
Visibility Cheatsheet: SEO for IG

**How Your Instagram Posts
Can Get You Bookings Without Ads
Through Google**

**A Practical Guide for Airbnb Hosts, Shortlet Owners, Hotels, and Other
Hospitality Businesses**



BYAMY

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Your Instagram Posts Can Do More Than Get Likes...

What if your Instagram content could show up when someone searches Google for:

- **Luxury Airbnb in Lagos**
- **Best shortlet in Abuja**
- **Boutique hotel near me**
- **Romantic restaurant in Lekki**
- **Weekend getaway ideas**
- **Things to do in Calabar**

The good news?

It can.

Instagram has evolved beyond being just a social media platform. Today, Google can index public Instagram content, meaning your Reels, carousels and captions have the potential to appear in search results when people are actively looking for the experiences and services you offer.

For hospitality businesses, that's a huge opportunity.

Instead of creating content that disappears after a few days, you can create **searchable content** that continues bringing potential guests to your business long after you hit "Post."

Whether you manage an Airbnb, operate a shortlet business, own a hotel, run a restaurant, organise tours, or sell travel experiences, this guide will show you how to make Instagram work harder for your business.

Inside This Cheatsheet

- ✓ Why Instagram SEO matters
- ✓ The 4-step SEO for IG Framework
- ✓ "Magic Keywords" your ideal guests are already searching
- ✓ How to optimise Reels, Carousels and Captions
- ✓ Plug-and-play examples for hospitality businesses
- ✓ A simple checklist to use before every post

★ Want to Turn Instagram Into a Booking Machine?

This guide gives you the essentials. However inside the **Hospitality Success Strategies** programme, you'll learn how to build a complete marketing system that attracts more visibility, generates consistent enquiries, and increases direct bookings for your hospitality business.

Book a free discovery call to explore if it's the right fit for your business:

<https://calendly.com/amarachironkwe>

Let's make your Instagram content searchable, not just scrollable.

PART 1: WHY INSTAGRAM SEO MATTERS

Stop Posting for Likes. Start Posting to Get Bookings.

For years, businesses posted on Instagram hoping the algorithm would show their content to enough people, or had to run ads for visibility.

Today, there's another opportunity.

Your public Instagram content can now become searchable, meaning potential guests can discover your business even if they don't follow you.

That means your content can work for you **days, weeks, or even months after you publish it.**

For hospitality businesses, that's a game changer.

Instead of relying solely on hashtags or viral videos, you can create content that appears when someone is actively searching for exactly what you offer.

Imagine someone searching:

 *Luxury Airbnb in Lagos*

 *Best hotel in Abuja for business travellers*

 *Romantic restaurant in Victoria Island*

 *Weekend staycation in Ibadan*

If your Instagram content is properly optimized, **your post could become part of the answer.**

Why This Matters for Hospitality Businesses

Unlike many industries, hospitality is driven by **intent**.

People aren't scrolling aimlessly—they're actively searching for places to stay, eat, relax or explore.

That means your Instagram content can meet potential customers at the exact moment they're planning to book.

SEO-Optimised Instagram Content Can Help You:

- ✓ Increase profile visits
 - ✓ Reach people outside your followers
 - ✓ Generate more direct enquiries
 - ✓ Improve trust and credibility
 - ✓ Reduce dependence on paid advertising
 - ✓ Attract guests who are already ready to book
-

The New Instagram SEO Formula

Think of every post as a mini search result.

The more clearly Google understand your content, the more likely it is to show it to the right audience.

Instead of limiting yourself to asking:

"How do I beat the algorithm?"

Start asking:

"What is my ideal guest/client searching for?"

That one shift changes everything.

PART 2: THE SEO FOR IG FRAMEWORK

The 4-Step System That Makes Your Instagram Content Searchable

You don't need to become an SEO expert to make Instagram work harder for your business.

Whether you run an Airbnb, shortlet, hotel, restaurant, travel agency, tour company, spa, or event venue, the process is surprisingly simple.

Follow these 4 steps before every post.

STEP 1: Choose a Magic Keyword

A **Magic Keyword** is simply a phrase your ideal customer is already searching for.

Think about what someone would type into Google, Instagram Search, TikTok Search, or YouTube when looking for your service.

