

# How to Optimize Your Facebook Business Page

Follow these best practices to optimize your brand on Facebook.

1

## Completely fill out the company information.

Make sure to include the following:

- Category
- Username (should match your personal or company name)
- Address, hours, location
- Short description

2

## Include your NMLS #

and any disclosures you include on marketing materials in the about section of your page.

3

## Use a visually engaging and high resolution cover photo.

Cover photos will display at 828 x 315 pixels on computers and 640 x 360 pixels on smartphones.

4

## Your profile picture should be clear, simple and professional.

Your picture should be your professional head-shot or company logo. Dimensions are 160 x160 on desktops and 128 x 128 on smart phones.

5

## Add a CTA button to your page.

Choose "Send Email" or "Pre-Qualify" to encourage the prospect to make a move.

6

## Ask for customer reviews.

Send the link to your review page on Facebook to every client and after every closing.

7

## Schedule posts.

Use the scheduling feature in Facebook to schedule content days in advance and reduce the amount of time spent on social media.

8

## Ask people to "like" your page.

Ask your friends to like your page but clicking on the ellipses at the top of your page and click "Invite Friends."

9

## Use Facebook Ads.

Generate new leads through a specific target audience, location and a small budget. Watch your analytics and "page insights" to track effectiveness.