Checklist for Optimizing Your Instagram Profile

****Please save this worksheet to the desktop on your computer.
This way, your progress will be saved correctly as you complete each section.****

Optimizing your Instagram profile is one of the most important things you can do to make your marketing strategy work on the platform. To make things a little easier, use this checklist to triple-check that your profile is the best it can be to help you grow your business.

☐ **Switch to a business profile:**

Make sure you have made the switch from a personal profile to a business profile to access a bevy of important features.

1. Go to your settings.
2. Click **Switch to Business Profile.**

   Or, if you want to connect your account to an existing Facebook Page, you can,

   but it's not required. If you plan on using third- party apps with your Instagram business

   profile, you'll need to connect it to a Facebook Page.

   At this time, only one Facebook Page can be connected to your business profile.
3. Add details such as your business or profile's category and contact information.
4. Click **Done.**

☐ **Choose Recognizable and Searchable @Username:**

Make sure your username is recognizable and easily searchable, like your business name.

If your business name is already taken as a username, try keeping your business name as the first part of your username so that people searching for your business are more likely to come across your account.

For example, the Australian activewear line Lorna Jane uses the username @lornajaneactive.

You can edit your username at any time in settings.

☐ **Choose a recognizable and memorable profile photo:**

For most companies, this should be your logo. Instagram will crop your uploaded photo to a circle.

The minimum profile picture size for Instagram is **110 x 110 pixels** –a perfect square.

Don't deviate too far from this minimum; staying below **200 x 200 pixels** is encouraged so that users don't see a blurry or stretched photo when visiting your profile page.

WORK SHEET

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☐ **Optimize your bio:**
You have a max of 150 characters: Use them to let people know what you're about and give them a reason to follow you. You can use hashtags and bio links (for example, @hubspot) in your profile if you want to tag someone. Instagram users are also looking at keywords, so it's a great idea to add a keyword into your bio. Take advantage of emojis and line breaks to add emphasis or catch the eye.

☐ **Include a call-to-action:**
You should include a compelling CTA within your bio to convince them to click on your one link. Examples would be: "Click for a FREE download" or "Sign up now." You can even use a down arrow emoji to point to the link. Change your CTA as needed for campaigns.

☐ **Use your one CTA link wisely:**
Make it trackable with a service like bit.ly. Change it up regularly to match your calls-to-action or use a link aggregator like Linktree. You could also create an Instagram landing page on your site that you change up regularly for your offers, and include that one link on your Instagram profile. Make sure this link goes to a mobile-friendly site.

☐ **Add granularity in your Instagram business category:**
Your category should be the same as what you picked for your Facebook business page, but you can add more granularity by clicking on Edit Profile and scrolling down to the Business Information category.

☐ **If you're a brick and mortar company, add your address:**
This is important for geotagging and enabling the ability for you to use options like connecting to a reservation service. You can also specify action buttons in your profile, such as shop, or get directions.

☐ **Use story highlights to showcase specific products and services:**
Businesses can pin Instagram stories to their profile, grouped in categories.
For example, you might have a category for your products, for events, or for careers.
Select (or create) images for the category images that match your brand.