

Instagram Content Optimisation Checklist

For Fashion Retail Businesses



✓ Profile Optimisation:

Include relevant keywords in Username and Profile Name. Optimise Bio with strategic keywords, brand description, and location. Ensure account is Public and Professional.

✓ Caption Optimisation:

Write descriptive, keyword-rich captions. Place key information/keywords in the first line. Maintain natural language and readability.

✓ Alt Text Utilisation:

Add custom, descriptive alt text to all images and video thumbnails. Include keywords, brand name, and specific visual details.

✓ Hashtag Strategy:

Use 3–5 highly relevant, specific hashtags for in-app discovery and context. Include a mix of niche, branded, and relevant trending hashtags.

✓ Content Strategy:

Prioritise Reels and Carousels for higher engagement and discoverability. Create evergreen, value-led content (e.g., styling tips, how-tos, brand story). Focus on content that answers user search intent.

✓ Video Enhancements:

Add subtitles, text overlays, and clear on-screen messaging to videos.

✓ Location Tagging:

Utilise geotags and location-specific keywords for local SEO.

✓ Consistency & Engagement:

Maintain consistent posting schedule and brand voice. Actively engage with comments and community.