

# 📖 INSTAGRAM CHECKLIST 📖



**In this Instagram Checklist you're going to learn how to get followers fast, how to optimize your Instagram and how to become an influencer in your niche.**

**We'll also cover what you should be doing to collect email subscribers and what you should NOT do on Instagram.**

## **Contents -**

1. How to Optimize Your Bio
2. How to Research Your Hashtags
3. Times to Post on IG (Your Posting Schedule)
4. Free Tools for Creating Images
5. Captions and How to Craft Them
6. How to Build a Fanbase
7. The Importance of Engagement on Instagram
8. Lots of Tools to Help You with Your Instagram Business

## ❑ 1. Optimize Your Bio ❑

● Create an awesome logo that will catch people's eye when scrolling down their Instagram feed. It will help you stand out more. Keep the logo simple. I like to use a simple black logo on a white background most of the time.

Here are a couple of typical examples. I made these myself with canva.com. They look great inside Instagram.



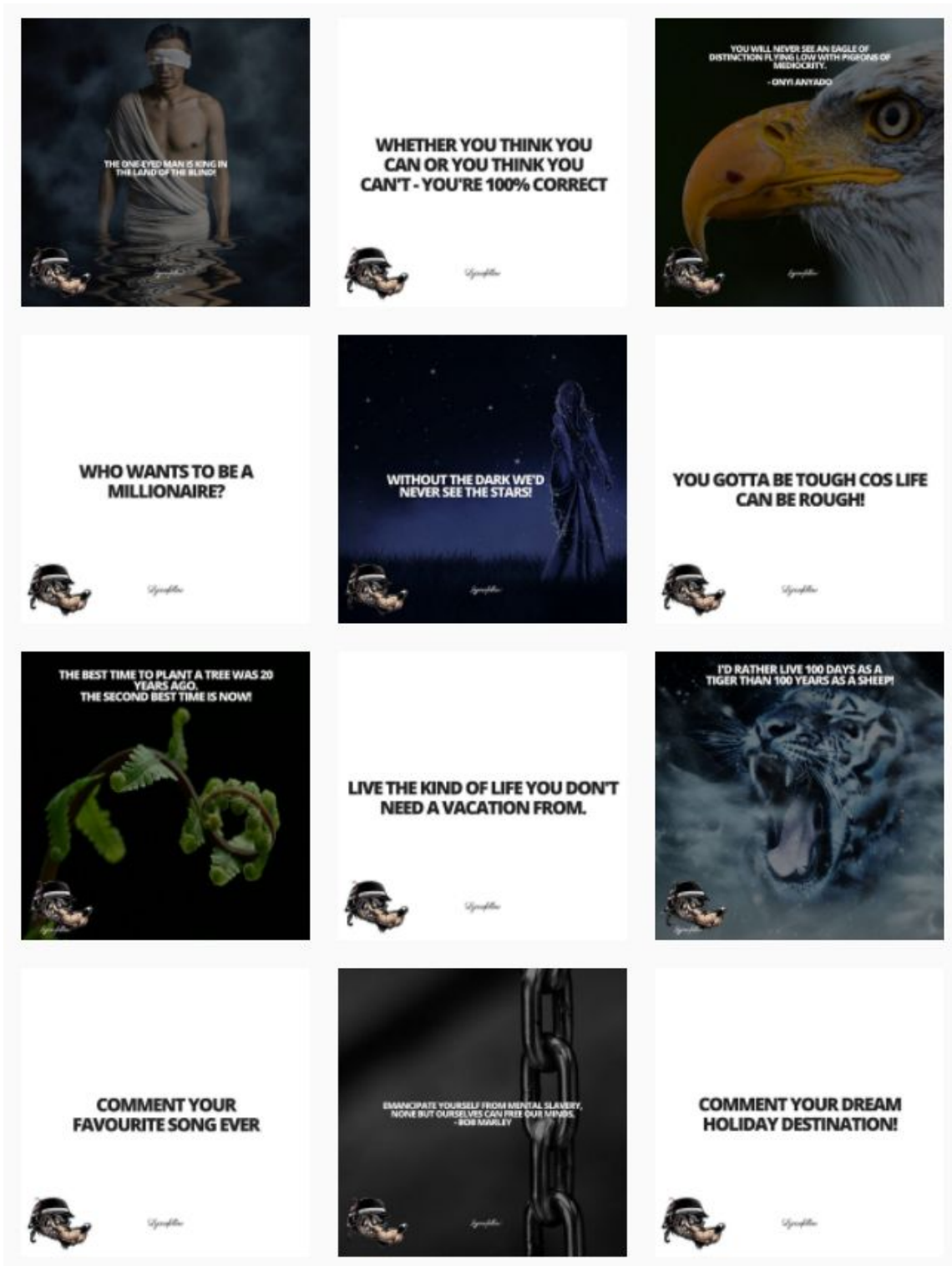
● Optimize your Bio to reflect who you are, what you do and what you can help people with. Remember you have a limited amount of characters for this. Keep it concise and to the point.

