Pinterest

IMAGE CHEAT SHEET

Pinterest can be an amazing social tool for driving referral traffic to your site. This is mostly due to the fact that 90% of Pinterest pages are external links. So it's very important for you to make sure you're optimizing your Pinterest page regularly and using proper image sizes for your boards and pins.

PROFILE IMAGE

Profile Image

165 X 165 Pixels

The Pinterest profile image measures 165 X 165 pixels. Pinterest recommends you to upload photos with square dimensions that measures 600 X 600 pixels. The larger images will be resized to fit.

Image Guidelines

- Appears at 165 x 165 pixels on home page.
- Appears at 32 x 32 pixels on the rest of Pinterest.
- Maximum 10 MB (wouldn't allow me to upload anything larger).

PINS

Pin in Feed

236 Pixels X Adjusted

Height

When adding a pin to your board it's important to remember that Pinterest puts a limit on the width of the image but not the length. This gives you the opportunity to add a photo that's square or one that will scale to be even taller. Just remember to make sure you're creating large images because they add more value, not just because you can.
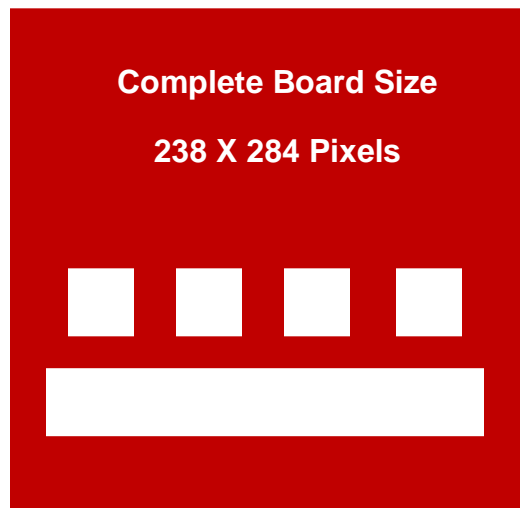
Image Guidelines

- Pins on main page appear as 236 pixels (height is scaled).
- Pins on a board appear as 236 pixels (height is scaled).

Expanded Pin Size

735 X Adjusted Height

When you click on a pin it will expand to a Wight of 735 pixels and again the height will be adjusted depending on the size of the image.

BOARDS

Complete Board Size

238 X 284 Pixels

Creating boards is one of the most important things that you can do on Pinterest. It's important to make sure you're using an image that fits the size criteria perfectly. Not only is it important to choose a photo that is enticing to your audience, it's important to choose one that's relevant to that particular board. The complete boards which includes the image, the latest pins (thumbnail) and the button measures 238 X 284 Pixels

Image Guidelines

- 222 x 150 pixels (large thumbnail)
- 55 x 55 (smaller thumbnail)

Cover Image

217 X 147 Pixels

The cover image measures 217 X 147 pixels. Any important text and/or image in the pin should be placed inside the boundaries of 217 X147 pixels.

IMAGES ON WEBSITES

100 X 200 Pixels

The images on a website need to be a minimum of 100 X 200 pixels for you to be able to pin them.