

12 STEP DIY INSTAGRAM AUDIT

If your Instagram feels like a lot of effort for very little return, this guide is for you.

INSTAGRAM AUDIT

So you're showing up on Instagram, but you're not really sure if your content is actually working.

Maybe you're posting when you can, sharing bits and pieces, trying to stay consistent... but deep down, you're wondering:

“Is this actually helping my business?”

This guide is here to help you take a step back and look at your Instagram properly, not just whether it looks nice, but whether it's clear, strategic, and giving people enough reason to trust you, follow you, and take the next step.

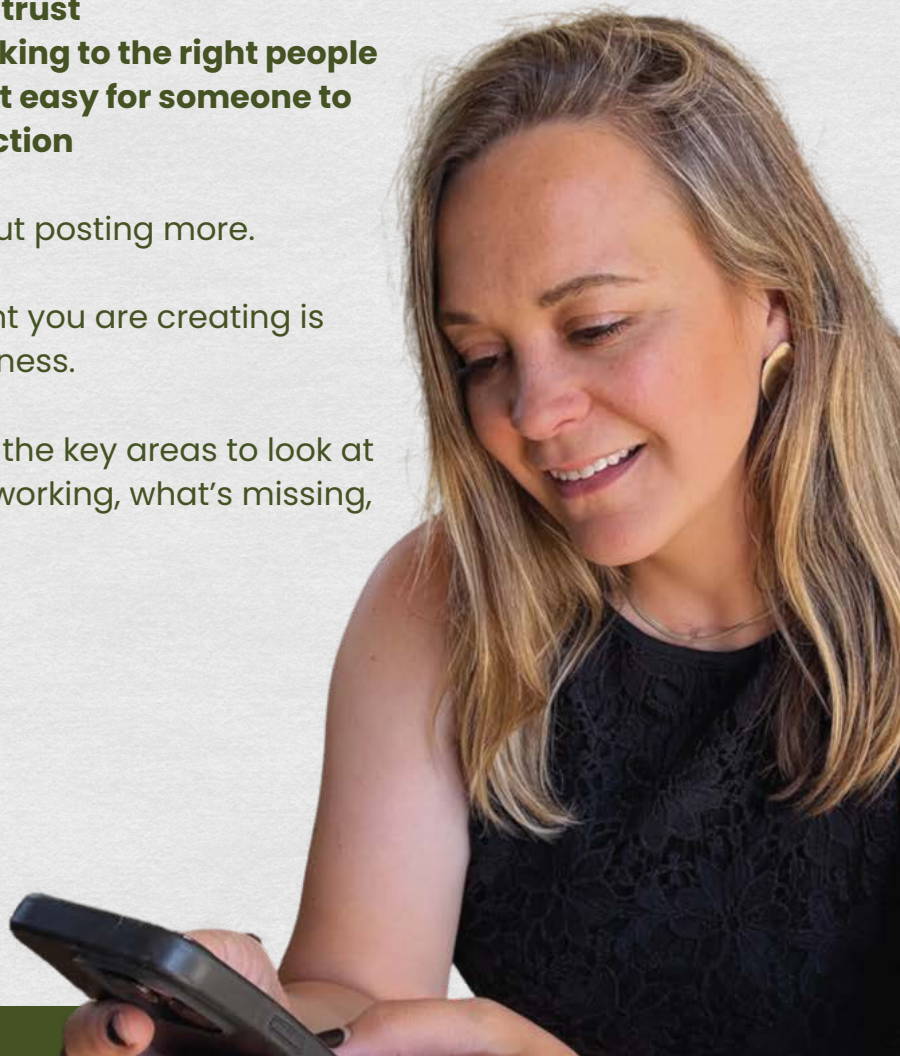
When I look at a **business's Instagram**, I'm not just looking at the pretty parts. I'm looking at the full customer journey:

- **What people see when they first land on your page**
- **Whether your bio makes sense**
- **Whether your content builds trust**
- **Whether your posts are speaking to the right people**
- **Whether your profile makes it easy for someone to enquire, book, buy, or take action**

Because Instagram isn't just about posting more.

It's about making sure the content you are creating is actually doing a job for your business.

In this guide, I'll walk you through the key areas to look at so you can start spotting what's working, what's missing, and what needs tightening.



INSTAGRAM AUDIT

1. SET UP

Before we get into content, we need to make sure the foundations of your account are working properly.

This is the boring bit, but it matters.

Your Instagram should be:

- **Public, so new people can actually find and view your content**
- **Set up as a business or creator account, so you can access insights and professional tools**
- **Connected to your Facebook page, especially if you want to run ads, share content across platforms, or use Meta tools properly**
- **Protected with two-factor authentication, because losing access to your account is every business owner's nightmare**
- **Verified if this is available and relevant for your business, as it can add another layer of protection and credibility**

Think of this as locking the doors, turning on the lights, and making sure **the shop is actually open** before inviting people in.

INSTAGRAM AUDIT

2. PROFILE PICTURE

Your profile picture is one of the first things people notice, especially when you show up in stories, comments, messages, or search results.

