



Instagram Profile Cheat Sheet

In this lesson, you will learn about:

- ★ The Profile image
- ★ Searchable Name
- ★ Username
- ★ Bio
- ★ SEO on Instagram

Profile Image

- ★ For a Company it should be represented by a recognisable logo
- ★ For an individual/ small business it should be a headshot with a clear or colourful background, with a smiling face either looking directly forward at your audience or at the Bio!
- ★ It should always fit in with your brand look and feel

Searchable Name

- ★ This is the Name field in your Instagram bio
- ★ It is searchable, customizable and separate to your Instagram handle.
- ★ You can change it to words that highlight what your Instagram profile or business is about
- ★ Should be different to your username
- ★ By including important keywords in your Name field, your chances of appearing in the top results if anyone searches for those keywords will be much higher!
- ★ You can use your actual name here and a few keywords to describe what you do. A good example of this is <https://www.instagram.com/sociallyoxford/> or <https://www.instagram.com/yetundeshorters/>

Username

- ★ Should be short and sweet
- ★ The same across all platforms
- ★ You can use [Namecheckr](https://www.namecheckr.com/) to ensure the name is free across all platforms
- ★ It will show up as Instagram.com/username



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Bio

- ★ Clearly state what you do (business) and how it helps your audience or what you post about (individual)
- ★ Use emojis if appropriate to liven it up such as from <https://emojipedia.org/>. (see TVL on adding emojis on desktop and mobile)
- ★ Use a branded hashtag if appropriate (great if you have a specific campaign and want to direct people to this specific content)
- ★ Give a clear Call To Action
- ★ Your Bio includes one external link BUT you can use Linktree to add more links. <https://linktr.ee/> (see Technical Videos and external links)
- ★ Remember to review your bio in line with your Social Media Marketing Strategy. It may be that you need to change your CTA, the links in your linktree, the focus of the work you are able to complete for new clients, the products you want people to focus on. It is a working space and what was appropriate this month may not be the next, so you will need to keep this in mind

SEO on Instagram:

Note: These sections of your Instagram are incredibly powerful for SEO purposes.

Remember you can optimize your Profile for Search.

Your Name and Username are incredibly powerful and can help people find your business.

Using keywords in your Bio are also very important.

Remember to treat hashtags like keywords and use keywords in captions.

Being tagged is a great way to increase discoverability tags and mentions on Instagram are a lot like backlinks on the web.

For further information please go the the External Link below:

<https://later.com/blog/instagram-seo/>



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Key Takeaways

- ★ It is important to remember that people buy from people and that using a headshot for your profile image works better for small businesses and individuals on Instagram who have a service based business. If you sell products and have a shop then it may be best to use a logo.
- ★ Before you set up your account, think about your username and research to see if it is free across all platforms and represents your business and makes it easily recognisable
- ★ Make sure you invest time in creating your bio. You want to tell your audience how you can solve their problems, make their life better. You want them to know how they can get in contact with you and if you have any offers that they are made very clear
- ★ Make sure you have a clear Call To Action in your Bio that outlines any special offers, how your audience can contact you and any relevant business updates
- ★ Review your Bio on a regular basis and keep it in line with your Business Strategy and goals