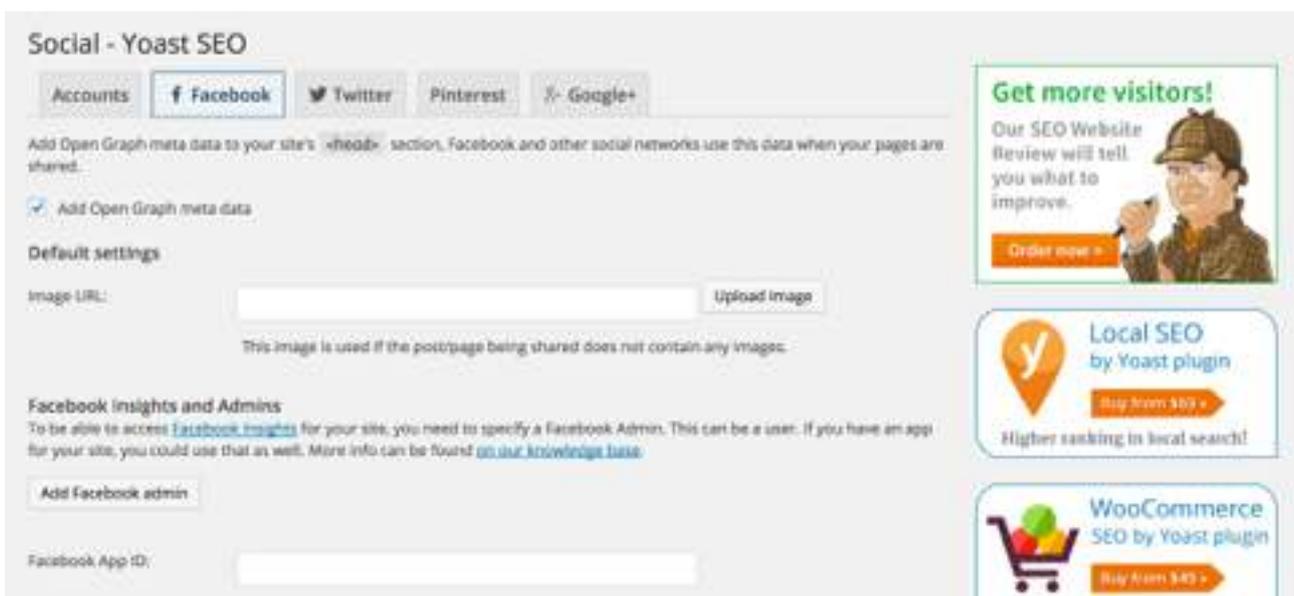
- **App** - provide an install button so pinners can install the app while still in Pinterest.
- **Movie** - These 'cinematic' style pins give you a preview and all the key information you need about the movie including actors, reviews and ratings.
- **Recipe** - Showcase the finished product to hook them in, then include the ingredient lists, cooking time and serving information to inspire tonight's dinner!
- **Article** - Gives pinners the ability to preview a news story, article or blog post with a short blurb, author information and of course the important headline.
- **Product** - These are highly addictive pins that can link directly to your e-commerce store and have advanced features such as giving users that have re-pinned yours pins are sent an email from Pinterest when that product drops by more than 10%
- **Place** - Great for travel buffs and bloggers that want to give location information to their holiday and travel snaps. View them on a map and see where each of them originated.

To install each, some will need some coding work performed on your site while others can be completed with a 3rd party plugin that does the coding on the website for you.

Article Rich Pins

Method 1 - Using the Yoast SEO plugin:

1. Go to the 'Social' menu of the plugin



Screenshot of the Yoast SEO Social settings page. The 'Facebook' tab is selected. Under 'Default settings', the 'Add Open Graph meta data' checkbox is checked. There is a text input field for 'Image URL' and an 'Upload Image' button. Below that, there is a section for 'Facebook insights and Admins' with an 'Add Facebook admin' button and a 'Facebook App ID' input field. On the right side, there are three promotional banners: 'Get more visitors!', 'Local SEO by Yoast plugin', and 'WooCommerce SEO by Yoast plugin'.

2. On the 'Facebook' tab, tick the 'Add Open Graph Metadata'



3. Hit save!
4. Go to <https://developers.pinterest.com/tools/rich-pins/validator/> and enter a url of a blog post (it can be any blog post) from your site
5. Hit the validate button and it will tell you if any information is missing, hopefully you should get a message that says Rich Pins have been set up correctly.
6. If you haven't yet, hit the apply button and a request will be sent to Pinterest. Once they have verified your site properly (it usually only takes a few minutes) they will approve your application via email

Method 2 - Open Graph Tags

Copy and paste this code somewhere between the <head> </head> tags on your article pages and customise the highlighted fields. Pages that contain original content and tell a story are considered articles.

```
<meta property="og:title" content="Title of your Article" />
<meta property="og:description" content="Description of what your
article is" />
<meta property="og:type" content="article" />
```

Get more information on Article Open Graph Tags here - <https://developers.pinterest.com/docs/rich-pins/articles/>

Product Rich Pins

Please note all products sold through Etsy and Shopify include the product rich pin tags automatically in them. For other ecommerce providers, use one of the methods below.

Method 1 - Using the Woocommerce SEO plugin

Go to the 'WooCommerce SEO Settings' of the plugin

1. On the Twitter Product Cards section, Select 'Price' in the drop-down menu for Data 1 and 'Stock' in the drop-down menu for Data 2
2. On the Schema and OpenGraph additions select 'Brand' in the drop-down menu for the Brand field.
3. Make sure you tick the 'Remove Wordpress SEO columns' and 'Move Woocommerce up' boxes
3. Hit save changes!
4. Go to <https://developers.pinterest.com/tools/rich-pins/validator/> and enter a url of a product (it can be any product) from your site
5. Hit the validate button and it will tell you if any information is missing.

Method 2 - Open Graph Tags

Copy and paste this code somewhere between the <head></head> tags on your product page and edit the highlighted fields to reflect your product. We're only adding product Rich Pins from sites where you can purchase those products. This means that you must be able to directly buy the product from your website, not from another site. Open Graph product meta tags are pretty straightforward, but only work for pages with a single product.



```
<meta property="og:title" content="Name of your product" />  
<meta property="og:type" content="product" />  
<meta property="og:price:amount" content="1.00" />  
<meta property="og:price:currency" content="USD" />
```

You can add further tags using Oembed to automate the notification emails etc. Find out more information on the tags here - <https://developers.pinterest.com/docs/rich-pins/products/>

The remaining Rich Pins need to be configured manually. We will update when there are further 3rd party plugins to simplify this process. View the tags for each Rich Pin at the links below:

[Movie Rich Pins](#)

[Place Rich Pins](#)

[Recipe Rich Pins](#)

