CONTENT AUDIT

Your content, marked up.

Three posts and a story sequence for @lume.skin, scored against seven criteria, with the fixes that will make the biggest difference.

OVERALL SCORE

64/100

Account	@lume.skin
Platform	Instagram
Reviewed	3 posts · 6 story frames
Order	#SAMPLE-0001

SUMMARY

Strong brand, weak openings. Fix the first second and the first line.

Your visuals are consistent and recognisably yours. Most of your lost score comes from the same place in every post: the opening. People decide in about a second whether to stop, and your posts spend that second on mood rather than on the product or the result.

SCORES

CONTENT	SCORE
Post 1 · Serum launch (image)	62
Post 2 · 3-step routine (carousel)	71
Post 3 · Texture close-up (reel)	58
Stories · Launch week sequence	66
Overall	**64**

WHAT'S WORKING

A consistent palette and light: your grid is instantly recognisable.

The carousel teaches something useful. Saves are where your growth is.

Your tone is warm and human. Keep it, just move it after the hook.

THE THREE FIXES THAT MATTER MOST

1. **Lead with the product or the result in the first frame**
   In two of three posts the product appears late or small. Put it centre frame, big enough to read on a phone, in the first second.

2. **Rewrite every first line as a benefit**
   Only about 125 characters show before "more". "So excited to share" and "Hi lovelies" use that space for nothing. Open with what the product does.

3. **Give every post one clear next step**
   "Link in bio" appears last and gives no reason to tap. Say what people get, and say it earlier.

HOW WE SCORE

Seven criteria. One score out of 100.

We use the same seven criteria in every review, so your scores are comparable from one post, and one report, to the next.

CRITERION	WEIGHT	WHAT WE LOOK AT	YOUR POSTS, AVERAGE
Hook	20	Does the first second or first line stop the scroll? Is the subject clear immediately?	8 / 20
Visual	15	Composition, focal point, legibility on a small screen, quality of light.	10 / 15
Copy	15	Caption and on-screen text: clear, specific, worth reading, right length.	8 / 15
Call to action	15	One clear next step, with a reason, placed where people will see it.	6 / 15
Audience fit	15	Is it made for the people you want to reach, in their language, about their problem?	12 / 15
Brand	10	Recognisably yours: tone, colour, typography, consistency across posts.	10 / 10
Platform fit	10	Format, aspect ratio, length and style the platform rewards today.	9 / 10
Posts average (overall score 64 includes your stories)			**63 / 100**

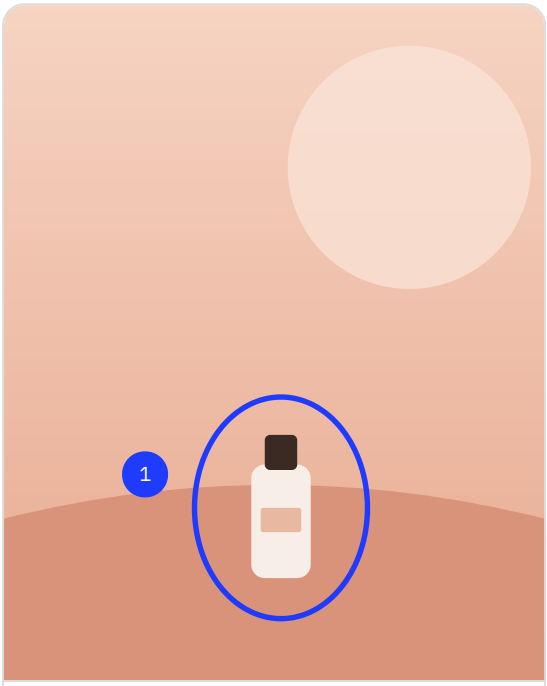
How to read the marked-up pages

Each post is shown with numbered marks. Every number matches a note that says what we noticed, why it matters and what to do. Circles mark areas of the image; underlines mark words in the caption.

POST 1 · SERUM LAUNCH

The product is too small to stop a scroll.

62



lume.skin So excited to share something we've been working on for months!! 2 Our new serum is finally here and we can't wait for you to try it. Made with love by our small team. Link in bio. 3

1 The bottle fills about 8% of the frame

It sits in the bottom third, small and low-contrast against the background. On a fast scroll it disappears. Crop to 4:5, put the bottle in the centre and make it at least a third of the frame height.

