

Audit Your Own Instagram Profile

Place a or

Basics

- It is a business account (you have access to insights and various 'action buttons' to help your followers contact you) and your contact details are on display
- You are using ONLY Instagram's default font
- Your name/name of the person running the account/business is easy to locate
- You are visible in the profile photo (or using your logo for the right reasons and not hiding behind it!!)

Search and Connect

- The bold account 'name' beneath your profile image contains important keywords your followers might be searching for
- Your business location is clear (ESSENTIAL for location specific businesses)
- The category on display helps to 'signpost' at a glance what your business is about
- It is clear who your target audience/ideal follower is
- The bio explains who you are and what you do
- This information is in the top few lines
- The bio is easy on the eye
- The bio has personality and/or a distinct brand voice
- There is a clear call to action in your bio such as 'click the link', 'tag us', 'browse the feed', 'sign up' etc.?
- You are using Story Highlights
- The Highlights are individually named and it's clear to see what they are about
- These Highlights help others discover more about you and your business

Action

- There is a clear call to action in your bio such as 'click the link', 'tag us', 'browse the feed', 'sign up' etc.?
- Your weblink offers multiple link options (if needed)

Cont.....

The Grid (first 9 squares)

- People can tell at a glance what you do/sell
- You (and other people associated with the business) are visible
- People 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 visuals are eye catching, clear and interesting