For personal brands or service-based businesses, I usually recommend using a clear photo of you rather than a logo.

People connect with people.

A friendly, clear image of the business owner helps build trust quickly and makes your account feel more personal and approachable.

Your profile photo should be:

- **Clear and easy to see, even when it appears small**
- **Professional but still warm**
- **Well-lit**
- **On-brand**
- **Not too busy or cluttered**

You can also use Canva to remove the background and add your brand colours or a subtle shadow, so your image stands out more in the feed.

For product-based, accommodation, or venue-style businesses, a logo or strong brand image may still work well – but it needs to be simple, clear, and instantly recognisable.

INSTAGRAM AUDIT

3. USERNAME

Your username needs to be easy to find, easy to remember, and easy to share. Ideally, it should be as close to your business name as possible.

Try to avoid:

- Too many numbers
- Random punctuation
- Complicated spelling
- Extra words that make it harder for people to find you

Ask yourself:

“If someone heard my business name in conversation, could they easily search for me later?”

If the answer is no, it may be worth simplifying.

Your username should make it easy for the right people to find you again.

USERNAME



INSTAGRAM AUDIT

4. NAME

This is one of the most overlooked parts of Instagram.

Your name field is searchable, which means it can help people find your business when they are looking for what you offer.

Instead of only using your business name, use this space to include keywords your ideal customer might search for.

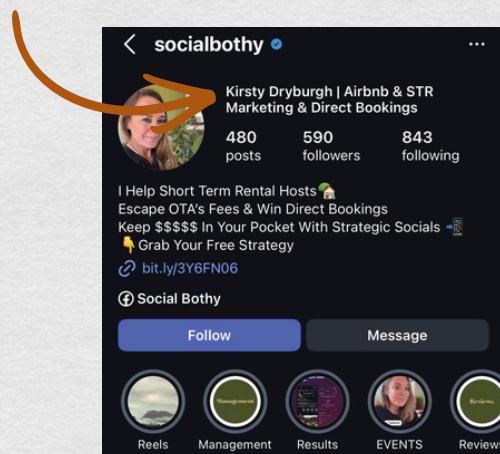
For example:

- **Tasmania Social Media Strategist**
- **Devonport Café**
- **East Coast Tasmania Accommodation**
- **Mortgage Broker Tasmania**
- **Wedding Photographer Hobart**
- **Beauty Clinic Launceston**

This helps Instagram understand what your account is about and makes it easier for potential clients or customers to find you.

Your name field should clearly say what you do, where you are, or whom you help.

NAME



INSTAGRAM AUDIT

5. BIO

Your bio is one of the most important parts of your Instagram profile.

This is where someone decides, very quickly, whether they are in the right place.

Your bio should clearly explain:

- **Who you are**
- **What you do**
- **Who you help**
- **Where you are based, if location matters**
- **What should someone do next**

Try not to be too vague or clever here.

Clear always wins.

A good bio helps people understand your business without having to scroll through your whole page trying to work it out.

Your category should also match your niche, so Instagram understands what type of business you are, and your audience gets the right first impression.

You can also check your profile type by tapping “Edit Profile.” Some creators choose “Entrepreneur” or another relevant category based on what best fits their business.

The main goal here is simple:

Make it easy for people to understand what you offer and what the next step is.

INSTAGRAM AUDIT

6. LINK

Your link in bio should have a clear purpose.

This is where you send people when they are ready to take the next step.

That might be:

- **Your website**
- **Your online shop**
- **A booking page**
- **A free resource**
- **A waitlist**
- **A contact form**
- **A specific offer or service page**

Try not to overwhelm people with too many options.

If you are using something like Linktree, Stan Store, or another link-in-bio tool, keep it simple and easy to follow.

A good rule is to have around three to four clear options, such as:

- Work With Me
- Shop Now
- Book a Call
- Download the Free Guide

Too many choices can make people hesitate.

Your link should **guide people, not confuse them.**

INSTAGRAM AUDIT

7. LOCATION

If your business relies on local customers, tourists, visitors, or clients who come to you in person, your location needs to be easy to find.

Add your location where possible so people can quickly see where you are based.

This is especially important for:

- Cafés
- Accommodation
- Tourism businesses
- Beauty clinics
- Trades
- Local services
- Shops
- Venues
-

If people have to search too hard to find you, some will simply move on.

Make it easy for the right people to find you, visit you, book with you, or get directions.

INSTAGRAM AUDIT

8. CONTACT BUTTONS

Your contact buttons should match how you actually want people to get in touch.

There is no point in having an email button if you never check your emails.

Make sure your contact information is up to date and useful.

You may choose to include:

- **Phone number**
- **Email**
- **Text message**
- **WhatsApp**
- **Booking link**
- **Order link**

Think about what is easiest for your customer.

If people are likely to book quickly, make the booking option obvious.

If they usually ask questions first, make messaging easy.

The goal is to remove friction.

When someone is ready to enquire, book, buy, or ask a question, **don't make them work hard to contact you.**

INSTAGRAM AUDIT

10. POSTS

Your posts should not just fill space on your feed. They should have a purpose.

