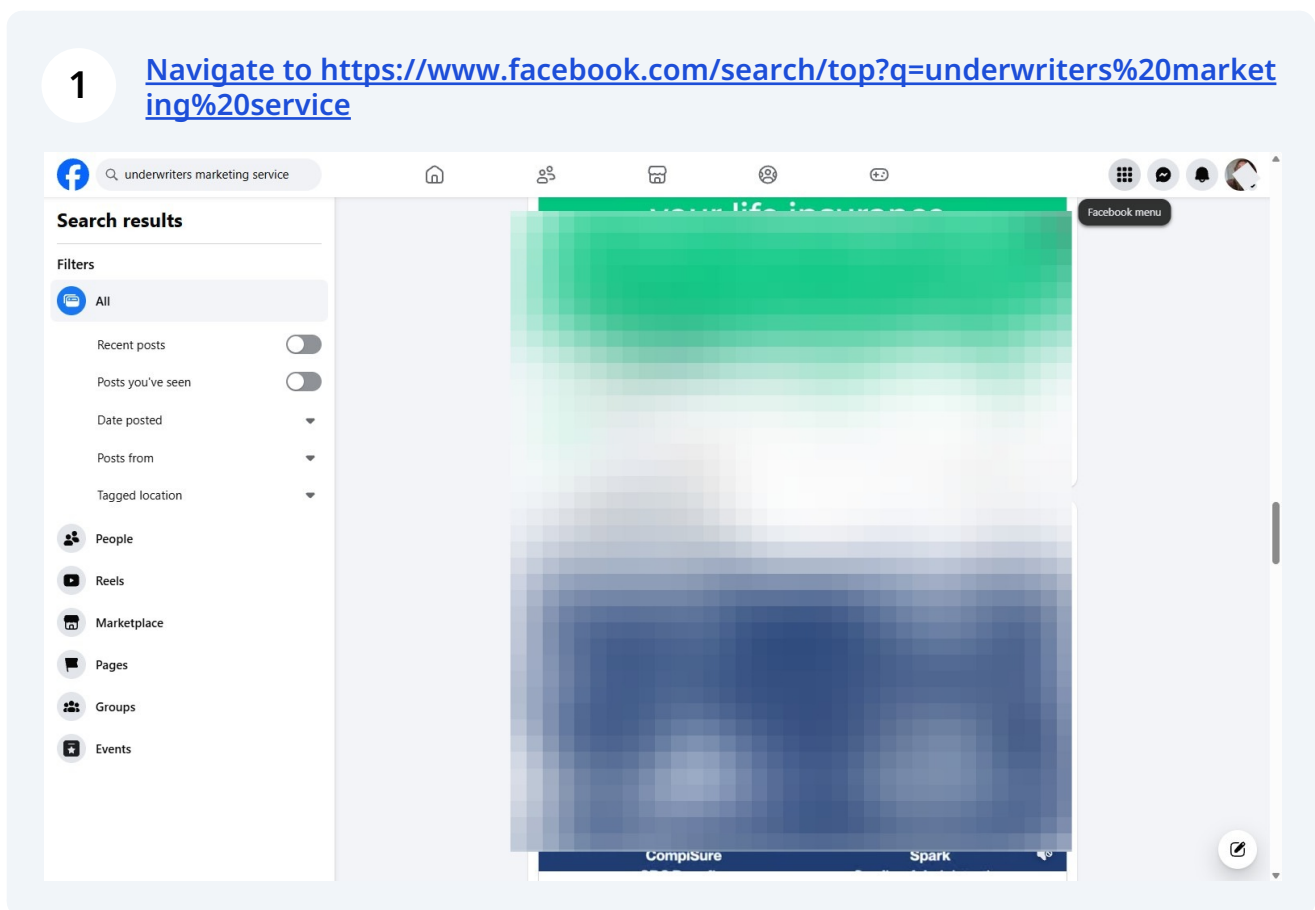


How to Create and Optimize a Facebook Business Page

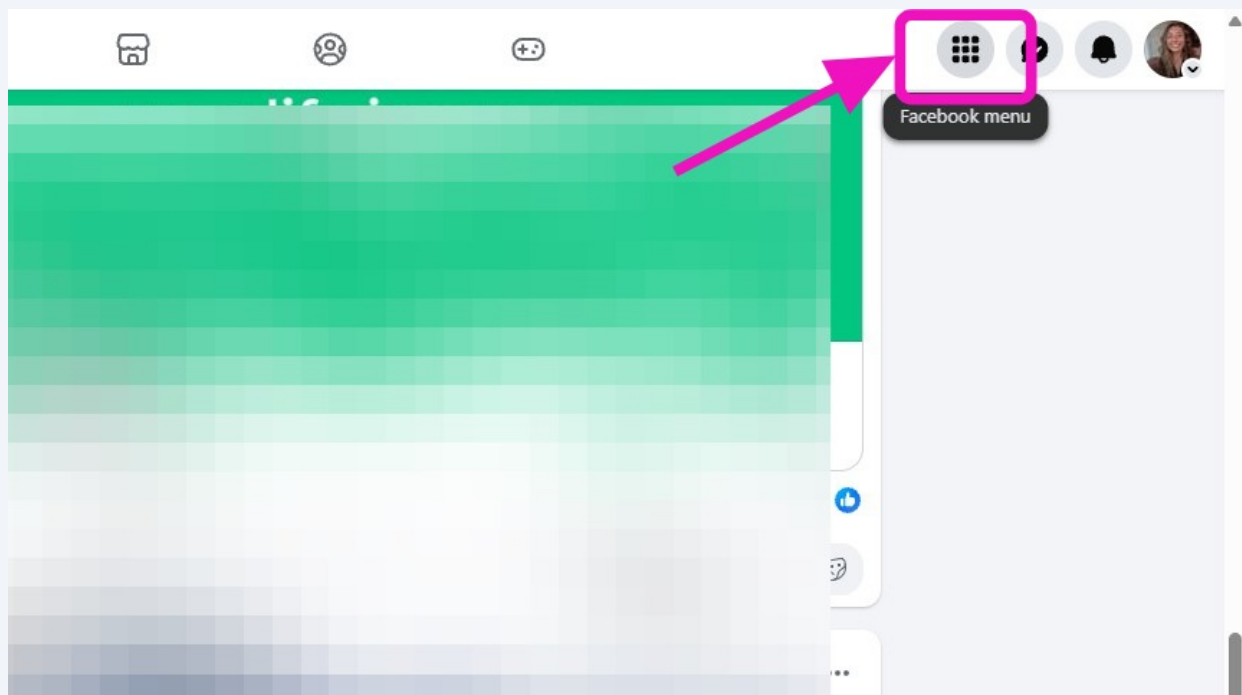
Learn how to build a professional business presence on Facebook by setting up your page and configuring essential business details. This guide covers everything from choosing the right category to adding contact information, profile imagery, and professional credentials.

NOTE: After step 28- all steps are optional and up to your own personal preference.

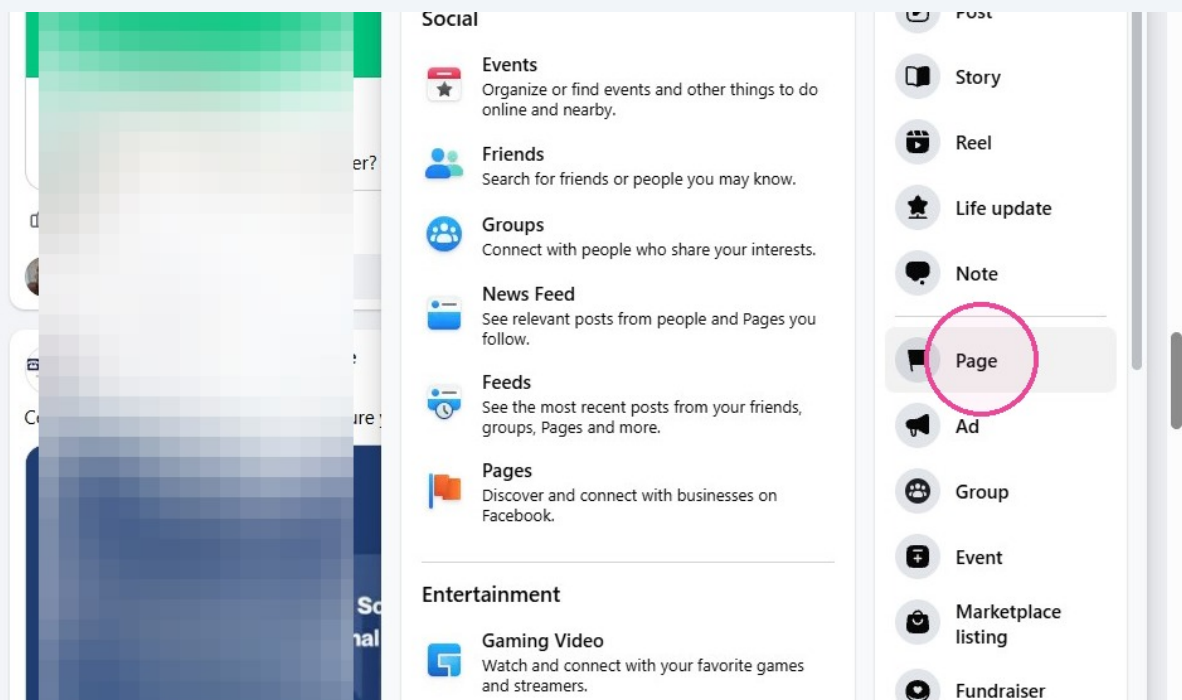
Page Creation



2 Click the Menu icon in the top right corner.

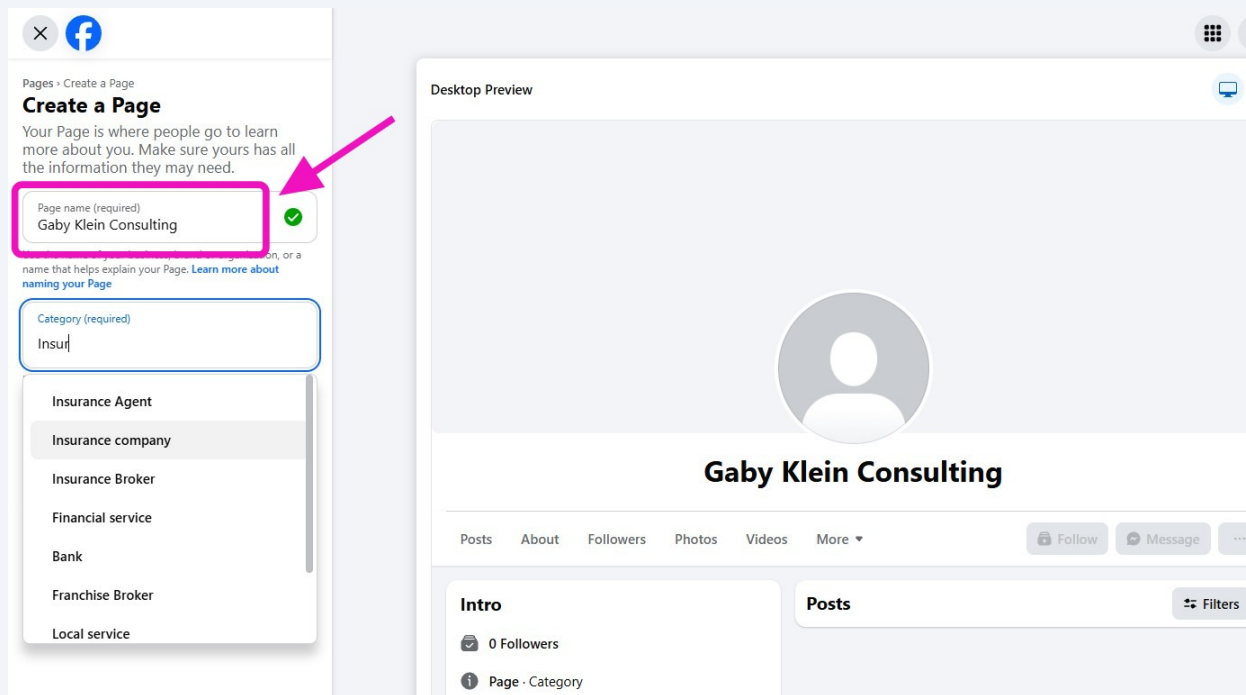


3 Select "Page" to begin creating a new business profile.



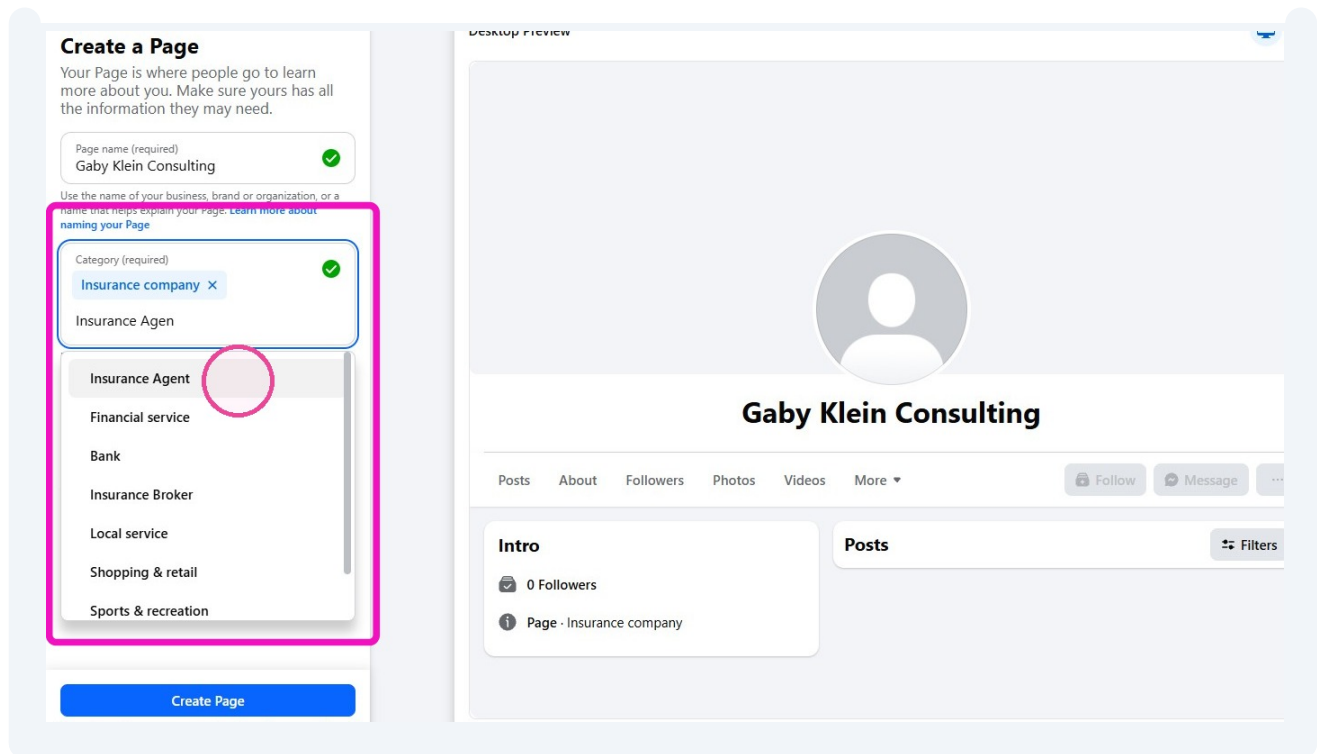
4 Page Name: Type what you want your page name to be

