



facebook

The Ultimate Facebook Page Checklist

2018 Small Business Guide

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NEUWEB MARKETING

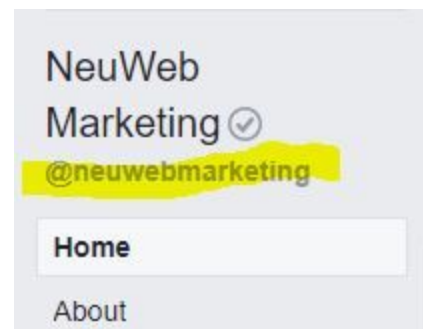
Introduction

Every Small Business that wants to be relevant in today's culture NEEDS to have a Facebook page. Close to 70% of American adults are on facebook at least once a day and many of those same people are connecting with local brands. Having a facebook page can do several things. It can help search rankings for you business and your website. It can also help with generating leads and following up with clients. Facebook is also a great place to publish content for your followers to consume and be thrilled by. It's a free tool that doesn't take long to setup and is a necessity in today's world of online marketing.

We've written the following checklist based off of our experience with Facebook and leading research to help you shore up all the points that will make your social profile the most effective for your business.

#1 The Vanity URL

The first thing that comes to mind is claiming your vanity URL. Once you've setup a basic profile, you can navigate to the "about" section and edit your vanity URL to match your business name. This will make it easy to share the page with others, help others find you, and improve your SEO rankings on Facebook and search engines.



<https://business.facebook.com/neuwebmarketing/>

#2 About Section

Filling out all the information in your About section is crucial for helping followers know who you are and what you do. Leaving any information in this area blank could result in less exposure and poor rankings within search engines and local searches for Facebook users.

Update information such as website URL, category, founding date, business type, location, hours, phone, email, mission statement, contact info, privacy policy, products/services, and much more.

The more detailed you are the more your page will be favored. Keeping this section up to date will be your most important asset in making sure people can verify and connect with your business.

The screenshot shows the 'About' section of a Facebook business page for 'NeuWeb Marketing'. The 'FIND US' section includes the Instagram handle '@neuwebmarketing' with a 'Send Message' button, and the phone number 'Call (269) 331-9320'. Below this is a map. The 'GENERAL' section lists the Category as 'Marketing Agency', Name as 'NeuWeb Marketing', and Username as '@neuwebmarketing', each with an 'Edit' link. The 'HOURS' section shows 'Always Open'. The 'BUSINESS INFO' section includes 'Business Details' with a 'Price Range' of '\$\$\$', 'Founded on June 1, 2017', 'Edit business types', and a 'Mission' statement: 'Marketing Solutions that focus on attracting the right consumer to your product.'

About

FIND US

@neuwebmarketing [Send Message](#)

Call (269) 331-9320

GENERAL

Category	Marketing Agency	Edit
Name	NeuWeb Marketing	Edit
Username	@neuwebmarketing	Edit

HOURS

Always Open

BUSINESS INFO

Business Details

Price Range \$\$\$

Founded on June 1, 2017

Edit business types

Mission

Marketing Solutions that focus on attracting the right consumer to your product.

#3 The Story

The story is a new section added to Facebook back in early 2017 and acts

as a more in depth version of your about description. This is where you get the chance to tell the backstory of who you are and drive home a deeper connection with your followers. You've got another space to add an image and a rather lengthy amount of room to flesh out the history and vision of your business.

Use this section to continue to fill out your page and draw more engagement from visitors to your brand.

You can also add team members to your page if they are listed as employees or admins.

STORY



A Creative Marketing Company

WHO WE ARE

We are a digital age Marketing and Web Design Company located between Battle Creek and Kalamazoo Michigan. We specialize in helping Small Businesses visually transform their brands, reach more customers online, and build long-term value into their business. There's really nothing we can't handle or acquire the resources to achieve.

WEB DES...

