



What makes you scroll over and browse through one Instagram account's feed more than the other? What makes you favor one account over the other? Probably, because those accounts have the criteria that make them appealing enough to get you easily hooked up on them. There is a technique to making more people browse your feed, and not just quick scrolling but to actually take their time and enjoy going through your feed. In this guide, we will be discussing the main points and criteria that would help you to create the perfect Instagram feed!

## 1. Get the right Instagram name

Your Instagram name is your identity; it's how the world will perceive you and link your name with your contents. That is why choosing the right Instagram name is a vital step that needs to be given its due time instead of just choosing the first name that pops into your mind. The naming of your Instagram account is practically the branding stage, you are in the process of creating a brand name for yourself that would be long lasting. Many factors need to be taken into consideration. Also, there are certain qualities that make a name stand out from others and stick to people's minds.

- **Simple & easy.** People shouldn't stare at the name and wonder how it is pronounced; on the contrary, it should roll easily on the tongue so that it would be easy to float by word of mouth among people.
- **Unique.** It obviously shouldn't be something too common, yet at the same time has a sense of familiarity to it. It should be unique so that it would stand out among other names.
- **Memorable.** When the name is both simple and unique, it is bound to be memorable and stick with people, and that's what you really want. To have a name that is long-lasting and unforgettable.
- **Representative of your content & relatable to your audience.** Obviously you wouldn't want to deviate too much from your feed content. Your name should be relevant to what your feed offers so that people can relate the two and have a link that would make your name pop into their minds as soon as they see your posts.
- **Be creative.** If you want to name your Instagram after something you like or a hobby you enjoy, you can spin it off by looking for the alternative in a different language. Browse through foreign words with the meanings that you want and see which ones are good looking and better sounding. You can also use one of the many online name generators, where you simply enter the words that you want to be represented in the name, and you would be provided with a list of many options derived from those words.
- Don't be afraid to make it personal. In fact, personal Instagram names are a good way to showcase yourself. Having a personal name can include your initials or simply facts about you. Just steer away from using the same name as your e-mail ID as having your ID out in the open for the entire online community to see, often lowers the security of your e-mail account.
- **The no-nos in naming your account.** Don't use underscores, repeat letters without a need, or use offensive nor trending words. These are all things that have been proven by time that they just don't go well with people on the long run.

Getting the right Instagram name is an art, the art of crafting the perfect name, so don't rush it and enjoy the process of crafting your perfect Instagram name!

## 2. Use the right hashtags

Hashtags are a great tool to allow your content to be discovered by people whom you may have never even thought of targeting. Instagram posts with proper hashtags tend to receive 12.6% more engagement than others without hashtags. However, there is a thin line in using hashtags that can make them either effective or repulsive. They were not made to be abused; rather, they should be used in balance and with a certain technique that needs to be implemented to ensure their effectiveness in engaging the audience, increasing likes and gaining genuine followers.

### The Dos & Don'ts of hashtags

#### DO

- Use relevant hashtags. Make them fit in with the context of the post instead of being forced.
- Use specific and niche targeting hashtags. This would allow you to target the right audience which in turn results in quality engagements.
- Use trending hashtags.
- Create a hashtag specific for your brand.
- Monitor the hashtags you used which created the most engagements.

#### Don't

- Don't use irrelevant hashtags.
- Don't use the same ones repeatedly.
- Don't use all of the allowed 30 hashtags in every post. You don't want to end up having more hashtags than the caption words. An average of 9 hashtags tends to receive more engagements than higher amounts.
- Don't abuse popular hashtags. Use them sparingly and moderately as long as they are relevant to your content.
- Avoid misread hashtags. Test your hashtag in the search or browse through the hashtag page. You'll be surprised that some made up hashtags can be read to have different meanings than what they were intended to be. Make sure yours are clear and don't have double (negative) meanings.

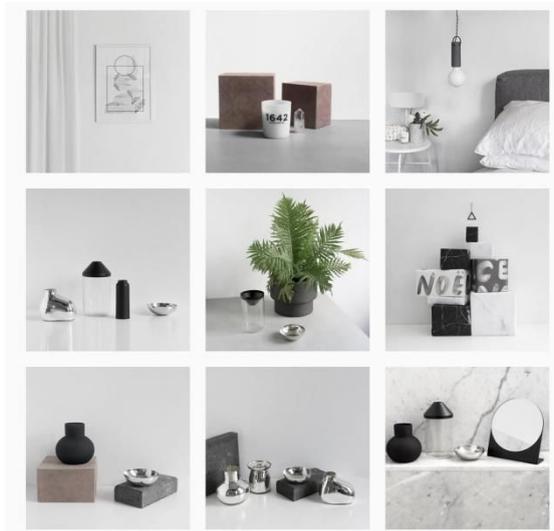
Hashtags are like keywords, they need to be used wisely and to be spot on for your brand or content. Keep it classy and clean with no exaggeration. After all, you seek quality audience, and not 'spammy' followers just for the sake of having followers.

### 3. Organize your Instagram feed

There is no denying the importance of the visual effect of an Instagram account on your audience. Some accounts just make you go WOW and are simply stunning. We will go now through some points that would show you how to create your Instagram feed in a way that is unique with the wow-factor!

The following 4 points are the main components to creating a theme for your Instagram feed. Being consistent with the design of your contents makes it not only more appealing to your audience, but it makes it recognizable and relatable to you or your brand.

