S&B



FREE PINTEREST AUDIT · EXAMPLE

Pinterest for *Salt & Arch Inn*

Small seaside wedding venue · Central California coast · saltandarch.example

IN SHORT

Couples planning a small coastal wedding search Pinterest for exactly what Salt & Arch offers: an ocean terrace, a handful of suites and room for up to 40 guests. The account is there but quiet. With fresh pins every week, each one linked to the page that answers the search, Pinterest can bring a steady stream of couples who already know what they want.

YOUR PINTEREST NOW

48	320
FOLLOWERS	MONTHLY VIEWS

The account exists and is linked from the site, but the last pins went up months ago, and most of them link to the homepage.

INSIDE

1 · Your Pinterest now	2 · What's working and what to change
3 · Three sample pins and boards	4 · Your first 90 days and price

WHAT I FOUND

What's working, and what I'd *change*

WORKING

- Beautiful, consistent photos with lots of light and calm colour. They make strong pins with almost no editing.
- A clear promise: small weddings for up to 40 guests, right by the ocean.
- A wedding page with packages and a simple inquiry form, so a click from Pinterest can turn into an inquiry.
- Suites for the couple and close family, a great angle for wedding weekend pins.

I'D IMPROVE

- Post fresh pins every week. Pinterest favours accounts that stay active.
- Write titles in couples' words: small coastal wedding venue, oceanfront elopement California.
- Link pins to the right page (packages, suites, gallery, inquiry), not the homepage.
- Add a few pins for winter elopements, when the venue is quieter and couples are still planning.

WHAT COUPLES SEARCH FOR

small coastal wedding venue · oceanfront elopement california · intimate beach wedding · seaside wedding terrace · wedding venue up to 40 guests · california coast wedding ideas · minimalist wedding decor · wedding weekend suites

Starting list, checked against Pinterest search before work begins.

PAGES YOUR PINS SHOULD LEAD TO

Weddings and packages	saltandarch.example/weddings
Elopement packages	saltandarch.example/elopements
Suites	saltandarch.example/suites
Gallery	saltandarch.example/gallery
Inquiry form	saltandarch.example/inquire

SAMPLE PINS

Three pins made for *Salt & Arch Inn*

Each pin uses words couples type into Pinterest search and links to the page that answers it.



A small seaside wedding venue for up to 40 guests

Ocean views, a quiet terrace and an arched dining room for a small celebration.

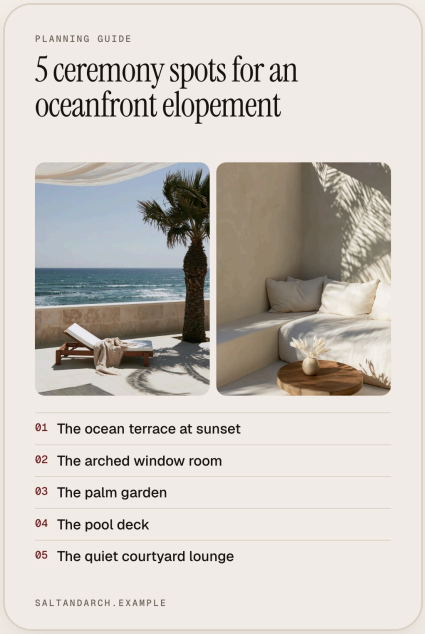
`Links to: /weddings`



Suites where the couple can stay all weekend

A wedding weekend pin that sends couples to the suites page, not the homepage.

`Links to: /suites`



5 ceremony spots for an oceanfront elopement

A guide pin: couples save it for later, and it links to the elopement packages.

`Links to: /elopements`

BOARDS I'D SET UP

- Small Coastal Weddings
- Oceanfront Elopements
- Seaside Ceremony Ideas
- Minimal Wedding Decor
- Wedding Weekend Suites
- Welcome Dinner by the Sea
- Winter Elopements
- California Coast Getaways

PLAN AND PRICE

Your first *90 days*

- Month 1: tidy up the profile, set up 8 boards around couples' searches, agree the pin style. The first 30-60 pins go live.
- Month 2: seasonal pins for couples planning next summer, plus winter elopements. Fresh pins every week.
- Month 3: a report on clicks to the site and what's working, then more of what works.
- From the venue: a folder of photos they already have. No calls, no passwords: they add us through Pinterest Business Access.

STARTER

$290 / month

30 new pins a month, setup, boards, monthly report

STANDARD · RECOMMENDED FOR YOU

$490 / month

60 new pins a month, seasonal plan, keyword research

PLUS

$890 / month

60 pins, 2 blog posts a month, Pinterest ads setup

First term is 3 months, then month to month. Pilot: our first 3 clients get Standard at the Starter price. Pinterest usually needs 3 to 6 months to build steady traffic; we don't promise bookings or viral pins.

NEXT STEP

Just reply to this email if you'd like to start or have a question. Everything happens by email, no calls needed.

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