

FACEBOOK PROFILE AUDIT CHECKLIST

Create your @username

- This is one most businesses forget but important for searchability on Facebook. Make sure after your page is created to add your @name. You can usually find this under your profile picture when looking at your business page as an admin. Be careful about what you pick the first time because it can be hard to change later.

Profile Photo

- Use this to brand yourself. Make it simple, clean, and recognizable. A great way to do this is using your company's logo.

Cover Photo

- If your profile photo already has your logo in it this is a great place to promote one of your top services. Use this space to show your visitors what your business is and can offer.

About Section

- Make sure you fill in your about section copy. This includes the following.
 - Category
 - Contact Information
 - Website link
 - Basic Info: price range, services, language, who you're interested in, hours of operation.

Details about you

- This is where you can elaborate on your companies' story. This is a great place for your mission statement and core values along with anything important someone researching your company needs to know.

Services

- This is where you can list out the services you offer and add in some images to support those services visually.

Call to Action

- At the top of your business page is a button with an editable call-to-action. Facebook provides a list of options that cater to different goals (e.g. driving sales, providing information, booking appointments, ect.). Based on your goals you can choose an available CTA and link to the appropriate link, phone number or e-mail.