

from
Marcos Arantes
CTO and Cofounder of
Simplex

FROM THE FEED TO GOOGLE

Strategies to expand your visibility with Instagram

simplex.

NOW, INSTAGRAM IS ESSENTIAL FOR AN

SEO STRATEGY

When you search on Google and get a list of websites, images, or videos as results, this happens through a process called **indexing.**



This process enables search engines to organize and store the content available on the internet, **providing users with fast and relevant results for their searches.**

Starting in July 2025, this process has become even more important with a new development: public Instagram content is now also indexed, allowing posts, photos, and videos from the social network to appear in search results.

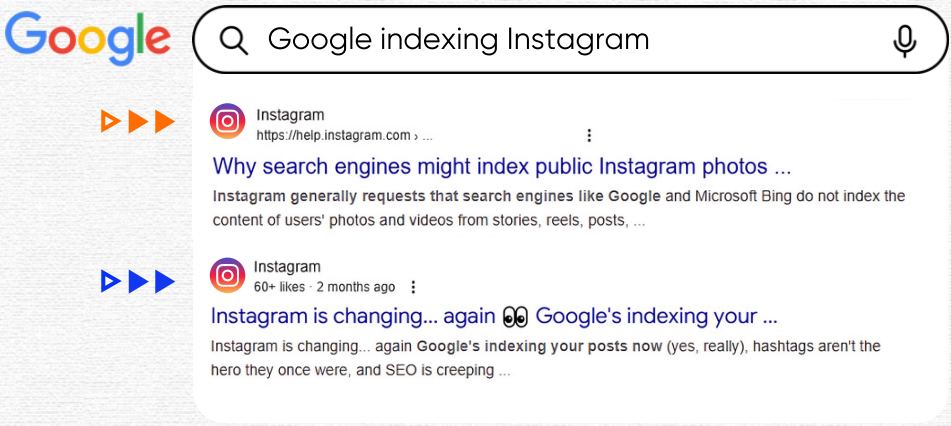
This change opens up new opportunities for brands and businesses to expand their visibility, reach, and digital presence.



What changed?

Instagram now allows **various types of posts**, including images, videos, Reels, and captions, **to be indexed and displayed in Google search results.**

Content such as Stories and Highlights are not included.



The feature is already active automatically **for public and professional accounts**, with no action required.

It's important to note that private and personal accounts are not affected by this change.

If you don't want this extra visibility, it can easily be disabled.
Learn how later in the ebook.

SX.

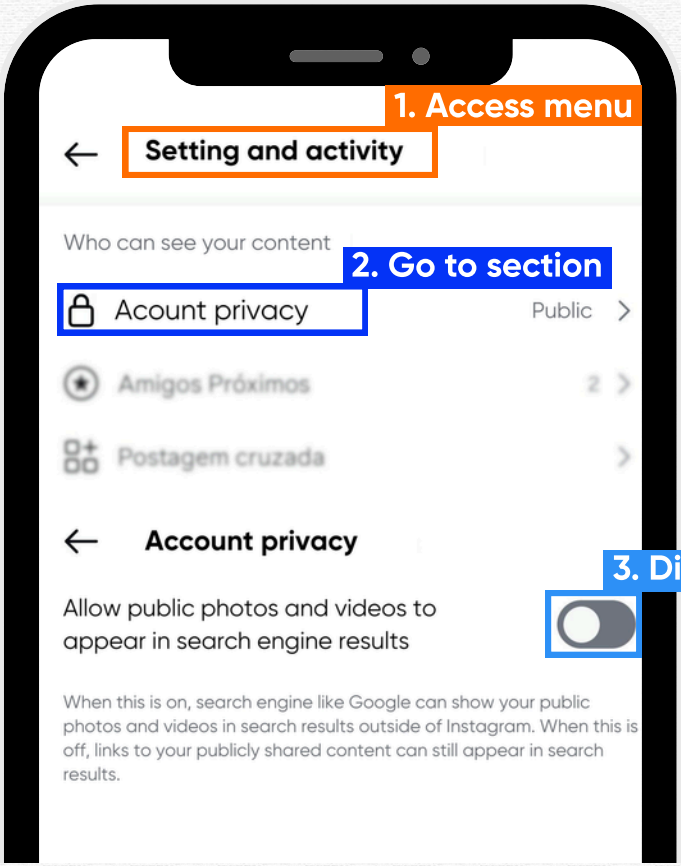
@simplex.live

With public content now available on Google by default, it's essential to be **more careful when publishing.** A post seen out of context, for example, can harm the reputation of the profile or brand.