2 The first line is about you, not the reader

"So excited to share" uses the visible preview on feelings. Lead with the result the serum gives, then the launch.

3 "Link in bio" gives no reason to tap

It's the last line and asks for effort without a reward. Move it into the first three lines and name what people get.

SCORES

Hook	9
Visual	8
Copy	9
Call to action	5
Audience fit	12
Brand	10
Platform fit	9

REWRITTEN CAPTION

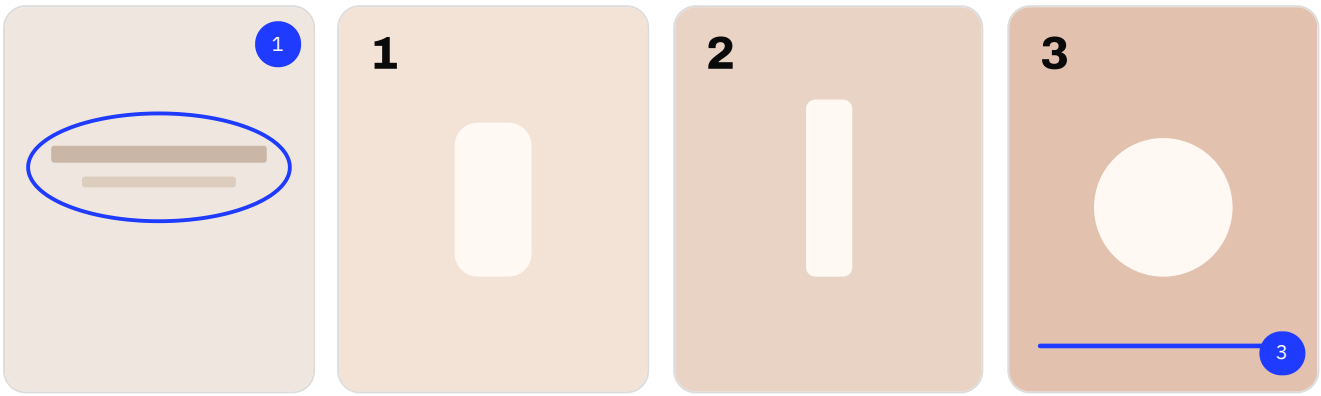
Brighter skin in 14 days, without the sting. ✨ Our new Lume Serum is here: 10% niacinamide, fragrance-free, made for sensitive skin. See the before and after: link in bio.

We spent eight months getting this formula right. Tell us your skin type below and we'll tell you how to use it.

POST 2 · 3-STEP ROUTINE

Useful content, hidden behind a quiet cover.

71



Slides 1–4 of 6

1 The cover title is too small and too pale

The promise ("your 3-step morning routine") is the reason to swipe, but it's set in light beige at a size that can't be read in the grid. Make it the biggest thing on the slide, in dark text.

2 The caption repeats the slides

Use the caption for what the slides can't show: who this routine is for and the one mistake people make.

3 The last slide ends without a next step

Add a closing slide: "Save this for tomorrow morning" works better than a product push here. Saves tell the platform this post is worth showing.

SCORES

Hook		10
Visual		11
Copy		10
Call to action		7
Audience fit		13
Brand		10
Platform fit		10

Keep doing this

Educational carousels are your best format. This one scores highest of the three posts, and it's the format to build your plan around.

