

# FACCEBOOK CHECK LIST

## FACEBOOK URL

- You have created a Custom URL for you Fan Page (EG: [www.facebook.com/yourpagename](http://www.facebook.com/yourpagename))

## COVER PHOTO

- You are using an “851px X 315px” High Quality Image for your Cover Photo.
- You have filled out a description for your Cover Photo.
- Your Cover Photo description includes a link to your Website or Landing Page.
- You have no more than 20% text on your Cover Photo.
- Your Cover Photo includes a Tagline or a Call To Action (CTA).
- Your Cover Photo clearly reflects you or your brand.

## PROFILE IMAGE

- You are using a “180px X 180px” High Quality Professional Portrait or Logo for your Profile Image.
- Your Profile Image clearly reflects you or your brand.

## ABOUT SECTION

- Your Short *and* Long Sections are filled out and contain a Link To your Website or Landing Page.
- Your benefits are clearly explained (WIIFM).
- You have made good use of keywords.

## TABS / APPS

- You have installed at least one App.
- You have an App/Tab that collects Email Addresses.
- The thumbnail images for your App/Tab have been customized.

## POSTING FREQUENCY

- You are posting 5 - 10 Times Per Week.
- You are responding to Comments and are engaging your Fans.
- You are effectively managing your SPAM.
- You are consistently sending traffic to your Website or Landing Page.

## POST TYPES

- You are posting various types of posts (Images, Text, Links and Video).
- You are sharing valuable information related to your business/niche.
- You are using Graph Search to determine what type of content your Fans are interested in.

## PERSONAL PROFILE

- You have a link to your Fan Page in the “Work” section of your personal profile

## WEB PAGE

- You have a link to your Fan Page on your Business Website.
- You have made it easy to share your website content (EG: A “Share This” button).

## OFFLINE

- The URL of your Fan Page is listed on your Business Cards, Brochures, and Email Signatures