

Instagram Hashtagging Guide

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Grab a pen and paper, and start brainstorming! Hashtagging is not hard or complicated, it just takes a little know-how and cleverness. The point of using hashtags is to stand out in the crowd, not to get lost in others' similar products or services. When you're jotting down ideas and/or hashtags that you find, ask yourself how this is setting you apart from others using that hashtag. Remember: hashtags are a search engine, so make sure that you're positioning yourself to both be found, and to be surrounded by good, quality content that your ideal client/customer would enjoy.

TIPS FOR SEARCHING FOR HASHTAGS

- List the main keywords you use or want associated with your business
- List the types of businesses and/or industries that are related to your business
- List the brand's pages that are similar in industry to yours
- List terminology, words, acronyms, etc for your industry
- Search for hashtags with your keywords in them
- Search for hashtags within your industry and other, related industries
- Find pages similar to your brand & check their hashtags for the below criteria
- Search for tags with terminology specific to your industry to find similar pages
- Choose hashtags that are related, but not too specific
- Use the "suggested/related hashtags" across the top to explore even further

HOW TO RECOGNIZE QUALITY HASHTAGS

- Check the tags for utilization size (50,000 – 500,000 is ideal)
- Check the tags for quality of content - is this the type of list you want your brand included in?
- NOT on the ban list: <http://herpaperoute.com/complete-list-banned-hashtags-instagram/>