Airbnb & Shortlet Examples

- ✓ Luxury Airbnb in Lagos
- ✓ Affordable shortlet Abuja
- ✓ Staycation in Lekki
- ✓ Family-friendly Airbnb
- ✓ Serviced apartment Victoria Island
- ✓ Shortlet with swimming pool

Hotel Examples

- ✓ Boutique hotel in Abuja
- ✓ Hotel near airport
- ✓ Romantic hotel getaway

- ✓ Business hotel Lagos
- ✓ Hotel with conference facilities

Restaurant Examples

- ✓ Best brunch in Lagos
- ✓ Rooftop restaurant Abuja
- ✓ Romantic dinner spot
- ✓ Seafood restaurant Lekki
- ✓ Sunday buffet Lagos

Travel & Tour Examples

- ✓ Dubai travel package
- ✓ Things to do in Calabar
- ✓ Zanzibar honeymoon package
- ✓ Visa assistance services
- ✓ Family vacation ideas

Rule: Use real phrases people search for—not clever slogans.

STEP 2: Put the Keyword in Your First Sentence

This is one of the most important parts of Instagram SEO.

The first sentence of your caption acts like a headline.

It tells Instagram and Google what your content is about.

Example

✗ Bad:

"Had an amazing weekend hosting wonderful guests."

✓ Better:

"This luxury Airbnb in Lagos is perfect for weekend staycations and business travellers."

See the difference?

The second version contains a searchable phrase that gives context immediately.

STEP 3: Reinforce the Keyword Naturally

After using your keyword in the first sentence, mention it naturally 1–2 more times throughout your caption.

Don't force it.

Don't stuff it.

Just write like a human.

Example

Keyword: Boutique hotel in Abuja

"Our boutique hotel in Abuja was designed for travellers who want comfort, convenience and a personalised experience. Located close to the city's business district, it's become a favourite choice for both corporate and leisure guests."

Notice how the keyword appears naturally while still sounding conversational.

STEP 4: Turn It Into a Searchable Reel or Carousel

Instagram is increasingly prioritising video and educational content in search.

That means your keyword shouldn't only appear in the caption.

Include it in:

- ✓ On-screen text
- ✓ Reel cover title
- ✓ Spoken audio
- ✓ Carousel slide titles
- ✓ Alt text
- ✓ Location tags

Example Reel Cover

"Luxury Airbnb in Lagos: Full Apartment Tour"

Example Carousel Title

"5 Reasons This Abuja Shortlet Is Perfect for Business Travellers"

The more places your keyword appears naturally, the easier it becomes for search engines and users to understand your content.

The SEO for IG Formula

Before every post, remember this:

Keyword → First Sentence → Context → Content → CTA

1. Choose a searchable keyword.
2. Use it in the first line.
3. Support it with valuable content.
4. Deliver it through a Reel or Carousel.
5. End with a clear call-to-action.

Simple. Consistent. Effective.

PART 3: MAGIC KEYWORDS FOR HOSPITALITY BUSINESSES

The Secret to Getting Found by People Ready to Book

A **Magic Keyword** is the exact phrase your ideal guest is typing into Google or Instagram when they're actively looking for a place to stay, dine, relax or explore.

The goal isn't to guess what people are searching—it's to use the same language they use.

When your content includes these search phrases naturally, Instagram and Google can better understand what your post is about and recommend it to the right audience.

Airbnb, Shortlets & Hotels

Your guests are usually searching by **location + property type + purpose**.

Examples of High-Intent Keywords

Location-Based

- Luxury Airbnb in Lagos
- Shortlet in Abuja
- Lekki serviced apartment
- Victoria Island Airbnb
- Hotel in Ikeja
- Boutique hotel in Abuja

Experience-Based

- Weekend staycation
- Romantic getaway
- Family-friendly Airbnb
- Business travel accommodation
- Pet-friendly Airbnb
- Hotel with swimming pool

Feature-Based

- Apartment with ocean view
- Shortlet with free Wi-Fi
- Hotel with conference facilities

- Airbnb with private pool
 - Self check-in apartment
 - Fully furnished apartment
-

Example Caption

First Sentence:

"Looking for a luxury Airbnb in Lagos for your next staycation? Here's why guests love this apartment."

Notice how the keyword appears naturally without sounding forced.

Restaurants, Cafés & Lounges

Customers often search based on **food, occasion or experience**.