Here's something as an example below.

298 posts    16.2k followers    1,917 following

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Plus Other Free Stuff Tap Below 📌 [bit.ly/go-build-your-biz](https://bit.ly/go-build-your-biz)

- Publish 12 Excellent Quality Images on Your Instagram Page as soon as you create the account. Then you can start promoting your profile and getting followers.



● Don't just place your website link in your bio url. Remember, you only get one place to have your own clickable link. Make sure that your clickable link goes to an optin page with a freebie to give away to subscribers. We're building an email list here. Do not skip this part or you'll be losing close to 90% or more in revenues and repeat traffic.

● Your main activities online should always be geared towards building your list.

● Never add an affiliate link to your bio or in your posts. Instagram will likely pick it up immediately and take your account away from you. Affiliate links are a big no-no on Instagram, as well as many other social media platforms. Why would you not want to collect emails first, anyway? See the pointers above about getting optins.

● In the settings of your Instagram account select the option that says "business profile" and you can use this for Instagram's analytics. Very handy in the future even if you don't know how to use it yet. Do it now and in the future you can analyze your account when it comes to that point (when you've learned how) This will give a history of your posting schedule, how many likes and how much engagement you've had. You can then know what works best.

● Use emojis (emoticons) in your bio to make it look a little more appealing to people visiting your profile page.

## ❑ 2. Research the Right Hashtags to Use ❑

- Spend time doing this as it is time well worth spending. What hashtags are your ideal followers and customers using?
- Put together a list with at least 30 relevant hashtags and save them somewhere handy for easy and frequent access.
- You're looking for hashtags that have between 25-200k images (if you choose the more popular ones, your images would just be lost in the feed) It's a little bit like whispering in a stadium while there's a rock concert going on. You won't be heard at all.
- Post up to 30 hashtags as a comment under your post; it will give you more engagement! However, don't always post as many as 30 hashtags in every post. It can be a bit spammy. Many times I only use up to 15, sometimes even less. Using 30 every time looks a bit desperate.
- Go to Google and search for hashtags that are banned. Take note of them and don't use them. If you use banned hashtags it's likely that your posts which use them will be "sand-boxed" meaning that Instagram will limit their reach and visibility.

Check out this cool blog post which teaches how to do proper hashtag research for your Instagram posting. It has helped me a great deal.

### [RECOMMENDED - READ ALL ABOUT HOW TO RESEARCH HASHTAGS](#)

#### **Update:**

There's a cool app on android I've discovered. It's free. The name of the app is Leetags. Take a look at it. I guarantee it will make your life easier! Simply enter up to five hashtags and search. Within a couple of seconds it brings you back 30 high quality hashtags. Copy them and use them in your captions.

As you know, I mention not to use 30 in every post, because it looks a little bit spammy, (desperate) but I've been experimenting and it seems I get more likes on my images when I do use a full 30 tags. I'm still studying this, so I suggest to test it out for yourself.

