

Optimizing Your Business Facebook Page

Here are some tips for tweaking your business Facebook page:

UPDATE THE PROFILE PHOTO

PLEASE don't use your logo for this. Have some professional head shots done (a good friend, a nice outfit, a camera and good lighting can also work). People do business with people, so potential clients will want to see a friendly face.

UPDATE THE COVER PHOTO

You may choose to use your logo here, or you may choose to showcase your products and/or services. You can even create a series of images (in Canva or another online photo-editing app) showcasing several products or services and display them as a slideshow.

Extra tip: add a description to this area. Explain what you do, why you do it, and for whom. Also, add the best way to contact you. Adding your social media links here is a bonus.

HAVE A CTA (CALL TO ACTION) TAB

Whether it's to send you a private message, book an appointment or call your office, make use of this important feature.

FILL IN "OUR STORY"

This area is prime real estate for page visitors to quickly and easily learn more about your business. Consider telling your audience how you began your business, and how you can help them. Add a photo or logo and as always, make sure contact details are included in the text.



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GET REVIEWS

Ask friends and family to give positive reviews, then begin asking happy customers to leave a review. Social proof is important for gaining new customers.

USE THE "PIN TO TOP" FEATURE

This feature is for public posts that you want your visitors to notice first. If you're having a contest or giveaway, pin them to the top so people won't miss out.

CONNECT YOUR OTHER SOCIAL MEDIA CHANNELS TO YOUR PAGE

Facebook pages allows you to connect your other social media profiles to your page, and the left-hand column is the place to do just that. Twitter, Instagram, Pinterest - all of these can be added.

FILL IN YOUR "ABOUT" AREA

Provide as much detail as possible here. Founding date, business hours, contact information, address - this is all important.

EDIT YOUR FEATURED PHOTOS AND VIDEOS

Select 5 photos that best represent your company or brand and set them to featured. Add videos and feature those the same way.

EDIT THE STOREFRONT AND APPOINTMENTS AREA

Enter in your services or products and set prices. Choose attractive photos to represent your products, and if you are taking appointment, set this up as well.

IF YOU'D LIKE SOME HELP WITH SETTING UP YOUR FACEBOOK BUSINESS PAGE, I'M HAPPY TO HELP YOU WITH THIS, AND MORE. EMAIL ME AT HELLO@DENISERICHES.CA



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