Popular Keyword Ideas

- Best brunch in Lagos
 - Rooftop restaurant Abuja
 - Romantic dinner Lagos
 - Seafood restaurant Lekki
 - Sunday buffet Abuja
 - Breakfast spot near me
 - Outdoor dining
 - Coffee shop with Wi-Fi
 - Fine dining restaurant
 - Cocktail lounge
-

Travel Agencies, Tour Companies & Experience Providers

Travellers search using **destinations, experiences and travel goals**.

Popular Keyword Ideas

- Dubai travel package
 - Zanzibar honeymoon
 - Visa assistance Nigeria
 - Things to do in Calabar
 - Group travel packages
 - Family vacation ideas
 - Luxury travel experiences
 - Weekend getaway Nigeria
-

Pro Tip: Think Like Your Guest

Before creating any post, ask yourself:

"If I were looking for this service today, what would I type into Google?"

That's usually your Magic Keyword.

The simpler and more specific the phrase, the easier it is for search engines—and your ideal customers—to understand exactly what you're offering.

PART 4: WHERE TO USE YOUR MAGIC KEYWORDS

Don't Just Know the Keyword—Know Where to Put It

Using the right keyword is only half the strategy.

To maximise your visibility, you need to place it where both Instagram and Google can easily understand what your content is about.

Think of your keyword as the "theme" of your post. The more consistently it's used (without overdoing it), the stronger the signal you send to search engines.

1. Your Caption (Most Important)

The **first sentence** of your caption carries the most weight.

Instead of opening with:

✗ *"Another beautiful couple we hosted this weekend..."*

Try:

✓ *"Looking for a luxury Airbnb in Lagos for your next staycation? Here's one our guests absolutely love."*

Then mention the keyword naturally another 1–2 times throughout the caption.

2. Your Reel Cover

Your Reel cover acts like the title of a YouTube video.

Use a clear, searchable phrase instead of something vague.

Instead of:

✗ Apartment Tour ✨

Try:

✓ Luxury Airbnb in Lagos

✓ Weekend Staycation in Abuja

3. On-Screen Text

Google can read text that appears in your videos.

Use your keyword within the first few seconds.

Examples:

- 📍 Luxury Shortlet in Abuja
- 📍 3 Reasons Guests Love This Hotel
- 📍 Best Rooftop Restaurant in Lagos

Keep it short, bold and easy to read.

4. Say the Keyword Out Loud

If you're speaking in your Reel, mention your keyword naturally within the first few seconds.

For example:

"If you're looking for a family-friendly Airbnb in Lagos, here's one that's perfect for your next holiday."

Google increasingly understands spoken words, making this another opportunity to reinforce your topic.

5. Location Tags

Always tag your property or business location where relevant.

For hospitality businesses, location is often one of the biggest deciding factors for potential guests.

Pairing location tags with location-based keywords strengthens your discoverability.

6. Alt Text

Instagram allows you to add **Alt Text** to your posts.

Originally created for accessibility, Alt Text also helps describe your content more clearly.

Example:

"Luxury serviced apartment in Lekki with modern interiors, private balcony and swimming pool."

Write naturally—as if you're describing the image to someone who can't see it.

7. Hashtags (Support, Don't Lead)

Hashtags still have a place—but they should support your keyword strategy, not replace it.

Instead of adding 30 random hashtags, use **3 highly relevant ones**.

Example:

#LuxuryAirbnbLagos

#ShortletAbuja

Remember: **Keywords tell search engines what your content is about. Hashtags simply reinforce that message.**

One piece of content can be optimised in **six or more places** without sounding repetitive.

Inside the **Hospitality Success Strategies** course, we share our complete Instagram SEO workflow, including our content planning system and AI prompts that help you optimise every post in minutes.

Want to see how this strategy can work for your business?

Book a personalised [Discovery Call](#) and let's map out your visibility strategy together.

PART 5: THE SEO CAPTION FORMULA

Write Captions That Get Found—And Get Bookings

A common misconception about Instagram SEO is that you need long, complicated captions filled with keywords.

You don't.

The goal is to write naturally while making it crystal clear what your post is about.

The easiest way to do that is by following this simple formula.

The Hospitality SEO Caption Formula

1. Start With Your Magic Keyword

Your first sentence should include the exact phrase someone is likely to search for.

Think of it as the title of your post.

Example

Luxury Airbnb in Lagos for your next staycation? Here's why guests keep coming back.

