

Facebook Business Page

Audit

- Name is spelled right and looks clean, professional and appropriate
- Set, update, or check your @username
- Profile picture is relevant, interesting, and clear
- Cover photo is clean, clear and makes sense. It provides a little information on your business, but is simple – NOT overwhelming
- About Section:
 - o Phone number is accurate. Do NOT list a personal cell phone.
 - o Address is accurate. If you do not have a business address, do NOT list a personal address
 - o Email address is accurate. Make sure it is a business/professional email.
 - o Brief Description is short, smart, and relevant. It is NOT a repeat of your About section.
 - o About section is 1-2 paragraphs briefly describing your business.
 - o Website is updated and accurate. If your website is not working or is wildly out of date, do NOT list it. People use your Facebook page about as much as your website for information, so it's better to not list it than to seem outdated, irrelevant, or misleading.
 - o Mission statement should correctly reflect your company's mission.
 - o Make sure that all other information that applies to you and your business is filled in completely. If it does not apply to you, leave it blank.

- Hide any junk, such as updated profile pictures, cover photos, posts with no relevance, old posts with zero engagement, etc.
- Check all your tabs
 - o Remove irrelevant tabs – for example, the “Shop” tab if you don’t offer a physical product OR if you do not have your physical product selling directly from your Facebook page.
 - o Reorder the tabs, placing those you want most visible and visited towards the top. Don’t forget your “ABOUT” tab includes some of your most pertinent info, so don’t push it down too far.
 - o Make sure ALL info on ALL pages is neat, updated, and correct.
- Check your settings
 - o Are reviews turned on?
 - o Is your Audience Optimized for your Target Audience?
 - o Are messages turned on?
 - o Is Autoresponder active?
 - o Is tagging of my page allowed?
- Check your page template. Are you in the template that makes the most sense for your business? Being in the correct template makes it easier for you to be found in Facebook searches, so this is more important than you may think!

**Take the time to evaluate your page
and ensure that it is sending the
message you want!**

Send me an email at Brittany@beyou-marketing.com if you found this helpful!

beYou Marketing