5 Ex:

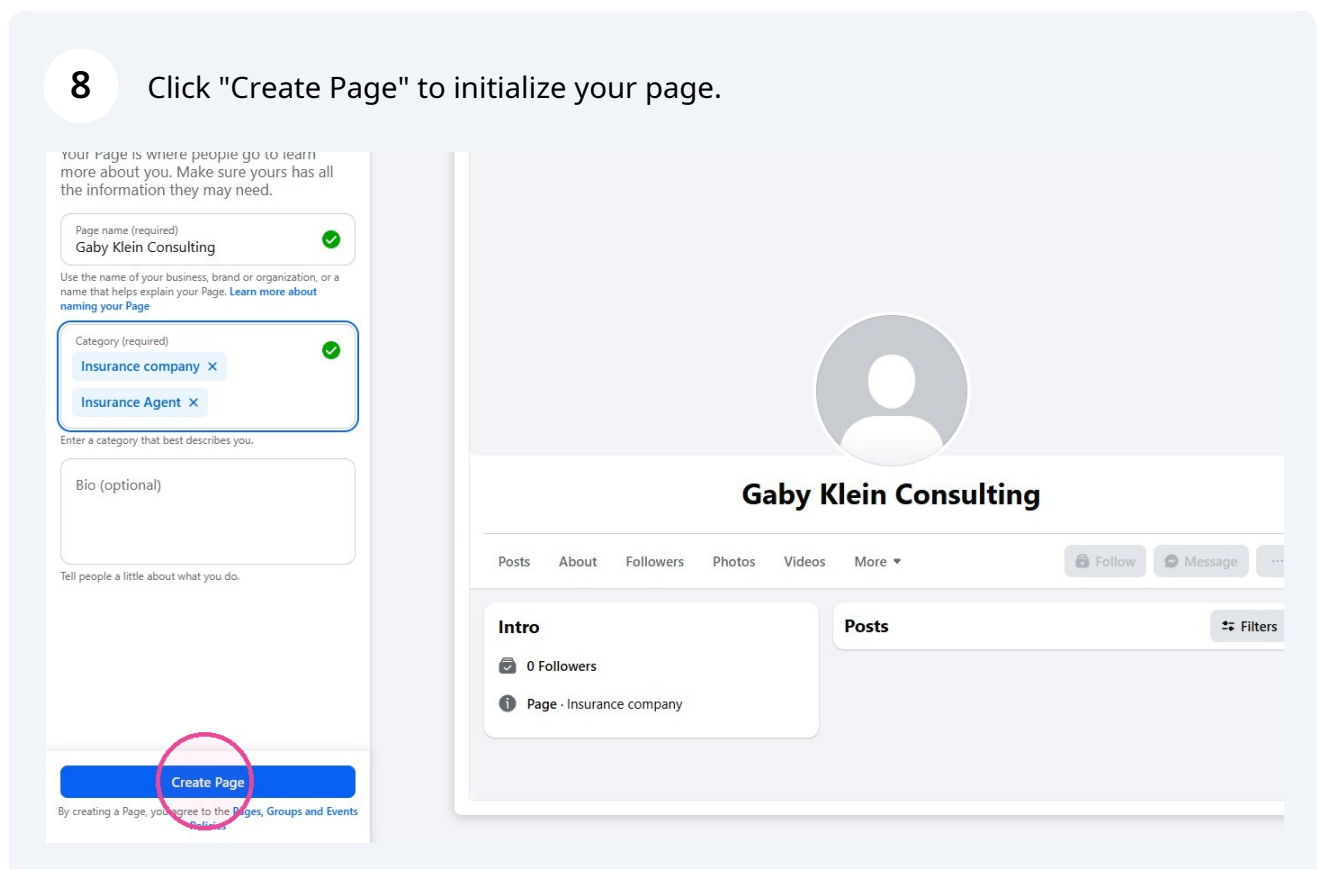


6 Category: Type in all relevant categories

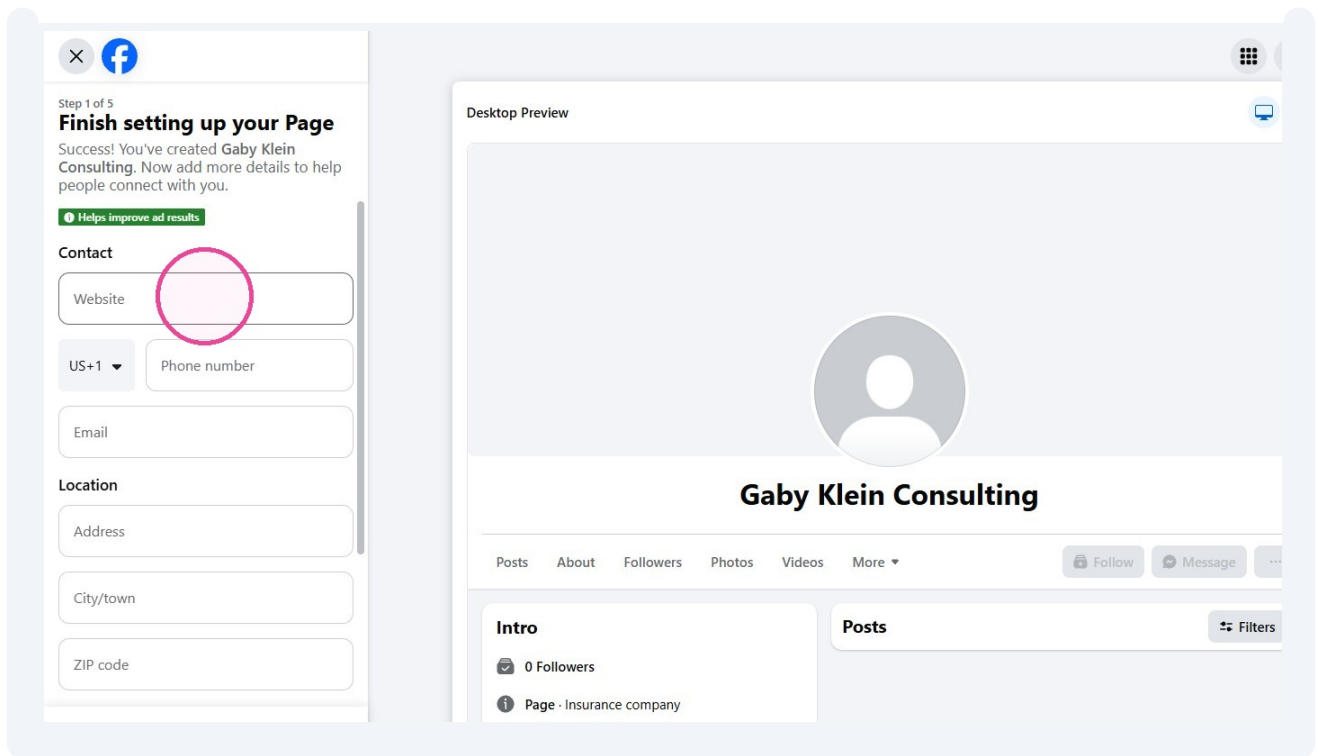
7 Ex: Add "Insurance Agent" as a category.



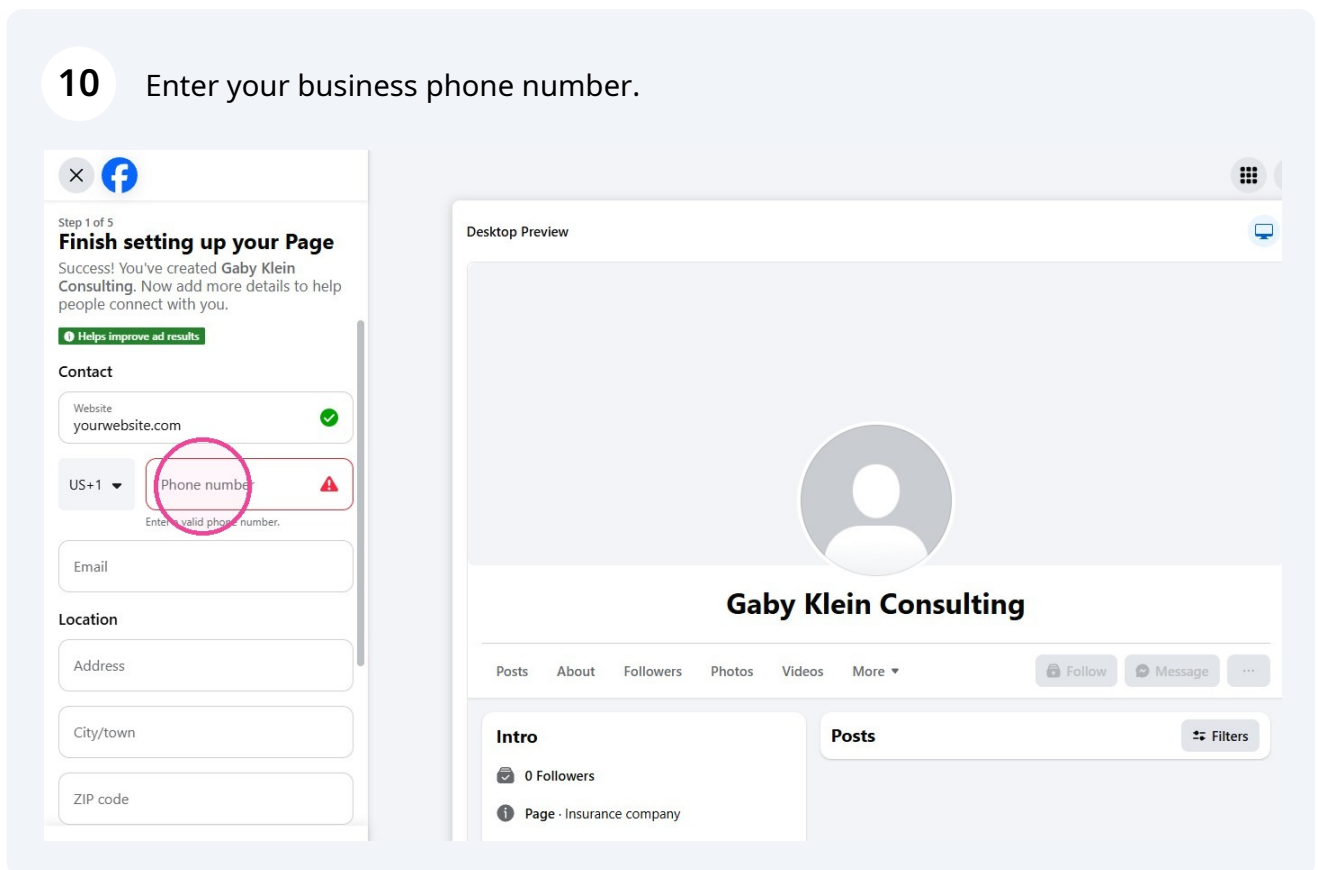
8 Click "Create Page" to initialize your page.



9 Enter your website URL in the Website field.



10 Enter your business phone number.



11 Click "Next"

Email

Location

Address

City/town

ZIP code

Page health: Needs work
Compared to similar Pages with high engagement.