REWRITTEN COVER LINE + CAPTION

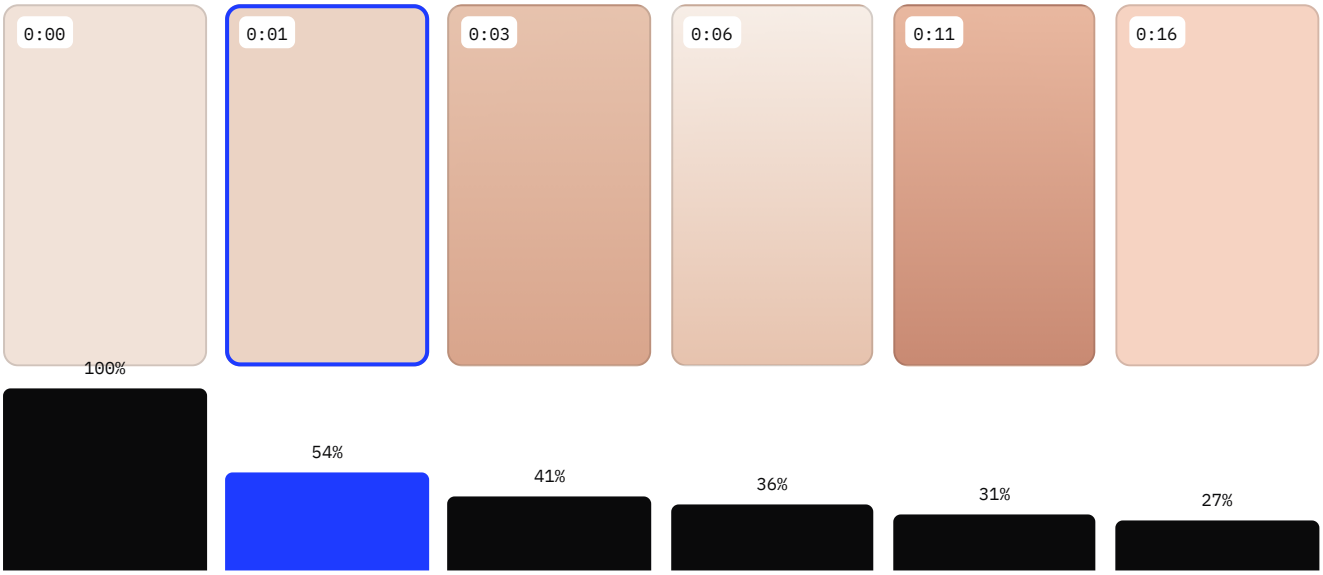
Cover: The 3-step morning routine for sensitive skin.
Caption: Most redness comes from doing too much, not too little. This is the whole routine: cleanse, serum, SPF. Two minutes, nothing that stings. Save it for tomorrow morning, and tell us which step you usually skip.

POST 3 · TEXTURE CLOSE-UP · 0:18

Beautiful footage, but nothing happens until second three.

58

TIMELINE



Estimated share of viewers still watching, based on typical patterns for this format.

1 **The first two seconds are an empty, slow pan**

Nearly half of viewers leave before the serum appears. Start on the drop of serum hitting the skin, the most satisfying shot you have, then show the bottle.

2 **No text on screen**

Most people watch without sound. Add one line in the first frame: "The serum that doesn't sting."

3 **18 seconds is long for one idea**

Cut to 7–9 seconds. One shot, one message, one end card.

SCORES

Hook	6
Visual	12
Copy	6
Call to action	5
Audience fit	10
Brand	10
Platform fit	9

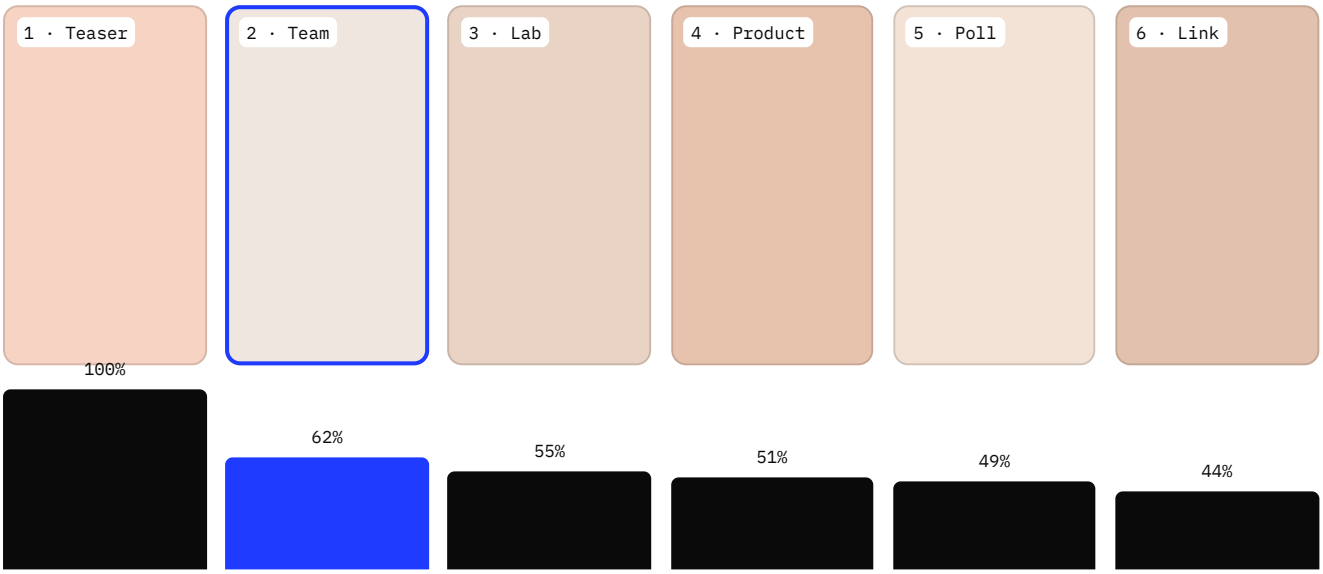
NEW STRUCTURE (8 SECONDS)