When looking at your content, ask yourself:

- **Am I posting consistently enough for people to remember me?**
- **Does my content have a clear strategy?**
- **Am I creating content that builds trust?**
- **Am I creating content that helps people understand what I offer?**
- **Am I creating content that encourages enquiries, bookings, sales, or action?**
- **Am I creating content that helps new people find me?**
- **Am I showing enough personality and human connection?**
- **Am I testing different content styles to see what actually works?**

Your posts should include a mix of:

- **Reels**
- **Carousels**
- **Graphics**
- **Photos**
- **Behind-the-scenes content**
- **Educational content**
- **Storytelling content**
- **Sales content**
- **Trust-building content**
- **Attraction content**

Your branding should also feel consistent enough that people recognise your business when they see your content. This does not mean every post needs to look identical. But your fonts, colours, tone, and overall style should feel connected. Text on graphics and Reels should be easy to read, especially on phones.

And most importantly, check your insights, Do more of what is working. Test what your audience responds to. Your content strategy should not be based on guessing. It should be based on what your audience is actually watching, saving, sharing, clicking, and responding to.

INSTAGRAM AUDIT

11. CAPTIONS

Your captions are not just there to “say something” under a post. They should help move your audience somewhere.

A strong caption usually includes three key parts:

1. A hook

This is the first line of your caption.

Its job is to stop someone from scrolling and make them want to keep reading.

Your hook might:

- **Call out a problem**
- **Ask a strong question**
- **Challenge a belief**
- **Create curiosity**
- **Speak directly to something your ideal client is thinking or feeling**

For example:

- **“You don’t realise how exhausted you are until you finally leave home.”**
- **POV: You finally booked the trip instead of talking about it.”**
- **“Warning: one weekend here may result in wanting to quit your job and move to Tasmania.”**
- **“Most people don’t come here for the accommodation. They come for the feeling.”**
- **“You’re probably closer to consistent content than you think.”**
- **“If your social media feels exhausting, this might be why.”**

The first line matters.

If the hook doesn’t grab attention, most people won’t keep reading.

INSTAGRAM AUDIT

11. CAPTIONS

2. The body

This is where you give value, tell the story, explain the lesson, or paint the picture. Your caption should take people on a small journey.

That might be:

- **A problem they recognise**
- **Something that happened in your business**
- **A client story**
- **A before-and-after moment**
- **A lesson you've learned**
- **A helpful tip**
- **A shift in perspective**

The goal is to help people feel seen, understood, or supported. This is where storytelling is powerful.

For example, instead of only saying:

“Beautiful beachfront accommodation available this winter.”

You could say:

“You know that feeling when you arrive somewhere, and your shoulders finally drop for the first time in months?”

That feels human.

That creates a connection.

That makes people feel seen.

INSTAGRAM AUDIT

11. CAPTIONS

3. A CALL TO ACTION (CTA)

Every caption should guide people toward the next step. That does not always mean selling.

Sometimes the goal is:

- **Engagement**
- **Saving the post**
- **Building trust**
- **Getting a message**
- **Website clicks**
- **Enquiries**
- **Bookings**
- **Or simply helping people remember your business**

Your CTA should match the **goal of the post**.

Examples

- **Save this for your next Tasmania trip**
- **Send this to the person you need a weekend away with**
- **Check availability through the link in bio**
- **DM us "ESCAPE" for our winter availability**
- **Which spot would you visit first?**
- **Tag someone who needs this getaway**

The clearer the next step is, the easier it is for people to take action.

INSTAGRAM AUDIT

11. CAPTIONS

TOP TIPS

Make your captions easy to read. Most people are reading on their phones. Large blocks of text can feel overwhelming.

Make your captions easier to read by using:

- **Short paragraphs**
- **Line breaks**
- **Punctuation**
- **Simple language**
- **Easy formatting**
- **Emojis if they suit your brand tone**

Also remember:

Not every caption needs to be long. Some posts need storytelling. Some only need a few strong lines.

The most important thing is that your caption has a purpose and supports the overall **goal of the content**.

INSTAGRAM AUDIT

12. SEO

Instagram SEO matters now. Instagram is becoming a search engine. That means your words matter.

You should be using searchable terms in:

- **Captions**
- **Your bio**
- **Your name field**
- **Reel text**
- **Spoken words**
- **Alt text**

For example:

Instead of:

“Such a beautiful stay”

Try:

“Family-friendly accommodation on Tasmania’s East Coast near Freycinet National Park.”

That helps Instagram understand your content AND helps the right people find you.

If there's one thing I want you to take away from this guide, it's this:

YOUR INSTAGRAM DOES NOT NEED TO BE PERFECT.

It just needs to make sense.

The goal is not to post more; it's to create content that builds trust, creates connection, and helps people understand why they should choose you.

People rarely book, buy, or enquire from one post. They watch. They revisit. They look for reassurance.

So keep your content clear, human, and intentional. If you'd like help creating a content strategy that actually works for your business, message me **"GET BOOKED"** on Instagram and I'll discuss some options with you to show you how to turn your content into a booking system, confidently.

Kirsty ♥

Kirsty | Social Bothy

