

YOUR GUIDE TO BUILDING THE PERFECT FACEBOOK PAGE FOR YOUR BUSINESS

1+
BILLION
users world-wide

20+
MINUTES
Average time spent on Facebook
per user, per day

90%
of all U.S. social media
users use Facebook

FAST FACTS

Cover Photo

The cover photo is the first thing someone sees after landing on a business Facebook page. It should precisely and simply convey what your business is about. Make sure important elements of your cover photo aren't covered up by the profile picture.



Profile Picture

Your profile picture should make a good first impression.

It should be both attractive and professional. A common choice for this space is the company logo. Once this image is set, a business can alter colors or make small seasonal edits, but, overall, it should remain the same.

Name

To create an effective name for your Facebook page that will be easy for people to find, keep these five factors in mind:

1. Keep it timeless.
2. Keep it short.
3. Keep it ad friendly.
4. Keep it consistent.
5. **YOU ONLY GET TO CHOOSE IT ONCE!**

Sub-Categories

Carefully choose up to three specific sub-categories to help people find your page more easily. These sub-categories will affect how your Pages page is filtered in Facebook's Graph Search Results.

Adding a sub-category is the most important part of optimizing your business Facebook page.

Custom URL

Your username should be your business name or as close to it as possible.

This will appear as facebook.com/your username. If you ever need to change your custom URL, you can do so by editing your username.

PEOPLE SECTION

★ ★ ★ ★ ★

PAGE LIKES

VISITS

The number of people who "Liked" your page and faces of friends who have "Liked" your page

ABOUT

WE'RE HERE

It's important to include where users can find you.

THE NUMBER OF USERS WHO HAVE VISITED YOUR PAGE TODAY

WRITE A BRIEF DESCRIPTION ABOUT YOUR BUSINESS.

THE "BRIEF DESCRIPTION" ON YOUR FACEBOOK PAGE SECTION

There are 1.5 billion daily searches on Facebook.

INCLUDE WEBSITE URL

Don't forget to include the URL to your business website homepage!

APPS

Includes the first three apps of your choice (offerings, scheduling tools, etc.)

PHOTOS

The same rules that apply to your profile picture apply here. Remember to keep it professional.

Includes the last 3 videos you uploaded to your page (or shared via Instagram)

With Facebook's overwhelming increase in video views leading to greater user engagement, the relationship is clear: Facebook video is your friend!

There are 8 billion daily video views on Facebook.

VISITOR POSTS

What you want out of Facebook is engagement! This is one of the places where you'll see it.

Includes the last 3 posts shared directly to your page

There are 2 trillion posts total on Facebook.

1,500 posts (on average) appear in a Facebook user's newsfeed every day.

REVIEWS

Users can rate your business or come here to find what others think of your services.

This is crucial and can be found in the tabs section under your cover photo.

LIKED BY THIS PAGE

Includes the last 3 pages you liked as your business page

33% of U.S. Internet users click a Facebook "Like" button on blog posts they enjoy.

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