[See More](#)

TEAM MEMBERS

These people manage the NeuWeb Marketing Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

[Add yourself as a team member](#)

#4 Cover Photo

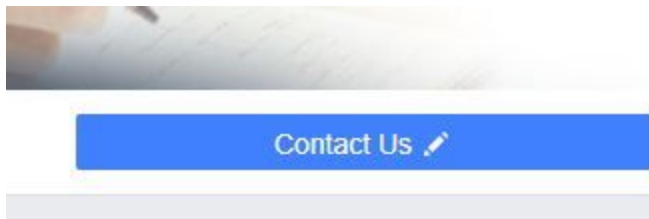


The first thing you need to know is that your cover photo needs to be the dimensions of 851 pixels wide by 315 pixels tall. This will ensure its large

enough to be allowed as a cover photo and will be cropped perfectly inside the allotted space within the window.

A good cover photo will be visually pleasing and should definitely match the imagery and branding of your website. Consistent branding is the key when your marketing cross-platform. Lead the viewer across the screen and down to the Call To Action button located in the bottom right hand corner. This subtle trick will result in more contacts from your page.

#5 Call To Action



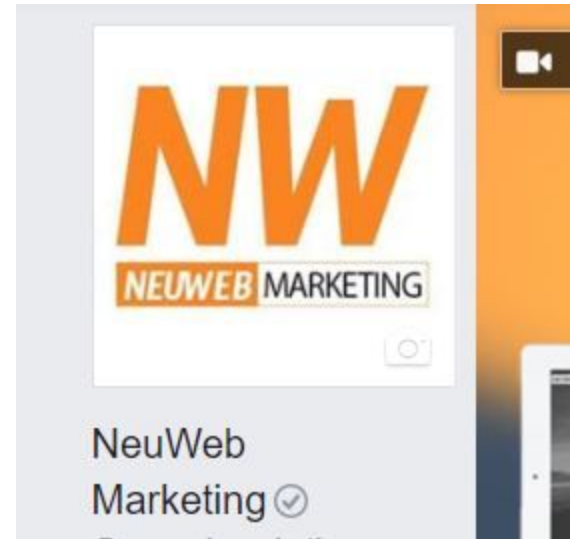
Take your call to action seriously. This is the main method through which potential customers will decide to get ahold of you or check out any offer or landing

pages you plan on sending them to. Choose a call to action that is consistent with your marketing strategy and is most likely to entice your target audience.

You can setup and change your call to action at anytime to fit different campaigns or to test out new contact strategies. We suggest using the "Learn More," "Contact Us," "Call Now," or "Message" options for best results.

#6 Profile Photo

The standard size for profile photos is 400 pixels by 400 pixels. You want your profile photo to stand out whenever and wherever you post so make sure your logo or business branding is front and center. Everywhere you post your logo will be seen and that's the goal of good advertising. Repetition, repetition, repetition. By having a well crafted profile photo you'll begin to build the consistent recognizable image that people will associate with your brand.



#7 Descriptions

On any picture you post, you should have an excellent description written out that tells a story or prompts the viewer to do something. You never know who is going to click on what photo and see the description so this is prime real estate for enhancing your marketing and leaving a link to your website or content offer.

