



FACEBOOK PAGE MAKEOVER

Worksheet & Checklist

Facebook page
name

Searchable
@ URL

Do you have a profile photo that is instantly recognisable as your brand?

Does your header image include a call to action?



Does your header image description explain your CTA campaign, link to your campaign and have a little more detail about your business?

Do your pictures work on desktop, mobile and tablet?

Check your settings:

Tagging

Recommended pages

Messages

About

Are your business details all correct?



Have you updated your business' story (with appropriate photo?)

Does your call to action button (shop now, message etc.) support your current campaign?

Shop:

Have you got some products, or product categories, listed on Facebook?

Are the photos instantly recognisable?

Do the product names make what you sell abundantly clear?

Do the product links take people to well set-up product or landing pages?

Post Audit

What times does your audience spike?

What post performed well?

Was it... text only? gif? live video? poll?
 picture? video? live photo? product?

When did you publish it? Day _____
Time _____

What did it achieve? Reactions _____
Comments _____

Shares _____
Clickthroughs _____

Why was it successful?

Ideas for similar posts: