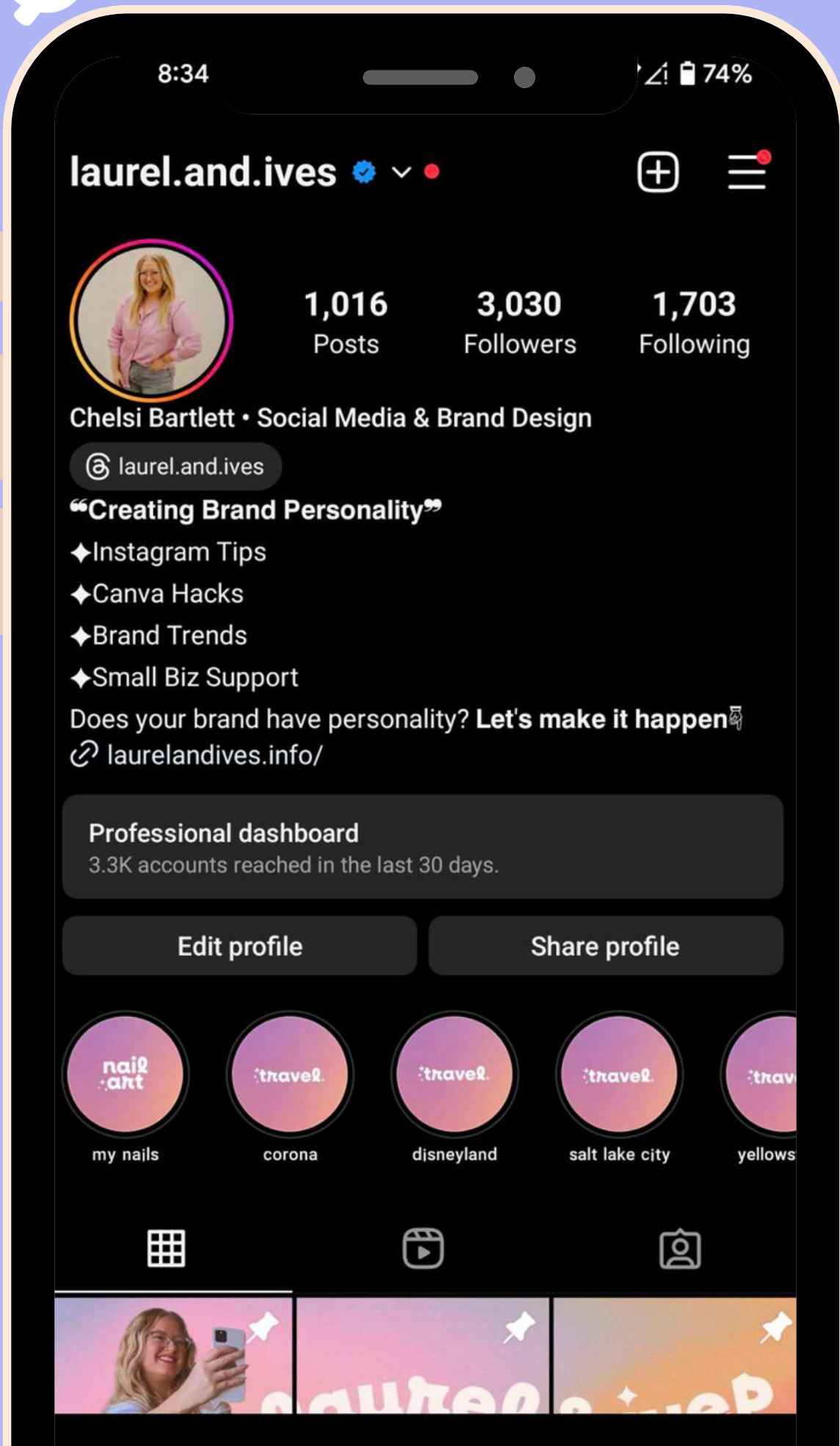


optimize instagram bio for REACH

DO & DON'T GUIDE



Q&A



THE **do**

HAVE A CLEAR PHOTO
(HEADSHOT OR LOGO)

USE FIRST NAME
& TITLE

USE KEYWORDS
TO EXPLAIN
WHAT YOU DO

HAVE A CLEAR CTA

FUNCTIONING LINKS
& OPTIONS

LOCATION
(EITHER ADDRESS OR
JUST CITY/STATE)

THE don'ts

LEAVE YOUR BUSINESS
DESCRIPTION UNCLEAR

INCLUDE QUOTES OR FILLER
NOT RELEVANT TO YOUR
BUSINESS

USE HASHTAGS THAT WILL
ENCOURAGE THEM TO LEAVE
YOUR PAGE

HAVE BROKEN LINKS

TAKE UP CHARACTER SPACE
WITH TOO MANY EMOJIS
(BUT DEFINITELY USE THEM!)





MY fave resources

What it's for:

Service name:

**MULTIPLE
LINKS IN BIO**

BEACONS.AI

**MINIMALIST
EMOJIS**

I2SYMBOL.COM

**FANCY TEXT
FONTS**

IGFONTS.IO

**FOLLOW ME ON INSTAGRAM FOR MORE TIPS ON
OPTIMIZING YOUR INSTAGRAM FOR REACH
@LAUREL.AND.IVES**