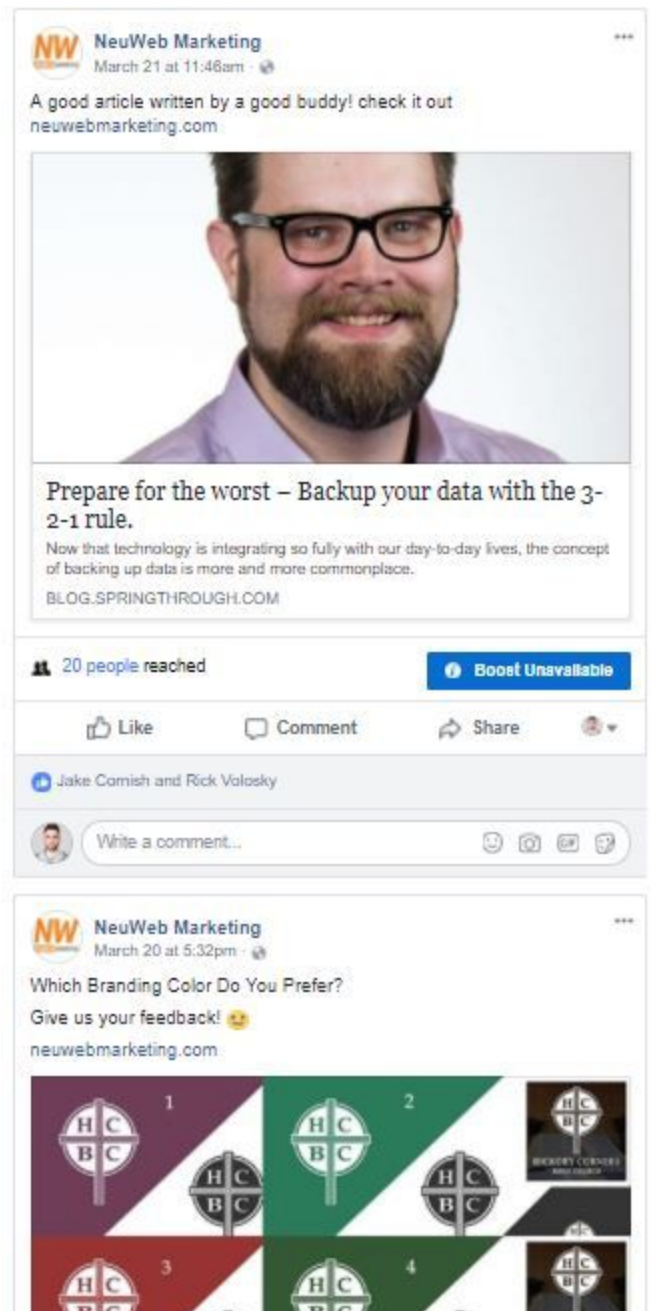


#8 Creative Content

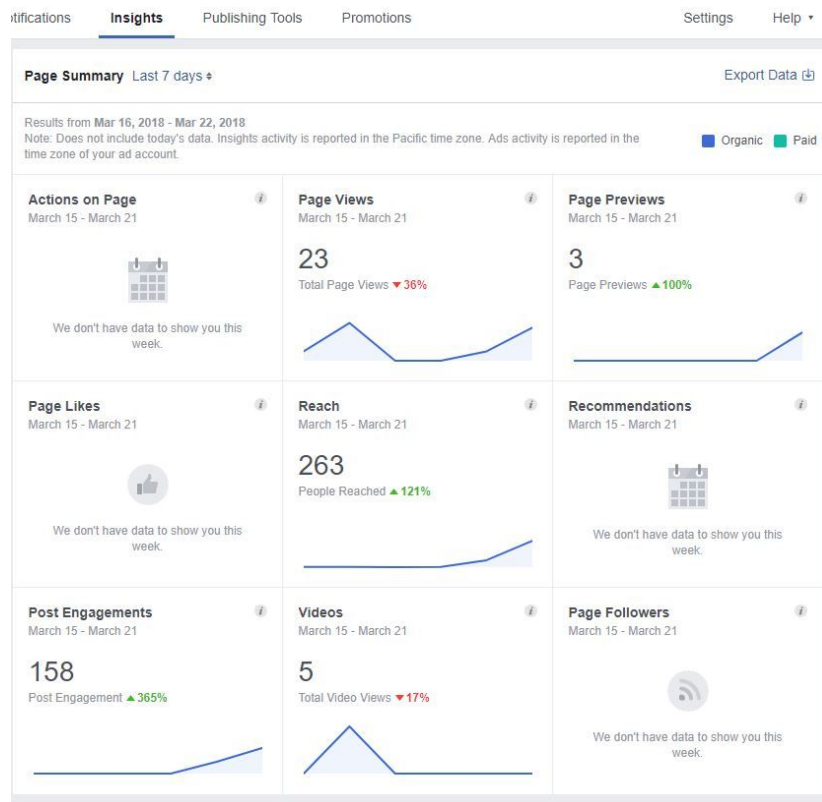
Utilize your timeline. Posting content on a regular consistent basis will help engage followers and give them the juicy stuff they'll grow to love you for. In order to continually impress and gain new interaction you must put a content strategy in place. Many businesses overlook the power of shared content. Here are some different types of content to consider:

1. Resource
2. Someone Else's Post
3. Announcements
4. Personal Insight
5. Surveys
6. Discounts & Offers
7. Post A Special Photo or Video
8. Shout Out or Recommendation
9. Share Posts From Your Blog

By using a variety of content types you'll work less and gain more. Always use an image if possible.



