INSTAGRAM BIO CHECKLIST

Score your Instagram bio line by line across seven dimensions, then get three rewrites built from your own words.

Updated October 16, 2026 · chatinflow.com/free-tools/bio-optimizer

WHAT DOES AN INSTAGRAM BIO OPTIMIZER DO?

It reads your bio line by line and scores the seven things visitors react to: the hook, searchable words, the call to action, line breaks, length, emoji and the link. Then it rewrites the bio three ways from your own words, within the 150-character limit.

THE SEVEN CHECKS, AND WHAT A STRONG LINE LOOKS LIKE

Hook
The first line says what you do, with a number, a claim or a person behind it.

Discoverability
Two words people search for sit in the first line.

CTA
One clear next step, like DM me GUIDE or Book below.

Line breaks
Two or three short lines, each with one idea.

Length
Within 150 characters, so the end is never cut.

Emoji balance
One or two emoji that work like bullets, not decoration.

Link / handle
A real link, so every bio visit can be measured.

DRAFT THREE VERSIONS

Line 1: what and for whom	Line 2: proof	Line 3: next step

USE THE FREE BIO OPTIMIZER

1. **Paste your bio.** Copy it from your profile as it is, emoji and line breaks included.
2. **Choose who you are.** Creator, business, coach or online shop. The rewrites lean on what visitors expect from each.
3. **Pick a rewrite.** Compare three versions, fill any bracket left for you and paste your favorite into Instagram.

QUESTIONS PEOPLE ASK

How long can an Instagram bio be?
150 characters. The optimizer shows your count and flags a bio that goes over, because Instagram cuts the end.

What makes a good Instagram bio?
A first line that says what you do and for whom, words people search for, one clear next step and a link. The score shows which of those your bio already has.

Will it make things up about my business?
No. The rewrites reuse your own words. When a version needs something only you know, such as a number or a city, it leaves a bracket for you to fill.

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