

Window shopping on Facebook

Break out the Windex .. let's clean up your business page's front window!

- Cover photo: create an image that's properly formatted. Use no more than two images and keep the text limited and legible (cursive is iffy). The message/photo should be clear and relevant to your store
- Profile picture: it's a very small image! It shouldn't be too detailed or illegible. YOU may know it's your logo, but would a first-time customer? Test the visibility on your phone and a desktop. Once you have a good image, keep it. It's what your customers see in their feed every time you post, so consistency is important for developing brand awareness
- @username – this is how you're found on Facebook. About -> General -> Edit Username (You can change it any time, but find the most relevant/succinct name and then don't change it. It's another part of developing your brand awareness)
- Optimize your About section: update all your info including store address/location, phone, website and hours
- Call to action button: what do you want your customers to do? Book with you, contact you, learn more about your business, shop with you
- Messenger: set up an auto-responder when you're sent a message. The auto-reply could answer some of your most common questions, direct them to call you for immediate assistance, offer an email or website link. Your responsiveness to messages is posted on your page ("Typically responds in a few hours", etc)
- Request a gray verification badge: this symbol lets people know your page is authentic. Settings -> General -> Page Verification

Is your store's page mobile friendly?

- Cover image is sized properly (image(s) aren't cut off)
- Cover text is limited and doesn't fall off the sizes/cut off
- The profile image is easily understood (if it's your logo would someone not familiar with your store know what it is? Ask a new customer in your store!)

