

Add your site link to your Instagram bio

Put your site's address in your Instagram bio so people can tap it, and how to make that link easy to find.

Instagram doesn't make links in captions clickable. The link in your bio is the one people can tap. Here is how to put your new site there, and how to use it.

Steps

1. Open Instagram on your phone and go to your profile.
2. Tap **Edit profile**.
3. Find the **Links** or **Website** line and tap it.
4. Add your site's full address, starting with `https://`. Copy it from your site's address bar so it's exact.
5. Save.

Instagram changes its menus often, so your screen may word these a little differently.

Make it easy to find

- Put "Menu, hours and more" or "Book and see our work" in the bio text, with a plain pointer to the link.
- Keep the bio short. Say what you do and where.
- In a caption, write "link in bio" and not the address, since the address won't open from there.
- Test it: open your profile on another phone and tap the link.

Pin the idea to a story

A story that says "New website" with the link sticker lets people tap straight from the story for 24 hours. Instagram decides who sees stories, so there's no promise about how many will.

Good to know

- This is your account, and we don't post to it or manage it. You choose what to share.
- If you change your site's address one day, update the link in your bio and tell us.
- Add the same link to your Facebook page and your email signature, if you use them.
- The launch kit has an Instagram caption you can use.

Why it helps

Customers who see your photos can go straight to your hours, menu and contact page. A bio link that works is better than one that's missing or goes to an old page.

Need a hand?

If the link doesn't open the right page, send us a screenshot at hello@zossoz.com and we'll check whether the address is right.

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