



## Mari Smith's FACEBOOK BUSINESS PAGE OPTIMIZER - Starter

### 1. View as Page Visitor

- Before going through the checklist items below, consider first looking at your Page as a visitor sees it. Click the 3 dots (next to the Like / Follow / Share buttons) > click View as Page Visitor.
- Review the various sections/tabs through the eyes of your visitors... then switch back to your admin view for these points below:

### 2. Profile picture

- Is it clear and up to date?

### 3. Cover image or video

- Is it compelling and obvious what you do? Is it the right dimensions?
- Have you updated your cover image/video within the last 12 months or less?

### 4. CTA (call-to-action) button

- Do you have one? If so, have you tested it lately?
- Is it compelling?
- Where does it click to?

### 5. Messenger

- Can people message your Page?

### 6. About Tab

- Is all the content in this section current/relevant and all links tested lately?
- Is your website listed? Make sure it clicks through to the right destination.

### 7. Posts Tab (Wall)

- Do you have a pinned post? (Ideally, no older than a few months!)
- How often are you publishing content?
- What types of posts do you publish? (e.g. links, images, video, text)

### 8. Videos Tab

- When was the last time you published a video post?
- Have you done any recent Live videos?
- What is your average view count per video?

### 9. Groups Tab

- Have you created a Group linked to your Page?

### 10. Tab Order

- Are you happy with the order in which your Tabs/sections appear? If you want to reorder, go to your Page Settings > Templates and Tabs > drag and drop to reorder.

*Items 11-20 available via Mari Smith's training programs. Contact Mari for details.*