Previous Next

Gaby K

Posts About Followers Photos Videos

Intro

0 Followers

Page · Insurance company

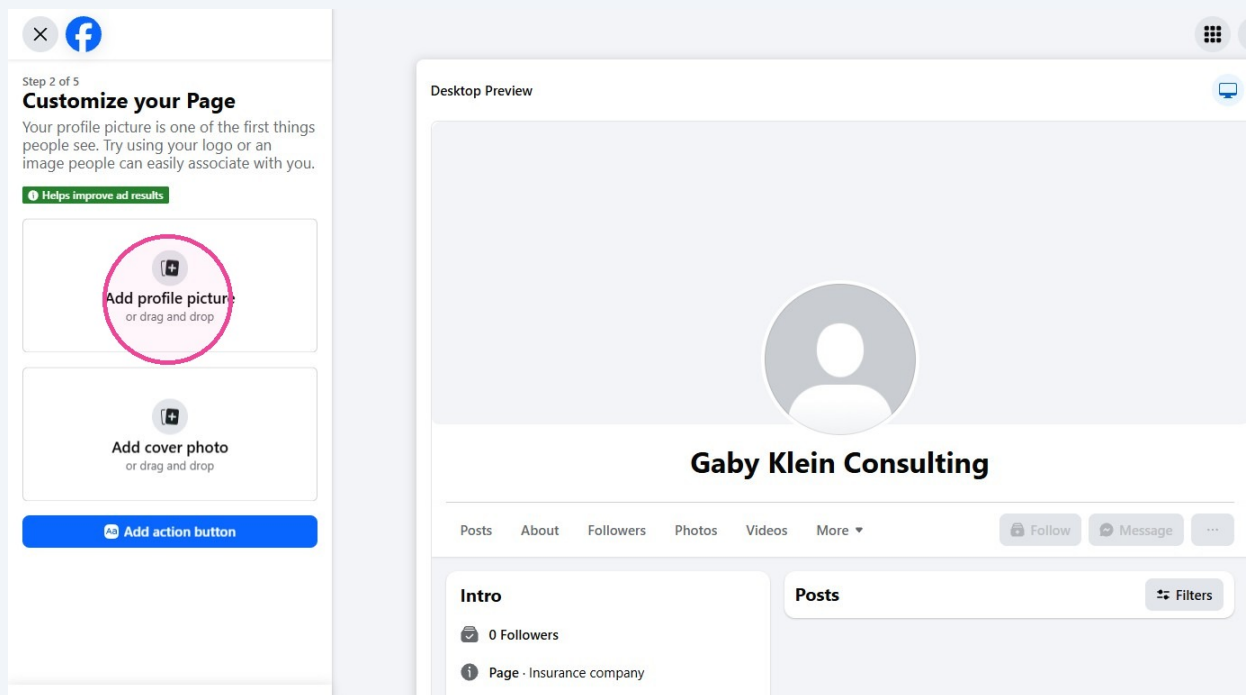
+18005241774

yourwebsite.com

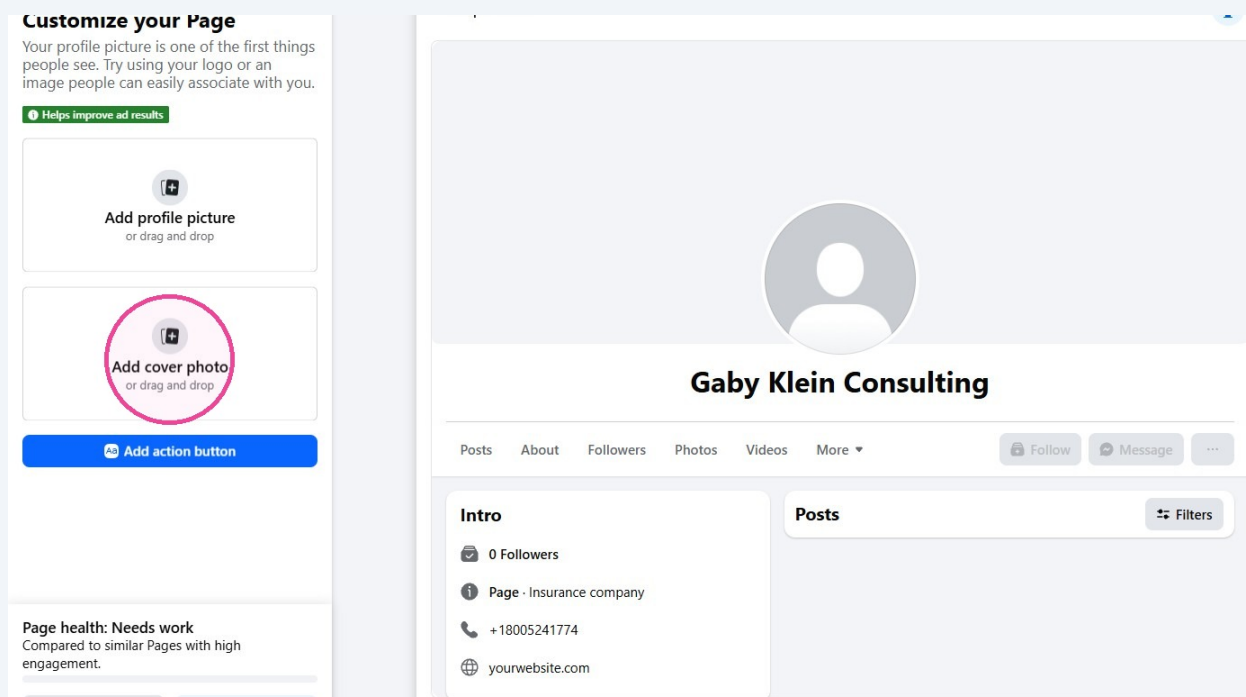
Customization and Branding

i This step can also be done once you get into the page. Steps to follow

12 Click "Add profile picture" to upload an image for your page.



13 Click "Add cover photo" to set your page header image.



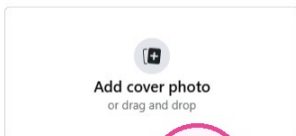
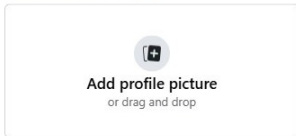


OPTIONAL: Steps 14-18

14 Click "Add action button"

Your profile picture is one of the first things people see. Try using your logo or an image people can easily associate with you.

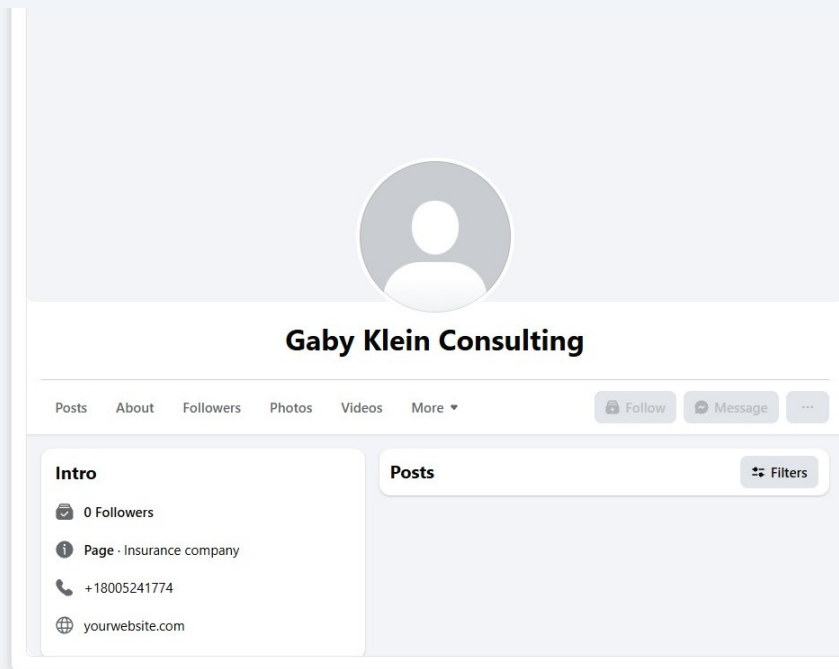
Helps improve ad results



Page health: Needs work
Compared to similar Pages with high engagement.

Previous

Next



15 Click "Try It"

people see. Try using your logo or an image people can easily associate with you.

Helps improve ad results

Add profile picture
or drag and drop

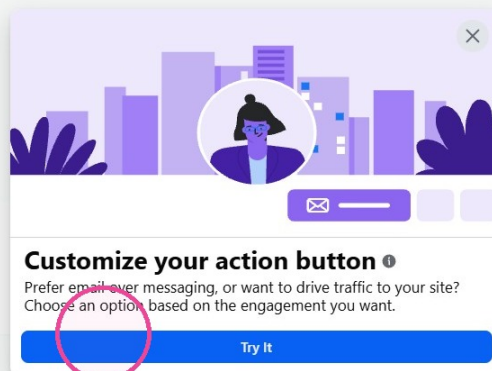
Add cover photo
or drag and drop

Add action button

Page health: Needs work
Compared to similar Pages with high engagement.

Previous

Next



16 Click your preferred option. Then, click "Next"

ig your logo or an
asily associate with you.

its

rofile picture
ag and drop

over photo
ag and drop

action button

s work
?ages with high

Next

Choose an option
Tell people how to engage with you by customizing the action button at the top of your Page.

Help people support you

- ☐ **Book now**
Connect a scheduling tool so people can book appointments
- ☐ **Sign up**
Opens a website with a sign-up form
- ☐ **Start order**
Opens a website for a restaurant
- ☐ **Get tickets**
Choose where people can find tickets

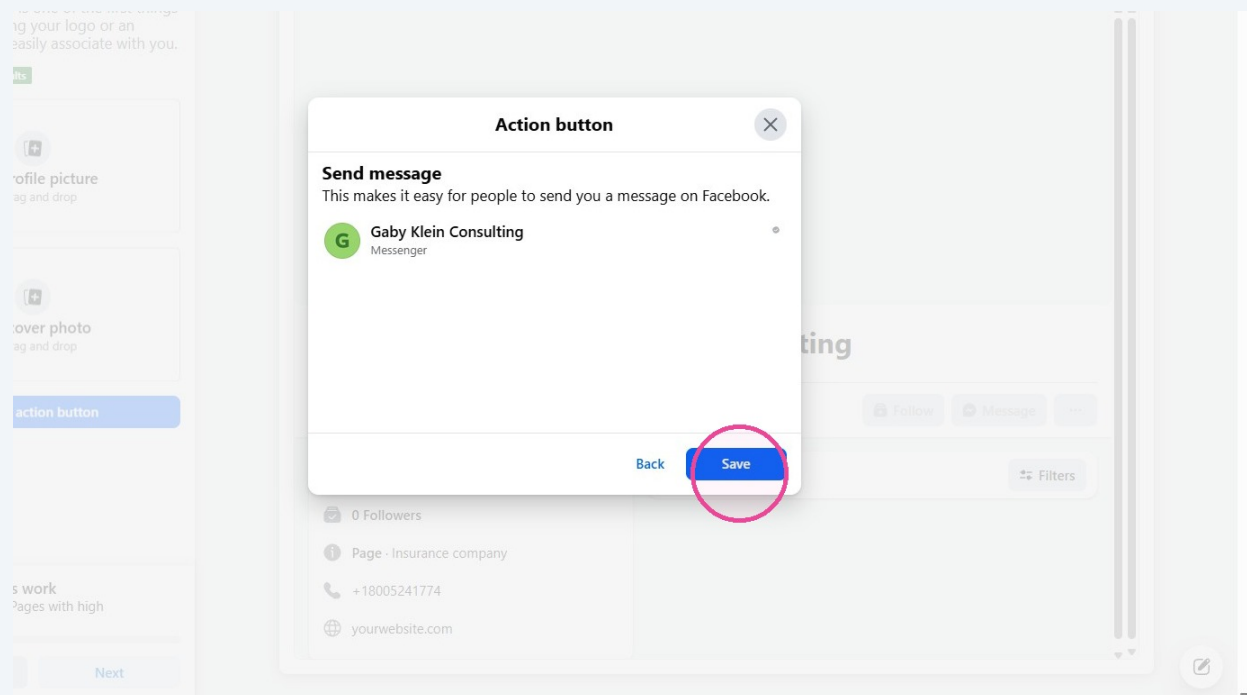
Get people to contact you

- ☒ **Send message**
Starts chat on Facebook Messenger
- ☐ **Send WhatsApp message**
Starts chat through WhatsApp
- ☐ **Call now**
Starts a phone call
- ☐ **Send email**
Send an email message