2. Add Context

Now explain what makes your business, property or experience worth discovering.

This helps both readers and search engines understand your content.

Example:

"Located in the heart of Lekki, this fully serviced apartment combines hotel-quality comfort with the privacy of home—making it ideal for business travellers, couples and weekend getaways."

3. Deliver Real Value

Instead of simply promoting your business, give people a reason to stay and read.

Answer questions they may already have.

Highlight features.

Share insider tips.

Tell a short story.

Examples:

- ✓ What guests love most
- ✓ Nearby attractions
- ✓ Local recommendations
- ✓ Travel tips
- ✓ Common questions you receive

Remember:

Helpful content builds trust. Trust leads to bookings.

4. End With a Clear Call-to-Action

Tell readers what to do next.

Keep it simple.

Examples:

- Save this for your next trip to Lagos.
- Share this with someone planning a staycation.
- Which feature would you enjoy most?
- Tag your travel partner.
- Send us a DM to check availability.

Small actions like comments, saves and shares also signal to Instagram that your content is valuable.

Example Caption

Keyword:

Luxury Airbnb in Lagos

Caption:

Looking for a luxury Airbnb in Lagos for your next staycation? This beautifully designed apartment in Lekki offers everything you need for a relaxing escape—from stylish interiors and high-speed Wi-Fi to a private balcony and self check-in.

Whether you're planning a romantic weekend, a work trip or simply need a change of scenery, you'll be minutes away from great restaurants, shopping and nightlife. Save this post for your next Lagos trip—or send us a message to check availability.

Keep This in Mind

People don't search for businesses.

They search for **solutions**.

They aren't looking for:

"YourName Apartments."

They're looking for:

- ✓ Luxury Airbnb in Lagos
- ✓ Family-friendly hotel
- ✓ Weekend staycation
- ✓ Romantic restaurant
- ✓ Business accommodation in Abuja

Create content around what your audience is searching for—not just what you want to promote.

One of the biggest shifts we teach inside the **Hospitality Success Strategies** course is moving from **promotional content** to **searchable content**.

It's a simple change, but one that can dramatically improve your visibility over time.

PART 6: THE SEARCHABLE REEL FORMULA

The Best Reels Don't Just Go Viral—They Get Found

Many hospitality businesses create beautiful Reels.

The problem?

Most of them start with cinematic shots, trending music and aesthetic edits... but never tell Instagram (or potential guests) what the video is actually about.

A searchable Reel does both.

It captures attention **and** clearly communicates who it's for.

The 5-Second Rule

The first five seconds of your Reel should answer one simple question:

"What is this video about?"

Don't make viewers guess.

Tell them.

Instead of...

"Come with us..."

"POV..."

"Weekend vibes..."

Try...

✓ **Luxury Airbnb in Lekki with a rooftop pool**

✓ **Looking for a romantic hotel in Abuja?**

✓ **Here's one of our guests' favourite restaurants in Victoria Island.**

Being specific helps the right audience find you.

The Searchable Reel Checklist

Before you post, make sure your Reel includes:

- ☐ A Magic Keyword in the first spoken sentence
- ☐ The keyword on your cover image
- ☐ The keyword as on-screen text
- ☐ A caption that naturally reinforces the keyword
- ☐ A location tag
- ☐ A clear call-to-action

Think of every Reel as answering a question your ideal guest is already asking.

Example

 Before

Caption

"Weekend vibes 🥰✨"

Cover

"Apartment Tour"

While visually appealing, neither tells Instagram—or your audience—what the Reel is about.

 After

Cover

"Luxury Airbnb in Lekki"

Opening Line

"Looking for a luxury Airbnb in Lekki for your next staycation? Let me show you around."

Caption

"This luxury Airbnb in Lekki combines hotel-style comfort with the privacy of home. Here's what guests love most..."

Now your content has a much stronger chance of appearing when someone searches for that experience.

One Reel = One Topic

Avoid trying to say everything in one video.

Instead, focus each Reel on a single searchable topic.

For example:

- Apartment Tour
- Things to Do Near Our Hotel
- What ₦150,000 Gets You Per Night
- Why Guests Love Staying Here
- Best Date Night Restaurant in Abuja
- 3 Amenities Business Travellers Always Ask About

Focused content is easier for people—and search engines—to understand.

