



# Instagram Optimization Guide

---

with checklist



**HI! I'M KETAN**

CEO and founder of Bleqk Media.

At Bleqk Media, we have been helping businesses grow their sales with paid ads, social media marketing, email marketing, and more.

Read this guide to learn how to optimize your Instagram profile and how you can make Instagram work in your favor.

For more such resources and tips, check out our website. Stay updated by following me on social media, where I regularly share content focused on empowering businesses with impactful marketing strategies and tactics.



[www.bleqk.media](http://www.bleqk.media)

# CONTENT



**1** PROFILE PICTURE

**2** USER NAME/NAME

**3** BIO

**4** LINK

**5** CATEGORY

**6** CONTACT OPTIONS

**7** ACTION BUTTONS

**8** PROFILE DISPLAY

**9** HIGHLIGHTS

**10** PICTURE REPRESENTATION

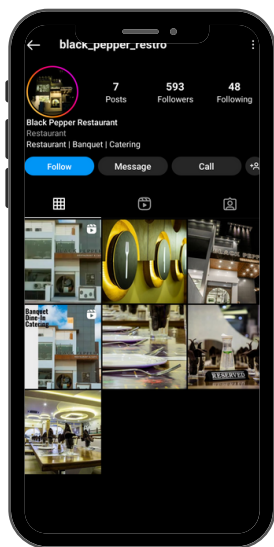
**11** CHECKLIST

Half of the time when I look at the profiles of businesses, I don't understand what they do and what makes them different from others. I mean if customers don't know about the things you are doing or good at, why would they choose you?

Your profile is your mini identity and it should be completely optimized. By saying optimized what I mean is that by looking at your profile, customers should be able to know what you do, your specialities, your achievements and the reasons they should choose you over your competitor.

Look at the below profile and find out what food they sell, in what areas they operate and their specialities. What did you find? Nothing!

You get my point, right?



By just having a quick glance at your profile, customers make decision whether they want to do business with you or not.

If there is no information of any kind, they will immediately search for your competitor and LEAVE.

You lost that customer, you lost that up-sell, you lost that brand advocate. And what's the reason?

Not optimized profile!

The way you present yourself makes all the difference. An optimized profile provides all the possible information about you.

Better the profile, the better the chances customers will turn their face towards you and not anywhere else.

Just like you and me left the above business, many customers must be doing the same with you if you don't have an optimized profile. I am sure you don't want that and that's why you are.

So let me tell you all the nuts and bolts to having an amazing Instagram profile. I am writing this for Instagram but in case you are looking for the LinkedIn profile optimization guide, it's here.

## HOW TO OPTIMIZE YOUR INSTAGRAM PROFILE

### 1. PROFILE PICTURE

A profile picture is the first point of attention! If you are a business, having your logo in a profile picture makes more sense. People can easily relate your business with your logo. And make sure you have the same profile picture across all the social channels. It will strengthen your brand presence.

### 2. USER NAME/NAME

With more than 1 billion users, Instagram is growing rapidly. So, choose a username that's easy to find and easy to recognize. Ideally, your business name will make more sense here rather than having any random names such as @cool\_guy123.

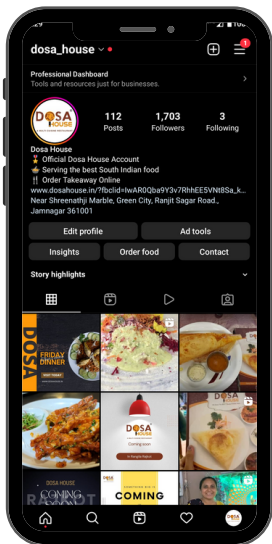
### 3. BIO

This is the area of battle. After the above two, bio is where people look to check what you do, your specialities, and more. Don't just make it about your business but rather make it about your customers.

