

Facebook Page Checklist: *Dawn Partlow - Jamerry Independent Consultant*

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| 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? | No |
| 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 |
| Is your entire About section filled with the benefits of your business and good keywords? | Yes, mostly |
| 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%? | No, 0% |
| 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 descriptions of your cover and profile images. |
| Are you posting at least once a day during the week? | No |
| Are people liking or commenting on your posts? | Yes, but not all the time |
| Are you asking questions in your posts to try and get engagement? | No |
| Are you varying your posts between Text, Photos, Videos, and Links? | Yes |
| Do you have unanswered posts or spam on your Timeline? | No |
| Are you sharing tips in your niche? Are your posts benefiting your audiences? | No. Try offering more personalized advice/tips. |
| Are you also sending traffic to your website several times a week? | Yes, refer to comments in video. |
| Are you using your Personal Profile to post about your business? | Yes, but try sharing more from your fb page, instead of posting directly. |
| 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 |

Notes:

Photos and About section look good, just add some descriptive text to your images 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 photos and videos directly to your page and occasionally share to your personal profile. Balance your posts between photos, videos, links, and text, then check insights weekly to see which perform best and when (days/time of day). Make a habit of posting daily or at least every other day, try the scheduler. Ask questions to engage your fans. Turning on Following can help your exposure. Lastly, if you're going to pay for ads, use the ads manager instead of the Boost Post option.