



Ready to Rank?

Actionable Instagram SEO Checklist

7-STEP CHECKLIST

Step 1 **Switch to Professional & Stay Public**

- Ensure your account is Business or Creator, then go to Settings → Privacy → “Allow public photos and videos to appear in search engine results” (enabled by default).

Step 2 **Audit Existing Content**

- Evaluate your latest posts. Would you be comfortable if this showed up in Google search results? Delete/archive anything off-brand.

Step 3 **Optimize Captions & Hashtags**

- Think SEO-first: “vegan bakery in Austin,” “remote work tips for tech leaders.” Hashtags act as long-tail keywords.

Step 4 **Use Alt-Text Strategically**

- Instagram allows alt text for accessibility—and SEO. Describe images with relevant keywords to help Google understand them.

Step 5 **Name File Assets Thoughtfully**

- Before uploading, name files (e.g. paris-street-cafe-sunday.jpg) to provide context Google can read.

Step 6 **Use Carousels & Reels**

- Variety increases discoverability. Reels & carousels may appear in video/image carousels—a chance to rank higher.

Step 7 **Monitor Performance Across Platforms**

- Track both Google Analytics (search impressions & clicks) and Instagram insights. Holistic tracking = smarter strategy.

