

## Adding 'Link in bio' to Instagram Posts

### Screenshots included from Instagram

When posting to Instagram it is not possible to link to external sites in the post itself, so when you post, people often add to their caption - 'link in bio'

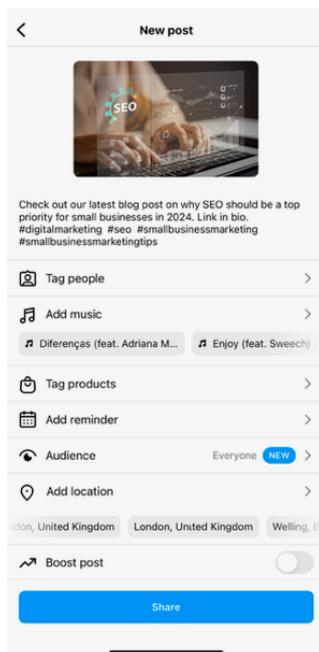
To start a new post, select **+** from the bottom of the screen, choose **Post**, upload an image from your camera roll and add the caption.



For example, if I wanted to share my latest blog post I would post something like the following:

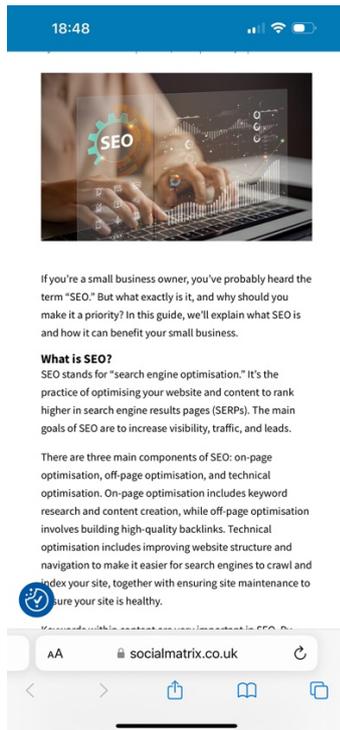
Check out our latest blog post on why SEO should be a top priority for small businesses in 2024. Link in bio.

[#digitalmarketing](#) [#seo](#) [#smallbusinessmarketing](#) [#smallbusinessmarketingtips](#)

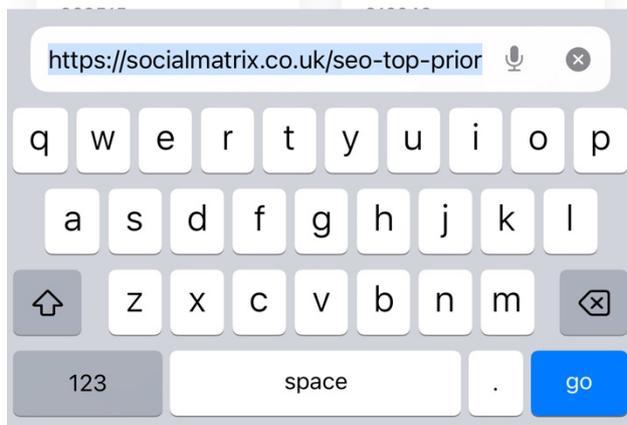


Now I click **Share** to post.

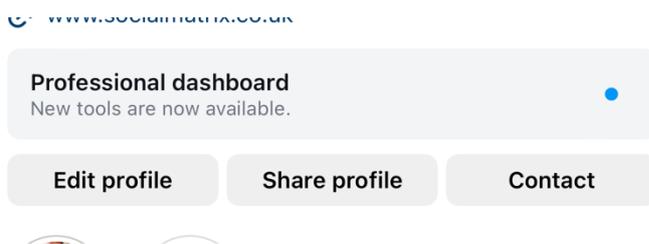
Next, I copy the link to the blog post by visiting the blog post.



Now I highlight the address and copy it.



Now, I go to my profile on Instagram and select **Edit Profile**



Select **Links**

Links 1 >

**Public business information**

Page The Social Matrix Limited >

Category >

Select **Add external link**

18:35



Links



Add external link

Now I paste in the link to the blog post that I copied and add the title of my blog post

18:37



Cancel

**Add link**

Done

URL <https://socialmatrix.co.uk/seo-top-...>

Title [Why SEO should be priority for sma](#) ×

Click **Done**

That's it – job done!