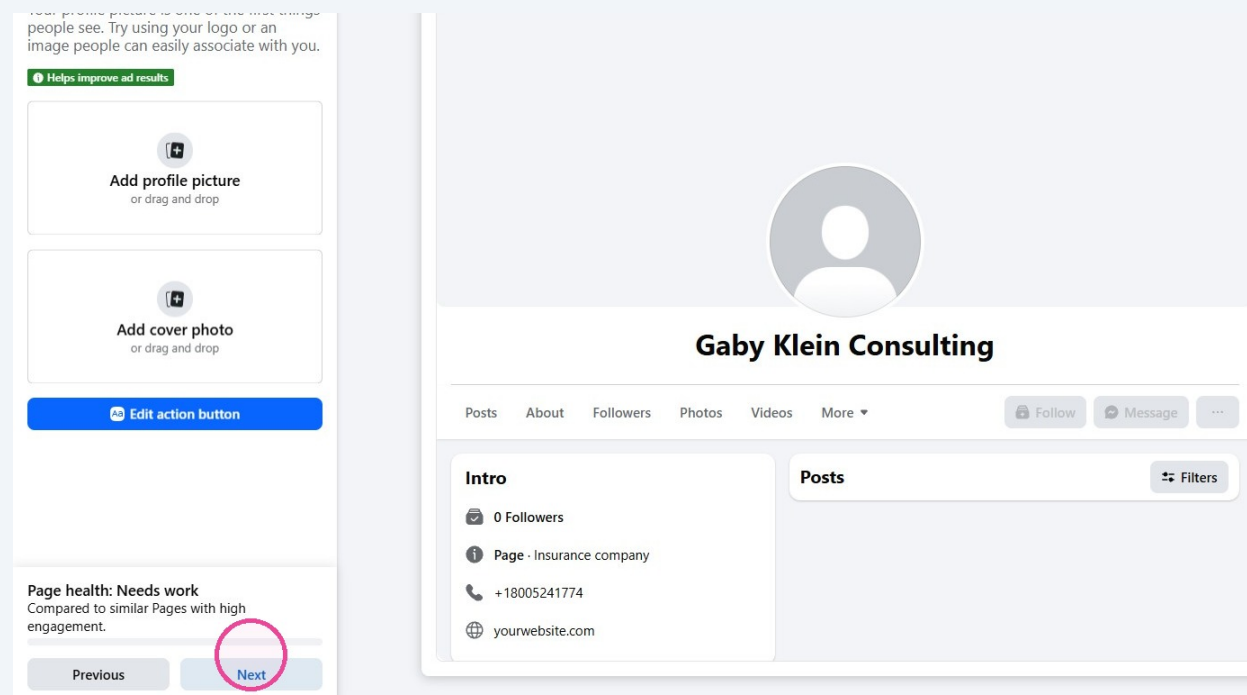
Back

Next

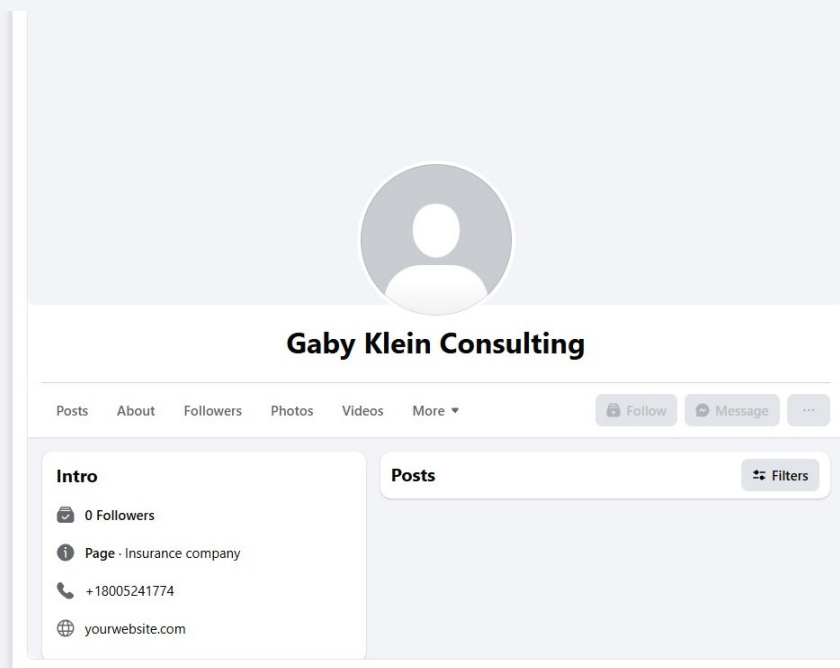
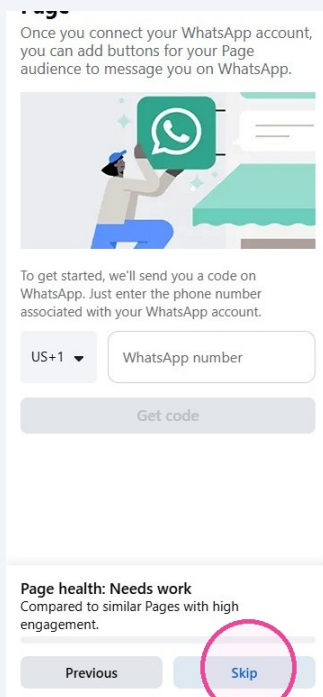
17 Click "Save"



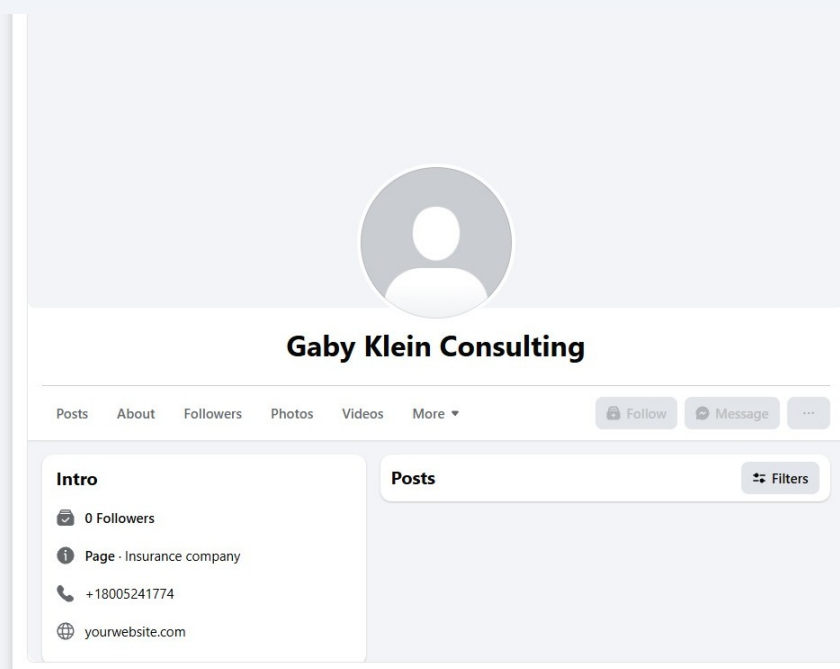
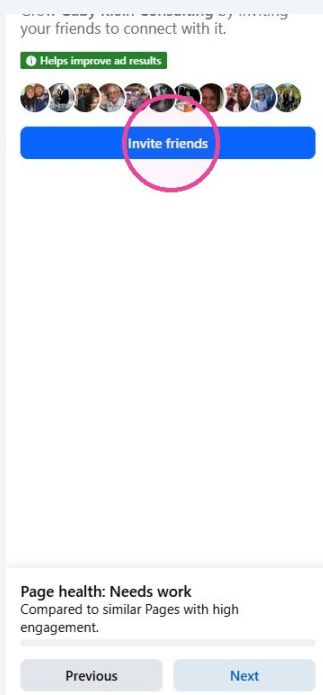
18 Click "Next"



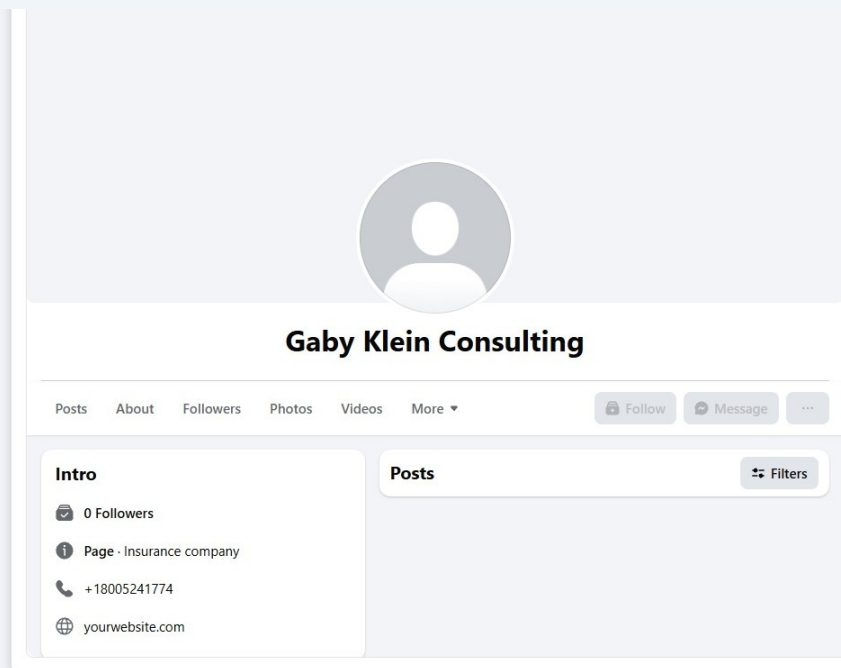
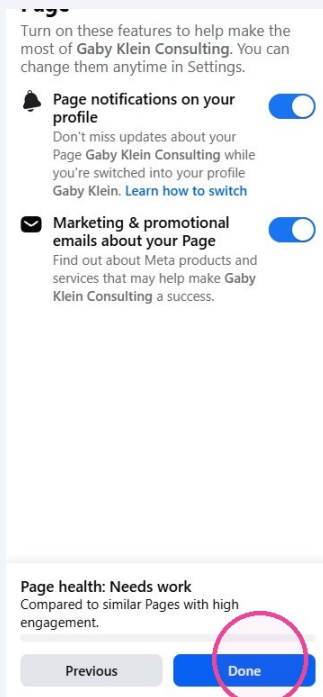
19 Click "Skip" to bypass the WhatsApp connection step.



20 Click "Invite Friends" if you want your profile to connect with your friends.

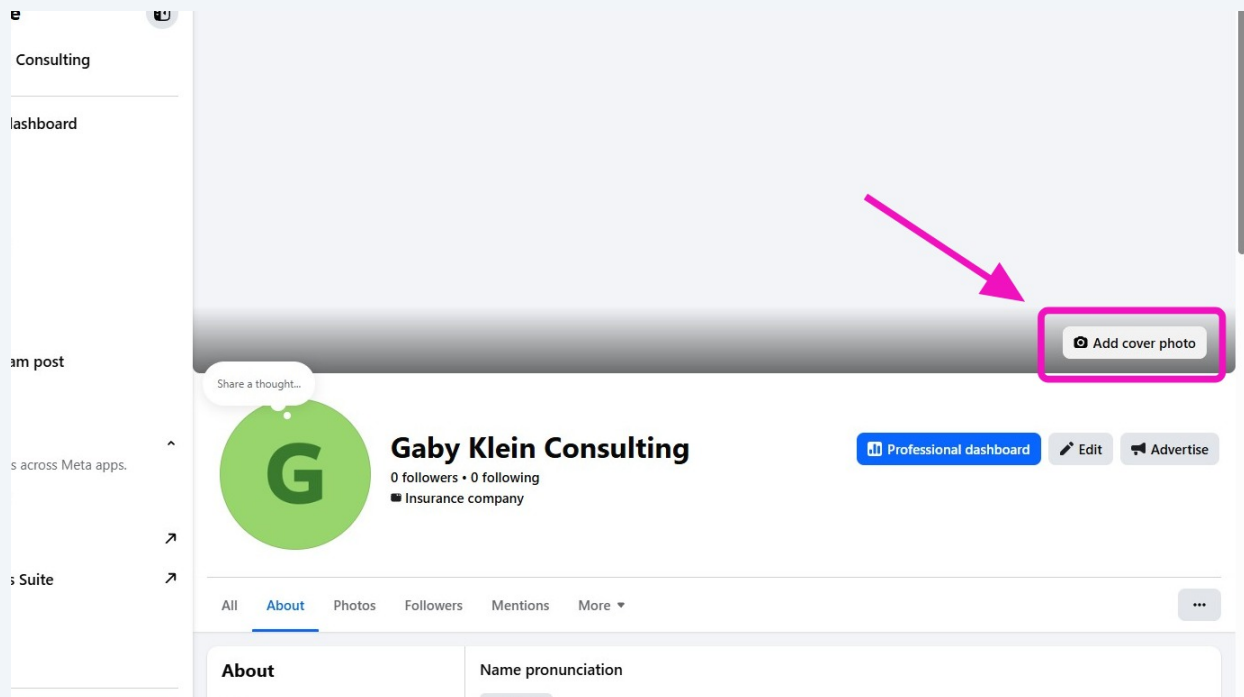


21 Click "Done" to finalize your Page setup.

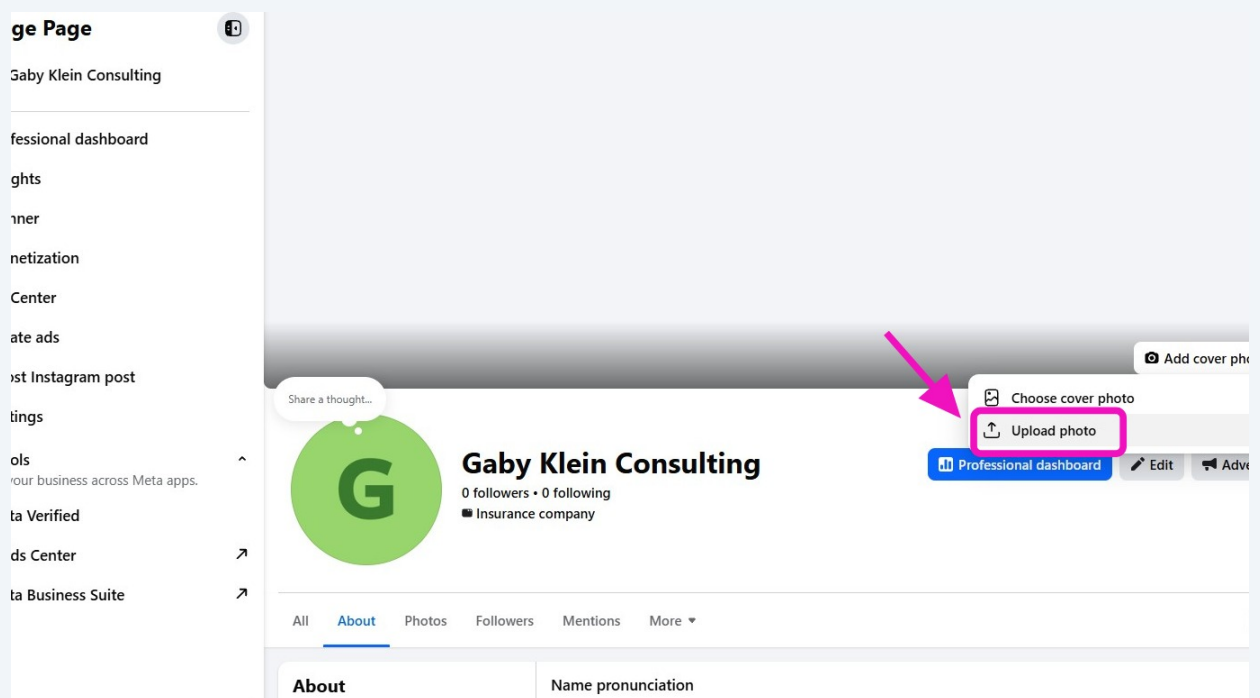


i Now, you are inside your profile. Lets Customize it!
(skip any steps you previously filled out)

