

THE INSTAGRAM SETTINGS CHECKLIST

5 settings that quietly hide a business account, plus 7 more worth checking. With the menu paths.

Menu names move around with every app update, so if a path below looks different on your phone, open Settings and use the search bar at the top: type the word in bold and the setting will come up. Tick each box as you go.

THE 5 FROM THE VIDEO

- ☐ 1. Account status. Settings > Help (or More info and support) > Account status. Anything not green means a post was limited or removed. Open it and tap Request a review. Reach often comes back within days.
- ☐ 2. Upload at highest quality. Settings > Data usage and media quality (sometimes under Your app and media) > Upload at highest quality: ON. Off by default on many phones, which is why videos look soft.
- ☐ 3. Search engine results. Settings > Account privacy (or Who can see your content) > Allow public photos and videos to appear in search engine results: ON. Public business accounts only. Google can then send people to your posts.
- ☐ 4. Alt text. While posting: Advanced settings > Write alt text. Put the words a customer would type: "roof repair Spring Hill FL, before and after". Instagram reads it like a search engine.
- ☐ 5. Professional account. Settings > Account type and tools > Switch to professional account (Business). You get Insights, the followers chart (best days and hours) and the Contact button on your profile.

7 MORE WORTH A MINUTE

- ☐ Hidden Words. Settings > Hidden Words. Turn on Hide comments and Advanced comment filtering so spam does not sit on your posts, but check the hidden folder weekly so real customers are not stuck there.
- ☐ Reels and remixes. Settings > Sharing and remixes: allow sharing to stories and allow remixing. Every share is free reach.
- ☐ Contact options. Edit profile > Contact options: add a phone number, email and address. A business with no contact button loses the people who were ready to call.
- ☐ Action button. Edit profile > Action buttons: Book now, Order, or Get quote. One tap instead of a DM.
- ☐ Category label. Edit profile > Category: pick the closest real category (Plumber, Dentist, Real estate agent). It shows under your name and helps search.
- ☐ Link in bio. Edit profile > Links: one link to the page that books an appointment or gets a quote. Not the home page.
- ☐ Two-factor login. Settings > Accounts Center > Password and security > Two-factor authentication. Losing a business account to a hack costs more than everything above.

THE ALT TEXT FORMULA

FORMULA

What customers type + where + what they see

[service] in [city], [what is in the photo]

"AC repair Brooksville, technician replacing a capacitor"

"family dentist Spring Hill FL, kids check-up with Dr. Lee"

"commercial cleaning Tampa, office lobby after a deep clean"

Why it works: Alt text is read by Instagram search and by screen readers. Plain words beat hashtags here.

PROFILE CHECK-UP (90 SECONDS)

Check

Name field contains what you do + your town (searchable)

Profile photo is a face or a clean logo, not a group shot

Bio line 1 says who you help and what you fix

Contact button and action button both work when tapped

Highlights cover: Reviews, Before/After, Pricing or How it works

Done

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Educational only. Setting names and locations change with app updates; this sheet reflects the app as of October 2026. No reach, follower or sales results promised.

Account fixed. Now who do you talk to?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com