Instagram SEO Checklist by SocialSage

Account Setup

[ ] Switch to Professional account (Business or Creator)

[ ] Set account to Public

[ ] Enable "Allow public photos and videos to appear in search engine results"

Content Optimization

[ ] Start captions with main keyword

[ ] Add keyword-rich alt text to all posts

[ ] Use overlay text on Reels thumbnails

[ ] Include mix of broad and niche hashtags

[ ] Add relevant geotags for local SEO

Cross-Platform Strategy

[ ] Embed Instagram posts on website/blog

[ ] Link to Instagram posts in newsletters

[ ] Share posts across social channels

Monitoring & Analytics

[ ] Set up Google Search Console

[ ] Monitor indexed Instagram URLs

[ ] Track search query performance

[ ] Analyze click-through rates

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