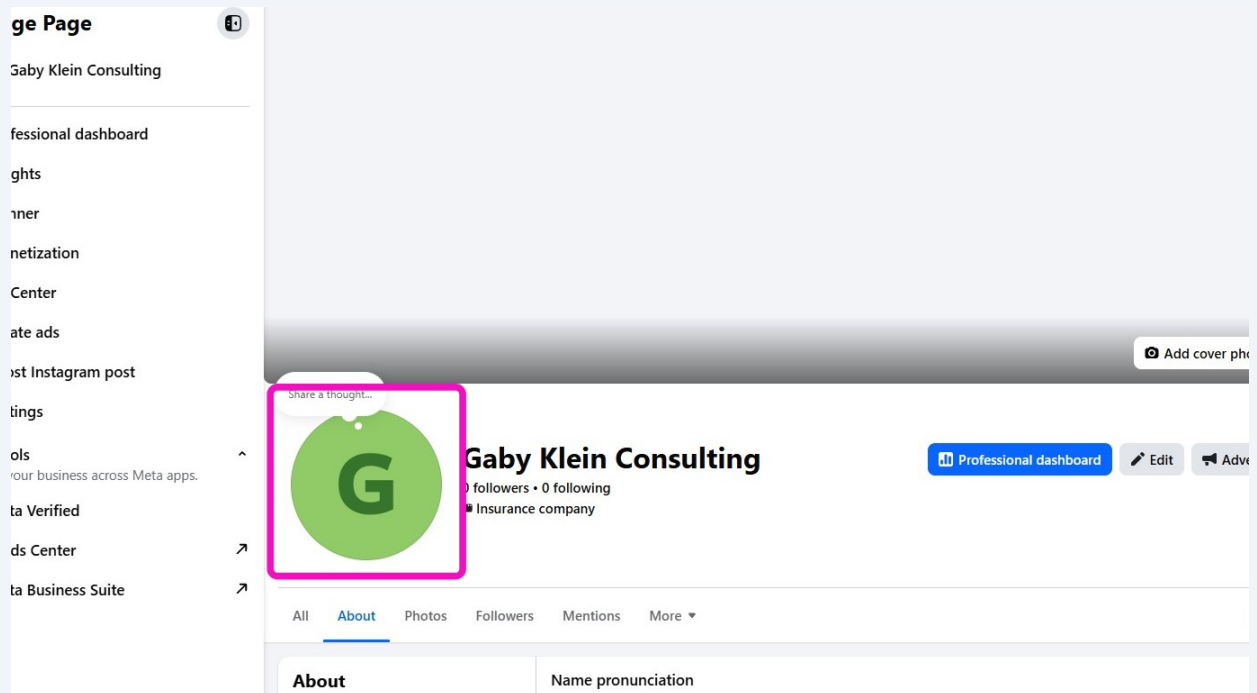
22 Click "Add cover photo"



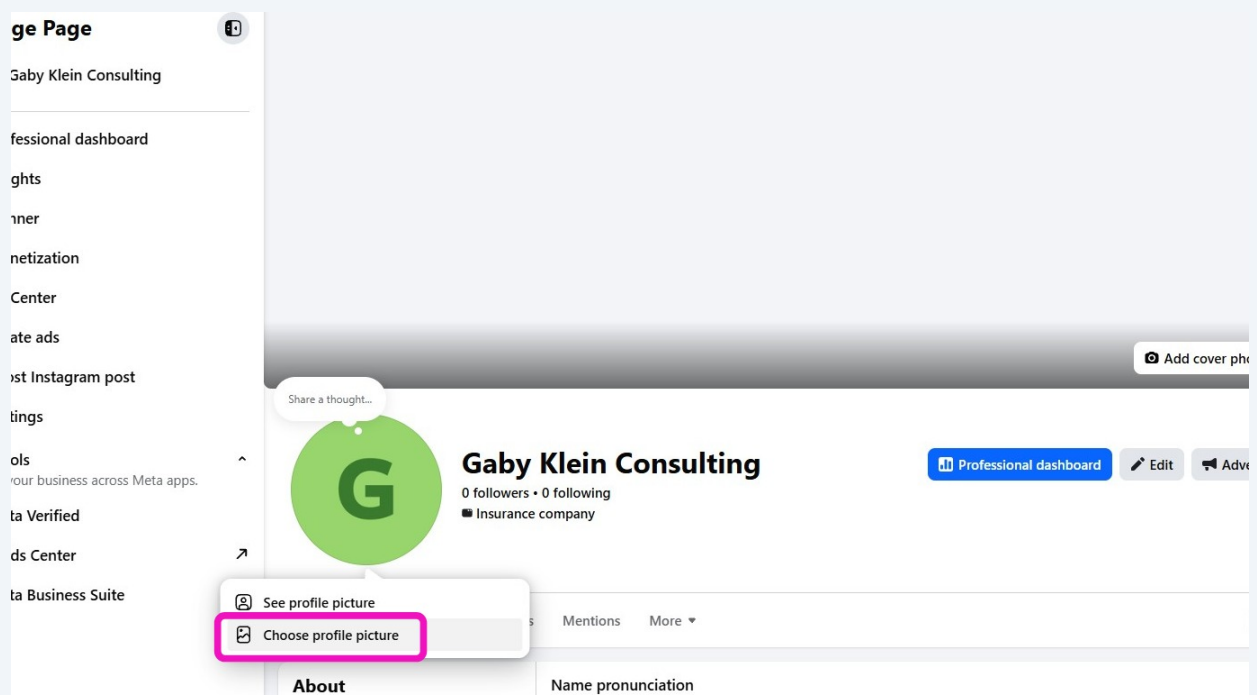
23 Click "Upload photo" to upload a new cover photo.



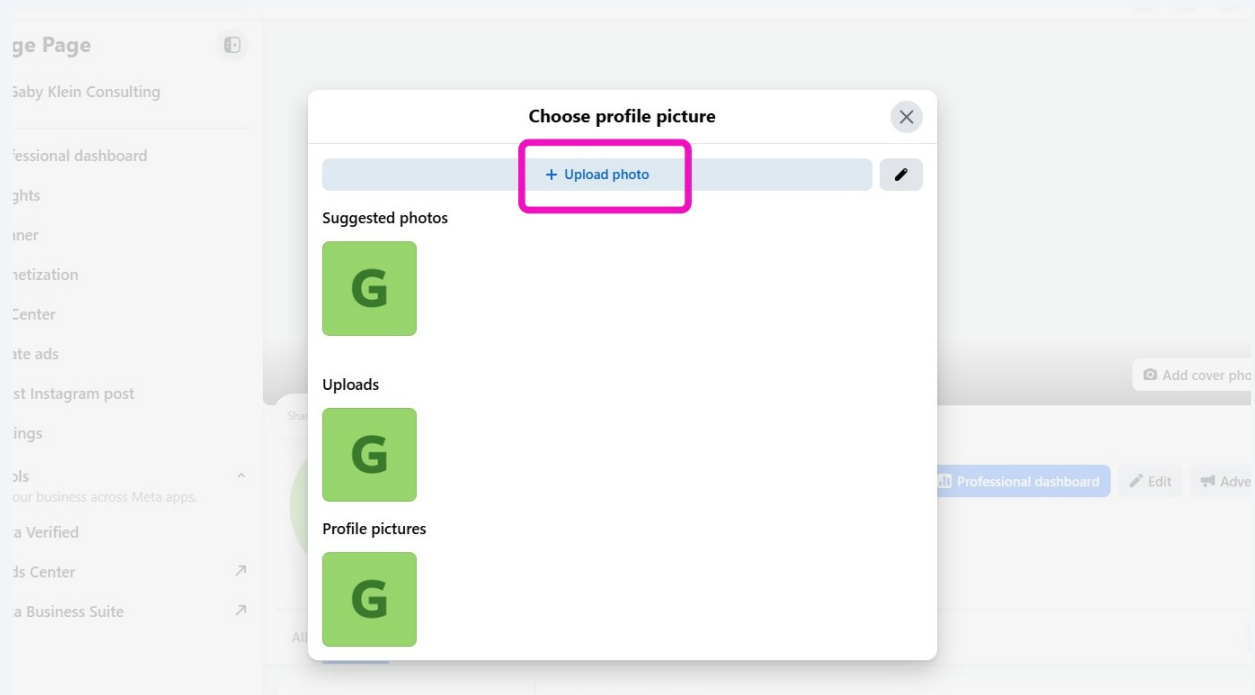
24 To upload a profile photo, click this image.



