

Why Optimize Your Instagram Business Account?

There are a few reasons why you might want to optimize your Instagram business account. O

One reason is that businesses can create ads on Instagram, and by optimizing the account, businesses can make sure their ads are as effective as possible.

Additionally, optimizing an Instagram business account can help businesses better understand their audience and what content is most engaging to them. This can help businesses create a more effective content strategy for their account.

Finally, you can increase website and e-commerce traffic and improve brand awareness.

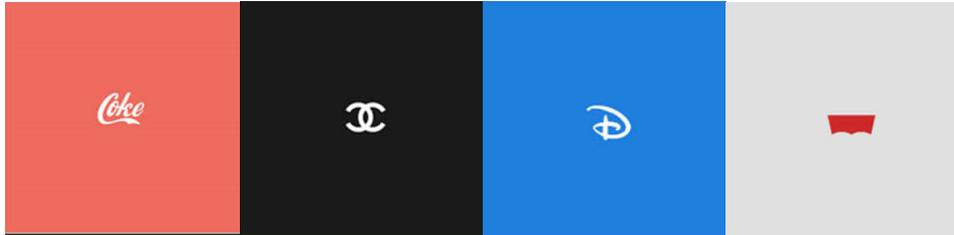
In this document, we provide a checklist of ways you can optimize your Instagram Business Account.

Instagram Business Account Checklist

Profile Picture

User a clear high-resolution photo of your brand logo. We recommend using a **Responsive** logo design. This means only using the icon of the logo. This is because it's more difficult to display a full logo on smaller screens.

Here are some popular brands that use responsive logo designs for their Profile Pictures:



Username

Ensure that your Instagram Business Account username has the same spelling as your business name.

Bio

A Bio for an Instagram Business Account should include information about the company, such as what it does and where it is located. The bio should also include a link to the company's website.

We recommend that you use **Bullet Points** to make it easier for users to read your information.

Since there is a strict character limit on Instagram, avoid using filler words or connecting words.

We recommend that you add a Call-To-Action (CTA) at the bottom of your Bio to promote specific actions from Instagram Users.

You should add a link to your website/e-commerce site or use a **LinkTree** link.

Story Highlight Covers

Use branded Story Highlight Covers to keep a consistent and professional look on the Instagram Business Account.

We attached a photo of what a properly optimized Instagram Business Account should look like:

