So Flo School

workbook

hashtags EXPLAINED

HASHTAGS PROVIDE A SIMPLE WAY FOR USERS TO SEARCH FOR *specific content*

Its important to remember that Hashtags are **ONLY** relevant to Instagram and TikTok.
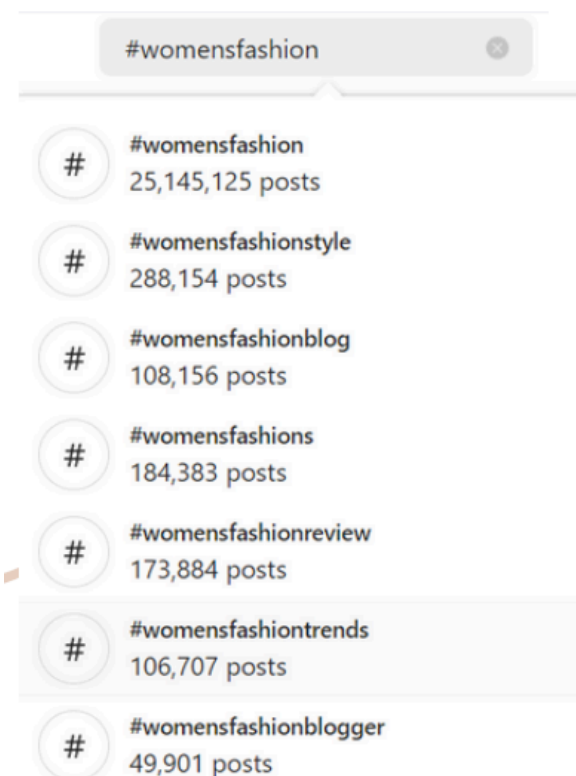
Where to find them?

There are a few ways you can find relatable hashtags for your business and post.

1. Head to your competitor's page and check out what hashtags they're using and add them to your list.

2. Use the search bar on Instagram and see what variations of a popular hashtag you could use.

If a hashtag has millions of posts (see the number underneath the wording) , it is likely flooded. Whilst you *can* use these you will be competing with 25,145,125 other posts - meaning you'll never be seen.

Instead, add in more targeted ones E.g. instead of #womensfashion which has over 25 million posts, try #womensfashiontrends which only has 100,000 posts.

#womensfashion	⊗
# #womensfashion 25,145,125 posts	
# #womensfashionstyle 288,154 posts	
# #womensfashionblog 108,156 posts	
# #womensfashions 184,383 posts	
# #womensfashionreview 173,884 posts	
# #womensfashiontrends 106,707 posts	
# #womensfashionblogger 49,901 posts	

It's important to find a happy medium with the amount of posts.
Too many you'll be lost, none you'll never be seen,

CREATING YOUR OWN *hashtags*

10 – ORGANIC TO THE POST

These are hashtags that are very specific to your image/your business. Think of your customers & what they will be searching for, then find hashtags that will bring them to your post.

5-10 RELEVANT TO YOUR INDUSTRY

These help your ideal customer find you. They are more general hashtags that are relevant to your industry or industries that align with your product or service.

5-10 LOCATION

Hashtags relevant to your local area. Great for service businesses or bricks and mortar stores - but if you are solely online, you can still leverage them!

example

LOCATION	ORGANIC	INDUSTRY
#brisbanehairdresser	#balyagehighlights	#skincaresolutions
#brisbanebrides	#bridalhairstyle	#ladiesfashionstyle
	#haircarespecialist	#beautysalonbrisbane

CREATING YOUR *hashtags*

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- INDUSTRY SPECIFIC

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search engine optimisation (SEO)

IT'S ALL ABOUT THE *keywords*

Keywords play a crucial role in Instagram SEO. These are the words or phrases that potential customers use to search for content related to your business or industry. Including relevant keywords in your Instagram bio, captions, and hashtags can significantly improve your visibility.

Your Instagram bio should specifically describe your business, incorporating main keywords that relate to your brand (refer back to week 2's bio optimisation worksheets).

For captions and hashtags, use a mix of popular and niche-specific keywords to reach a broader audience while also targeting those specifically interested in your niche.

Engagement is another crucial factor. Instagram's algorithm favors content with higher engagement rates, meaning posts that receive a lot of likes, comments, and shares are more likely to appear in search results and explore pages.

Encourage interaction by creating content that ask's questions in your captions, and responding to comments on your posts. Consistently posting high-quality, relevant content that resonates with your audience can also boost engagement and, by extension, your visibility on the platform.

Why is SEO important for your Instagram strategy? Simply put, it helps your business get discovered by people who are interested in your products or services but might not know about your brand yet. By optimizing your profile and content for search, you can increase your reach, attract more followers, and ultimately, drive more business. In a digital age where social media platforms are crowded with content, standing out to your target audience through effective SEO practices is more important than ever.

Creating content with SEO (Search Engine Optimization) in mind is crucial for improving your website's visibility and attracting more visitors. By breaking the process down into five manageable steps, you can make your content more SEO-friendly and ensure it ranks higher on search engine results pages (SERPs).

Keyword Research: Start by identifying the keywords and phrases that your target audience is searching for. These are the terms they type into search engines when looking for information, products, or services in your niche. Use tools like Google Keyword Planner or SEMrush to find relevant keywords with high search volumes and low to moderate competition. Incorporating these keywords into your content helps search engines understand what your page is about and index it accordingly.

Quality Content Creation: Once you have your keywords, focus on creating high-quality, informative, and engaging content that addresses your audience's needs and questions. Your content should provide value and answer the search intent behind the keywords. Avoid keyword stuffing, which can negatively impact your SEO efforts. Instead, naturally integrate keywords into your text, including headings, subheadings, and throughout the body in a way that reads smoothly.

brainstorm

RESEARCHING YOUR *keywords*

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- LOCATION SPECIFIC

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- COMPETITION TO ME

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