

Facebook Page Checklist: *Louisa Dykstra - Norwex Independent Sales Consultant*

Do you have an engaging and professional Facebook cover photo? Size: 851 x 315 pixels	Yes
Do you have a tagline or any demonstrated benefits on your cover photo?	Yes
Have you activated your cover photo's Call-to-Action button and is it working properly?	Yes
Does your cover photo have a description with it (when you click on it) with a link to your website?	No
Do you have an interesting Profile photo that is clear and easy to see? Size: 180 x 180 pixels	Yes
Is your About Short Description (the one that appears on your Facebook Timeline) clear and interesting? Does it contain your web address?	Yes, but you have room to add your website within the short description.
Is your entire About section filled with the benefits of your business and good keywords?	Needs work
Do you have Facebook Apps installed? How many?	No
Do you have a Facebook App installed that will collect e-mails of potential clients? A lead generation tool?	No
If you have Facebook Apps installed do you have custom App covers to go along with the branding of your Page?	No
What is the current Facebook engagement of your Page (People Talking About This divided by total Fans)? Is it over 5%?	Yes, 10.34%
Is your website easy to find on your Facebook Page? Either in your short description or prominently featured in your About section several times?	Yes, but I would also add it to the description of your cover.
Are you posting at least once a day during the week?	Yes
Are people liking or commenting on your posts?	Yes
Are you asking questions in your posts to try and get engagement?	Not as much as you should.
Are you varying your posts between Text, Photos, Videos, and Links?	Yes, but try more videos (native uploads).
Do you have unanswered posts or spam on your Timeline?	One post to your page is a duplicate. Remove it so fb doesn't rank it as unanswered.
Are you sharing tips in your niche? Are your posts benefiting your audiences?	Yes, but I would try more personalized advice/tips.
Are you also sending traffic to your website several times a week?	No
Are you using your Personal Profile to post about your business?	Yes
Do you have your Personal Profile linked properly to your Facebook Page in your Work section?	Yes
Does your Page have a custom URL? Have you set up your Page username?	Yes
Do you have a link to your Facebook Page prominently located on your website?	Yes, maybe add to your Contact section on Norwex.

Notes:

Photos and your About section look good, just add some descriptive text with links back to your website. You may want to add a few milestones to your timeline and add links to products in your About section. Post/upload videos directly to your page and occasionally share to your personal profile. Your most engaged users are online in the afternoon and evening. Photos and personal stories do best with your audience; share more of that. Make a habit of posting daily or at least every other day (try the scheduler), and link back to your website in at least 2 posts per week. Ask more questions to engage your fans. Overall, you are doing great!