

SEO ON FACEBOOK CHECKLIST

- Enhance your Business's Page Performance!



- Profile and Featured Images
 - Call-to-Action (CTA)
 - Link to your Website
 - Vanity URL Created
 - Engaging Description
 - Business's Information Updated (Address, Phone number, e-mail, etc.)
 - Post Relevant and Engaging Content
 - Keywords used Strategically across your Facebook Page
 - Posts Optimized for Mobile
 - About Us Section Filled
 - Answer and Manage Reviews
 - Interact with your Community of Users
 - Use Custom Tabs on your Page
 - Claim and Merge Unofficial Pages to Avoid Duplicates
 - Integrate third-party tools and Track Page Performance (Google Analytics, Facebook Insights, etc.)
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