- a) **Decide on your Instagram aesthetic.** In simpler words, the color scheme of your feed, which depends on both your taste and the type of content that you will be providing on your feed.
  - Crisp minimalist. A leading style these days, minimalist reflects the image of being clean and pristine, organized and simply well-polished.
  - Bold & vibrant. Bright colors send the message of being fun, cheerful and lively.
  - Bright pastels. Pastels have the advantage of combining the bold & vibrant with the minimalist, giving an in-between balance of both styles. So, it achieves or rather, sends the message of being both cheerful and classy at the same time.
  - Core colors for your brand. If you have a branding design, with a specific color scheme, then it would be a good option to make your feed follow that scheme so that people could easier relate your posts to your brand.
  
- b) **Experiment with grid layouts.** There are many layouts that you could try until you find one that you really like and that you would stick with to be part of your brand. From the checkerboard feed to the rainbow feed, you can view some of those layouts at [Preview](#), one of the leading Instagram supporting apps for the designing of your feed layout. [Plann](#) is also a great app that would help you design your Instagram layout, along with providing you with other functions such as analyzing and scheduling posts
  
- c) **The power of words and typography.** Much like images and pictures, the visual effect of words is of great importance. Whether it is a quote you're posting, a motivational word, or even simply typing a status update, the typography of the word makes a world of difference to how appealing it can be, which increase the chance of your audience enjoying text-based posts. Some of the Instagram friendly apps for creating visually appealing texts include, PicLab ([iOS](#) , [Android](#)) and Phonto ([iOS](#), [Android](#))
  
- d) **Consider borders.** Framing your images and posts is like adding the cherry on top of your cake or ice cream – whichever you prefer-. Borders and frames give your posts an extra clean and neat look that makes them more appealing to the eye. You can either frame your images by individually editing each picture when you post it or you could mass edit them using a layout organizing app such as the previously mentioned, [Preview](#) and [Plann](#).



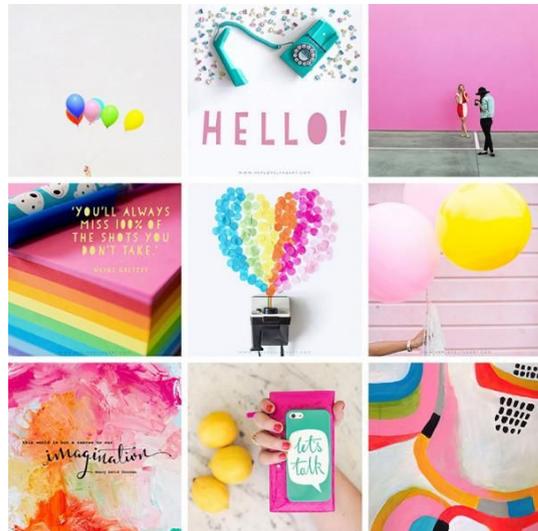
*Minimalist, White Borders*



*Pastel, No Borders*



*Checkerboard, With Typography*



*Bold & Vibrant, With Typography*

A final note on your Instagram feed is, give thought to the captions on your posts. When posting, don't just focus on the media (image/video) or the hashtags and hastily type some words in the captions. On the contrary, you should give it some thought and post quality captions, believe it or not, people read those and they represent the way you and your brand communicate to your audience.

#### 4. Use a complete Instagram strategy

- **Use your bio link the right way.** Instagram gives you the ability to add a link in your bio for a reason, which is to allow people to better know you (or your brand), so allow them to do so. Link in whichever site that relates to you the most and represents you in the best

possible way, be it your YouTube page, your blog, or even your LinkedIn page. Just use it well.

- **Use hashtags the smart way.** We've extensively talked about this point, so get back to it whenever you need to. Hashtags is how you would reel in audience at first, so use it in a way that would help you build a number of quality followers.
- **Engage your audience with promotions.** People simply love to voice their opinions and participate in events, it is simply a desire in all people, to want to be heard. Lucky for you there are many interesting ways by which you could provide this for your audience, it could be through regular polls, frequent contests and quizzes or even some giveaways every now and then. You could even schedule them and announce them some time ahead so that people would look forward to such events and eagerly wait to participate in them.
- **Get involved in the Instagram community.** For people to interact with you, you need to interact with them. It's like stating the obvious, but to be included in a community, you need to interact and get involved in it, and so is the case with the Instagram community. Follow people or brands that are similar to yours, comment on their posts and if that starts a conversation keep it going. You will get more exposure and you will be more involved and connected to the community.
- **Find the peak posting times and frequency.** The right time to post and frequency of posting is variable and it depends on your time zone as well as the niche you are targeting. Experiment and research for the peak times that are right for you, and how often you should be posting.
- **Use other tools that would optimize your Instagram experience.** For example, [Iconosqaure](#) allows you to find which posts are getting the most engagement and track those who follow or unfollow you when accessed from your web browser. You could also use apps such as [Hootsuite](#) and [Buffer](#) for scheduling and further analyzing your posts.

Finally, you want people to know about your Instagram page, don't you? Once you have a decent amount of posts and you are completely satisfied with your design, the next step would be to simply promote your Instagram account everywhere that you can. Through e-mail, other social media, or via physical marketing materials by having it printed on things that relate to your brand or even simply, by word of mouth.

And now that you have reached the end of this guide, you are all set to go ahead and enjoy creating your perfect Instagram feed!