

The Instagram Traffic Takeover Workshop

Day 2 Research Cheatsheet

Step 1: Make a list of all the keywords people will be searching for to find YOU and YOUR content.

Step 2: Take each keyword, put it into a spreadsheet, and search for all hashtags related to that keyword.

Step 3: Put each hashtag for each keyword into your spreadsheet. Remember to color code them or something so that you can follow the hashtag formula when you post your content.

Hashtag Formula For Posting:

15 hashtags with under 100K posts

10 hashtags with 100k-1 million posts

5 hashtags with over 1 million posts