
Audit your own Instagram in 5 minutes

A simple check for anyone who wants their page to make sense to a stranger.

You have about five seconds.

Someone just landed on your profile. Maybe they saw a reel, maybe a comment you left somewhere. Now they're deciding whether to follow you, and they'll give it about five seconds.

That decision usually isn't made by your content. It's made by your profile: your name, your photo, your bio and the first few posts they see.

This is called **social media hygiene**. It's not the exciting part of Instagram, but it's what turns a visit into a follow. It packages your page so any new viewer can decide, instantly, whether you're for them.

How to use this guide: Open your profile, go through the 7 checks, and tick yes or no for each question. Be honest, nobody's grading you.

THE 7 CHECKS

- 01 Your username
- 02 Your name field
- 03 Your profile photo
- 04 Your bio
- 05 Your links
- 06 Your pinned posts
- 07 Your highlights

Your username

Your username is how people find you, tag you and remember you. If it's hard to type, it's hard to find.

- ☐ Could someone spell it after hearing it once?
- ☐ Is it free of extra underscores, dots and random numbers?
- ☐ Is it short enough to remember? (Under 15 characters is a good goal)
- ☐ Does it include your name, brand name or what you do?

EXAMPLES

BEFORE @_the.real_priya__bakes_2019

AFTER **@priyabakes**

BEFORE @fitwithrahul_official_

AFTER **@fitwithrahul**

BEFORE @mehta.designs.studio.co

AFTER **@mehtastudio**

Your name field

This is the bold text above your bio, and it's one of the few places on your profile that Instagram search actually reads. Most people waste it by repeating their username.

- ☐ Does it include a keyword someone would search for? (Baker, coach, designer)
- ☐ If you serve a specific city, is your location in there?
- ☐ Is it easy to read at a glance?

EXAMPLES

BEFORE

Priya Sharma

AFTER

Priya | Home Baker in Pune

BEFORE

Rahul

AFTER

Rahul | Strength Coach for Beginners

BEFORE

Mehta Studio

AFTER

Mehta Studio | Interior Design Mumbai

Tip: Instagram only lets you change your name twice in 14 days, so decide before you edit.

Your profile photo

People see your photo at its smallest far more often than its biggest: in comments, in the stories bar, in DMs. If it doesn't work at that size, it doesn't work.

- ☐ Is it still recognisable when it's tiny?
- ☐ Is it a close-up of your face (personal brand) or a clean logo in your brand colours (business)?
- ☐ Is the background simple, not busy?
- ☐ Is it the same photo you use on your other platforms?

Quick test: Leave a comment on any post and look at your photo next to it. That's what most people see.

Your bio

Keep it to three lines. The fourth line usually gets hidden behind "more," and very few people tap it.

Line 1: What you do, or what someone gets by following you

Line 2: Something that backs it up: experience, results, or location

Line 3: What you want them to do next (CTA: Call To Action)

- ☐ Does your first line tell a stranger what this page is about?
- ☐ Does your second line give them a reason to believe you?
- ☐ Does your third line ask them to do one clear thing?
- ☐ Does it all fit in three lines?

EXAMPLE

BEFORE

Dreamer, coffee lover, living my best life | DM for collabs

AFTER

Custom cakes for birthdays and small celebrations
Baking in Pune since 2021, 500+ orders delivered
Order on WhatsApp 📲

Your links

Your link section should do exactly what your bio promised.

- ☐ Is your most important link first?
- ☐ Does it match the call to action in your bio?
- ☐ Are your links clearly labelled?
- ☐ Do they all still work? (Tap every single one.)

Example: If your bio says "book a free call," the first link should be your booking page. Not your blog, not your YouTube.

Your pinned posts

You can pin up to 3 posts to the top of your grid. Think of them as a vibe check. If a new visitor likes what they see, you earn the follow in seconds.

Between them, your pinned posts should answer three questions: who are you, what do you do, and why should I follow?

- ☐ Do your pinned posts show who you are?
- ☐ Do they show what you do or offer?
- ☐ Do they give a reason to follow?
- ☐ Are they still relevant? (An old viral post that doesn't match your page today is doing more harm than good.)

A simple combination that works: One post introducing you, one of your most useful posts, and one that shows proof, like a result, a review or a before and after.

Your highlights

Highlights are where curious people go to learn more about you before they commit.
Aim for at least 4 to 5.

- ☐ Do you have at least 4 highlights?
- ☐ Are the names short and clear?
- ☐ Do the covers look consistent?
- ☐ Do they tell someone what to expect if they follow you?

Example set: About me · Services · Reviews · FAQs · Behind the scenes

YOUR SCORE

How did you do?

Count how many of the 7 checks had at least one "no."

0 to 1

Your page is in good shape. Keep posting and keep it updated.

2 to 3

Your page is making people work too hard to understand you.
A few small fixes will make a real difference.

4 or more

Your profile is losing people before they ever see your content. Worth fixing before you post anything else.

WHAT THIS CHECKLIST CAN'T TELL YOU

Fixing the profile is step one.

This guide shows you what's off. It can't tell you what your page should actually say, who it should speak to, or what to post so the right people stick around.

That's positioning, and it looks different for every page.

In a 1:1 strategy session, we go through your entire page together, figure out what's holding it back, and leave you with a clear plan for what to do next.

Book your 1:1 strategy session

cal.com/stir-fry-digital/intro-call



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