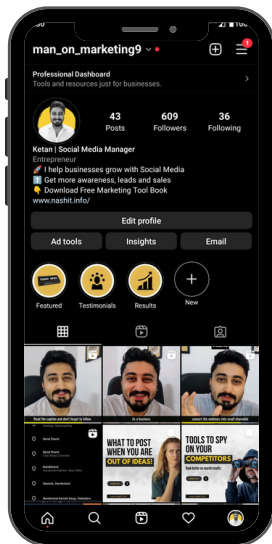
Write something that presents your brand's personality, vision and mission.

Don't make it complicated that end up confusing the audience. Keep it simple and effective like what you do and how you solve a pain point or provide benefits to customers.

Always, I repeat, always end your bio with a call-to-action. A strong CTA entire customers to take an action. That's what we all want, right?



1



2

You see two examples here? Kindly check them out one by one and tell me if you clearly understand what both profiles do.

90% of you easily understand that the first profile is of Dosa restaurant and the second one is of a social media manager (That's me bdw).

Now, read the bio of the first profile.

Does it talk about what the business do?

Does it have a strong CTA?

Does it talk about where it is located?

If yes, that's the definition of an optimized Instagram profile.

If you have a personal profile, look at the second picture.

Is it talking about what I do?

Is it talking about how I help businesses?

Does it have a strong CTA?

You got my point here, right? Talk about you without talking about you. I know this is a bit of copywriting and marketing combined but you will love the end result for sure.

#### **4. LINK**

Simply, add your website or any other link that you want your customers to visit.

#### **5. CATEGORY**

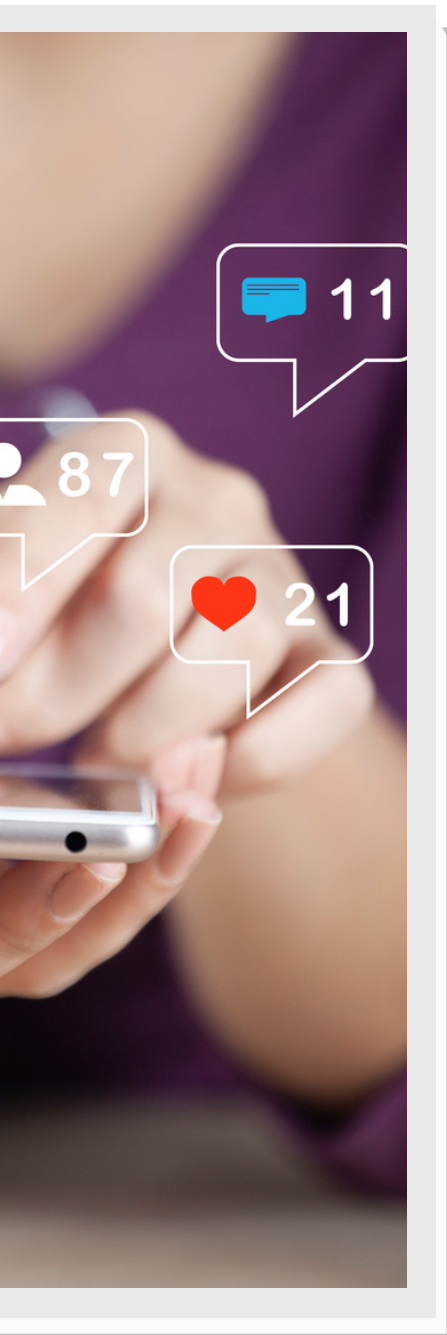
Based on your industry, select the one that suits your business. If you have a restaurant business, select 'Restaurant'. If you have a beauty business, select 'Health/beauty'. You can select your category from the list given by Instagram.

#### **6. CONTACT OPTIONS**

How customers should contact you? Email? Call? Whatsapp? Add your respective details. Don't forget to turn on the 'Display contact info' button so that customers can contact you by clicking the button placed on your profile.

