Viralframe
CONTENT MARKETING AGENCY

FREE RESOURCE

The 10-point *Instagram audit.*

Score your own account in ten checks and see what to fix first.

Be honest. The score is *for you,* not for show.

Open your profile on your phone and go through the ten checks. Give each one 0, 1 or 2 points, using the descriptions on the next pages.

0

Needs work

It is missing or hurting you.

1

Partly there

It exists but could be sharper.

2

Working

It does its job.

Use the spreadsheet too

The XLSX that comes with this guide adds up your score and shows which checks to fix first. Type 0, 1 or 2 in each row.

A note: this audit is a guide, not a benchmark. It is based on what usually helps an account turn viewers into customers.

1 Name and username

Someone searching for what you do can find you.

0 POINTS	1 POINT	2 POINTS
The name is unclear or has symbols and nothing about what you do.	The name is clear but says nothing about your work.	The name or username includes what you do or where you work.

2 Profile photo

It is recognizable at thumbnail size.

0 POINTS	1 POINT	2 POINTS
Blurry, cropped badly or a tiny logo.	Clear, but different from your other platforms.	Clear, recognizable and consistent across platforms.

3 Bio

In five seconds a stranger knows what you do, for whom and what to do next.

0 POINTS	1 POINT	2 POINTS
Vague or only about you.	Says what you do, but not for whom, where or what next.	Says what you do, for whom, where, and gives one next step.

4 Link in bio

One link that leads to one clear action.

0 POINTS	1 POINT	2 POINTS
No link, or it is broken.	It works but sends people to a general page.	One link to one clear action, and you can see the clicks.

5

Highlights and pinned posts

They answer the questions people have before they contact you.

0 POINTS
None.

1 POINT
Some, but unorganized.

2 POINTS
They cover services, proof, common questions and how to contact you.

6

First 3 seconds of your reels

The opening gives a reason to keep watching.

0 POINTS
A greeting or a logo intro.

1 POINT
Some reels open with a clear hook.

2 POINTS
Most reels open with a hook that stands on its own.

7

Content mix

A plan that covers attention, trust and decision.

0 POINTS
Mostly promotion, or random topics.

1 POINT
Some educational posts, no plan.

2 POINTS
A planned mix of attention, education and decision content.

8 Consistency

A rhythm you can keep up for months.

0 POINTS	1 POINT	2 POINTS
Irregular, with long gaps.	You post weekly but without a pattern.	A steady rhythm that you can sustain.

9 Calls to action

Each post asks for one specific thing.

0 POINTS	1 POINT	2 POINTS
None.	Generic, such as "follow for more".	A specific ask in most posts.

10 Replies and lead handling

Messages and comments get a fast, useful answer.

0 POINTS	1 POINT	2 POINTS
Often ignored.	You reply within a day.	You reply fast and give a clear next step.

Add it up, then *fix the lowest scores first.*

0-7

Fix the basics

Start with the profile: name, photo, bio and link. These take an afternoon and affect every visitor.

8-14

Good base, tighten it

The profile works. Focus on your hooks, your content mix and your calls to action.

15-20

Strong, so measure and repeat

Track what brings messages and customers, and make more of it.

How to decide what to fix first

- Fix every 0 before you improve any 1.
- Profile checks (1 to 5) come before content checks (6 to 10).
- Run the audit again in 30 days and compare.

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Want us to audit the account *for you?*

We review your profile, your content and your lead handling, and give you a clear plan with the first things to fix.

viralframeagency.com

Service Full account audit
Email info@viralframeagency.com
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