

Instagram Audit

A comprehensive evaluation of your Instagram profile to assess branding consistency, content strategy, audience engagement, and growth metrics.

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1. Social Media Page Optimization

Analyzing bio, username, handle, link-in-bio, highlights, and use of keywords.



1. Branding Consistency

Review of profile picture, color palette, fonts, tone of voice, and brand alignment.

2. Content Quality

Assessing captions, hashtags, clarity of messaging, content variety, and value.



1. **Grid Design and Structure**

Evaluation of visual layout, post sequencing, color balance, and theme consistency.



1. **Instagram Insights Analysis**

Metrics overview including reach, impressions, profile visits, and follower growth.

2. **Engagement & Interaction**

Analyzing likes, comments, shares, saves, and overall audience engagement rate.

3. **New Followers & Growth Trends**

Tracking recent follower trends, growth spikes, and potential causes.

4. **Content You Shared**

Audit of recent posts, stories, reels, and frequency of posting.

5. **Direct Messages (DMs)**

Assessment of responsiveness, inquiries handled, and relationship-building.

6. **Audience Demographics**

Breakdown by age, gender, location, and active hours (from Insights).

7. **Hashtag Strategy**

Evaluation of hashtag effectiveness, variety, and relevance to posts.



1. **Call-to-Action (CTA) Effectiveness**

Review of CTAs used in captions, stories, and reels.

2. **Highlights & Story Strategy**

Check if highlights are updated, well-categorized, and visually branded.

3. **Competitor Benchmarking (Optional)**

Brief comparison with 2–3 similar profiles in the niche.

4. **Summary & Recommendations**

Brief analysis of performance gaps and clear, actionable suggestions.