It's one of the things we do inside the **Hospitality Success Strategies** course, we don't just create random content ideas. Every Reel starts with a guest question or search phrase, then we build the hook, caption and call-to-action around it. It takes a little more planning, but the content continues working long after it's posted.

Create Content That Solves Problems

The easiest way to think of SEO content is this:

Every post should answer one question.

If someone searches:

"Best Airbnb in Lagos for a weekend staycation"

...your Reel should confidently say:

"Here's why this apartment could be exactly what you're looking for."

That's the difference between creating content that people scroll past and content they discover when they're ready to book.

PART 7: HOW TO CREATE CAROUSELS PEOPLE SAVE & SHARE

Why Carousels Are SEO Gold

While Reels are great for reaching new audiences, **Carousels keep people engaged for longer.**

People often swipe through multiple slides, save them for later, or share them with friends—all strong signals that your content is valuable.

And the more valuable Instagram believes your content is, the more likely it is to keep showing it to new people.

Think of every Carousel as a mini guide that answers one question your ideal guest has.

The Perfect Carousel Structure

Use this simple framework whenever you're creating an educational post.

Slide 1: A Searchable Headline

Your first slide should stop the scroll and clearly explain what the Carousel is about.

Examples:

- ✓ 5 Things to Look for Before Booking an Airbnb
- ✓ How to Choose the Right Hotel for a Business Trip
- ✓ 7 Mistakes People Make When Booking a Shortlet
- ✓ Best Restaurants in Abuja for Date Night

Avoid vague titles like:

- ✗ A Few Tips...
- ✗ Our Weekend...
- ✗ Random Thoughts...

Specific headlines attract the right audience.

Slides 2–6: Deliver Value

Keep each slide focused on one idea.

Don't overwhelm readers with long paragraphs.

Instead, use:

- Short explanations
- Bullet points
- Simple examples
- Clear visuals

Your goal is to make each slide easy to read in just a few seconds.

Final Slide: Give Them a Next Step

Never end your Carousel without telling readers what to do next.

For example:

- ✓ Save this guide for your next trip.
- ✓ Share this with someone planning a staycation.
- ✓ Which tip surprised you the most?
- ✓ Follow for more hospitality marketing tips.

Simple calls-to-action encourage engagement without feeling pushy.

Example Carousel for an Airbnb Host

Slide 1

5 Things to Check Before Booking a Shortlet in Lagos

Slide 2

Always confirm the exact location and nearby landmarks.

Slide 3

Read recent guest reviews—not just the star rating.

Slide 4

Check what's included (Wi-Fi, parking, power backup, kitchen, etc.).

Slide 5

Compare the property's amenities with your travel needs.

Slide 6

Book directly when available to enjoy exclusive offers and better communication.

Final Slide

Save this guide before planning your next stay.

A Simple Tip That Makes a Big Difference

Before you publish your Carousel, ask yourself:

"Would someone save this because it's genuinely useful?"

If the answer is yes, you're creating content with lasting value—not just another promotional post .

In fact, this is one of the content planning exercises we walk through in [Byamy Academy](#). We

help hospitality business owners transform everyday

knowledge into educational posts that build trust and encourage bookings over time.

If you'd like help creating a content strategy tailored to your business, you can [schedule a Discovery Call](#) and we'll explore what's possible together.

PART 8: THE SEO BEFORE YOU POST CHECKLIST

Use This Checklist Before Every Instagram Post

SEO isn't about doing one thing perfectly—it's about doing several small things consistently.

Before you hit **Publish**, take 60 seconds to run through this checklist.

Over time, these small improvements can make a big difference in how discoverable your content becomes.



CONTENT

- ☐ Does this post answer a question my ideal guest is already asking?
 - ☐ Is it helpful, educational or inspiring—not just promotional?
 - ☐ Would someone save or share this post?
-



MAGIC KEYWORD

- ☐ Have I chosen one clear Magic Keyword?
- ☐ Does the keyword match what people actually search for?
- ☐ Have I avoided stuffing multiple keywords into one post?

Remember: One post = One main keyword.



CAPTION

- ☐ Does my first sentence include the Magic Keyword?
- ☐ Have I used the keyword naturally throughout the caption?
- ☐ Does my caption provide value before asking people to book?

- ☐ Have I ended with a simple call-to-action?
-



REEL OR CAROUSEL

If it's a Reel...

