PINTEREST MARKETING

Pinterest Banner: Size and How to Add a Profile Cover

By Yassine A.

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> **The Pinterest banner is the profile cover of a business account: Pinterest says the image must be at least 800 pixels wide by 450 pixels tall and recommends a horizontal image with a 16:9 aspect ratio. To add it on desktop, click your profile picture, click the plus icon at the top-right of your profile, upload an image, crop it and click Done.**

Key takeaways

- Pinterest calls the banner a profile cover, and its help page describes it for business accounts.
- The image must be at least 800 pixels wide by 450 pixels tall; Pinterest recommends a horizontal image with a 16:9 aspect ratio.
- On desktop, click your profile picture, then the plus icon at the top-right of your profile, upload, crop and click Done.
- In the app, tap your profile picture, then the ellipsis icon at the top-right, then Add cover image.
- Anyone on Pinterest can view your profile, so show what your blog is about in one clear image.

A Pinterest business account can upload one wide image to its profile. Pinterest calls it the profile cover; this guide also calls it the Pinterest banner. This guide gives the size and the steps from Pinterest's help pages, read on 17 November 2026, and what to show on it as a blogger. It is one part of our field by field Pinterest profile ideas, and the profile itself is one step of our plan to get blog traffic from Pinterest.

What the Pinterest banner is

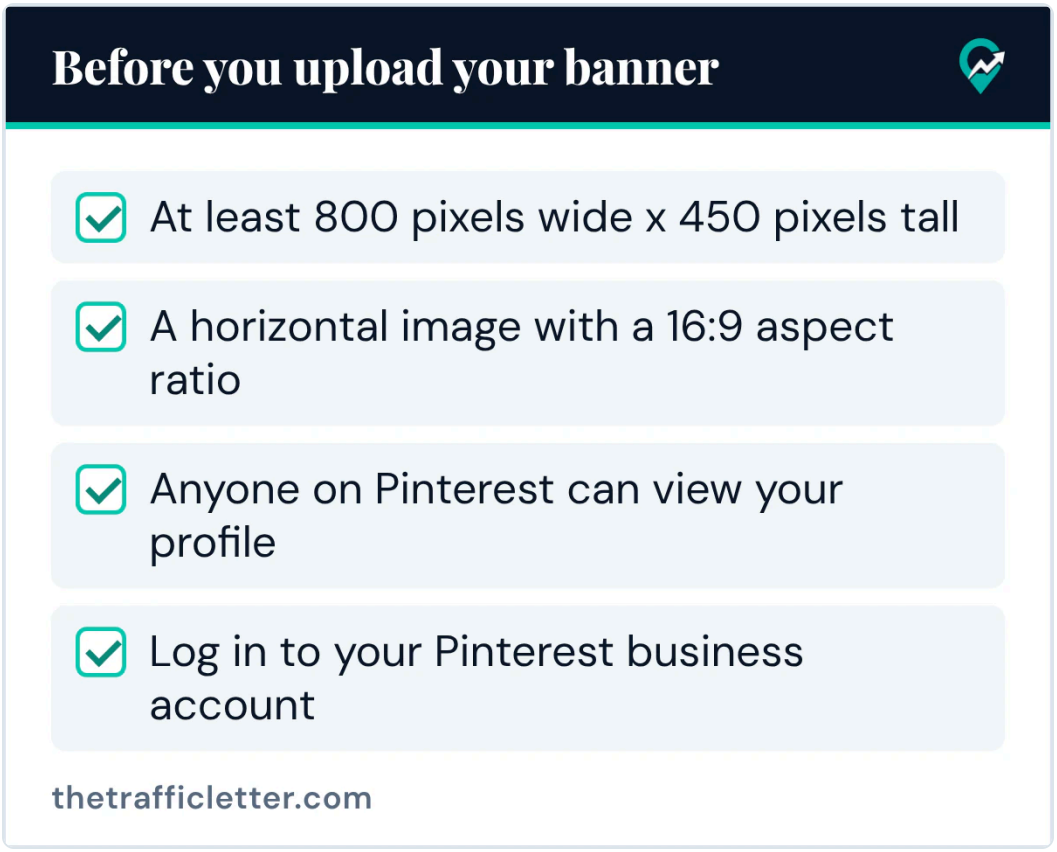
Pinterest's Add a profile cover page says that if you have a Pinterest business account, you can upload an image as your profile cover. The page describes it for business accounts; the section on business accounts below covers the switch.

