

INSTAGRAM

BIO AUDIT

2. myusername



3. Name Or | Niche Related Or | Searchable Keyword

100
posts

100K
followers

100
following

✦ 4. Who you are

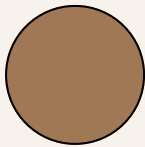
✦ What you do / who you help

↓ Clear and concise call to action

🔗 5. [linktoyouroffer.com](#)



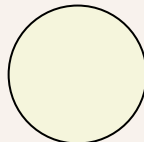
About You



Testimonials



Journey



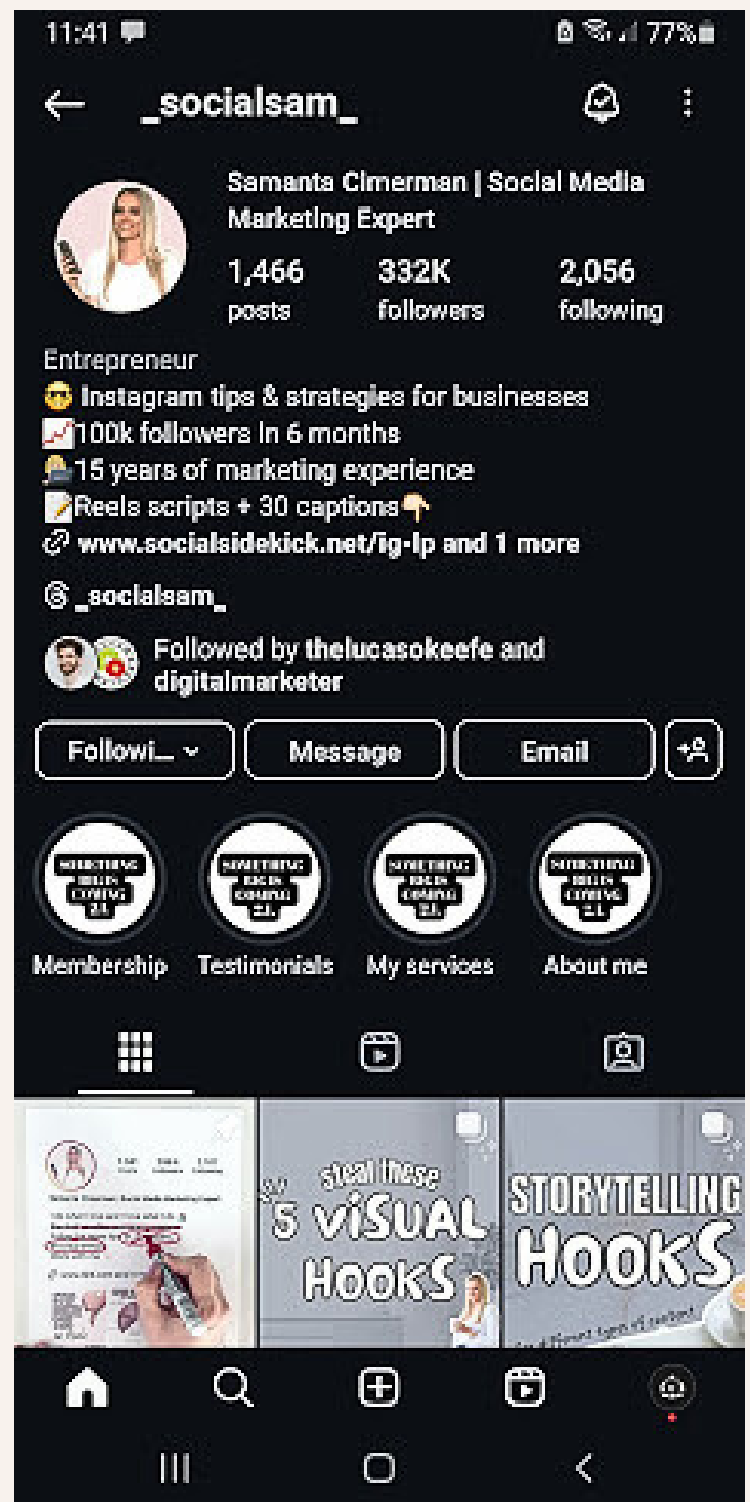
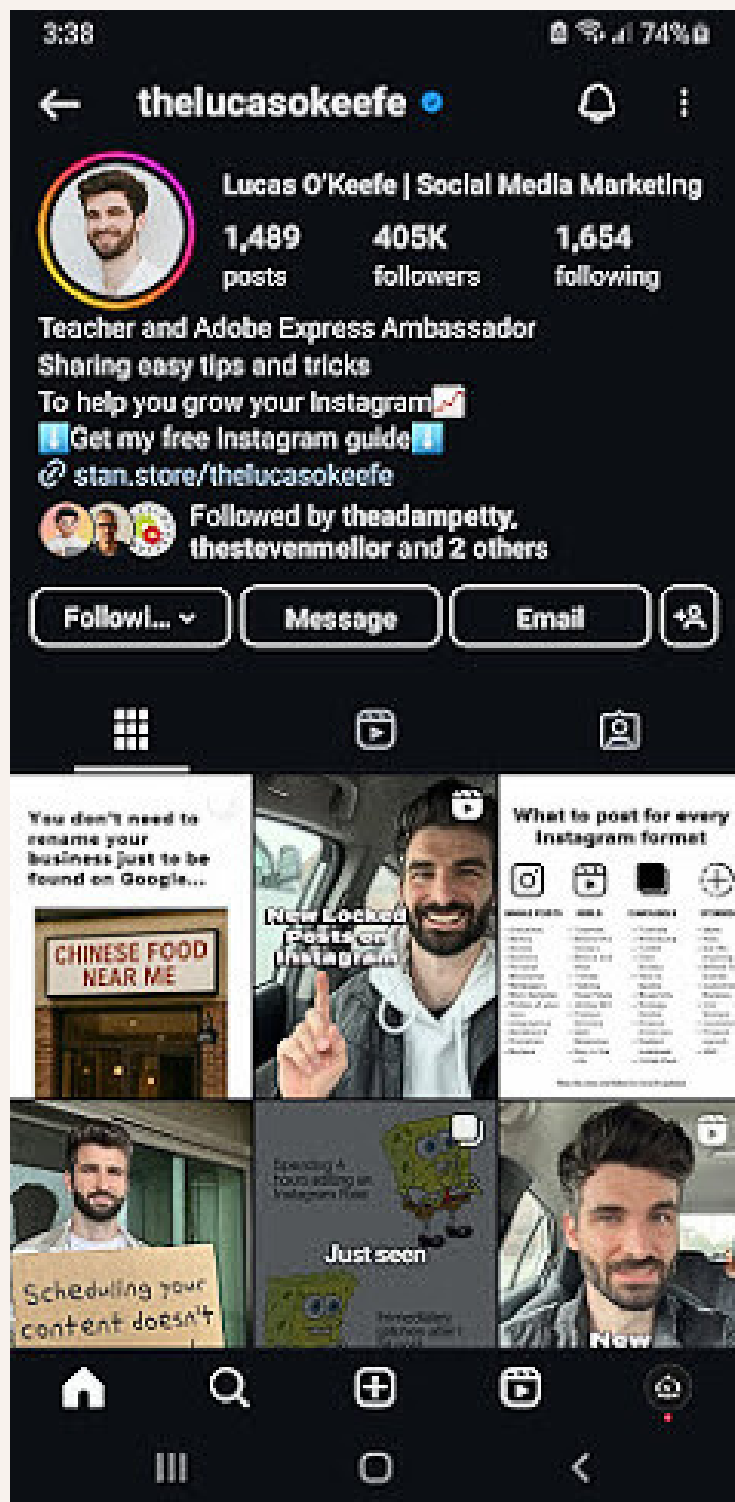
Q&A



