PAPER CRANE STUDIO

FREE GUIDE 03 · INSTAGRAM GROWTH

Instagram captions *locals can find*

A 5-step system so people searching for what you sell, in your area, find your posts and your profile on Instagram. No ads, about 90 minutes to set up, then 5 minutes a post.

Research · Profile · Captions · Reels · Test



Inside: 5 steps · 5 copy-paste prompts · a free tracker sheet · a 7-day plan

Works in English, Kannada, Tamil, Telugu or Hindi.

BEFORE YOU START

People search Instagram now. *Give them the words.*

People now use Instagram like a search engine: “eggless cake Jayanagar”, “bridal makeup Mysuru”, “AC service near me”. Instagram search reads the words in your name, bio, captions and on-screen text, not just hashtags. Since July 2025, public posts from professional accounts can also show up in Google results. If your captions only say “Happy Monday ✨ #love”, nobody searching can find you. The 5 steps below fix that. Do one step a day.

What you need

- Your Instagram set up as a Business or Creator account (Settings → Account type and tools).
- A friend's phone, or a second account, to test search.
- An AI assistant: ChatGPT, Gemini or Claude. A free plan is enough.
- The free tracker sheet below (make a copy).

Three ground rules

- Write for people first. A caption that reads naturally beats a list of keywords.
- Say what and where. “Cake shop in Jayanagar” is a search; “Baked with love” is not.
- 3 to 5 hashtags, no more. Instagram now caps posts at 5, and the caption words matter more.

The five, at a glance



01 Find the 5 words your customers type — ~20 min



02 Put your main keyword in your name and bio — ~15 min



03 Line 1 = what you sell + where — 5 min a post



04 Say the keyword on screen and out loud — ~2 min a reel



05 Search yourself and track what works — ~10 min a week

RESEARCH

01 Find the 5 words your customers type



~20 min | Tools: Instagram search + any AI assistant + tracker sheet

Use: Once, then every 3 months

Your customers don't search for your shop name. They search for what they want and where. Write down their words, not yours.

1. Open Instagram search and type the start of what you sell (“eggless ca...”). Note the suggestions Instagram fills in.
2. Ask 3 regular customers: “What would you type to find a shop like ours?” Note their exact words.
3. Run the prompt below to get more ideas, including words in your local language.
4. Pick 5: one main keyword (what + area) and 4 product words. Put them in the tracker sheet.

COPY-PASTE PROMPT

```
I run [BUSINESS TYPE] in [AREA, CITY]. We sell [MAIN PRODUCTS /
SERVICES].
List 20 short phrases (2-4 words) that local customers would type into
Instagram or Google search to find a business like mine.
Mix: product + area (e.g. "[PRODUCT] [AREA]"), occasions (birthday,
wedding, festival), problems they want solved, and 5 phrases in [LOCAL
LANGUAGE] the way people actually type them.
No brand names. Sort by how likely a real person is to type it.
```

LEVEL UP

Check Instagram Insights → a post → “Profile activity” and “Accounts reached”: posts with more non-follower reach tell you which words are working.

WATCH OUT

Don't pick words that are too broad (“cake”, “food”). Millions of posts compete. Add your area or a detail (“eggless cake Jayanagar”).

📄 **Make a copy: keyword & caption tracker:** https://docs.google.com/spreadsheets/d/1mxps6F_8fySnwhN-54C913ExRdq-w2dX-jDKj2kE1H4/copy

PROFILE

02 Put your main keyword in your name and bio



~15 min | Tools: Instagram app → Edit profile | Use: Once

Your Name field (not your @username) and your bio are searchable. They're the first thing Instagram matches when someone searches a phrase.

1. Edit profile → Name: “[Business name] | [main keyword]”, e.g. “Ammu's Cakes | Cake shop Jayanagar”. Keep it under 30 characters if you can.
2. Bio line 1: what you sell + where + one proof (“Eggless & birthday cakes in Jayanagar · baked fresh daily”).
3. Bio line 2: how to order (WhatsApp, timings) and your link.
4. Set the category (Bakery, Salon, Boutique...) and turn on your address or area if customers visit you.

COPY-PASTE PROMPT

```
Write 5 options for an Instagram bio (max 150 characters) for [BUSINESS
NAME], a [BUSINESS TYPE] in [AREA, CITY].
Must include the phrase "[MAIN KEYWORD]" naturally in line 1, one real
proof point ([PROOF, e.g. since 2012 / 4.8 on Google / same-day
delivery]) and a clear way to order ([WHATSAPP / LINK]).
Friendly, plain words, max 1 emoji per line. No hashtags.
```

LEVEL UP

Use the same main keyword in your Story Highlight names (“Cakes Jayanagar”, “Eggless menu”).

WATCH OUT

You can change your Name only twice in 14 days. Decide it once, properly.

03 CAPTIONS
Line 1 = what you sell + where



5 min a post | Tools: Any AI assistant + tracker sheet | Use: Every post

Instagram shows only the first line before “more”, and search weighs it heavily. Make line 1 the search phrase, written like a hook.