I do know, that the bigger accounts with gazillions of followers will often times not have even one hashtag in their posts. This is probably because they're so big they don't need them. They will get lots of likes within minutes of posting anything, regardless of hashtags because their posts are prioritized within the follower's feed.

So, we could deduce that a brand new account with a few followers should use lots of hashtags. As the account grows, use less and less as time goes on. Still, it's an experiment

so far, and you should take that piece of advice with a grain of salt. I could be wrong, because nobody can claim to know the Instagram algorithm. And as you probably know, the likes of Instagram are always changing, tweaking their algorithm for some reason or another. It's the same with Google search engine.

I would guess that one day Instagram might reduce the maximum amount of hashtags one can use in a post from 30, down to about 5. This would be to prevent hashtag abuse.

Sidenote: There are a lot of "banned" hashtags. I wouldn't presume to know what they all are, but I would definitely go to google and search for "what hashtags are banned on Instagram?" before creating your list of useful hashtags.

I've often heard that accounts using banned hashtags will get what's known as a "shadowban" which can happen for various reasons. A shadowban will reduce the exposure on Instagram that your posts will get. Avoid shadowbans by sticking to the rules, not using banned hashtags, not "spamming", etc.

### ❑ 3. Create a Posting Schedule ❑

- Post at least 3-4x times (you can post even more) per day. Not sure if there's an actual limit. I've seen the accounts with 2.5 million followers who post once per hour, about 20 hours per day. Is this because they're a big account and Instagram allows them to do so? Or is it because anyone is allowed to do so? Use caution and don't overdo it. Anyways, your followers might unfollow you if they get sick of seeing your posts popping up every hour in their feeds. It looks spammy. Less is more in this case, but you still need to try and cover all your audience at the right times of day depending on what region they're in.
- If you decide to post a certain amount of times per day, try to keep it up. Instagram loves consistency and so do Instagram users (followers). But remember, too much and people will get fed up of seeing your posts. Not enough and people will forget you.
- Try to identify the best times of day to post your images. I've noticed that for my own posting times it's around 7AM New York Time to 10AM New York time. Then again in the mid afternoon, and then again between 6PM and 11PM in the New York Time Zone. Experiment with this as no two accounts and no group of followers are the same in terms of demographics.
- Publish photos, live videos, and Instagram Stories. I've noticed videos get a lot more engagement than static pictures do.

**[DISCOVER HOW I MAKE COOL VIDEOS IN JUST A FEW MINUTES](#)**

## ❑ 4. Free Tools You Can Use for Images ❑

If you're stuck and haven't got any images you think are worth posting, you can either repost other peoples' pictures (but make sure you give credit/attribution, though!!!) or you can get free images from stock photo sites and then take them into an image editor to make them right. I like to add textual quotes over the top of my images like this example...

Here are all the free tools I ever need to use to create images:

- [Canva.com](https://www.canva.com) (create and edit images)
- [Fotojet.com](https://www.fotojet.com) (create and edit images)
- [Pablo.com](https://pablo.com) (create and edit images)
- [PicMonkey.com](https://picmonkey.com) (create and edit images)
- [Pixabay.com](https://pixabay.com) (Free Image Resource)
- [Unsplash.com](https://unsplash.com) (Free Image Resource)
- [Stocksnap.io](https://stocksnap.io) (Free Image Resource)
- [CoolLogo.com](https://coollogo.com) (Free text logo creator)
- [Cooltext.com](https://cooltext.com) (Free text logo creator)
- [FlamingText.com](https://flamingtext.com) (Free text logo creator)

### ***Sidenote -***

Instagram's default image size is 1080 pixels by 1080 pixels. If you use smaller than this size your images won't be high-quality. They will look all pixelated (blocky).

However, if you use images that are a lot bigger than 1080p x 1080p, you will get a higher quality image because Instagram will shrink it down.

Using square images works best, as the sides of images posted with the landscape orientation will have the sides cut off when viewed in someone's feed. If someone clicks to see the image properly, the whole image will be shown in landscape view.