25 Click "Choose profile picture"

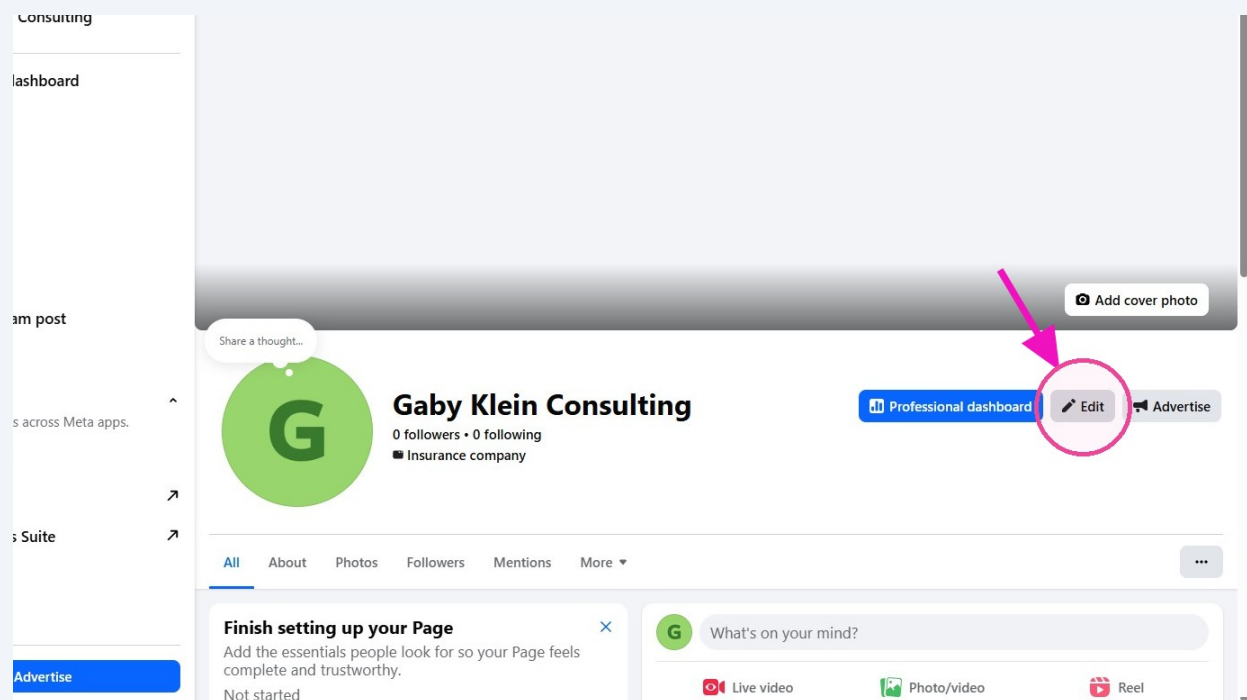


26 Click "Upload photo"



Profile Details

27 Click "EDIT".

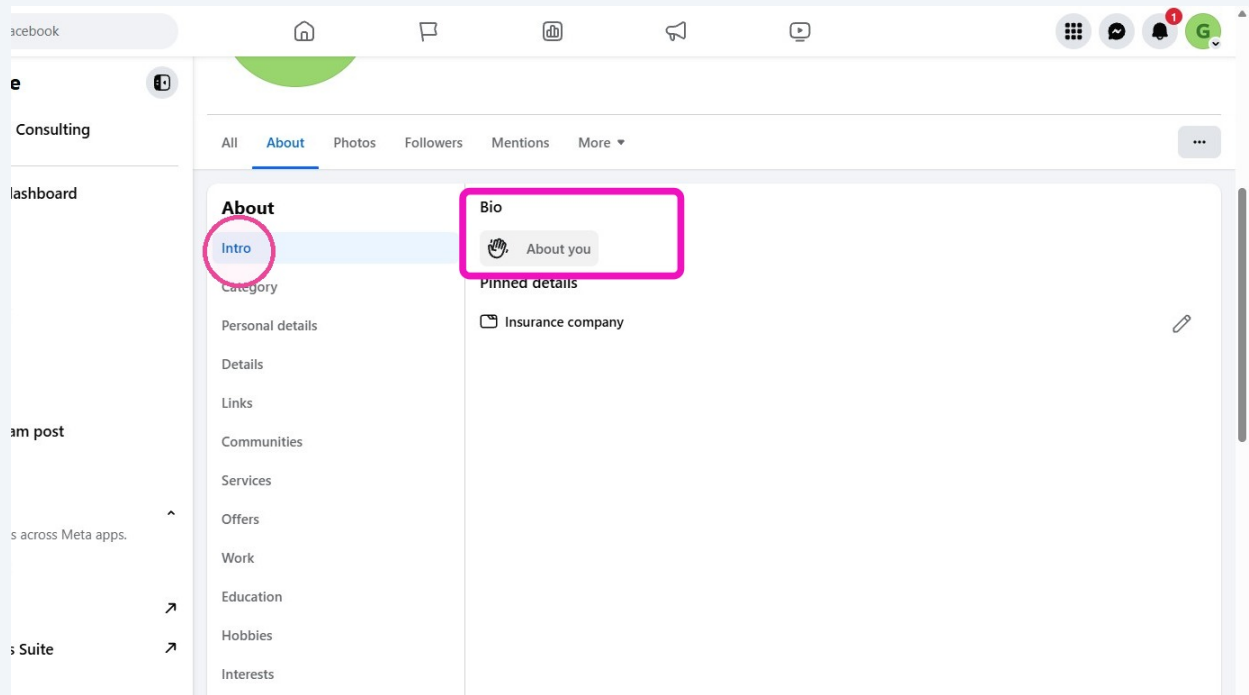




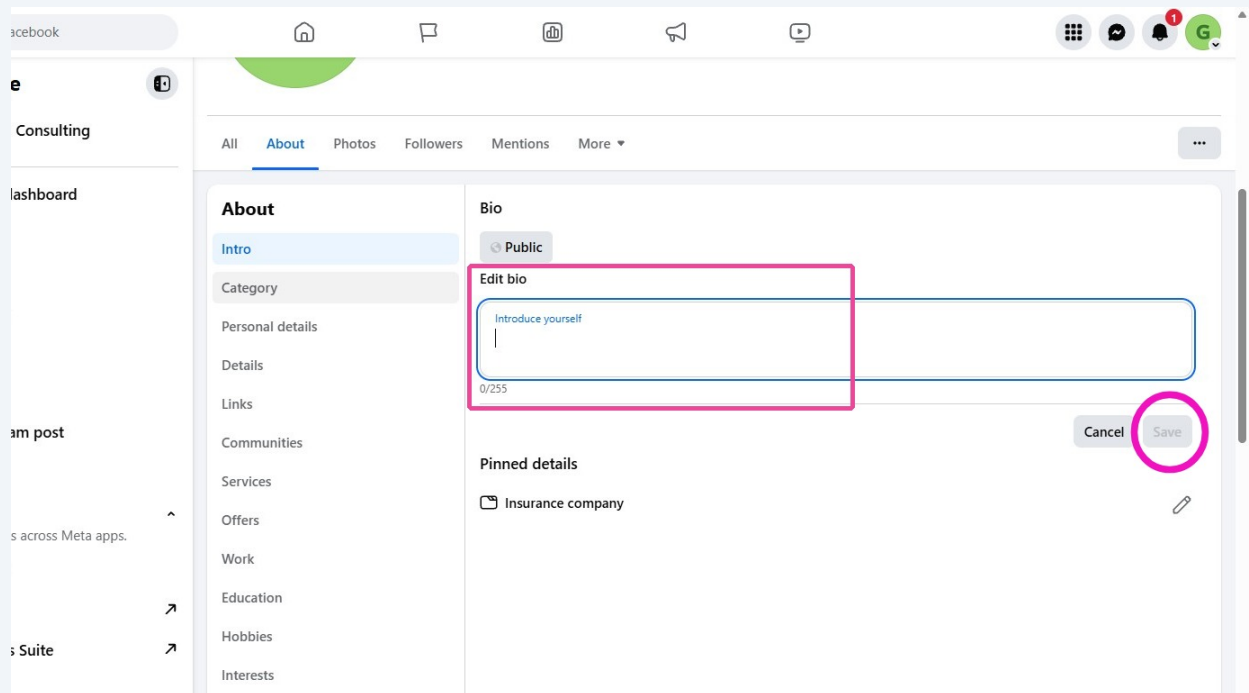
OPTIONAL: You do not need to complete all of the following steps. Up to you!

28

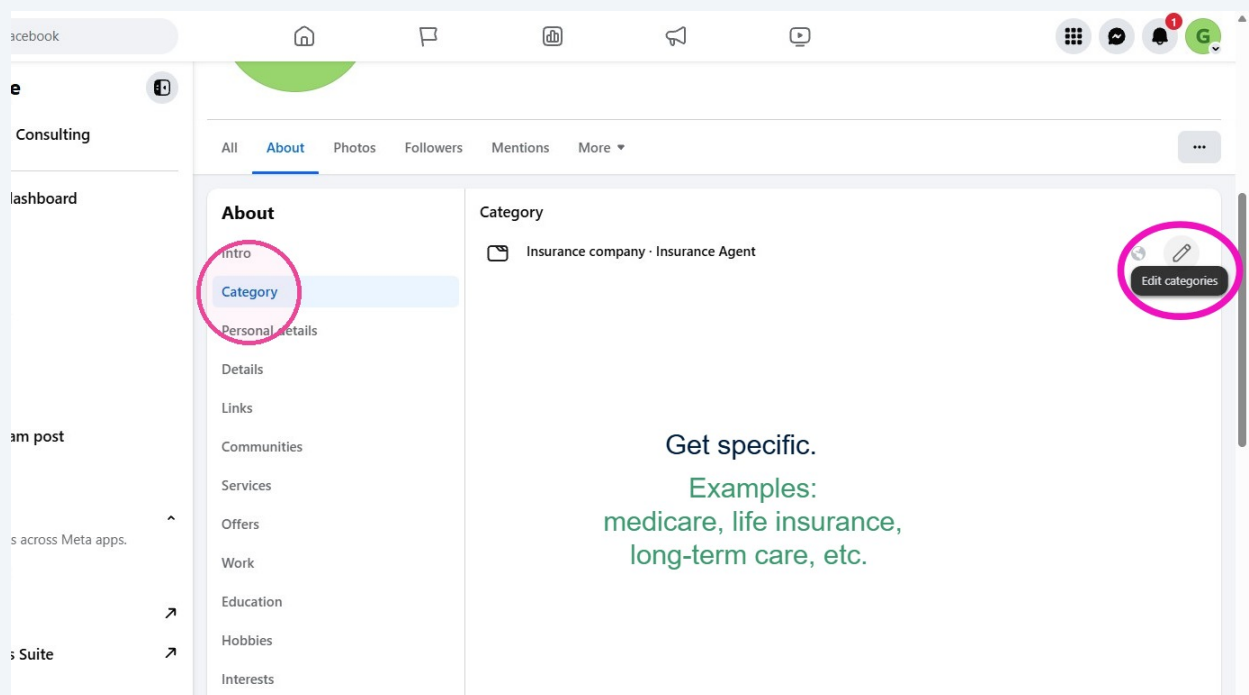
Click "INTRO", then click "About you" to fill out your bio.



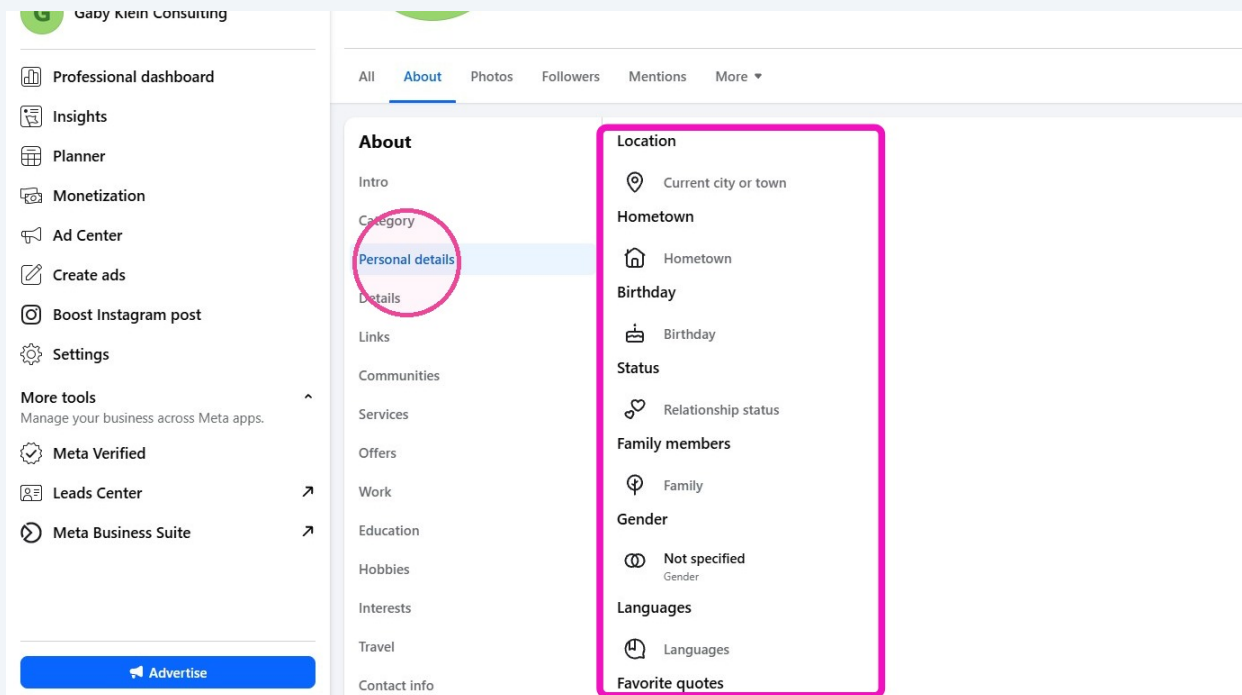
29 Here, write a short intro about yourself. Then, click "SAVE".



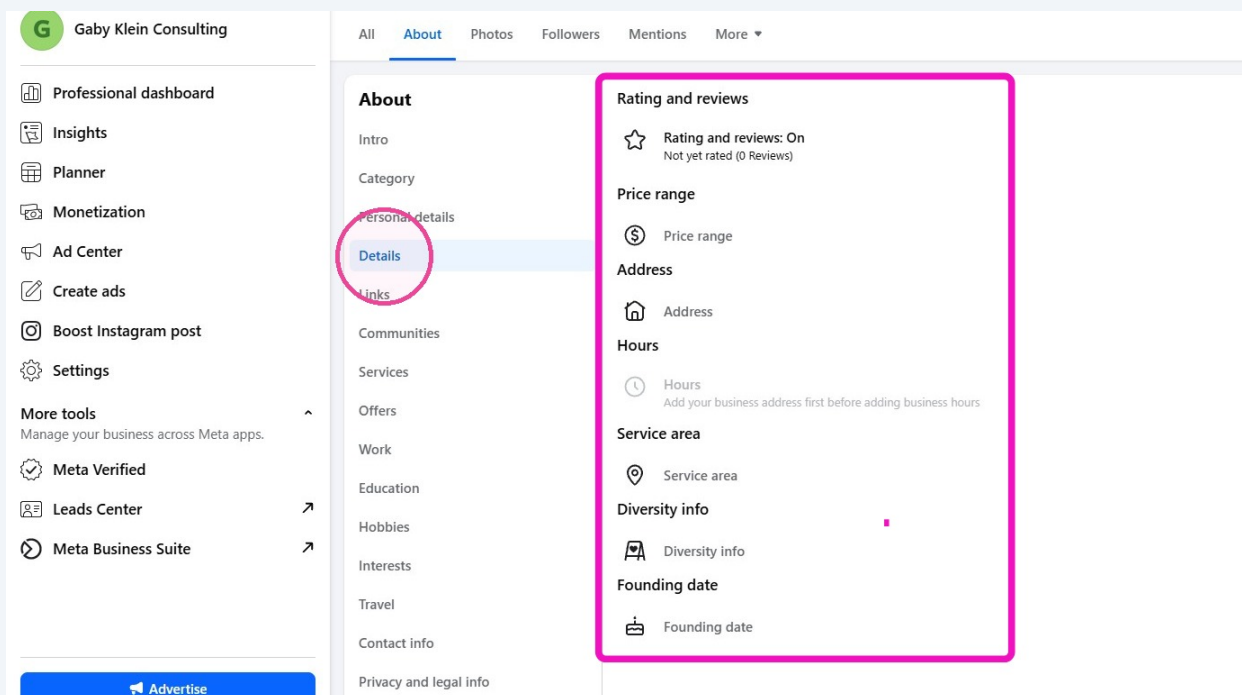
30 Click "CATEGORY". Then, click "Edit Categories" to add more.



