THE SILENT PENALTY CHECKLIST

Your content isn't bad. It's being *buried.*

Platforms quietly show less of some accounts: a flagged post, another app's logo, a reposted download. These 12 checks find the most common causes, plus the leaks that stop views from turning into clients. You can do every one alone.

1 Tick Yes or No for each check. 2 Not sure? That's a No. 3 Count your Nos on page 2.

01 Platform penalties

		YES	NO
01	**My Instagram Account Status says my content can be recommended** Instagram: Settings › More info and support › Account Status. Any flagged post means No.	☐	☐
02	**None of my last 10 videos show a TikTok, CapCut or YouTube logo** Scrub the first 2 seconds and the last 3 of each one. That's where logos and end cards hide.	☐	☐
03	**I don't download my videos from one app to post on another** Post the original export from your phone or editor, never a saved copy from TikTok or YouTube.	☐	☐
04	**I use 5 or fewer specific hashtags per Instagram post** Check your last 20 captions. Tags like #reels or #explore aren't specific.	☐	☐

02 Profile & link

		YES	NO
05	**A stranger knows who I help and what I sell from my bio in 10 seconds** Show your bio to a friend for 10 seconds, then ask them both questions.	☐	☐
06	**My bio link opens in under 3 seconds on mobile** Tap it on mobile data, not Wi-Fi, and count out loud.	☐	☐
07	**It takes 3 taps or fewer to book or buy from my profile** Start on your profile. Count every tap until you can pay or pick a time.	☐	☐

03 Content & rhythm

		YES	NO
08	**I posted at least 3 times per week for the last 4 weeks** Count week by week on your main platform. One short week means No.	☐	☐
09	**My videos show text on screen in the first 2 seconds** Watch the start of your last 10 videos with the sound off.	☐	☐
10	**My on-screen text isn't hidden behind the app buttons** Open a post in the app. Look at the caption area at the bottom and the buttons on the right.	☐	☐

04 DMs & leads

		YES	NO
11	**I answer every DM within 24 h** Open your inbox, and check the message requests folder too.	☐	☐
12	**I know how many leads social media brought me last month** An actual number, not a feeling.	☐	☐

YOUR SCORE

Count your *No* answers.

MY NOS ☐ / 12

0–2
Healthy
Keep going.

3–5
Leaking reach
Fix the easiest one this week.

6+
Held back
Your account is likely being held back. Book a 15-min call.

SCORED 6 OR MORE?

Let's find what's *holding you back.*

A 15-minute video call. I look at your profile before we talk, show you the 2 biggest problems I see, and tell you straight whether an Audit makes sense for you.

Book your 15-min call →

artyllaurent.com/call

SCAN TO BOOK