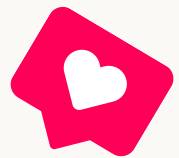


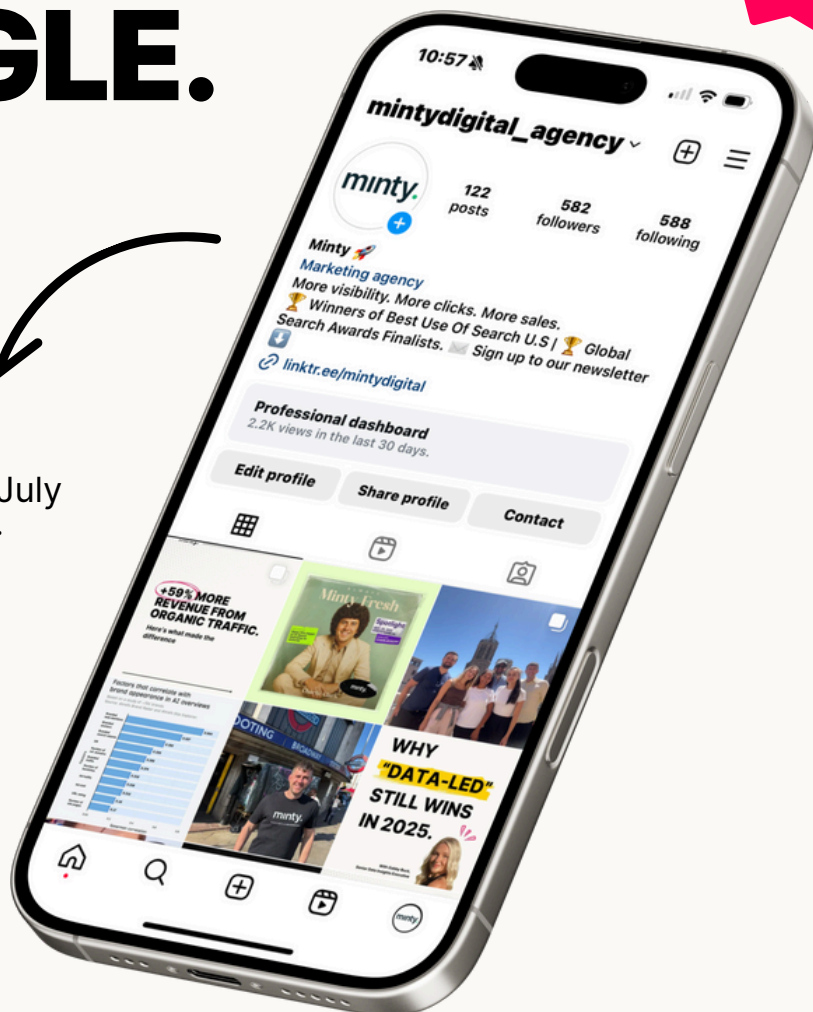
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THE INSTAGRAM SEARCH OPTIMISATION CHECKLIST

HOW TO OPTIMISE YOUR INSTAGRAM PROFILE FOR GOOGLE.



Made in
response to
Instagram's July
10th update.



INTRO

In response to the rise of social-first and visual search, Instagram has begun allowing public content from business and creator accounts to appear in Google search results , a change that rolled out on July 10th, 2025.

This means your Instagram posts can now be found outside the app, giving them longer shelf life, greater visibility, and more chances to reach your audience when they're actively searching.

Google and Instagram are now working together to help people find relevant, high-quality content and that's a huge opportunity for brands.

This checklist shares 11 simple ways to optimise your Instagram so it performs better in search, with clear actions, explanations, and real examples to help you get it right.

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1. ENABLE PROFESSIONAL ACCOUNT & SEARCH INDEXING

Only **Business or Creator accounts** are eligible for Google indexing. Personal or Private accounts won't appear in search results.

How:

- Switch to a Business or Creator account
- Set your profile to Public
- Go to Settings → Account → Searchability and turn on "Allow public photos and videos to appear in search engine results"

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2. OPTIMISE YOUR BIO FOR SEARCH

Your Instagram bio acts like a mini homepage. So just as you would your homepage, make sure the keywords you include clearly state what you do.

- Use clear, keyword-rich language that includes your industry, location, and offer.

✓ Good Example

"Independent Pet Shop | Peckham, London 🐾
Natural food, toys & grooming for dogs & cats 🐶🐱
Open 7 days • Local delivery available 📦"

✗ Bad Example

"🐾 Just a group of animal lovers!
Spoiling pets since forever ❤️
Come visit us if you're nearby 😊🐶"

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3.AUDIT & REFRESH EXISTING CONTENT

Instagram doesn't bury older content the way platforms like TikTok do, and now, with Google indexing, those posts can work even harder, which could mean outdated or off brand posts end up showing up in Google.

What to do:

- Archive outdated or off-brand posts
- Update captions with relevant, searchable keywords
- Add alt text to older posts (yes, you can go back and edit them!)
- Repost evergreen content with new, optimised headlines

It's about finding the balance between content that performs well in the eyes of the Instagram algorithm (think engagement, shares, saves) and content that answers real search queries outside the platform too.

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4. CREATE SEARCH-INTENT CONTENT

Old posts can still rank in Google. Optimising past content is a quick win for SEO and brand consistency.

Balance is important:

Instagram rewards content that performs well on the platform, things like engagement, saves, and shares still matter. But now, your posts can also be optimised to answer questions Google.

So instead of ditching what works on Instagram, layer in the info that helps people find you via search too:

- Add clear keywords
- Include product or service names
- Mention location or niche-specific terms
- Focus on optimising the first 125 characters

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5. OPTIMISE PINNED POSTS & HIGHLIGHTS

Think of your pinned posts and Highlights as your Instagram landing pages. While Highlights aren't directly indexed by Google, they help visitors stay, explore and trust once they land on your profile, especially from search.

What to do:

- Pin your most useful, keyword-rich posts
- Organise Highlights by theme: Services, FAQs, Case Studies, Client Wins

These act as both trust signals and content hubs.

6. ALT TEXT IMPLEMENTATION

Alt text isn't just an accessibility feature, though that alone is a great reason to use it. It also plays an important role in helping search engines understand what your images show, which can directly improve your visibility in image search results on platforms like Google.

How to add ALT text:

- Advanced Settings → Write Alt Text
- Write a short sentence describing the image including relevant keywords (e.g. "Golden retriever sitting in front of pet shop in Peckham")

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7. USE #HASHTAGS

Hashtags are now searchable elements that contribute to SEO efforts, and as so should include relevant keywords rather than being used as purely social discovery tools.

Use hashtags that align with actual search queries. Focus on industry-specific, location-based, and service-related hashtags that people might search for.

You can add up to 30 hashtags per post.

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8. TAG LOCATIONS

Tagging your posts with specific locations (neighbourhoods, cities, venues) helps them surface in local search results, both on Instagram and Google.

For cafes, studios, shops, or any brand with a physical presence, this is an easy win to increase discoverability among nearby customers searching for what you offer.

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9. USE INTERNAL LINKING

Link your Instagram content from your website, blogs, and emails and vice versa.

This creates a connected journey across channels, making it easier for Google to understand the relationship between your social and search content.

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10. USE ANALYTICS TO TRACK VISIBILITY

To get the full picture of your content performance, you need to combine data from Instagram Insights (especially 'External Sources') and Google Search Console.

Together they show how your content is performing in both search and social, helping you double down on what's working and adjust what's not.

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