ELEMENTS

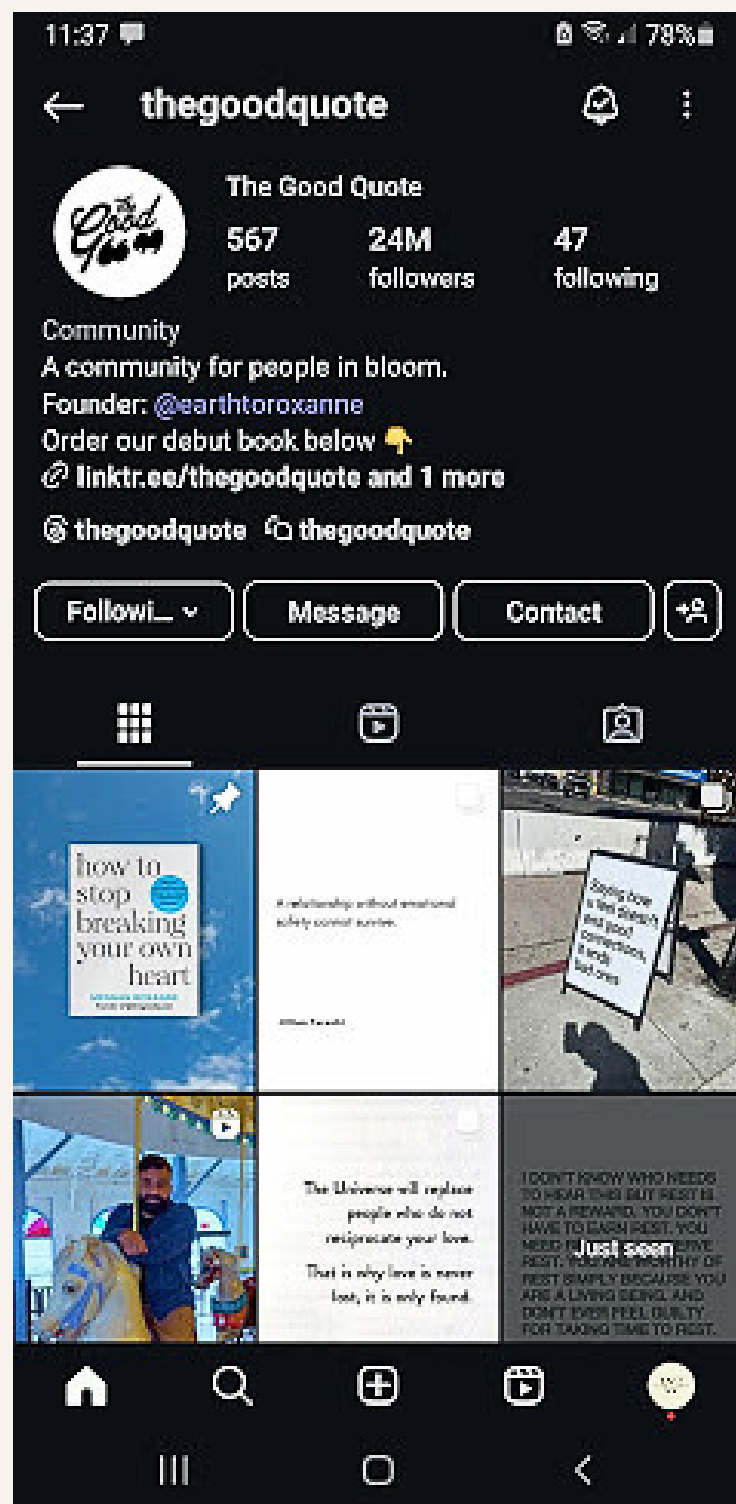
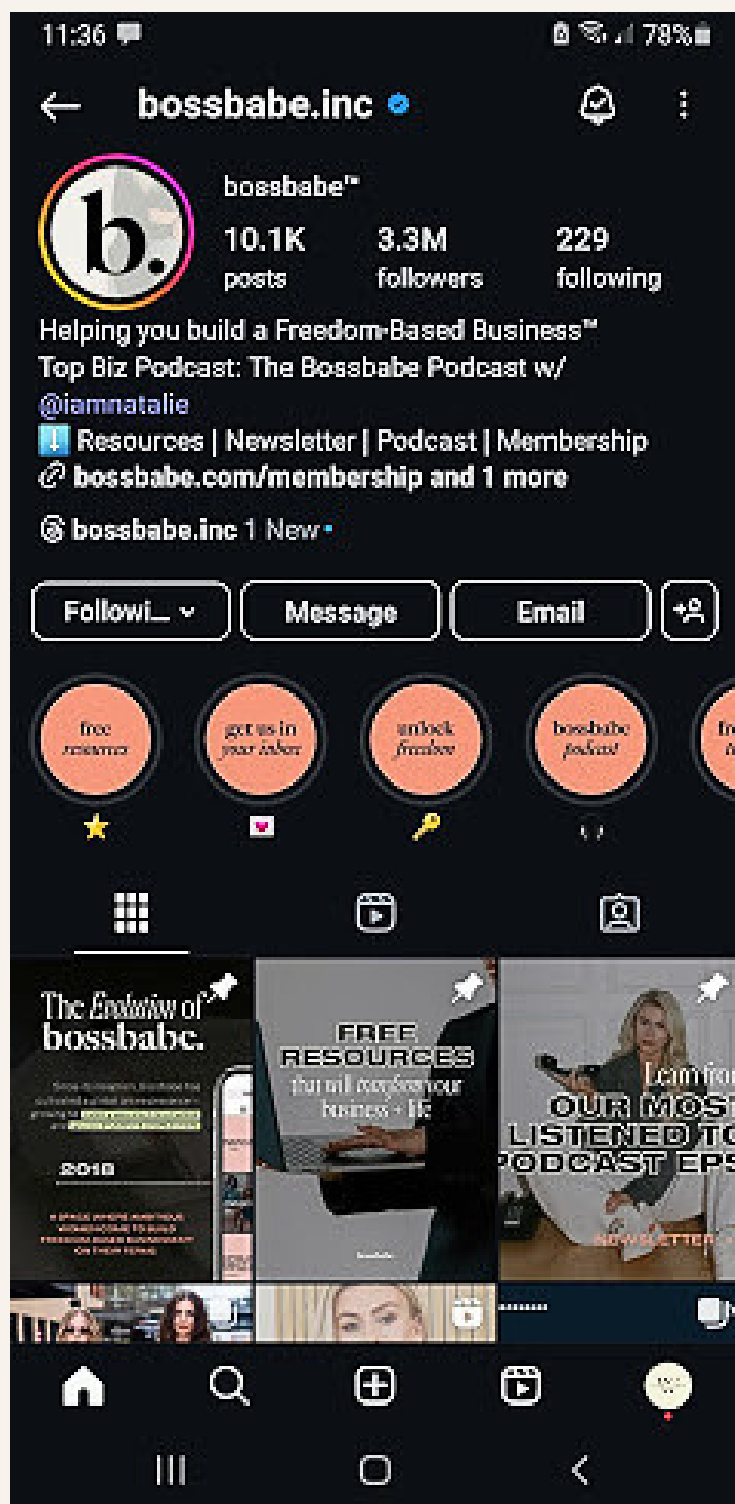
1. Clear logo or profile picture. Memorable. Clean background. Clear branding.
2. Profile account name: Short and easy to remember. Keep this consistent across all of your branding, websites, and products.
3. Either add your name/brand here. Or add your main keywords here. Use industry related terms that users would search for.
4. A clear and concise bio. Add more keywords for searchability. Include who you are/your target audience. What you do or success that you've had. Then a strong call to action (CTA). A good template would be "Helping [target audience] to [what you do] with [through what methods]"
5. Add your website, link tree, store, or landing page to get your followers to take action. Keep the link clean, memorable, and concise to build trust. (Ex: mycoolsite.com/store vs. thissitehas.a.long.url.com/3NrptyXojeX6dA7t)
6. Include Highlights that build your credibility and trust. Things such as, about you, social proof, testimonials, FAQs, announcement, etc
7. (Optional) Pin your most impactful, informative, or successful posts.

