

A/B Testing Schedule

Here's an Instagram Profile A/B Testing schedule that you can follow. Some stages might have different objectives such as conversion rate, click rate, or even view rate. Each test should run for at least 3 days (and if you get fewer than 300 profile visits until you hit 300 profile visits which can be up to 10+ days for smaller creators):

Stage 1: Choose The Best Profile Picture

- Day 1-3: Profile picture 1 - headshot
- Day 4-6: Profile picture 2 - a candid shot
- Day 7-9: Profile picture 3 - a shot featuring your work

*Analyze results and choose the best profile picture based on the highest conversion rate (new follows/profile visits)

Stage 2: Choose The Best Bio Format

- Day 10-12: Bio format 1 - bullet points
- Day 13-15: Bio format 2 - emojis
- Day 16-18: Bio format 3 - no bullet points or emojis

*Analyze results and choose the best bio format based on the highest conversion rate (new follows/profile visits)

Stage 3: Choose The Best Call To Action

- Day 19-21: CTA 1 - "follow me for..."
- Day 22-24: CTA 2 - "Join my community to..."
- Day 25-27: CTA 3 - "Click follow to..."

*Analyze results and choose the best call to action based on the highest conversion rate (new follows/profile visits)

Stage 4: Choose The Best Highlight Bubbles

- Day 28-30: Cover 1 - Icons
- Day 31-33: Cover 2 - Words
- Day 34-36: Cover 3 - Icon colors

*Analyze results and choose the best highlight bubble icons/colors based on the highest conversion rate (new follows/profile visits)

Stage 5: Choose The Best Pinned Content Strategy

- Day 37-39: No pinned content
- Day 40-42: Pin top performing content
- Day 43-45: Pin intro or FAQ

*Analyze results and choose the best pinned content strategy based on the highest conversion rate (new follows/profile visits)

Stage 6: Choose The Best Link In Bio

- Day 46-48: Link version 1: /Instagram
- Day 49-51: Link version 2: /CTA (like /follow, or /click)
- Day 52-54: Link version 3: /links

*Analyze results and choose the best link in bio based on the highest click rate (website clicks/profile views)

By following this A/B testing schedule, content creators can optimize their Instagram profile to increase their conversion rate and grow their audience.