- ☐ Is my keyword on the cover?
- ☐ Is it spoken naturally in the video?
- ☐ Does on-screen text reinforce the topic?

If it's a Carousel...

- ☐ Does the first slide clearly explain what readers will learn?
 - ☐ Is each slide easy to skim?
 - ☐ Does the final slide encourage readers to save or share it?
-



DISCOVERABILITY

- ☐ Have I added a location tag?
 - ☐ Have I written descriptive Alt Text?
 - ☐ Have I used 3–5 relevant hashtags?
 - ☐ Does my cover image clearly describe the content?
-

The 80/20 Rule

Here's a simple way to think about your content:

80% of your posts should educate, inspire or help your audience.

20% should directly promote your property, business or offer.

People are far more likely to book from businesses that consistently provide value—not just advertisements.

For example, instead of posting:

"Book our apartment this weekend!"

Try creating content like:

- 5 Things to Look for Before Booking a Shortlet
- Best Areas to Stay in Abuja for Business Travellers
- How to Plan the Perfect Lagos Staycation

Educational content builds trust, and trust leads to bookings.

Consistency Beats Perfection

You don't need every post to go viral.

You simply need to make it easy for the right people to find your content—and valuable enough that they want to engage with it.

That's exactly why, inside the **Hospitality Success Strategies** course, we focus on building simple, repeatable systems instead of chasing trends. Once you have a framework, creating SEO-friendly content becomes much faster and more consistent. Visit [Byamy Academy](#) to enroll.

PART 9: PUTTING IT ALL TOGETHER

Swipe These SEO-Friendly Content Ideas

Now that you know how Instagram SEO works, let's put everything together.

Below are examples of how to combine **Magic Keywords**, searchable headlines and valuable content into posts that attract the right audience.

Remember: these aren't scripts to copy word-for-word—they're frameworks you can adapt to your own business.

Example 1: Airbnb / Shortlet

 Magic Keyword

Luxury Airbnb in Lagos

Reel Cover

Luxury Airbnb in Lagos You'll Want to Save

Caption

Looking for a luxury Airbnb in Lagos for your next staycation?

This apartment was designed for travellers who want hotel-quality comfort with the privacy of home. Located in the heart of Lekki, you'll enjoy fast Wi-Fi, uninterrupted power, stylish interiors and easy access to restaurants, shopping and nightlife.

Save this post for your next Lagos trip or send us a DM to check availability.

Example 2: Hotel

 Magic Keyword

Business Hotel in Abuja

Carousel Title

5 Reasons Business Travellers Choose Our Hotel

Content Ideas

- Close to the business district
- Fast Wi-Fi throughout the property
- Meeting and conference facilities
- Complimentary breakfast
- Flexible check-in options

Final Slide

"Planning a trip to Abuja? Save this guide for later."

Example 3: Restaurant

 Magic Keyword

Best Brunch in Lagos

Reel Hook

"Looking for the best brunch in Lagos? Here's what everyone's ordering this weekend."

Instead of simply showing your food, explain:

- What makes the dish unique
- Who it's perfect for
- When it's available
- Why customers keep coming back

People don't just search for food—they search for experiences.

Example 4: Travel Agency

 Magic Keyword

Dubai Holiday Packages

Carousel

Everything You Need to Know Before Booking a Dubai Holiday

Slides could include:

- ✓ Best time to visit
- ✓ Visa requirements
- ✓ Budget expectations
- ✓ Family-friendly attractions
- ✓ Common mistakes to avoid

End with:

"Save this guide before planning your trip."

The Pattern You'll Notice

Every example follows the same formula:

✓ **Start with a search phrase**

↓

✓ **Answer a real question**

↓

✓ **Provide genuine value**

↓

✓ **Invite the next step**

When your content consistently follows this pattern, you're no longer just posting—you're building a searchable library of helpful resources that can continue attracting potential customers long after they're published.

PART 10: 7 INSTAGRAM SEO MISTAKES TO AVOID

Small Mistakes Can Limit Your Visibility

You don't need to be perfect to improve your Instagram SEO—but avoiding a few common mistakes can make your content much easier for the right people to find.

Here are seven of the most common mistakes hospitality businesses make, and what to do instead.

1. Posting Beautiful Content Without Context

A stunning room, delicious meal or breathtaking view isn't enough on its own.

