PINTEREST MARKETING

Pinterest Profile Ideas for Bloggers: Photo, Name, Bio and Cover

By Yassine A.

Updated Nov 9, 2026

> **A Pinterest profile shows your profile photo, name, bio and, if you choose, a location, and Pinterest says you can edit these details anytime. For a blog, pick a profile picture people recognize at a glance, a name that says your niche, a username close to your blog name, an About text of up to 500 characters and your website link.**

Key takeaways

- Pinterest says your profile displays your profile photo, name, bio and optionally your location, and that you can edit these details anytime.
- Pinterest says your username builds the web address of your profile and lists its rules: letters, numbers and the _ character, 3 to 30 characters, no spaces or punctuation, and not just numbers.
- The About text holds up to 500 characters, and people who visit your profile see it and your website.
- A business account can add a profile cover of at least 800 by 450 pixels; Pinterest recommends a horizontal 16:9 image.
- With a claimed website, Pinterest says your profile picture appears alongside Pins saved from your site, so the photo travels further than your profile.

Your Pinterest profile is where your Pins point back to: Pinterest's "Claim your website" page says a Pin saved from a claimed site will link to your Pinterest profile. For a blogger it works like a shop window: in a few seconds a visitor should see what the blog is about and where to read more. This guide goes through each part of the profile with ideas for a blog and the rules from Pinterest's help pages, read on 9 November 2026. Where the profile fits in a full traffic plan is in our step-by-step plan for Pinterest blog traffic.

What a Pinterest profile shows

Pinterest's "Find your profile" page says your profile is where you find all the Pins you save, boards you create and Pins you try, and that it displays your profile photo, name, bio and, optionally, location. The "Edit your profile" page adds your pronouns, your website and your username. A business account can also show a business email address, a phone number, an address and a profile cover.

The page also says that if your profile is public, anyone will be able to see the information you share on it. Decide each field with a stranger in mind: someone who just saw one of your Pins and wants to know if the rest is worth following.

Before you write anything, settle two things: your niche, as narrow as you can state it (easy weeknight dinners rather than food), and the main keyword your readers type. Our method for researching Pinterest keywords for free gives you that list.

Profile part	Idea for a blog
Profile photo	Your logo or a clear photo of you
Name	Your blog name and your niche
Username	Close to your blog name
About	Who the profile is for and what they will find
Website	The home page of your blog



Field names from Pinterest's Edit your profile page, read on 9 November 2026.

Pinterest profile picture ideas

The Pinterest help pages read for this guide give the steps to change the photo but no rule on what it shows. On the website: the more-options-refresh icon at the bottom left, Settings, Edit profile, then Change next to your profile photo and Choose photo. Your photo is updated right away, the page says. The app steps differ by version and account type, and the page lists each one.

Ideas that suit a blog:

- **Your logo or brand mark**, on a plain background, when the blog is a brand rather than a person.
- **A clear photo of you**, face visible, when readers follow you as a person.
- **A simple symbol of your niche**, such as a whisk for a baking blog, when you have no logo yet.
- **The same image everywhere**: on your blog, your newsletter and your Pinterest profile, so readers recognize it.

The picture shows up beyond the profile. Pinterest's "Claim your website" page says that whenever an image from your claimed website is saved, your profile picture will appear alongside the Pin and the Pin will link to your Pinterest profile. Our guide to claiming your blog on Pinterest has the steps. The Pinterest help pages read for this guide give no size for the profile picture, so start from a square image that still reads when it is small.

Pinterest profile name ideas

The name is what people on Pinterest see when they visit your profile. Pinterest's "Edit your profile" page says a personal account needs a first name (a last name is optional), and a business account enters its business name under Name.

For a blog, pair the brand with the niche, so the name answers "what is this?" on its own:

- Blog name plus niche: "Lena's Kitchen, Easy Weeknight Dinners".
- Niche first for a new blog: "Small Balcony Garden Ideas by Tom".
- A person plus a promise: "Ana, Budget Travel Plans".

Keep the main keyword you chose earlier in the name, in natural words, and do not stack a list of terms.

Pinterest username ideas

Pinterest's help page says your username appears next to your profile picture under your profile name, and that it creates a unique web address for your profile, such as www.pinterest.com/Pinterest. The page gives three rules. Your username:

- Needs to be made up of just letters, or a combination of letters, numbers and the _ character.
- Needs to be between three and 30 characters.
- Cannot have spaces, punctuation marks or be made up of just numbers.

The simplest idea is your blog's domain without the extension, so lenaskitchen.com becomes lenaskitchen. If that is taken, add your niche (lenaskitchen_dinners) rather than a string of numbers. The web address matters beyond Pinterest: it is the link you put in your email signature and on your blog, and the address people use to look up a profile on Pinterest.

