



Instagram Profile Optimisation

Are you looking to get the most out of your Instagram profile? This checklist will guide you through some steps to help you optimise your profile for maximum impact. Follow these steps to ensure your username, bio, profile picture, and strategic links are working together to attract and engage your audience.

1 - Step 1: Username

- Is your username (pen name if relevant) in the same format as it appears on your books?
- Is it easy to remember and spell?

2 - Step 2: Profile Picture

- Be brave! The best profile photo is a headshot-style, professional photo!
- Is it clear, high-quality, and recognisable in a small format?

3 - Step 3: Bio

- Does your bio clearly describe what you write?
- Have you included book titles and relevant keywords to improve discoverability?
- Have you highlighted your most recent release or best selling title?

4 - Step 4: Call-to-Action (CTA)

- Have you included a CTA to encourage engagement or drive traffic?
- Does your CTA align with your business goals?
- Have you provided clear instructions on what you want your audience to do?
- Have you given your audience a limited time in which they need to perform the required action?

5 - Step 5: Strategic Links

- Have you included a clickable link to your website or landing page?
- Have you utilised the "Link in Bio" feature to promote specific content or offers?
- Are the links you provide relevant and valuable to your audience?

6 - Step 6: Highlights

- Have you created story highlights to showcase your best content or particular titles/series?
- Are your highlights organised and labelled in a clear and concise manner?

7 - Step 7: Contact Information

- Have you included your contact information, such as email or phone number, if applicable?
- Is it easy for your audience to reach out to you if they have a need to?

8 - Step 8: Profile Theme and Aesthetics

- Do your posts and overall profile have a consistent theme or visual style?
- Have you chosen a colour palette or filter that aligns with your brand?
- Is your profile visually appealing and engaging?



9 - Step 9: Hashtags and Keywords

- Have you utilised relevant hashtags and keywords in your posts to increase discoverability?
- Remember not to overdo it with the hashtags - using too many will make your brand appear spammy and can impact the impression of being trustworthy
- Do your (carefully!) chosen hashtags align with your content and target audience?
- Have you created a mix of popular and niche hashtags to optimise reach?

10 - Step 10: Audience Engagement

- Do you actively engage with your audience through comments, likes, and direct messages?
- Have you responded to comments or questions in a timely manner?
- Do you regularly interact with other accounts in your niche or industry?



By following this Instagram profile optimisation checklist, you'll create a compelling and engaging profile that attracts and resonates with your target audience. Review each step, make necessary adjustments, and monitor the impact of your changes to continuously refine your profile for maximum success.

Remember, your Instagram profile is often the first impression potential followers and customers have of your brand. Make it count!

For more social media tips and strategies, you can sign up to the newsletter [here](#).

Happy optimising!

