INSTAGRAM PRE-POST CHECKLIST

Find out what carried a post and what held it back: hook, CTA, length, hashtag mix, engagement against the benchmark, and timing.

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WHAT DOES AN INSTAGRAM POST ANALYZER CHECK?

It reads the caption and the numbers and checks six things: the hook, the call to action, caption length for the format, the hashtag mix, engagement against a benchmark for your niche and size, and the posting time. You see what carried the post, what held it back and what to change next time.

CAPTION LENGTH THAT READS BEST ON INSTAGRAM

Format	Characters
Reel	80 to 350
Photo	120 to 600
Carousel	140 to 800
Story	10 to 120

BEFORE YOU PUBLISH

- [ ] The first line opens with a number, a question or a claim.
- [ ] One call to action, not three.
- [ ] The caption fits the range for its format.
- [ ] Hashtags mix broad, medium and niche tags.
- [ ] It goes out in one of your audience's busy hours.
- [ ] You know what you will count as a good result.

USE THE FREE POST ADVISOR

1. **Paste the caption.** Add the hashtags too, inside the caption or on their own.
2. **Add the context.** Your niche, follower range and format. Likes, comments, reach and the posting time are optional and unlock two more checks.
3. **Read the verdict.** See what worked, what did not and the change most likely to help the next post.

QUESTIONS PEOPLE ASK

What is a good engagement rate on Instagram?
It depends on the niche and the size of the account, which is why the advisor compares your post with a benchmark for both instead of one number for everyone.

Do I need to connect my account?
No. Paste a caption and it works. Connect Instagram in your dashboard and you can pick one of your own posts instead of typing the numbers.

Does it look at the image or the video?
No. It reads the caption, the hashtags, the numbers and the time. How the picture or the first seconds of a reel look is still your call.

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