Pinterest bio ideas (the About text)

The "Edit your profile" page says your bio lets others on Pinterest learn more about you, that people who visit your profile will see it, and that you enter it under About, up to 500 characters. A simple order works for a blog: who the profile is for, what they will find, and how often or where. For example: "Easy weeknight dinners for busy families: quick recipes, meal plans and pantry swaps. New recipes on the blog every week."

Our Pinterest bio examples and formula has more examples. To draft options with ChatGPT, Claude, Gemini or any AI assistant, give it your niche and keyword:

```
Write 3 Pinterest profile bios for a blog about [your niche], for [your audience].
Each bio must be under 500 characters, start with [your main keyword] in natural
words,
say what readers will find on the profile, and end with what the blog offers.
Plain sentences, no hashtags, no emojis, no list of keywords.
```

Your website link

Pinterest's "Add your website to your profile" page says adding your website lets people know where they can find more of your ideas, and the "Edit your profile" page says people who visit your profile will see it. You enter it under Website in Edit profile. The "Add your website to your profile"

page also says that to see your website's analytics, add a featured logo to your Pins and more, you'll need to claim your website.

Link to the home page of your blog, or to a start-here page if you have one, rather than to a single post.

Profile cover ideas (business accounts)

Pinterest's "Add a profile cover" page says a business account can upload an image as its profile cover. It must be at least 800 pixels wide by 450 pixels tall, and Pinterest recommends a horizontal image with a 16:9 aspect ratio. The page also reminds you that anyone on Pinterest can view your profile.

Ideas for the cover:

- A wide photo from your best-performing post, cropped so the main subject sits in the middle.
- A banner with your blog name and niche on a plain background, in your blog's colours.
- A flat-lay of what your niche is about: ingredients, tools, fabrics, plants.

On the website, the page gives these steps: click your profile picture at the top-right of the screen, click the plus icon at the top-right of your profile, drag and drop an image or click Browse, crop it and click Done. In the app, the option is Add cover image under the ellipsis icon.

A profile cover is a business account feature, and Pinterest's business help page says the business account is free, with analytics on your Pins and the ability to run ads. Our guide on opening a Pinterest business account covers the setup.

Boards: the rest of your profile

Pinterest says the boards you create live on your profile too, so they are part of the first impression. Give each board a clear, searchable name tied to one topic of your blog: our list of board name ideas by niche helps with that.

Public or private?

Pinterest's "Make your profile private or public" page says private profiles won't appear in search results on Pinterest or in search engines, and that a business account must be changed to a personal account to be made private. A blog that wants traffic keeps its profile public.

Right after

- Fill the five fields in Edit profile in one sitting: photo, name, username, About and Website.
- Claim your website so your profile picture appears alongside Pins saved from your site.
- Rename your boards so the profile reads like a table of contents of your blog.

Frequently asked questions

What should my Pinterest profile picture be?

The Pinterest help pages read for this guide give the steps to change the photo but no rule on what it shows. For a blog, use a logo or brand mark, or a clear photo of yourself for a personal brand, and use the same image as on your blog so readers recognize it. With a claimed website, Pinterest says your profile picture appears alongside Pins saved from your site.

What size is a Pinterest profile picture?

The Pinterest help pages read for this guide give no size for the profile picture. The profile cover of a business account must be at least 800 pixels wide by 450 pixels tall, and Pinterest recommends a horizontal image with a 16:9 aspect ratio.

Can I change my Pinterest username later?

Yes. Pinterest's Edit profile page gives the steps to enter a new username under Username. The username builds your profile's web address, and the pages read for this guide do not say what happens to links to the old address, so pick one you can keep.

Should a blog use a personal or a business Pinterest profile?

Pinterest's business help page says a free business account gives access to analytics on your Pins and the ability to run ads, and that business accounts are public. A business profile can also add a profile cover, a business email, a phone number and an address.

Sources

Find your profile | Pinterest help
https://help.pinterest.com/en/article/find-your-profile

Edit your profile | Pinterest help
https://help.pinterest.com/en/article/edit-your-profile

Add your website to your profile | Pinterest help
https://help.pinterest.com/en/article/add-your-website

Add a profile cover | Pinterest Business help
https://help.pinterest.com/en/business/article/edit-your-profile-cover

Claim your website | Pinterest Business help
https://help.pinterest.com/en/business/article/claim-your-website

Make your profile private or public | Pinterest help
https://help.pinterest.com/en/article/make-your-profile-private

Get a business account | Pinterest Business help
https://help.pinterest.com/en/business/article/get-a-business-account

Sources last checked on Nov 9, 2026.

THE TRAFFIC LETTER

The latest version of this guide is online:

https://thetrafficletter.com/blog/pinterest-marketing/pinterest-profile-ideas/

Get new guides by email.

Subscribe to The Traffic Letter on Substack:

https://thetrafficletter.substack.com