## ❑ 5. Your Captions ❑

- Write captions that are as captivating as possible.
- Think of your captions as a “nano-blog.”
- Always add a “call to action” in your captions (such as Follow @yourusernamegoeshere) or (tag someone who \_\_\_\_\_)
- Ask people to comment and like the post or to tag someone.

## ❏ 6. Ideas to Start Building Your Fanbase ❏

- Every month you could host a giveaway (contest)
- Do a shoutout for shoutout as often as possible (free)
- Find influencers in your niche with 100k+ followers and buy a shoutout from them
- Follow and Like photos of people who are engaging with relevant hashtags
- Join a few engagement groups (inside IG and on Telegram app as well as outside of Instagram) You can find many engagement groups you can join inside of Facebook, for example.

## ❑ 7. Engagement is Key ❑

Be active within the Instagram community by -

- Getting into conversations (but don't be spammy)
- Commenting on others' posts with value comments not such things as "nice" or "cool"  
Write a sentence or so, ask a question.
- Liking other peoples' posts
- Following new people in your niche
- If someone comments on your photos, send a reply back and be polite even if their comment was a negative one (it happens)
- Mention people using @theirusername, in the comment
- Like others' photos that have hashtags that you're interested in
- If someone sends you a direct message, take time and reply back

### **Sidenote -**

When you comment on someone else's posts, people who see your comment will get curious and click on your username to take a look at your profile on Instagram. This will many times lead to new followers if they're interested in your page.

This is why it's good to comment as often as you can. It also helps others to get more engagement. When someone sees your comment on their posts, they're more likely to click your @username and follow you, too. It works like a chain reaction, so don't overlook this strategy.

## ❑ 8. Tools to Help You Grow Your InstaBiz ❑

### AWEBER

I use Aweber to create optin forms to collect subscribers and manage email marketing. The link in my bio on all my Instagram accounts takes followers (or profile visitors) to a “lead capture” page on my website where I collect emails in return for a free incentive.

It is one of the most (if not THE most) popular autoresponders on the internet. You cannot go wrong with them.

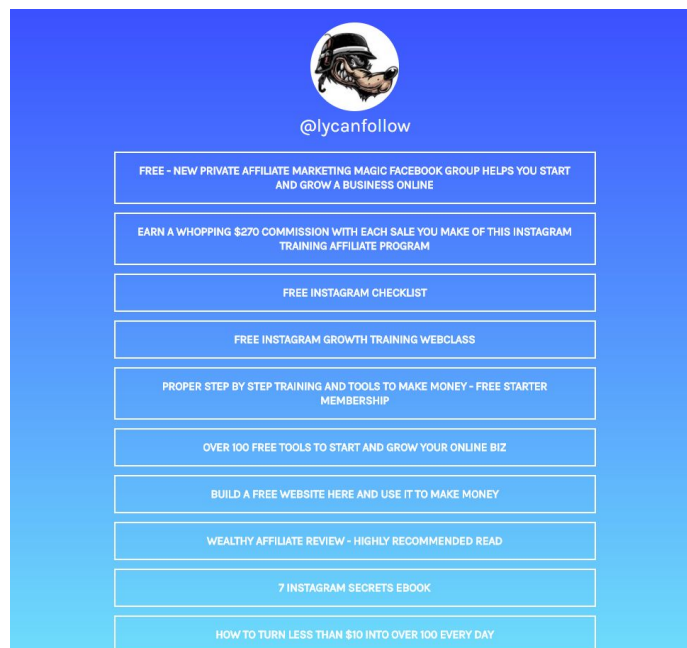
[GET YOUR AWEBER FREE TRIAL HERE](#)

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In the image below you can see that I am now using something called **linktree** (google it and see how awesome that is) It's free.

Click the link below to see how it works.

[YOU CAN CLICK ON THIS LINKTREE EXAMPLE](#)



### **FREE INSTAGRAM TRAINING WEBCLASS**

Watch this highly recommended training to learn from a millionaire Instagrammer who makes upward of \$200,000 a month simply posting images on Instagram.