Posts now have a much **longer lifespan.** An old post on a topic **can regain relevance**, be discovered again in searches, and drive traffic to the profile even **months after it was published**.



But if you prefer your posts **not to appear in Google search results**, you can easily disable this option. Here's how:

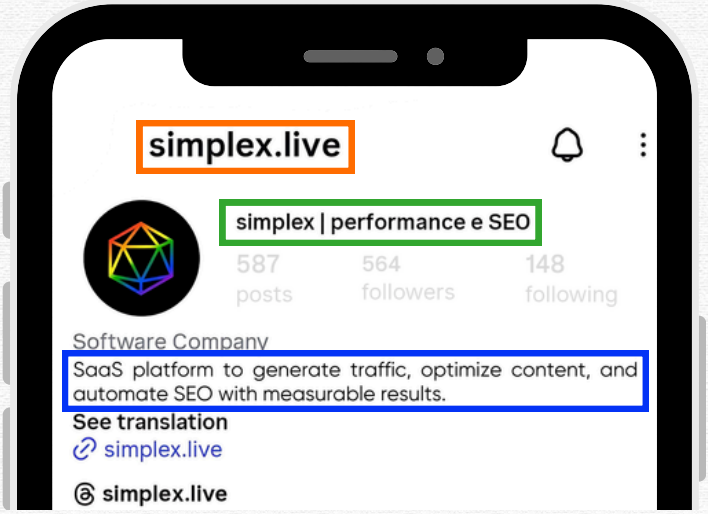


Optimizing your profile

With Instagram content now being indexed, your **profile gains more relevance.** To take advantage of this visibility, it's important that it **is optimized.**

Start with the **username** (the @ handle), which should clearly and directly include your brand's official name to make it **easy for users to identify**.

The **"name"** field can be used strategically like the title of an SEO-focused page. This helps both in search results and in **immediately communicating** what your brand offers.



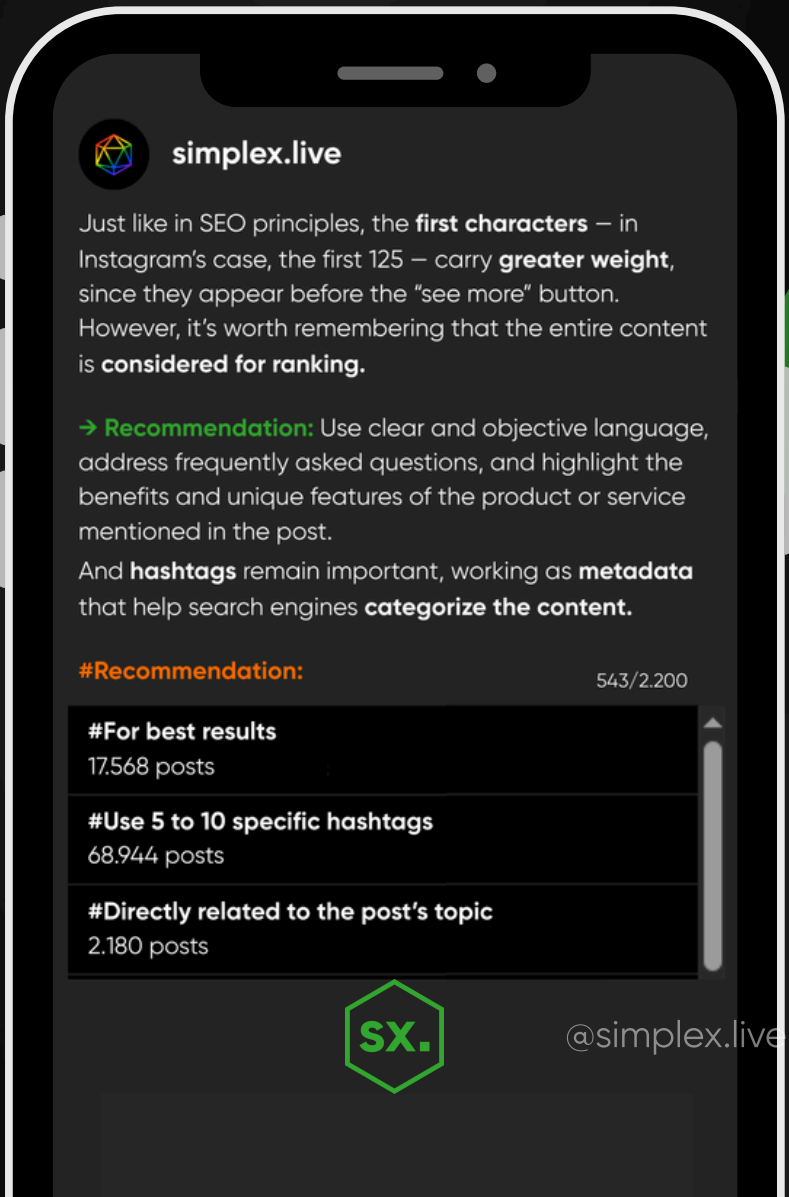
In the **bio**, it's important to present your business activity and choose **relevant keywords** aligned with the search intentions of your niche and audience.