#### **7. ACTION BUTTONS**

'Order food', 'Book now', 'Reserve' - these are the three action buttons that you can use to enhance the customer experience. For example: If you have a restaurant business, your customers can use these buttons to order food from you, book an appointment or reserve a table. The action button that appears on your Instagram profile is based on the platform you select for the button integration.



## 8. PROFILE DISPLAY

There are two options- 'Display category label', 'Display content info'. You can choose what information is displayed on your profile. If you don't want people to see your category or contact details, you can turn it off at any point in time.

## 9. HIGHLIGHTS

Whatever you share as a story can be used in your highlights. Just like bio, highlights are the area you can use to provide additional information about your business. The additional information can be testimonials, reviews, timings, results, media coverage and anything that enhances customers' trust in your business.

That's almost it! I haven't covered everything in detail because this information is enough to make you understand how the system works. Implement these changes to your Instagram profile and reap the sweet fruits of the platform. For many businesses, an optimized Instagram profile can be far more effective than a website. And it could be you!



One more thing to keep in mind is to share content that is loved by your audience. Social media has immense power and you should use that power to work in your favour. Ultimately, growth is what we want!

If you are struggling with what kind of content to post, get in touch and I will send you a list of content ideas.

I hope you now know why and how should you optimize your Instagram profile. On the next page, you will find a checklist that will help you keep track of your progress.

With that note, I will see you soon. If you need help with paid ads, social media marketing or email marketing, hit me up. You can visit my website or social profiles to check my work. I have helped multiple businesses like yours increase their revenue with my skills and I would love to do the same for you.



# PICTURE REPRESENTATION

User Name

Profile picture

Name

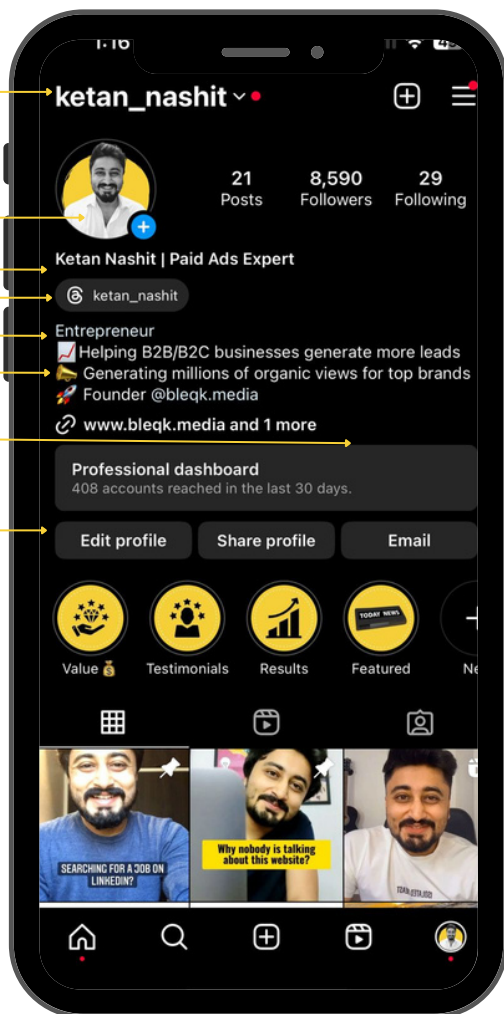
Category

Bio

Website

Contact option

Highlights



# PROFILE OPTIMIZATION CHECKLIST

- ☐ Clear Logo/Profile picture
- ☐ Correct user name and business name
- ☐ Bio (What you do, how you help, CTA)
- ☐ Website link
- ☐ Choose the right category
- ☐ Contact (Email, Call, Whatsapp)
- ☐ Action buttons (Use the one which is relatable)
- ☐ Profile display (Keep it on)
- ☐ Highlights (Reviews, testimonials, timings and more)
- ☐ Everything above checked





[www.bleqk.media](http://www.bleqk.media)