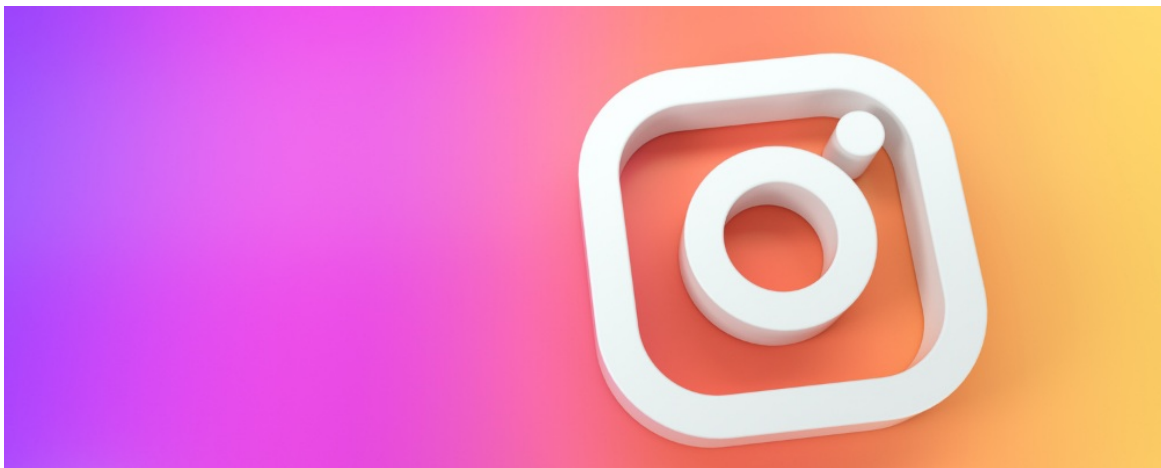# Spectrum Net Designs
CREATING WEB SOLUTIONS

Job 8:7 "Although your former state was ordinary, your future will be extraordinary."

How Instagram Ranks Search Results

Understand how Instagram ranks search results and how you can optimize content to rank for your target keywords.

When you search on Instagram, it will sort through millions of accounts and posts to help you browse based on your interests. Everything from recipes, DIYs, to interior design. Instagram Search is a place for inspiration and discovery.

How Instagram ranks search results is different since it relies on a user to input text in order to spit out results. Whereas the explore tab, for example, populates content automatically for users.

Ranking Signals for Search on Instagram

In addition to the text entered by the user, Instagram's search algorithm also uses information from the account, hashtags, and places to rank results, all of these are called *signals*.

Instagram's top-ranking signals in order of importance are:

Your Text- The text you enter in the search bar is the most important signal for an Instagram search. It will first try to match the text with relevant places, hashtags, captions, bios, and usernames.

Your Activity- This also includes accounts you follow, posts you've viewed, and how you have interacted with accounts. Instagram typically shows accounts and hashtags that you follow or express interest in higher than those you don't.

User Engagement- Where there are a large number of results, Instagram will look at popularity signals to help with ranking the search results. Those signals include the number of clicks, likes, shares, and follows for a specific account, hashtag, or place.

Instagram's SEO Best Practices

Here are some tips to follow to make sure others can find your photos and videos.

Use a Fitting Handle and Profile Name. Since search results are matched by text, using an Instagram handle or profile name that is related to the content of your posts is a great way to help you populate within the search results.
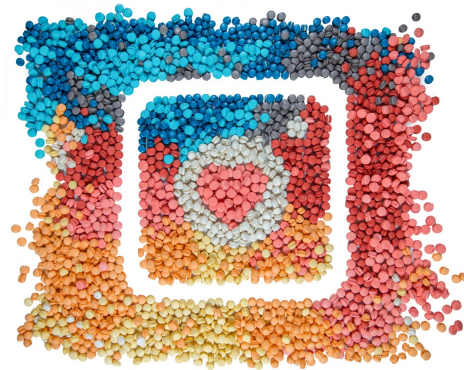
Include Relevant Keywords and Locations in Your Bio. Same idea here. Make sure your bio includes thought-out keywords about who you are, what you do, and what your profile is all about. If your account is location-specific, make sure to share your location in your bio. It will help your chances for people within your area to find you.

Use Relevant Keywords and Hashtags in Your Captions. For a post to be discovered in Search, you must put keywords and hashtags in the captions, not the comments.

Spectrum Net Designs Can Help!

We hope this information has given you insight on how to optimize your business Instagram page to help you rank higher in the search results. It's important that your profile is easily accessible to current and future customers. If you have any questions regarding optimizing your Instagram or website, please reach out! We'd love to help you out.

LET'S GO DIGITAL

GET STARTED TODAY

In Case You Missed It!

Passive vs Active Voice for Content Marketing

By writing in active voice versus passive in your content writing your readers will stay engaged with your material and you develop an authority on the subject you are talking about. Writing in the active voice might seem a little tricky but once you understand it, it's very easy.

How to Get More Engagement on You Social Posts

Have you ever thought about how you can post so often with seemingly good content, but people just aren't engaging with it? Many companies would love more engagement around their social media posts but don't understand how it works or stuck in an old strategy.

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