AMAZING EXAMPLES



Stellar examples of optimized bios. Great use of searchable keywords in the name and description. If I were to visit their page, I'd know exactly what they create content about and what they offer.

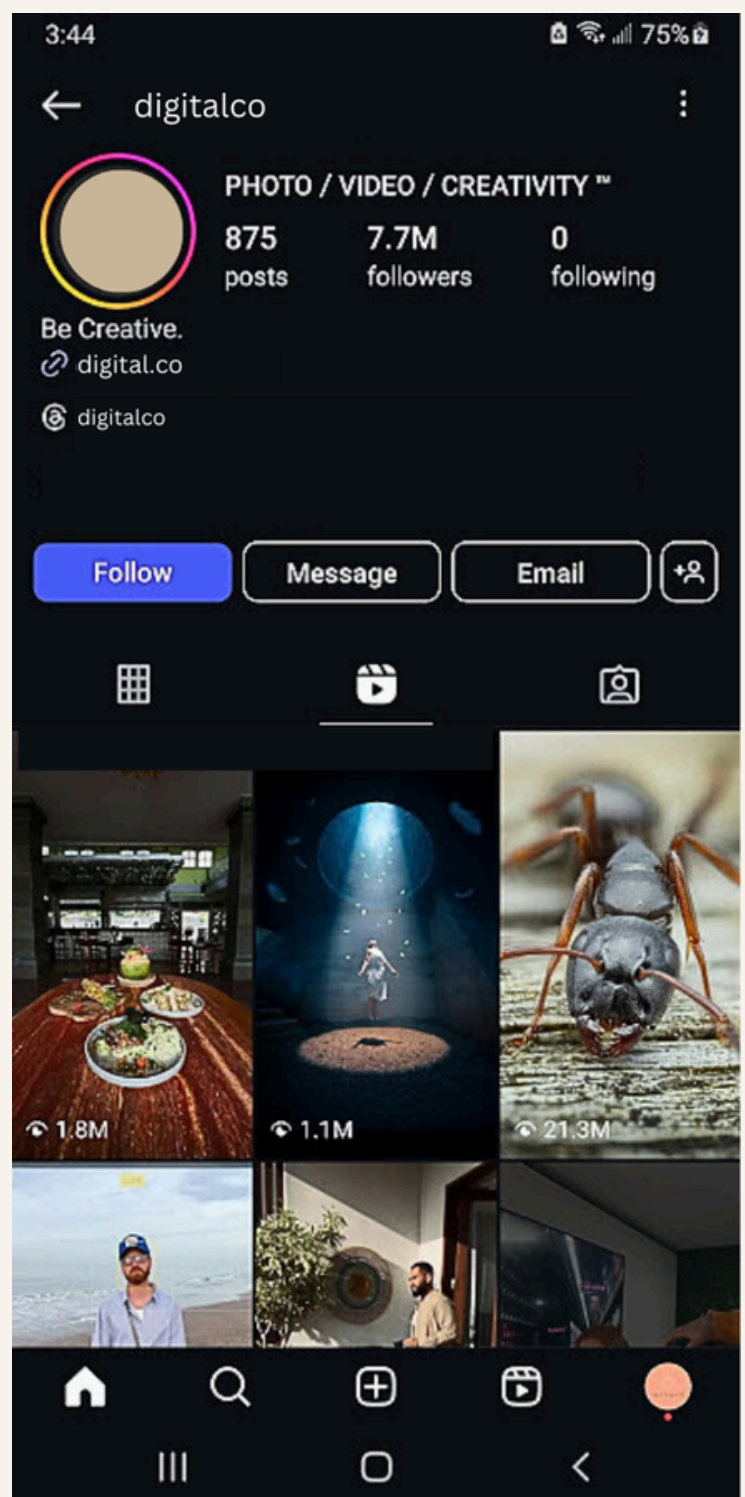
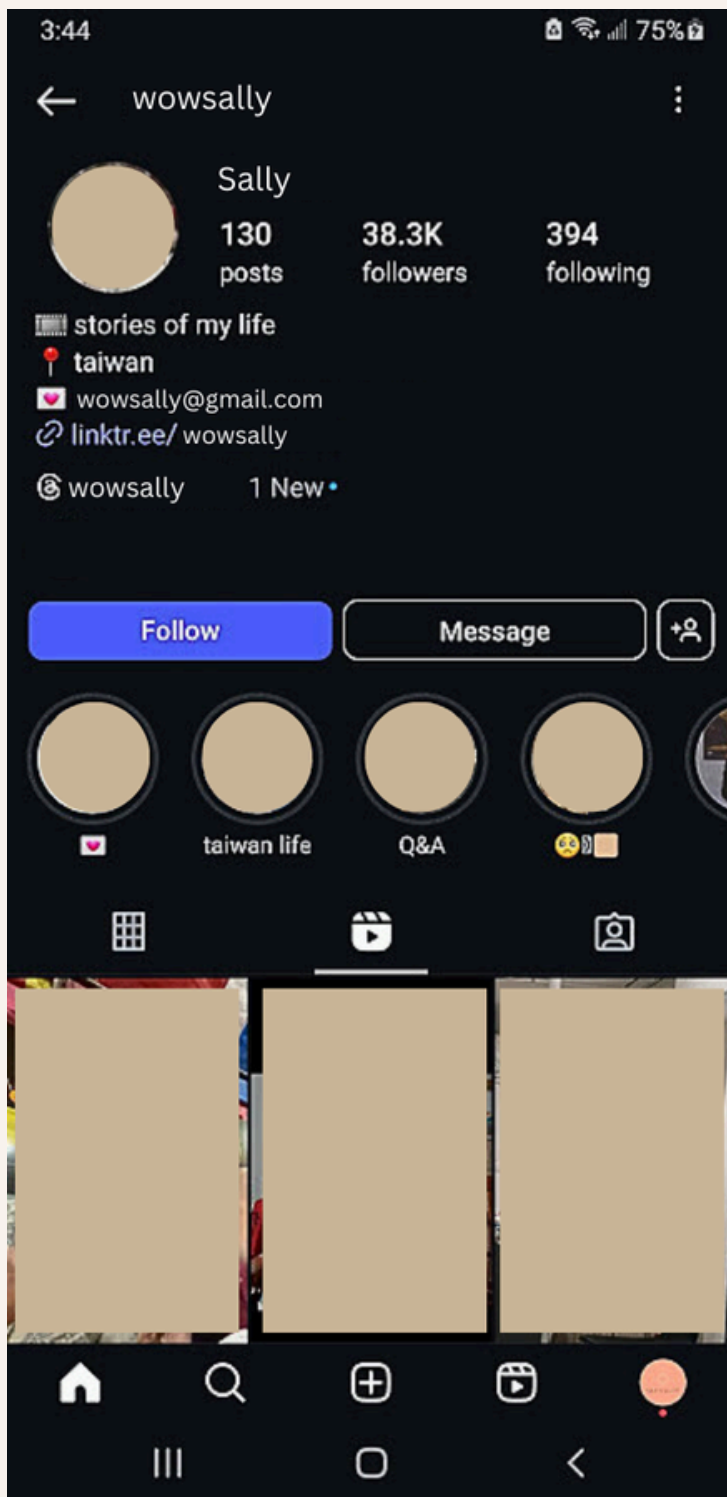
OK EXAMPLES



Decent bios that could be a bit more optimized. Keywords don't **always** have to be put in your name, but they don't hurt. Descriptions could utilize better keywords that are more commonly searched. "Biz podcast > Business podcast," etc. While "A community for people in bloom" doesn't really give me clear picture of what the content on the page is about. Be direct over vague and creative.

BAD EXAMPLES

Some details hidden/alterd for privacy and professional courtesy



At first glance of these pages, can you tell what their content is about and why someone would want to follow them? There's a huge lack of searchable keywords and no call to action. What are these creators about? Who is their content for? What can it help with or how can it entertain me? Why should I follow or click the links? Where do they take me? These are questions that a well crafted bio should be able to answer.

✦ Want More Help? ✦

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