

// you commented "GOOGLE" — here it is

Get your Instagram found on Google.

The 15-minute setup.

Since July 2025, Google has been indexing public professional Instagram accounts. Since **July 7, 2026**, Search Console shows you exactly which Google searches bring people to your posts. Three steps to switch it on — then one simple weekly habit (page 2).

01 Make sure Google can see you

~2 min

- ☐ Your account is **Public** and set to **Professional** (Creator or Business).
- ☐ Instagram Settings → Privacy → check that search engine visibility is **on**.
- ☐ Test it: search Google for `site:instagram.com/yourhandle` — if your posts appear, you're in.

02 Connect Google Search Console

~5 min

- ☐ Go to `search.google.com/search-console` (free, no website needed).
- ☐ Open the property selector → **Add property** → choose **Instagram**.
- ☐ Sign in to your Instagram account to verify ownership. Done — data appears within a few days.

Do this today, even if you optimize nothing else. Data starts collecting the day you connect — nothing is retroactive. Every week you wait is a week of insight you never get back.

03 Write posts Google can read

ongoing

- ☐ **First 125 characters of your caption** = your snippet in Google results. Open with the phrase a client would search — not "New post!!".
- ☐ Add **alt text** to every image (Advanced settings → Write alt text). Google reads it as data.
- ☐ On Reels, **subtitles and on-screen text** get indexed too. Say the keyword out loud.
- ☐ Keep **bio + name field + geotags** in one coherent niche. One clear topic signals authority.

// setup done? now make it pull leads

One search phrase. One post. Every week.

You don't need 100 optimized posts. You need a small, repeatable habit that compounds.

04 The weekly loop

~30 min / week

- 1 **Pick one real phrase** your ideal client actually types into Google. Specific beats broad.
- 2 **Answer it in one post.** Caption starts with the phrase. Alt text on. Keyword spoken in the Reel.
- 3 **Check Search Console monthly.** See which queries got impressions and clicks.
- 4 **Double down.** Whatever pulls searches — make more of it. Whatever doesn't — drop it.

// what "one real phrase" looks like

If you're an astrologer

- saturn return meaning explained
- kundli matching questions before marriage
- best astrologer in [your city]

If you're a fitness coach

- fat loss diet plan for beginners
- home workout without equipment
- online fitness coach [your city]

Swap in your niche and city. If someone would type it into Google at 11pm with a problem to solve — it's a good phrase.

// why this works

A feed post fades in 48 hours. A post that ranks on Google can pull searches — and leads — for years. That's the whole game: stop renting attention, start owning search results.

Stuck on any step? Just reply to this DM — happy to walk you through it. No pitch, we simply like seeing creators get found.