Pinterest banner size

The Add a profile cover page gives three points to remember when you choose the image:

- It must be at least 800 pixels wide x 450 pixels tall.
- Pinterest recommends a horizontal image with a 16:9 aspect ratio.
- Anyone on Pinterest can view your profile.

In the app, the page says you crop or pan your image to fit the 16:9 ratio. If you design the image larger than the minimum, keep the same 16:9 shape, so the crop step has little to cut. The page gives no file format or file size, so use a standard photo format your design tool exports.



The points restate Pinterest's Add a profile cover and Get a business account help pages, read on 17 November 2026.

Decide what the banner shows

A good banner says in one look what your blog is about.

- **A wide photo from one of your posts**, cropped so the main subject sits in the middle of the frame.

- **A flat-lay of your niche**: ingredients for a food blog, tools for a craft blog, plants for a garden blog.
- **Your blog name on a plain background**, in your blog's colours, if you want the profile to read like your site.

Keep any text on the image short and large, and away from the edges, so the crop step does not cut it. Put the keywords of your niche in the text fields of your profile instead: your name and your About text. Pinterest's Edit your profile page says your bio can be up to 500 characters. Our ideas for each Pinterest profile field cover those fields, and our keyword research steps for Pinterest gives the words to use in them.

If you want a short line of text on the banner, an AI assistant can draft options. This prompt works in ChatGPT, Claude, Gemini or any AI assistant:

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My blog is about [your niche] for [your readers]. Its name is [your blog name].
Write 5 short lines of text for the banner at the top of my Pinterest profile.
Rules: each line is under 8 words, says plainly what readers find on the blog, and
uses no emojis, no hashtags and no promises of results.
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How to add a Pinterest banner on desktop

Pinterest's Add a profile cover page gives these steps:

1. Log in to your Pinterest business account.
2. Click your profile picture at the top-right of the screen.
3. Click the plus icon at the top-right of your profile.
4. Drag and drop an image, or click Browse to select one from your device.
5. Drag the image to crop it as needed.
6. Click Done.

How to add a Pinterest banner in the app

The same page gives the app steps:

1. Open the Pinterest app on your device and log in to your Pinterest business account.
2. Tap your profile picture at the bottom-right corner of the screen.
3. Tap the ellipsis icon at the top-right.

4. Tap Add cover image.
5. Choose an image from your device.
6. Crop or pan your image to fit the 16:9 ratio.
7. Tap Done.

Business accounts and the profile cover

Pinterest's Get a business account page says you can set up a free Pinterest business account to get access to analytics on your Pins and the ability to run ads. There are two ways: create a new business account, or convert a personal account into a business account.

The page notes that business accounts are public on Pinterest, so a private personal account must be switched to public before it can be converted. It says your Pins and followers will remain the same, and that you can switch back to a personal account at any time. Our guide on opening a business account on Pinterest walks through both routes.

Right after

- Update your profile photo so it matches the banner, with our steps to change your Pinterest profile picture.
- Rewrite your About text with the main keyword of your niche, using our About text ideas for bloggers.
- Send your new profile to readers with our guide to sharing a Pinterest profile.

Frequently asked questions

What size is a Pinterest banner?

Pinterest's Add a profile cover page says the image must be at least 800 pixels wide by 450 pixels tall, and it recommends a horizontal image with a 16:9 aspect ratio. In the app, you crop or pan the image to fit the 16:9 ratio.

Can I add a Pinterest banner with a personal account?

Pinterest's Add a profile cover page describes the profile cover for business accounts: if you have a Pinterest business account, you can upload an image as your profile cover. Pinterest says you can convert a personal account into a business account and switch back at any time.

Who can see my Pinterest banner?

The Add a profile cover page reminds you that anyone on Pinterest can view your profile. Pinterest's business account page also says business accounts are public on Pinterest.

What should a blogger put on a Pinterest banner?

Show what your blog is about: a wide photo from one of your posts, a flat-lay of your niche or a plain background with your blog name. Keep any text short, since the image is cropped to a 16:9 frame.

Sources

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

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

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

Sources last checked on Nov 17, 2026.

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