

Why Optimize Your Facebook Business Page?

There are a few reasons why optimizing your Facebook Business Page is important.

First, Facebook is a great way to connect with your customers and build relationships. When your Page is optimized, it will be easier for customers to find and connect with you.

Additionally, optimized Pages rank higher in search results, so you can reach even more customers.

Finally, optimized Pages look more professional and credible, which can help you attract more customers.

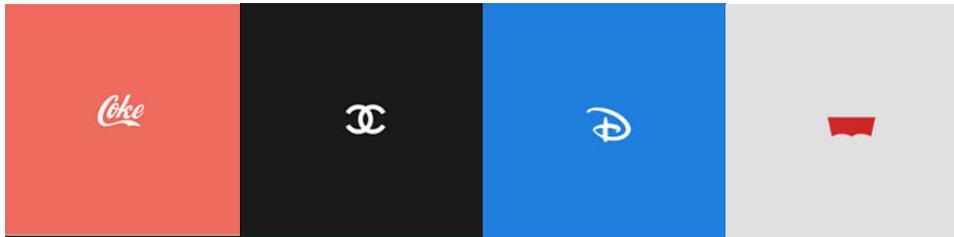
Attached to this document is a checklist of ways to optimize your Facebook Business Page:

Facebook Business Page Checklist

Facebook Profile Picture

User a clear high-resolution photo of your brand logo. We recommend using a **Responsive** logo design. This means only using the icon of the logo. This is because it's more difficult to display a full logo on smaller screens.

Here are some popular brands that use responsive logo designs for their Profile Pictures:



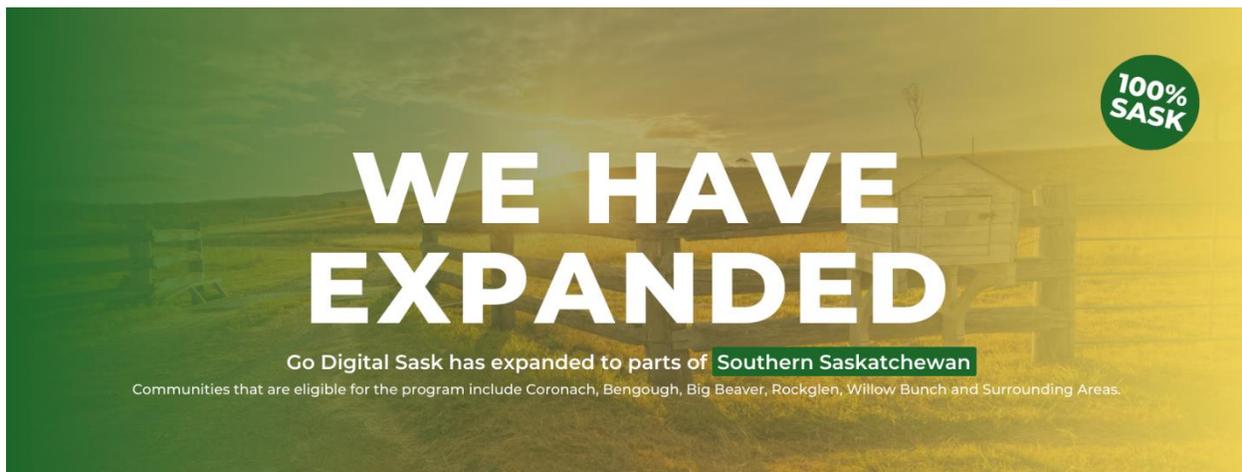
Cover Banner

The cover banner on a Facebook business page is the large image at the top of the page. This image is different from the profile picture, which is a small image that appears next to the name of the page.

It's often overlooked and many small businesses will use a random image that does not relate to the brand.

You can use the Cover Banner to promote the business by promoting products or services, or use the space to display important business information.

Here is an example of how you can use a Cover Banner. Go Digital Sask recently expanded to parts of Southern Saskatchewan. To spread the news of the expansion, we updated our Cover Banner so everybody who visits the Business Page will see the announcement.



Call To Action (CTA) Button

A Call-To-Action (CTA) button encourages users to take a specific action on your Business Page such as booking an online appointment, viewing the website, or sending a message.

You can only choose one CTA button, so we recommend that you choose a CTA button that best reflects the goal and objective you hope to achieve from the Business Page.

About Bio

The About Bio on a Facebook business page is a brief summary of the company or organization. It should include a brief overview of what your company does. There is a character limitation in the About Bio so only include the most important information a customer would need to know about your brand.

Keep it short. Only use a single sentence to describe your business.

Hours of Operation

Ensure that your Hours of Operation are up to date.

A common mistake is businesses will display different Hours of Operations on their Google Business Profile and Website. Ensure that all channels have the same Hours of operation.

Business Categories

You can add up to 3 Business Categories to your Facebook Business Page. Business Categories are used to identify what type of business your Business Page is.

Adding Business Categories make it easier for Facebook users to find your business on Facebook. For example, if you have “Café” listed as one of your Business Categories, then users can quickly find your Business Page if they search “Café” in the search bar.

Username

Ensure that your Facebook Business Page username is the same as your brand name.