#9 Leveraging Insights



Facebook has a tab on your business page called, “insights.” This is a nice dashboard that shows all of your data insights for your page. You can track page views, likes, reviews, previews, views, posts, videos, followers and a whole lot more.

Finding the section on individual post engagement is very

helpful in seeing which posts are getting the most engagement and what type of content is working with your audience base. Use these stats to improve your content strategy and continue to delight followers.

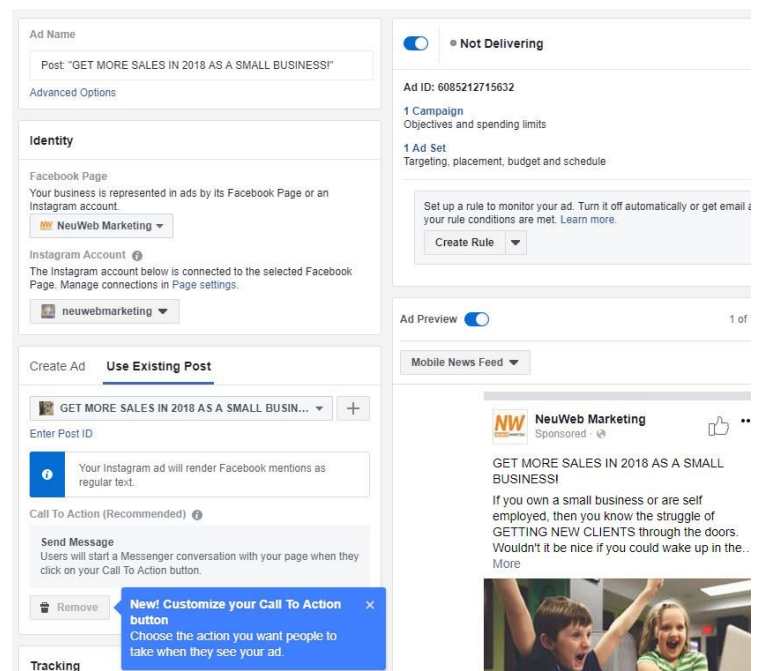
#10 Posts Scheduling



Scheduling is a MASSIVE TIMESAVER! We love this tool because it removes the stress of trying to post everyday at every designated time. Simply sit down at the beginning of the week for a few minutes and write all your posts for the week. Schedule them out at the predetermined times and watch them post automatically to your feed. Work smarter not harder.

#11 Advertising

The final thing in our checklist is advertising. Allocate a few bucks a month for boosting specific posts that are doing extremely well with engagement. Begin to use the Ad Manager to create specific ads that will target buyer personas according to demographics and set aside a good amount to budget on these



ads. The minimum amount is \$2 a day for a decent engagement. We recommend spending between \$250 and \$500 a month on targeted ads. This will get your brand exposed to hundreds of thousands of people who might not have otherwise seen your business. The key here is long-term growth. Don't expect an immediate return but rather a gradual increase in sales and followers that will in turn promote your brand for you. Getting exposed is the number one way to grow your business so running ads is key to reaching new people.

Conclusion

Your Facebook business page can be a powerful platform for any size business looking to grow and build relationships with potential customers. It takes a little work but with the right knowledge it can be simple and fun to maintain. Use this checklist to stay on track with growing your business through social media.

About NeuWeb Marketing

We are a digital age Marketing Agency specializing in Web Design & Development, Video Production & Photography, and Social Media Management. We love helping Small Businesses visually transform their brand, reach new online markets, and build long-term relationships with their followers. From Instagram and Facebook video promotions to lead generating websites and email marketing campaign's, there's nothing we can't handle.

Founded in 2014 and established as an agency in 2017 we've been working hard to help our community and small businesses grow and achieve online success.

If your interested in using our services or would simply like to chat and have some questions answered we are always available to help. You can reach us at the information listed below. Thanks for downloading our Facebook checklist and good luck in your endeavors!

NeuWeb Marketing LLC

Neuwebmarketing.com

facebook.com/neuwebmarketing

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(269) 331-9320