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Envato's first Android app 'Milkshake' enables users to make an Insta website on their phone in minutes

Milkshake – Envato's first free Android app enabling creatives, businesses and entrepreneurs alike to shake up their Instagram 'link in bio' by creating a stylish Insta website on their phone in minutes – [has officially launched on the Google Play Store](#).

Making the most of Instagram's one-link-in-bio rule, the Milkshake app provides a fun, fast and beautiful way for Instagrammers to not only feature multiple links in their bio, but also connect their followers to all they offer with a stunning and professional Insta website.

Since [officially launching on iOS in July](#), the Milkshake app has already had over 67,000 downloads across 95 countries, featuring unique Insta websites from business owners, beauty gurus, artists, pet influencers, social change activists and everything else in between.

Dreamt up by Cyan and Collis Ta'eed, co-founders of one of Australia's most successful technology startups, Envato, the Milkshake app was created to empower Insta creatives – predominantly entrepreneurial women – to build their online presence, business or brand on-the-go, helping them to say more, sell more and share more on Instagram.

“We saw that there was a huge audience of entrepreneurial women using Instagram to grow their brands who were struggling to transition their business from community and content to commerce. The incredible response to Milkshake so far shows they just need the right tools to make it a reality” said Cyan Ta'eed, co-founder of Milkshake. “By providing a fun, easy and beautiful app to make a custom website for their Instagram profile, Milkshake helps them leverage their content into greater business outcomes.”

Now available for free on the Google Play Store, the Milkshake app will enable Android users to build an entirely customised Insta website on their phone in minutes – without the need for desktops, design or web development skills. Offering a range of unique features, pages and styles, simply pick a 'card', 'shake it up' to see Milkshake's range of looks, add your content and publish instantly.

“We’re so excited to be launching Milkshake for Android. With Instagram now being installed more than 1 billion times on the Google Play Store, we can’t wait to give millions of Android Insta creators the opportunity to make the most of their link in bio using the Milkshake app.”

You can access the official Milkshake media kit [here](#).

Milkshake App Reviews

User Friendly and Great Designs

“I am so impressed with how easy it is to use Milkshake. Within minutes, I had created all the cards for my website to help direct readers to my blog, shop and business! Beautiful designs and straight-forward to use.” - AU App Store review.

Super Easy and Effective “Wow! This app is so user friendly without compromising on beauty or capability! Everything you need literally at your fingertips (thumb tips?!), simple to put together, beautiful but also works incredibly well to get followers where they need to be fast. I’ve built many, many websites for myself and others in the past so was sceptical but this is perfect for serious Insta lovers and Insta newbies alike!” - Narelle Blacket, AU App Store review.

Heaven sent! “I love this app!! I was just about to create a website and I came across this and it’s changed my plan completely! Now I can make a site attached to my Instagram, which has the most followers and activity, so to get the traffic for this site is like automatic! I can put links up to anything I’m promoting and selling! Everything in one place! And this was so easy to use!” - US App Store review.

Frances Cannon, [@frances_cannon](#) “As someone who relies on Instagram to advertise ALL of the things I do, including my online shop, my workshops, my Patreon, my website... Oh buddy, is it helpful to have a way to put all those things in my Instagram bio. Milkshake is helpful and cute <3”

Marlee Silva, @Tiddas4Tiddas “There’s only so much you can capture in an Instagram caption or story. When you’re fighting to further the causes you’re passionate about, you need to give your community access to further, deeper information - especially if the issues you’re speaking about are complex and multi layered, as is the case for Aboriginal Australia and the issues we advocate for with @tiddas4tiddas - and the best way to do that is through providing links to other sources in your bio. It’s such a beneficial and simple addition to your insta presence and what’s most exciting and encouraging for us, in the battle against “slacktivism”, these links can connect online community members to real life action! Whether it’s to sign a petition, attend a protest or simply to educate themselves further to form their own opinions, we encourage all those online activists to provide this to enrich their online communities and maximise their impact.”

ABOUT ENVATO

Location: Headquarters in Melbourne, Australia. Team located around the world.

What Is Envato?

Founded in 2006, [Envato](#) is the world’s leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than ten million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$750 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with millions of ready-to-use graphic templates, fonts and assets available for unlimited download.

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