31 Click "PERSONAL DETAILS". Add any necessary details.

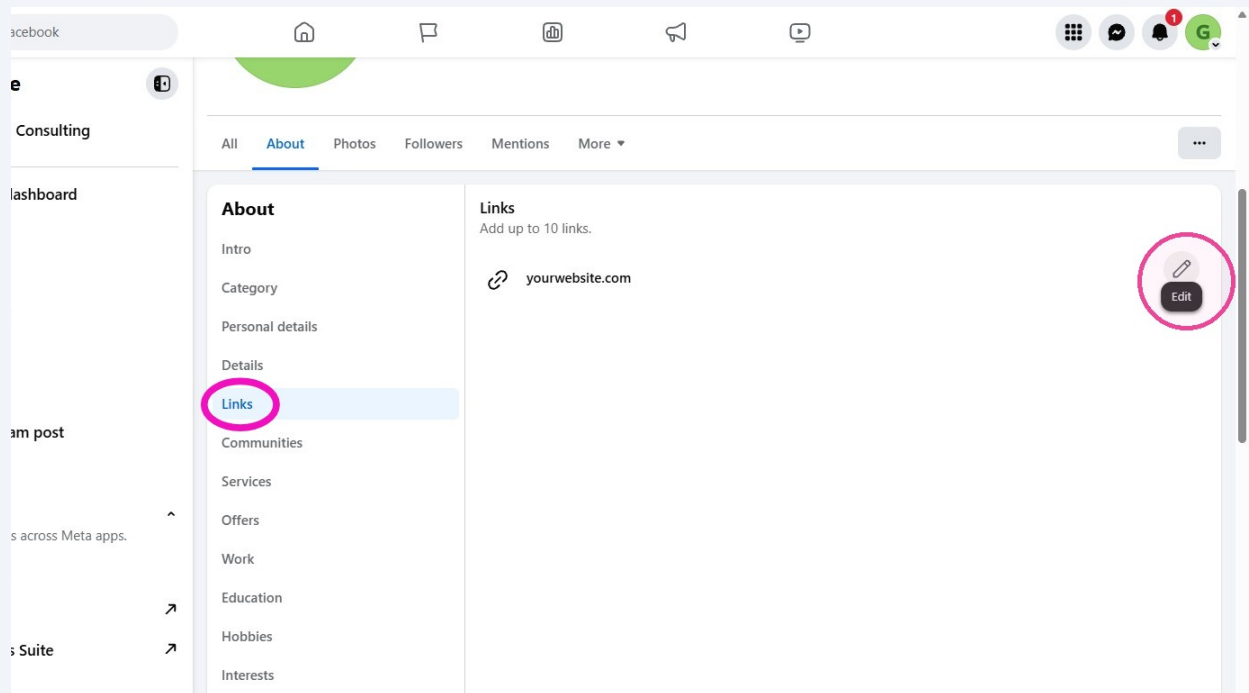


32 Click "DETAILS". Then, fill in any information regarding your business.



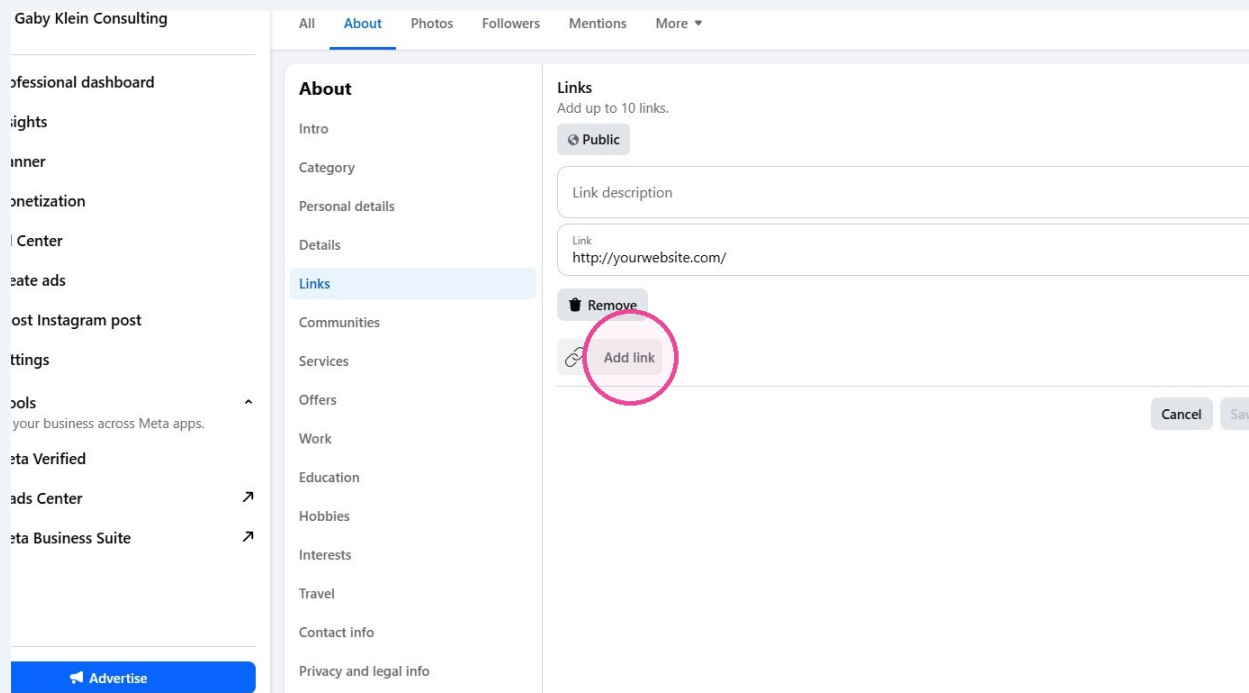
33

Click "LINKS". Then, click "EDIT" to add any necessary links.

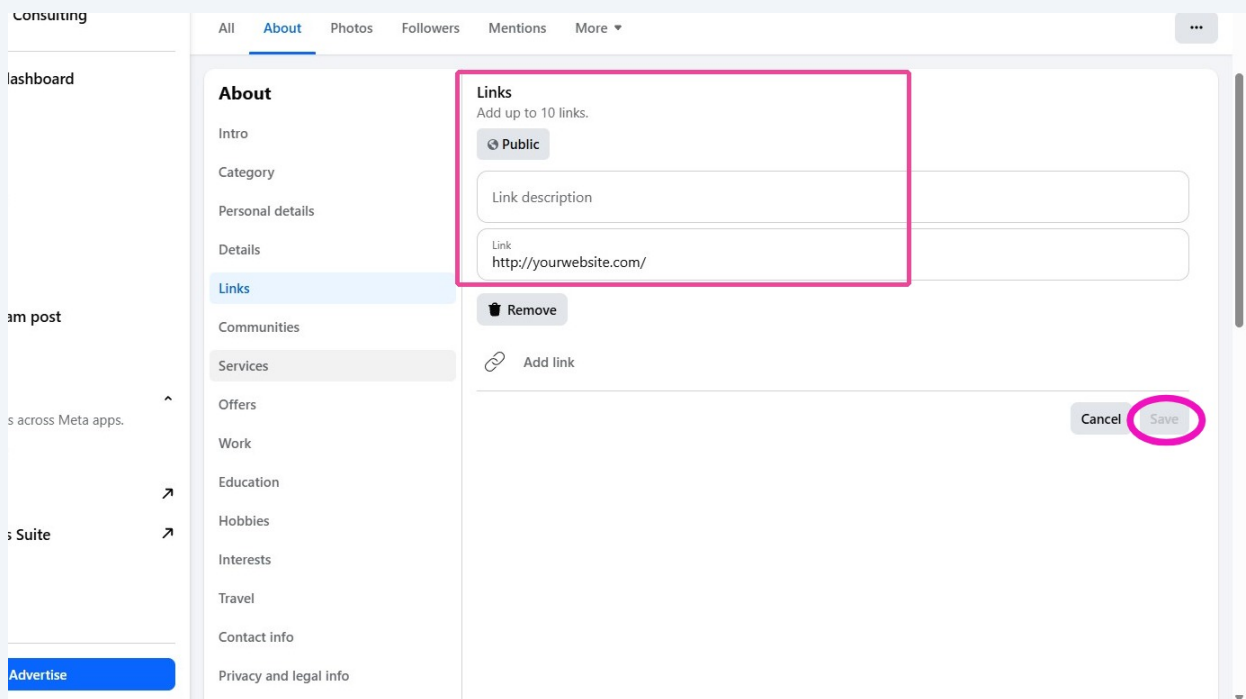


34

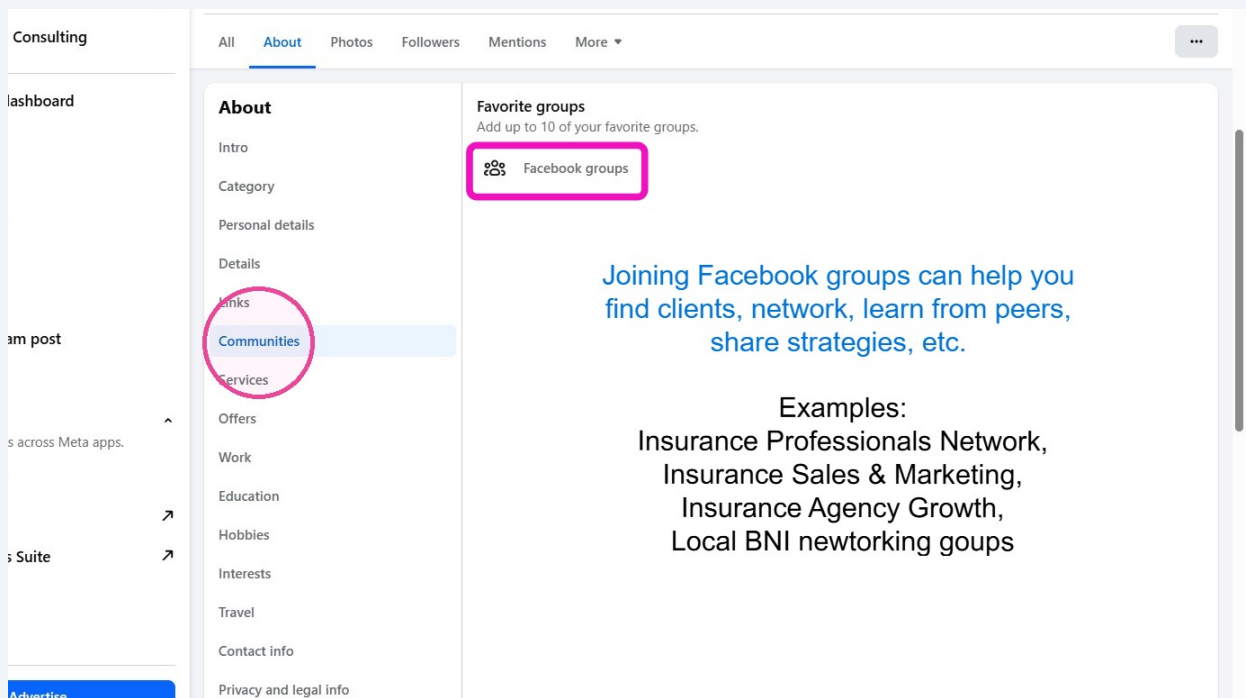
Click "Add link"



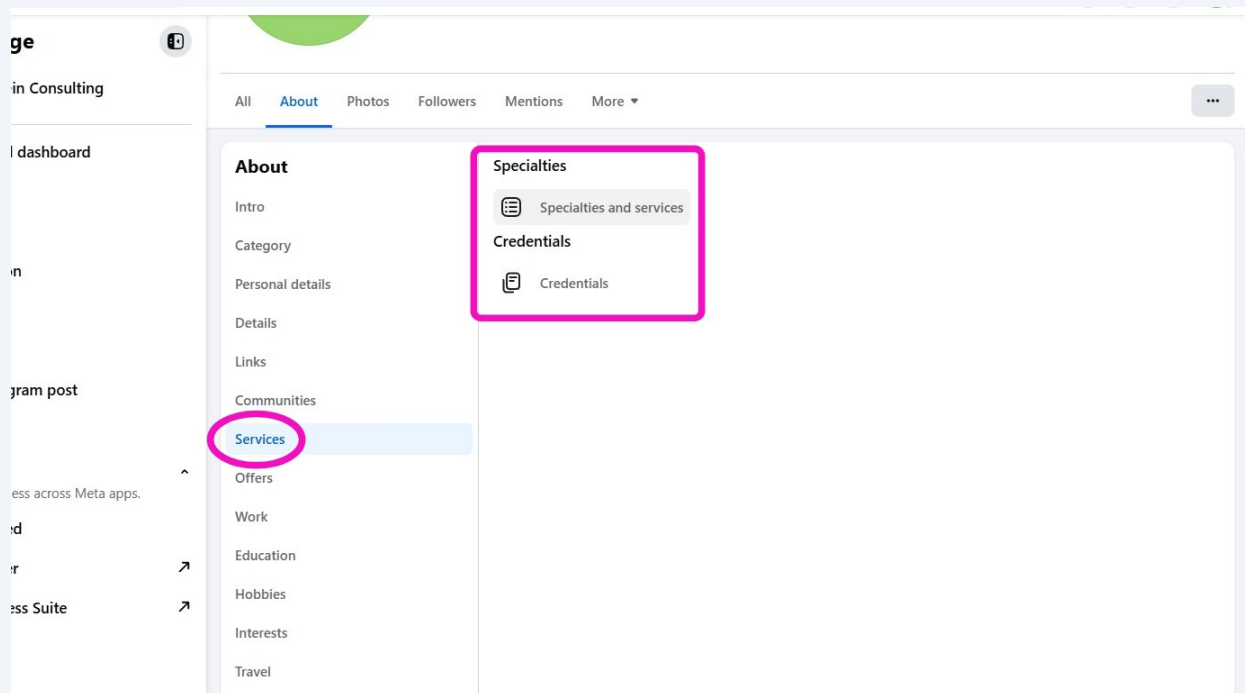
35 add Links and Descriptions, then click "Save".



