Facebook Business Page Audit Checklist

Use this checklist to evaluate and optimize your Facebook business page

- [ ] The "About" section is complete with a business email, additional social media links (if applicable), my business website's URL, hours, business details, location, additional contact info and brief description

- [ ] The cover photo is well designed and has an engaging and professional look that speaks to my target audience. It is also sized using the correct dimensions for mobile and desktop

- [ ] The profile photo is my most recent business logo, or it clearly reflects my brand

- [ ] Posts include content that has Call-To-Actions (CTAs) to guide my audience on what I'd like them to do: "sign up for our email list", "click here to visit our website", "comment below", "share our post"....

- [ ] I have a tagline or product/service benefits description on my cover photo.

- [ ] I am asking questions in my posts to encourage engagement

- [ ] My page has a custom URL that reflects my business name

- [ ] I am creating a variety of content including photos, graphics, links, videos, blog posts, events, etc., and repurposing content where possible

- [ ] My personal Facebook Profile is properly linked to my Facebook Business Page in my work section

- [ ] I have answered all comments and questions on posts and Direct Message (DM) inquiries to encourage engagement and promote positive customer service for my brand/business

- [ ] I am posting content at least 3 times per week, including on weekends, on days, and times I think my target audience is on the platform and will see my content.

- [ ] I have a Facebook App installed or post content/links that will collect potential client email addresses to use for email marketing campaigns to further promote my product/service. I also have a Lead Magnet for this process to convert visitors to potential customers

- [ ] My "About" section highlights the benefits of my product/service as do some of my posts

- [ ] I am cross-posting my business posts to my personal Facebook profile occasionally to share content with my friends and family, in case they are interested or want to share my content with their friends

- [ ] I have a button/link to my Facebook page on my website and on any email campaigns I send out to my contact list(s) to encourage people to follow and engage with my business page

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