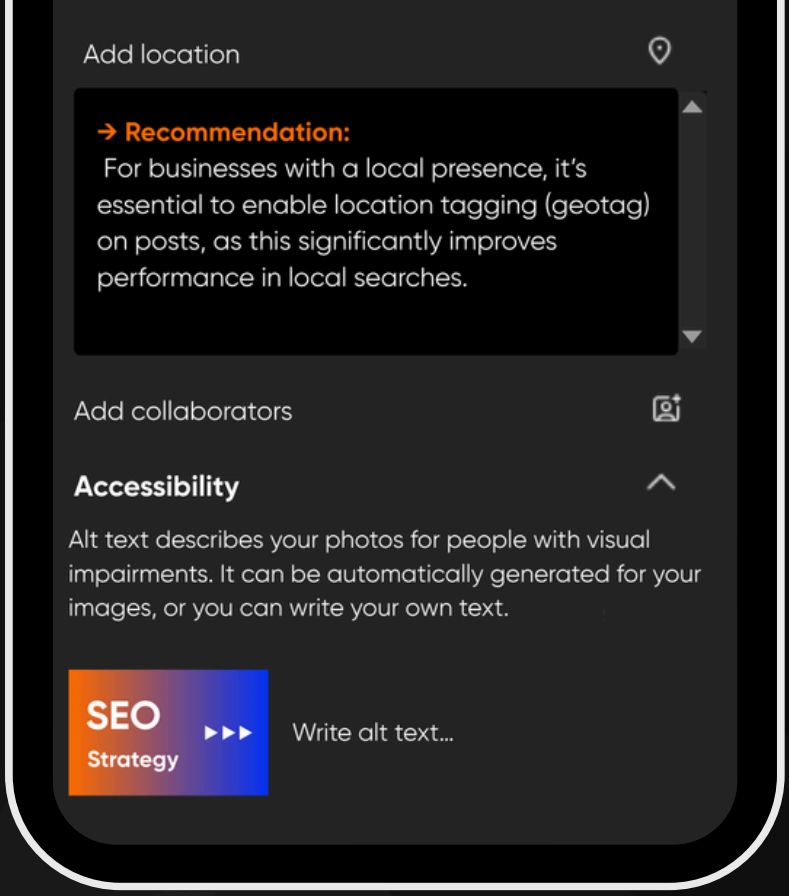
SX.

@simplex.live

Optimizing your posts

Captions should now be treated as short informative content, functioning like summaries.
It's important that they include strategic terms aligned with your target audience's searches.





Alt text has also become a strategic SEO tool.
Even though Instagram **automatically generates descriptions** for images, these are usually **generic and not very effective**, and they may not use the t**erms your brand wants to be associated with.**

→ Recommendation: Manually add relevant and detailed descriptions, following best practices for search engine optimization.

SX.

@simplex.live

The **recommendations** for image posts also apply to videos, such as Reels, which are now indexed by Google.

Instagram uses **artificial intelligence to transcribe audio**, making spoken content searchable.

In addition, **captions and on-screen text** still help viewers understand the content without **audio and reinforce indexing.**

→ Recommendation:
Include relevant keywords clearly spoken, along with complementary captions and on-screen text.



SX.

@simplex.live

It's essential to understand that, from now on, your **Instagram content will have greater visibility and reach.** Therefore, when publishing content for your business, consider whether the post appropriately represents your brand and aligns with the image you want to convey in search results.

The indexing of Instagram posts by search engines represents a strategic opportunity **for companies and brands looking to strengthen their online presence.**

Think of each post as a **micro-landing page within your SEO strategy.**

By adopting this approach in a planned and strategic way, your brand can significantly **expand its reach, increase exposure, and generate tangible results for the business.**

SX.

@simplex.live


simplex.
Follow Simplex updates
on our social media
sx.
in



Marcos Arantes

Marcos Arantes holds a degree in Engineering, and is the CTO and Co-founder of Simplex. He has extensive experience managing SEO projects for a wide range of clients and plays an active role in developing the company's tools.

We Are Global. We Are Makers.
Simplex - Complexity Made Simple.

SX.

@simplex.live