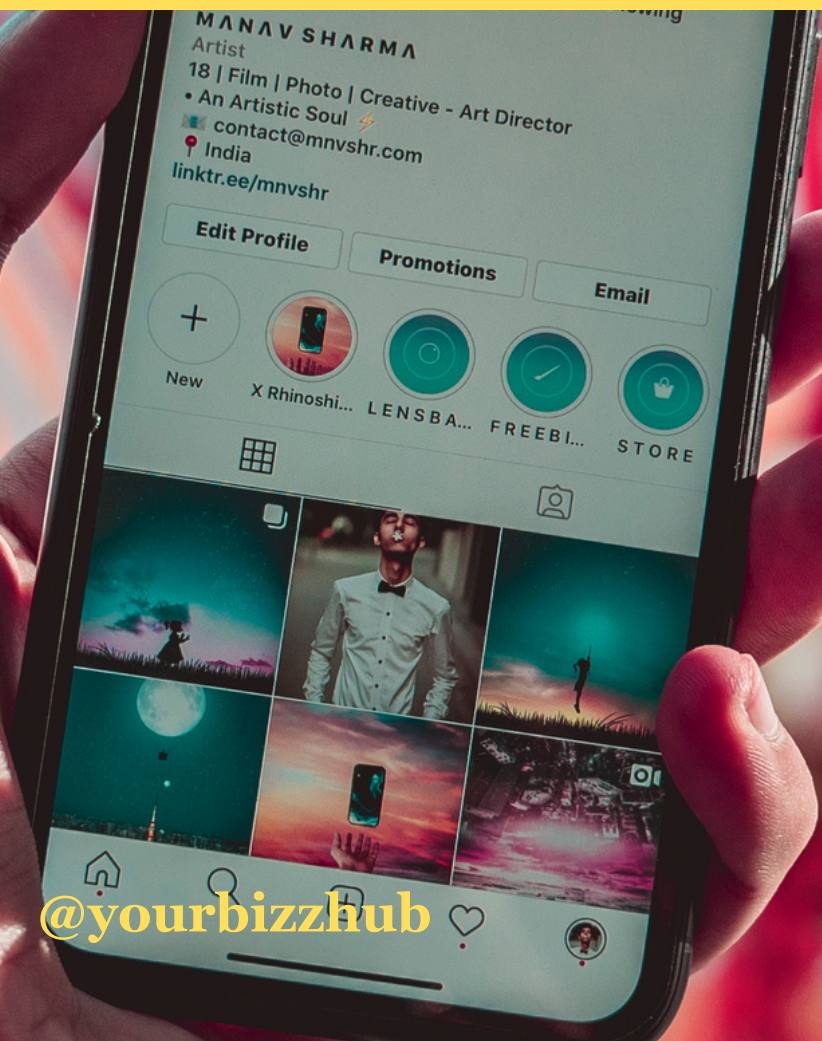


IG Checklist

Optimize Your Profile & Boost Your Brand



@yourbizzhub

1. Profile Optimization

☐ Profile Picture

✓ Use a clear, high-quality image (ideally your logo or brand mascot).

☐ Bio

✓ Write a compelling, keyword-rich description of what you do. Add a strong call-to-action (CTA).

☐ Link

✓ Add a link to your website or a targeted landing page (use Linktree or similar for multiple links).

2. Content Creation

☐ **Quality Visuals**

- ✓ Post high-quality photos and videos that reflect your brand colors and style.

☐ **Consistency**

- ✓ Stick to a regular posting schedule (e.g., 2–3 times/week).

☐ **Format Variety**

- ✓ Use Stories, Reels, and Carousels to keep your feed dynamic.

☐ **Brand Elements**

- ✓ Use your color palette and elements in graphics and posts.

3. Keywords & Captions

☐ Keywords

✓ Use keywords in your captions relevant to your post and audience.

☐ Captions

✓ Write engaging captions—tell stories, ask questions, or use CTAs to spark interaction.

4. Engagement

☐ Respond to Comments & DMs

✓ Show your audience you care by replying quickly and authentically.

☐ Engage on Other Accounts

✓ Like, comment, and connect with your ideal clients and industry peers.

☐ Polls & Questions

✓ Use IG Stories features to encourage interaction and gather insights.

5. Analytics & Optimization

☐ Track Insights

- ✓ Regularly check Instagram Insights for engagement, reach, and follower growth.

☐ Test & Refine

- ✓ Experiment with different content types and posting times—double down on what works.

6. Growth Tips

☐ Collaborate

✓ Partner with influencers or brands for shoutouts and joint content.

☐ User-Generated Content

✓ Share testimonials or posts from happy clients.

☐ Promote Your IG

✓ Add your handle to your website, email signature, and other socials.

Bonus: Free Tools

- ☐ **Canva:** Design branded posts and Stories
- ☐ **Buffer/Later:** Schedule posts in advance
- ☐ **Hashtagify:** Find the best hashtags for your niche
- ☐ **Instagram Insights:** Monitor your growth and engagement