Instagram Audit Checklist

25 things we look at on every account, in the order a new customer meets them. Tick what is already true, then fix five.

THE PROFILE

- [ ] 1. **The name field.** It is searchable separately from the handle: "Brand | What you sell | Dubai" gets found by people who have never heard the brand name.
- [ ] 2. **The first line of the bio.** What you sell, who it is for and where. A slogan can come second.
- [ ] 3. **One next step.** The link and the buttons lead where a customer can act: WhatsApp, a booking page or the shop.
- [ ] 4. **Highlights as a menu.** Prices, results, how to book, reviews, delivery.
- [ ] 5. **Location and hours.** The address, the map pin and the hours; for an online brand, delivery areas and times.

THE GRID

- [ ] 6. **The first nine posts.** Without scrolling, a stranger can tell what you sell and who it is for. Pinned posts fix this fastest.
- [ ] 7. **One brand, not one template.** Similar light, similar colour, the same type on the covers.
- [ ] 8. **Reel covers.** Chosen rather than left to Instagram, the subject in the middle, any text readable at thumbnail size.
- [ ] 9. **The product in every frame.** A mood shot that hides the product does not sell it.
- [ ] 10. **Proof.** Results, reviews, a busy appointment book or the team at work.

THE REELS

- [ ] 11. **The first second.** A question, a before and after, the product moving. A logo card is not a hook.
- [ ] 12. **One idea each.** One idea and one call to action, not three.
- [ ] 13. **Sound off.** Text on screen, burned into the video, for everyone who watches muted.
- [ ] 14. **Audio with a reason.** Trending audio where the format suits the brand, original sound where someone is talking.
- [ ] 15. **The ask.** One action at the end: save it, send it, message a word to get the price, or book.

THE RHYTHM

- [ ] 16. **A steady rhythm.** A plan the team can keep every week beats a burst before a launch and silence after it.
- [ ] 17. **The mix.** Product, proof, behind the scenes, education and offers, not offers alone.
- [ ] 18. **Stories.** Daily presence: polls, questions, the offer of the week, the best saved to highlights.
- [ ] 19. **The UAE calendar.** Ramadan, Eid, National Day, the Dubai Shopping Festival and White Friday, planned and shot weeks ahead.
- [ ] 20. **Arabic, English or both.** A clear choice for each audience and type of post, with captions in the language the buyer searches in.

REACH, REPLIES AND RULES

Needs Insights: screenshots of the last 30 days, never a password.

- [ ] 21. **Reach beyond followers.** The share of accounts reached that do not follow you, compared month on month.
- [ ] 22. **Saves and shares.** A save or a send says a post was worth keeping or passing on. Likes are the weakest signal.
- [ ] 23. **Replies.** Comments and messages answered quickly, with a clear handover to WhatsApp for a price or a slot.
- [ ] 24. **Words, not only hashtags.** Instagram search reads captions, so the words people search for belong in the caption.
- [ ] 25. **The rules.** Posts by DHA-licensed clinics checked against the DHA standard, creators who promote you, paid or not, holding an Advertiser Permit, sponsored posts labelled as ads.

What to do with the list

Pick five: the ones a customer meets first and the ones that cost least to change. A month later, run the reach checks again and compare the account with itself.

Want a second opinion?

Send your handle on WhatsApp for a free audit: what already works, five fixes for this week and one thing to test next month.
blueskystudios.ae/en/smm/free-instagram-audit

The full guide, with the reasons behind each check: blueskystudios.ae/en/blog/instagram-audit-checklist · BlueSky Studio, Al Quoz Industrial Area 3, Dubai