

THE SIGNAL CHECKLIST

5 signals to aim at, and a checklist to run before you post.

Instagram has said that the three most important ranking signals are watch time, likes per reach, and sends per reach. Nobody outside Instagram knows the whole system, and it changes, so nobody can promise reach. This sheet shows you what to aim at.

THE 5 SIGNALS

#	Signal	What to do about it
1	Watch time	Give people a reason to stay to the end. Cut anything slow.
2	Sends per reach	Make something people want to send to a friend, like a checklist or a warning.
3	Likes per reach	Make the point worth a like. Ask for one clear reaction.
4	Original content	Instagram has said it favors original work over reposts. Film your own.
5	Your own insights	Check your average watch time. Compare your last 10 posts.

PRE-POST CHECKLIST

Check	Done
The first line gives a reason to keep watching	[]
Nothing slow in the first 5 seconds	[]
Someone would send this to a friend (checklist, warning, tip)	[]
The point is clear enough to deserve a like	[]
It is my own work, not a repost	[]
It ends with one clear action	[]

LAST-10-POSTS COMPARISON

Post	Avg watch time	Likes	Sends	What I will change
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Instagram's ranking changes often. Nobody can promise reach, views or followers. Educational only. Results vary by business and by account. No views, sales or income results promised.

Signals checked. Now give them a bigger audience to reach.

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