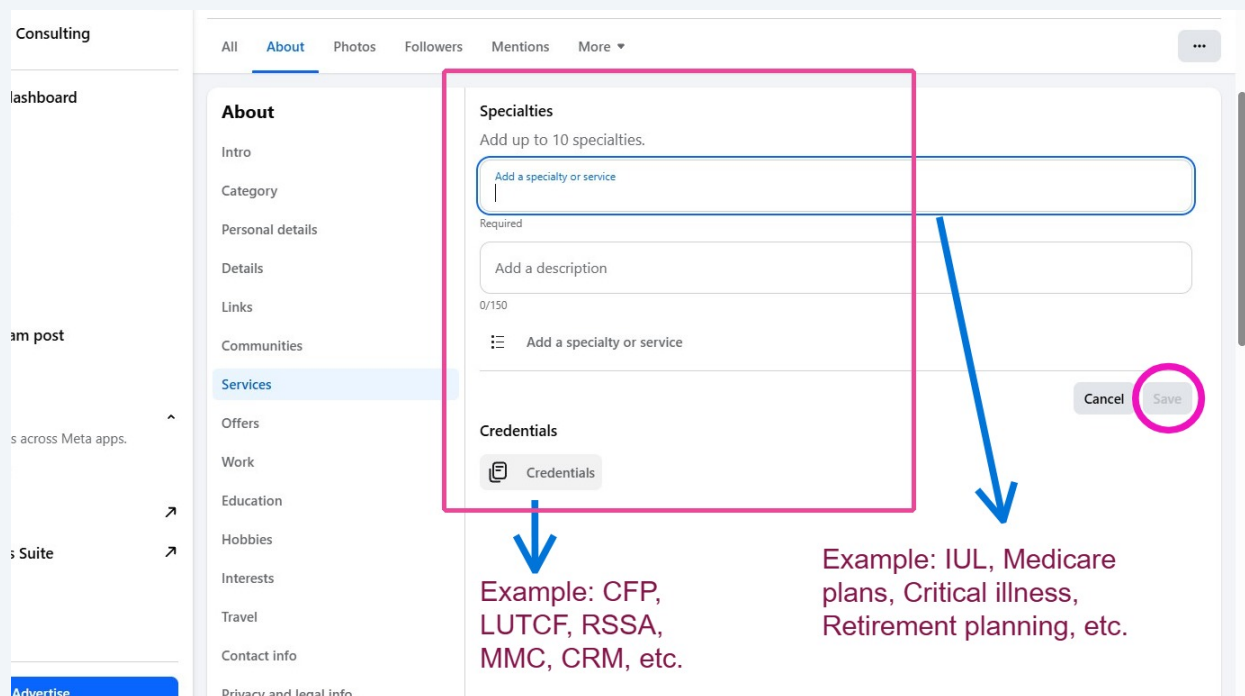
36 Click "COMMUNITIES". Then, click "Facebook groups" to join relevant groups.



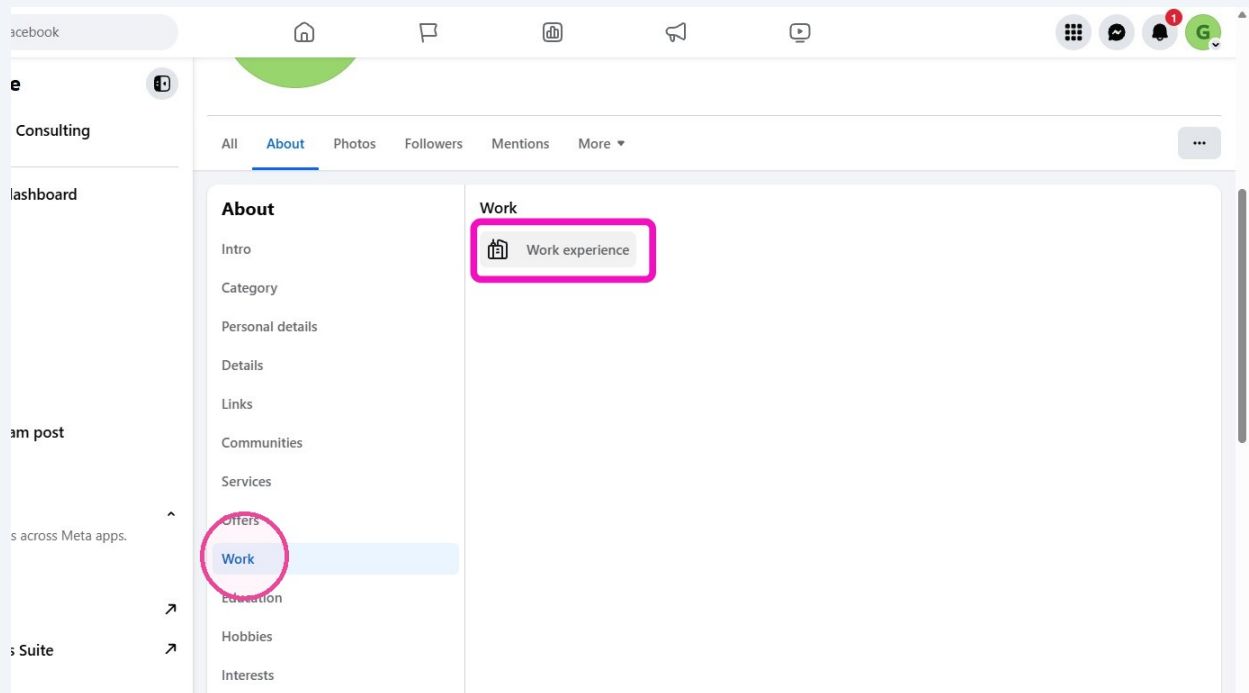
37 Click "SERVICES". Then, fill out "Specialties and services" & "Credentials"



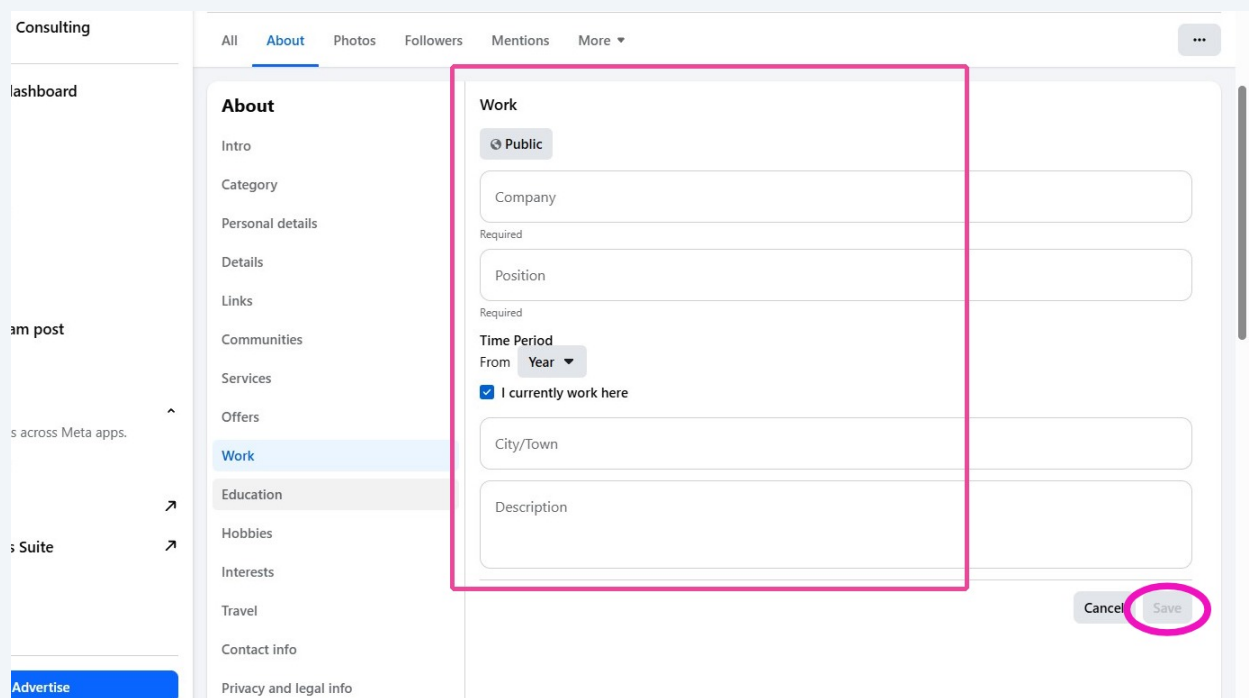
38 Fill in the fields and click "save".



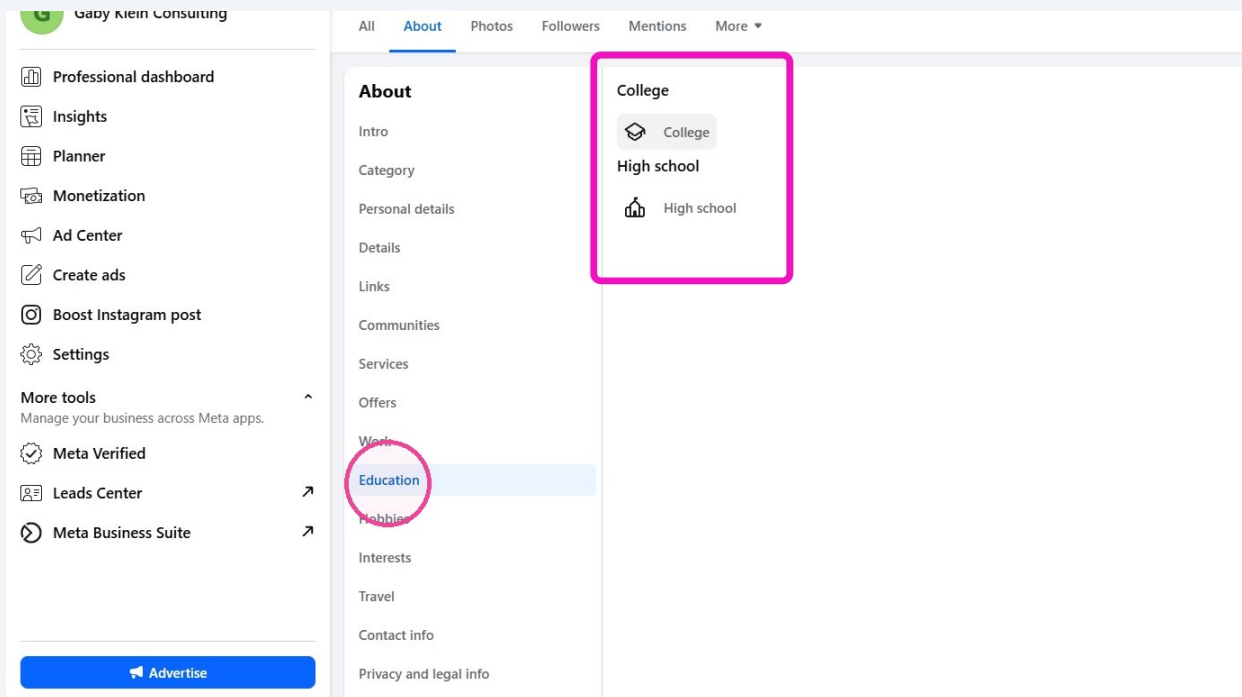
39 Click "WORK". Then, click "Work experience".



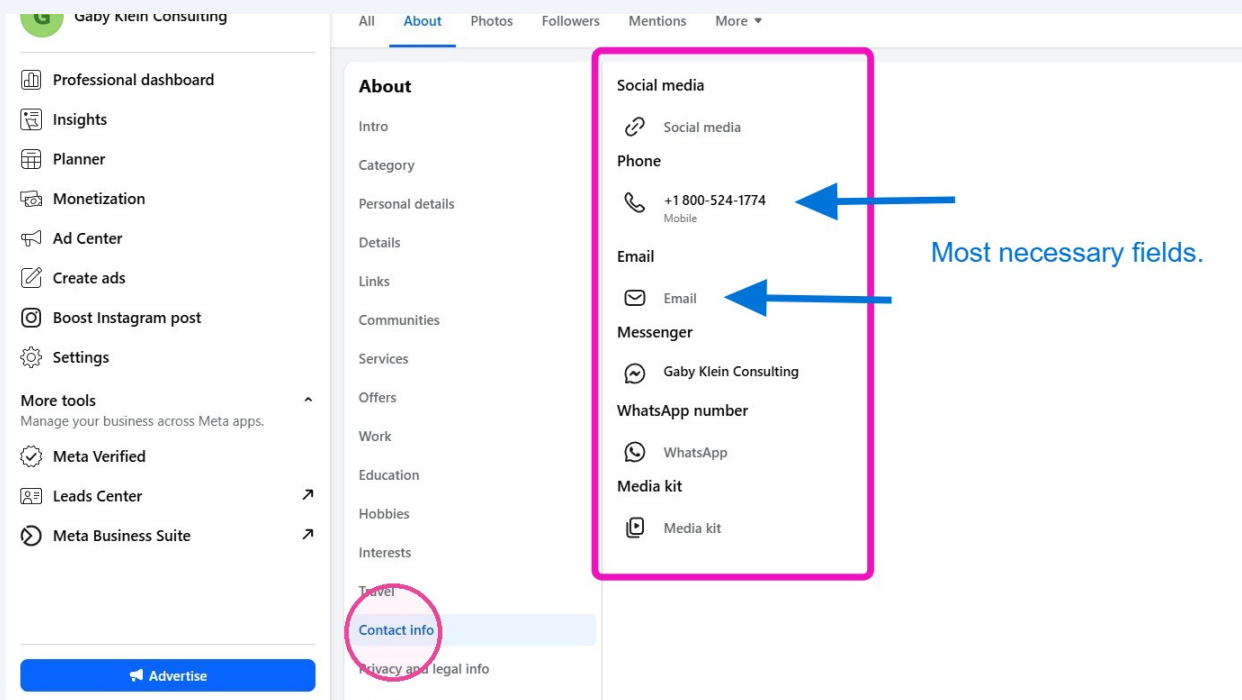
40 Fill in any necessary roles. Then, click "save".



41 Click "Education". Then, fill in any necessary education.



42 Click "Contact info". Click and fill in as many fields as you find necessary.





OPTIONAL! (only if you feel it is necessary)

43 Click "Names"

