**How to Verify Your Website and Blog on Pinterest**

Verifying your website is a step every [Pinterest](http://socialmarketingwriting.com/tag/pinterest) brand page must follow. When you verify your [website](http://socialmarketingwriting.com/tag/website/) a tick mark will appear beside it, indicating that the site belongs to you and that it’s okay to visit it. Another great benefit is that it unlocks the free Pinterest analytics feature, which can be used to drive more website traffic. You can learn more about how to use this tool by reading the post [The Complete Guide to Using Pinterest’s Web Analytics Tool](http://socialmarketingwriting.com/the-complete-guide-to-using-pinterests-web-analytics-tool/).

So here’s a quick guide on **how to verify your website on Pinterest**. I have shown how to **verify both, websites and** [**Wordpress**](http://socialmarketingwriting.com/tag/wordpress/) **blogs**.

**Insert Image: Click on the edit button of your Pinterest brand page**

The first thing you need to do is, click on the pencil (edit) button located on the bottom right corner of the ‘About Box’ of your brand page.

**Insert Image: Add and Verify Website on Pinterest**

This will take you to the ‘Edit Profile’ section. Scroll down and in the website field add your website and click on ‘Verify Website’.

**Insert Image: Download Pinterest Verification File and Complete Verification**

In the next window that appears download the verification file by clicking on ‘Download Verification File’. You can also choose to verify with a meta tag if you prefer that. Just click on the red letters ‘Verify with a meta tag’ to go with that option.

Now login to your website’s FTP and upload the file. If you are unsure what an FTP is or how to use it you can learn about it by reading this post on [how to use Filezilla FTP client](http://www.siteground.com/tutorials/ftp/filezilla.htm). After you login and find your directory folder for the website you plan to verify, upload the file into this main directory. I have also showed how to do this in my free [Pinterest Marketing Video Tutorial](http://socialmarketingwriting.com/subscribe/).

If you have a Wordpress [blog](http://socialmarketingwriting.com/tag/blog/) and are uncomfortable using FTP, you can easily verify your website using the meta tag option. All you need to do is copy the meta tag and paste it in your header, which is located in the appearance section.

**Insert Image: Insert the Meta Tag in the Header**

For some Wordpress themes you can paste it under ‘Header Script’ section under the ‘Theme Settings’.

**Insert Image: Complete Verification by Clicking on the Red Button**

After you complete this step, click on the red ‘Complete Verification’ button.

**Insert Image: Verifying Your Website Will Get a Tick Mark To Appear**

You will then notice that a tick mark will appear beside your website in the ‘About Box’. Also the Analytics feature will be unlocked. You can learn more about how to use by reading the post [The Complete Guide to Using Pinterest’s Web Analytics Tool](http://socialmarketingwriting.com/the-complete-guide-to-using-pinterests-web-analytics-tool/).

For more Pinterest marketing tips, watch our [**Free Pinterest Marketing Video Tutorial**](http://socialmarketingwriting.com/subscribe/) which can be accessed for by [**Signing Up**](http://socialmarketingwriting.com/subscribe/) to our blog updates.

**Have you verified your website on Pinterest? What are the benefits of verifying your website? Please leave your comments below.**