

Audit Your Business Buddy's Instagram Profile

Place a or

Basics

- You can contact them by phone and email via Instagram (possibly via WhatsApp too)
- They are using ONLY Instagram's default font
- There is a name visible in the copy so you would know who to address a message to if you were to DM them
- They are visible in the profile photo
- If not, are they using their logo for the 'right reasons' and not simply trying to avoid putting their face on there!

Search and Connect

- The bold account 'name' beneath their profile image contains important keywords you would use to search for their business
- If they are a business serving a specific location this information is clear. Ideally via text and also the tappable location section at the bottom of the bio area.
- The category on display helps to 'signpost' at a glance what their business is about
- It is clear whether you are their ideal follower or not
- Their bio explains who they are and what they do
- This information is in the top few lines
- Their bio is easy on the eye
- Their bio has personality and/or a distinct brand voice
- They are using Story Highlights
- The Highlights are individually named and it's clear from the cover and title what each highlight is about
- These Highlights help you discover more about them and their business

Action

- There is a clear call to action in their bio such as 'click the link', 'tag us', 'browse the feed', 'sign up' etc.?
- Their weblink allows you to easily access all the different areas/info about the business you would expect it to

Cont.....

The Grid (first 9 squares)

- You can tell at a glance what they do/sell
- They (and other people associated with the business) are visible
- You don't have to scroll too far to see a review/testimonial or some user generated content (the latter could be accessed via a Story Highlight)
- The vibe from the visuals match the feel you get from the business in the bio, story highlights etc
- The visuals are eye catching, clear and interesting
- List 3 -5 words the vibe from the visuals gives you (these should match the values of the business and business owner)

1.
2.
3.
4.
5.