

Seamless Background Loading Added for Instagram Links

You may have noticed that Instagram recently began showing a prompt asking visitors: *“This web page is trying to open an app outside of Instagram. Are you sure you want to open it?”*

To ensure your visitors never hit a dead end, we just rolled out **Seamless Background Loading** across all TapClick links:

- **Dual-Action Handoff:** When a user taps your link, TapClick immediately requests the native browser handoff (Safari/Chrome).
- **Instant Background Preload:** While Instagram displays its prompt, TapClick automatically loads your destination website right behind it.
- **Frictionless Experience:**
 - If they tap **“Open”**, your site opens in their default browser (Safari or Chrome).
 - If they tap **“Cancel”**, the prompt dismisses and they are **already on your website** inside Instagram.

No blank screens, no confusing instructions, and zero lost traffic. All existing and new links have been updated automatically... noice.

Do You Need to Change Anything?

Nope! This optimization is live across the entire TapClick engine. All existing links and any new links you create will automatically benefit from background loading.

We constantly monitor platform changes from Meta, TikTok, and Google to make sure your links remain fast, reliable, and conversion-optimized.

Original article: <https://tapclick.to/background-loading-for-instagram-links/>

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