0:00 drop on skin + "The serum that doesn't sting" · 0:02 spread, slow · 0:05 bottle in hand · 0:07 end card: "See the before and after, link in bio"

STORIES · LAUNCH WEEK

Good story, told in the wrong order.

66



Viewers per frame, from the insights you shared.

1 **Frame 2 loses 38% of viewers**

The team photo comes before people know why they should care. Move it to frame 4, after the product.

2 **The poll is your best frame. Use it earlier**

Interaction in frame 2 keeps people tapping forward. Ask "What's your skin type?" before you show the product.

3 **The link sticker has no promise**

Replace "Shop now" with "See the before and after".

RECOMMENDED ORDER

#	FRAME	WHY
1	Teaser	Curiosity
2	Poll: skin type	Interaction early
3	Product	Answer the question
4	Team + lab	Trust, once they care
5	Before and after	Proof
6	Link: see results	Clear next step

PATTERNS

What you repeat, good and bad.

Looking at all four pieces together shows habits that a single-post review can't. These apply to everything you post next.

Keep

- Your palette and light. Brand scored 10/10 in every piece.
- Educational carousels: your highest-scoring format.
- A warm, first-person voice.

Stop

- Opening with mood shots or feelings ("so excited", "hi lovelies").
- Ending with "link in bio" and nothing else.
- Light text on light backgrounds.

Start

- Product or result in the first second, every time.
- One line of on-screen text on every reel.
- Asking a question people can answer in a word.

8/20

Your average hook score is the single biggest opportunity

Hook carries the most weight (20 points) and is your weakest criterion. Raising it to 15 alone would take your overall score from 64 to about 71.

YOUR PLAN

The next 14 days.

Built around your strongest format, with every fix from this report applied. Five posts, daily stories, one measurement point.

DAY	FORMAT	POST	FIX APPLIED
1	Reel · 8s	Re-cut texture reel: drop on skin first, text "The serum that doesn't sting"	Hook, on-screen text
3	Carousel	"3 mistakes that make redness worse" — save-led ending	Cover legibility, CTA
5	Image	Re-shoot launch image: bottle centre, one-third of frame height	Visual, first line
8	Carousel	Your 3-step routine, rewritten cover line	Hook, copy
11	Reel · 9s	Before and after, customer with permission	Proof, CTA
Daily	Stories	Poll in frame 2, product in frame 3, link with a promise	Order, CTA
14	Measure	Compare saves, profile visits and link taps with the previous 14 days	—

What to measure

Saves per post, profile visits, link taps and story completion. Ignore likes for these two weeks.

Then

Order a Post Review on your best and worst post of the period. Your scores are directly comparable with this report.

NEXT STEPS

Start with fix number one, today.

1 **Today**

Rewrite the first line of your next caption as a benefit (page 4).

2 **This week**

Re-cut the texture reel to 8 seconds, starting on the drop (page 6). Reorder your stories (page 7).

3 **In 14 days**

Measure against the previous period (page 9) and review your best and worst post.

Questions about this report?

Reply to your delivery email within 14 days and the specialist who reviewed your content will answer. Email info@domain.com · Monday to Friday, 9:00–18:00 UK time.

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