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Instagram Profile Audit Checklist

Make your profile easier to understand, explore and contact.

Review on your phone. Tick each completed check.

PROFILE **DATE**

- [ ] **Use a recognizable name and photo**
  Check that your profile and linked website show the same brand.
- [ ] **Make your bio offer clear**
  Say who you help, what you offer and the next step to take.
- [ ] **Open every important profile link**
  Confirm the destination works and matches the offer in your bio.
- [ ] **Check your contact options**
  Test the contact routes you use and confirm who handles inquiries.
- [ ] **Choose three useful pinned posts**
  Introduce your brand, explain your offer and show a relevant example.
- [ ] **Refresh your Highlights**
  Keep current services, useful answers and contact details easy to find.
- [ ] **Review your recent posts**
  Make sure recent content supports your current offer and audience.
- [ ] **Give captions a clear next step**
  Use a relevant invitation, such as viewing options or sending a message.
- [ ] **Follow the full journey on mobile**
  Check readability, loading and the route from profile to inquiry.
- [ ] **Record inquiries and your next review**
  Note a starting point and track useful inquiries after your changes.

My first action Choose one improvement to complete next.

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Instagram feature reference: Meta profile pinning guide