1. Line 1: keyword + hook. “Cake shop in Jayanagar: the eggless chocolate cake everyone asks for.”
2. Lines 2–4: something useful (price, timing, how much it serves, how to order).
3. One clear call to action: “Order on WhatsApp” or “Comment CAKE and we'll send the menu.”
4. Last line: who + what + where (“Ammu's Cakes · eggless cakes in Jayanagar, Bengaluru”).
5. 3–5 hashtags: one for the product, one for the area, one for your brand. Rotate them.

COPY-PASTE PROMPT

```
Write an Instagram caption for [BUSINESS NAME] in [AREA, CITY] for this
post: [WHAT THE PHOTO/REEL SHOWS].
Line 1 must start with or contain "[KEYWORD]" and work as a hook (max 12
words).
Then 2-3 short lines with useful details: [PRICE / TIMING / HOW TO
ORDER].
Then one call to action: [CTA].
Then one line: "[BUSINESS NAME] · [WHAT] in [AREA], [CITY]".
Then 4 hashtags: one product, one area, one city, one brand.
Write it in [LANGUAGE], natural and friendly. No keyword stuffing.
```

LEVEL UP

Write the caption in the language your customers search in. A Kannada caption with the English keyword in line 1 (“Cake shop in Jayanagar”) covers both.

WATCH OUT

Don't paste the same caption every time. Change line 1 for each post, using a different word from your list.

REELS

04 Say the keyword on screen and out loud



~2 min a reel | Tools: Instagram editor or any video app | Use: Every reel

Instagram can read the text on your video and auto-captions what you say. Use the same words there as in your caption.

1. First 2 seconds: put the keyword on screen as a question (“Eggless cake in Jayanagar?”).
2. Say it in your first sentence, the same way people type it.
3. Turn on auto captions in the Instagram editor so the spoken words become text.
4. For photo posts: Advanced settings → Write alt text, and describe the photo with your keyword.

COPY-PASTE PROMPT

```
Turn this caption into a 20-second reel script for [BUSINESS NAME]:
[PASTE CAPTION].
Line 1 (first 2 seconds) = a question that contains "[KEYWORD]".
Then 3 short lines that show, not tell, and one call to action.
Also give me: on-screen text for each line (max 6 words each), and alt
text for the cover photo.
Language: [LANGUAGE].
```

LEVEL UP

Film the cover frame with the product clearly visible. A clear first frame also helps people decide to watch.

WATCH OUT

Don't cover the product with text. Keep words in the top or bottom third.

TEST

05 Search yourself and track what works



~10 min a week | Tools: A friend's phone + Instagram Insights + tracker sheet

Use: Every week

You can't see search rankings directly, so test like a customer. It takes a few days to a few weeks for new captions to show.

1. From a friend's phone (not following you), search each of your 5 words. Check the Top, Accounts and Reels tabs.
2. Note in the sheet: did you show up, and where?
3. In Insights, compare reach from non-followers on posts with keyword captions vs old ones.
4. Keep the words that bring reach; swap one word a month for a new one from your list.

COPY-PASTE PROMPT

```
Here are my last 6 Instagram posts with their first caption line and
reach from non-followers:
[PASTE: line 1 → reach]
Which first lines worked best and why? Suggest 5 new first lines for next
week, each using one of these keywords: [YOUR 5 KEYWORDS]. Keep them
under 12 words.
```

LEVEL UP

Reply to comments with full sentences that include your keyword ("Yes, we do eggless cakes in Jayanagar!"). Comments are text too.

WATCH OUT

Don't judge after one post. Give a keyword at least 2 weeks and 4 posts.

📄 **Make a copy: keyword & caption tracker:**
https://docs.google.com/spreadsheets/d/1mxps6F_8fySnwhN-54C913ExRdq-w2dX-jDKj2kE1H4/copy

PLAN

Your 7-day plan

Day 1
Collect search words: Instagram suggestions, 3 customers, the AI prompt.

Day 2
Pick your 5 words and fill the tracker sheet.

Day 3
Update your Name field, bio and category.

Day 4
Write 3 captions with the formula and schedule them.

Day 5
Post a reel with the keyword on screen and in your first sentence.

Day 6
Add alt text to your 6 best old photo posts.

Day 7
Search yourself from a friend's phone and note the results.

5 mistakes to avoid

- Captions that never say what you sell or where you are.
- 30 hashtags and no words. Instagram allows 5 now, and stuffing looks like spam.
- Changing your Name field every week (and losing the keyword people know).
- Copy-pasting one caption on every post.
- Posting AI-written captions with wrong prices or timings. Always check.

PAPER CRANE STUDIO

Want us to do this for you?

Paper Crane Studio plans content, writes captions and reels in English, Kannada, Tamil, Telugu and Hindi, and sets up search (SEO and AI search) for businesses across India. Tell us about yours.

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