If your audience (and Instagram) can't quickly tell **what they're looking at**, you're missing an opportunity.

Instead of:

"Weekend vibes ✨"

Try:

"Looking for a luxury Airbnb in Lagos for your next staycation? Here's one worth saving."

Always give your content context.

2. Trying to Rank for Too Many Keywords

One post doesn't need to rank for all the keywords in the world.

Choose **one primary Magic Keyword** and build your post around it.

A focused message is easier for both people and search engines to understand.

3. Writing Promotional Captions Only

Your audience doesn't open Instagram looking for adverts.

They come to be inspired, informed or entertained.

Before asking people to book, ask yourself:

"What value does this post give someone?"

The more useful your content is, the more likely people are to save it, share it and return to your page.

4. Ignoring Location

For hospitality businesses, **location is one of your biggest advantages.**

Mention your city, neighbourhood or nearby landmarks naturally throughout your content.

Instead of saying:

"Beautiful apartment."

Say:

"A serviced apartment in Victoria Island, just minutes from restaurants, beaches and business hubs."

Specific locations help attract people searching for experiences in that area.

5. Chasing Every Trend

Trending audio and viral formats can boost reach—but they shouldn't replace a clear content strategy.

A trend may last a few days.

Helpful, searchable content can continue attracting potential guests long after it's published.

Aim to create content that's relevant today **and** useful tomorrow.

6. Giving Up Too Soon

SEO is a long-term strategy.

Not every post will perform immediately, and that's okay.

Each helpful Reel, Carousel or caption becomes another opportunity for someone to discover your business.

Consistency compounds.

7. Forgetting the Guest's Perspective

Before you post, ask yourself one final question:

"If I were planning a trip today, would this post genuinely help me?"

If the answer is yes, you're creating the kind of content that earns trust—and trust is what leads to enquiries and bookings.

Your Goal Isn't More Posts...

It's more discoverable posts.

One helpful, well-optimised post can outperform ten random uploads because it continues working long after it's published.

FINAL THOUGHTS

Visibility Comes Before Bookings

Your Instagram doesn't need more posts.

It needs **more discoverable posts**.

Every Reel, Carousel and caption is an opportunity to answer a question your ideal guest is already asking.

The more consistently you create helpful, searchable content, the more opportunities you create for people to discover your business—not just today, but weeks and even months after you publish.

That's the power of Instagram SEO.

Your 7-Day Visibility Challenge

Over the next week, challenge yourself to create **just one SEO-friendly post** each day.

Before you hit publish, ask yourself:

- ✓ Have I chosen one Magic Keyword?
- ✓ Does my first sentence include it?
- ✓ Does my content answer a real question?
- ✓ Have I used a location tag?
- ✓ Does my Reel or Carousel clearly explain what it's about?
- ✓ Have I ended with a simple call-to-action?

If you can answer **"yes"** to each of these, you're already ahead of most hospitality businesses using Instagram today.

Remember This...

People don't search for businesses.

They search for solutions.

They aren't typing:

"YourName Apartments."

They're typing:

- Luxury Airbnb in Lagos
- Best shortlet in Abuja
- Boutique hotel near me
- Romantic restaurant in Lekki
- Weekend staycation ideas

Make your content the answer they're looking for.

What's Next?

This guide has introduced the fundamentals of Instagram SEO for hospitality businesses.

But visibility is only one part of growing a successful hospitality brand.

To consistently increase enquiries and direct bookings, you also need:

- A content strategy that works for your business
- A profile that converts visitors into enquiries
- High-converting captions and calls-to-action
- Systems for managing bookings and guests
- A repeatable marketing plan you can use month after month

These are just few of the systems we teach inside the **Hospitality Success Strategies** programme at [Byamy Academy](#), where we work with hospitality business owners to build practical marketing strategies that attract more of the right guests—not just more views.

If you're ready to apply these strategies to your own Airbnb, shortlet, hotel or hospitality business, or you'd simply like personalised guidance on where to focus next, we'd love to help.

Ready to Improve Your Visibility and Increase Your Bookings?

Schedule a complimentary [Discovery Call](#) to discuss your business, your goals, and the opportunities available to you.

We look forward to helping you build a hospitality business that's easier to find, easier to trust, and easier to book.

Visibility attracts attention.

Value builds trust.

Consistency creates bookings.

Now it's your turn.

