

Instagram self-audit

10 checks your customers make in 10 seconds. Open your profile on your phone, then tick each check your page passes.



Time

About 15 minutes

You need

Your phone, logged in to your business account

Score

One point per tick, out of 10

1 Profile photo

Check: Can someone recognise you at thumbnail size?

Fix: Use your logo on a plain background, or your face if you are the brand.

☐

2 Name field

Check: Does your name field say what you do, not just your name?

Fix: Add a word people search for, like "Riad Zahra | Riad in Fez". The name field shows up in Instagram search.

☐

3 Bio

Check: In one read, do people know what you sell, where, and what to do next?

Fix: Line 1: what you sell. Line 2: where and when. Line 3: one action, like "Order on WhatsApp". You have 150 characters.

☐

4 Contact

Check: Can a customer reach you in one tap?

Fix: Add your WhatsApp, phone and address, and a link that goes somewhere useful: your menu, booking page or catalogue.

☐

5 Highlights

Check: Do your highlights answer the questions you get every day?

Fix: Keep 3 to 5 highlights with clear names: Menu, Prices, Reviews, Location, How to order.

☐

6 Your first 9 posts

Check: Would a stranger understand what you sell from your top 9 posts?

Fix: Pin your 3 best posts (Instagram allows 3) and show your products on real people, not empty shelves.

☐

7

Reels☐

Check: Does each Reel show something worth watching in the first second?

Fix: Open on the best moment, add on-screen captions for people watching on mute, and film vertical.

8

Captions☐

Check: Does the first line say what the post is about, in words people search?

Fix: Put your main keyword first and a clear action last. Use 5 hashtags at most and a location tag on every post.

9

Rhythm☐

Check: Have you posted at least once a week for the last month?

Fix: Pick 2 or 3 fixed days and plan one week ahead. A steady rhythm is easier for you and for your followers.

10

Replies☐

Check: Do comments and DMs, especially "prix ?", get an answer the same day?

Fix: Save quick replies with your prices and how to order. Every unanswered message is a customer who can go elsewhere.

Your score: ____ / 10

- 8 to 10: keep going and post with a plan.
- 5 to 7: fix the checks you missed this week, one a day.
- 0 to 4: send us AUDIT and we'll show you where to start.

**Unfold your story → free audit**

Want us to look at your page? Send AUDIT on WhatsApp and get three fixes you can make this week.

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