He's got 2,500,000 followers. He is what you would call an "influencer" and you should definitely be listening to everything he says very, very carefully if you really want to grow your Instagram accounts so you can crush it online!!!

[\*\*Free Instagram Training Webclass \(Click to visit now\)\*\*](#)

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### **FREE WEALTHY AFFILIATE ACCOUNT**

An online training provider (I'm an active member there so I can give you 1 on 1 help inside) It's free to start and you can even get a free website (to use as a landing page where you can collect email subscribers? - nudge nudge, wink wink!)

[\*\*GET YOUR FREE WEALTHY AFFILIATE ACCOUNT HERE\*\*](#)

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### **INSTAGRAM INFLUENCER'S EBOOK**

This Ebook is packed with Instagram Growth Strategies that will Catapult Your Growth on Instagram even more than this Checklist. If you think this checklist you're reading is handy, wait until you see inside of the ebook!!!

[\*\*7 SECRET INSTAGRAM STRATEGIES MILLIONAIRES DON'T WANT YOU TO KNOW EBOOK\*\*](#)

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Something you can promote to make money from your Instagram Accounts. Free to join. Highly recommended. It is a training course for Instagram by an Instagram Influencer.

[\*\*Make \\$278 Per Sale - Become an Affiliate for This Instagram Training\*\*](#)

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Another Cool Thing You Can Promote (And Use Yourself)

It's an all in one platform for digital marketers. It includes a funnel builder, autoresponder up to 10,000 subscribers, a website builder, landing pages, squeeze pages, popups, ebook cover creator, video animator, graphics creator, presentations creator, app creator, content locker (a share locker) and many more tools all in one.

The best thing is, it has an affiliate program where you can make 100% commissions on your first tier affiliates and then 30% recurring commissions per month. The 2nd tier brings in a lot of extra revenue.

**[CHECK IT OUT HERE \(Best Viewed On Desktop or Laptop\)](#)**

The Landing Page for this new digital marketer's platform is not yet 100% mobile friendly, but that will be updated soon. I am assuming because you came from Instagram that you're on a mobile device.

So, if you're viewing the page on your mobile, it's not going to look as pretty as it should. Go ahead and get your free trial anyway but use it on desktop or laptop. This product costs a fraction of what other products cost and other products don't even contain 10% of what is in here.

Sidenote: They will give you a car when you reach 100 leads, to the value of \$500 a month. When you reach 100 leads you can hire any car you want, provide proof and they'll pay for it.

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### **JAAXY KEYWORD RESEARCH SUITE**

If you're a blogger, this will be super handy for finding keywords you can easily rank with.

**[GET YOUR FREE TRIAL OF JAAXY KEYWORD SUITE HERE](#)**

● Iconosquare.com will help you analyze your Instagram account and the accounts of your “competitors” so that you can “spy” on what they do.

● Hashtagify.me will help you find relevant hashtags to use for your posting.

● Shoutcart.com find Instagram influencers in any niche and arrange your shoutouts.

● Socialblade.com another analytics website for you Instagram accounts and also you can analyze your YouTube and Twitter accounts, too.

**UPDATE:**

I’ve just discovered a cool website called WEBSTA, have a search on google for it. It seems very similar to iconosquare (above).

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I hope you took away a lot of value and enjoyed reading this Instagram checklist as much as I enjoyed putting it together. It was fun! Bookmark it for future reference.

If you have any questions you can visit <https://beststayhomejobs.com> and leave me a comment there. I will always reply.

Thanks for reading,  
James

PS. I know you’ve already seen my bonuses page which I give all of my subscribers access to. However, the bonuses page is always evolving, I’m constantly adding new things there. I’d say it changes every week or so.

So, here’s a link to my bonuses, go take advantage of all there is to offer there, and you’ll be growing your business faster than ever. You’ll be surprised at what’s in there for free.

**[MY AWESOME BONUSES PAGE - BECAUSE GIVING IS BETTER THAN RECEIVING](#)**

Enjoy!