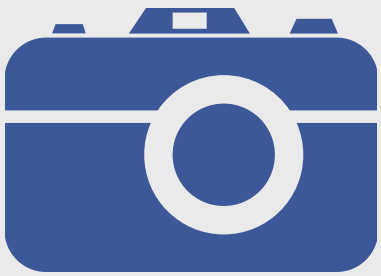


FACEBOOK MUST-HAVES FOR LOCAL BUSINESSES

WWW.PROSPECTGENIUS.COM



QUALITY IMAGES

Start with a profile picture and cover image that feature your logo. Then, upload photos to highlight your team, recent work, special products, etc.

ACCURATE DETAILS

All of your info must be correct and matching: business category, phone number, street address, page name, and web address. No errors allowed.



"ABOUT" SECTION

Write brief descriptions of your company, mission statement, products and/or services, etc. Include keywords so you'll appear in related searches.

CALL-TO-ACTION

Add a button that will lead page visitors to take an action (call you, email you, or visit your website). This makes visitors more likely to contact you.



FREQUENT ACTIVITY

Show people you're up to date and engaged with the world around you. Also, post about specials, discounts, sales, and upcoming events.

CUSTOMER REVIEWS

Get as many reviews as you can. People put a lot of stock in online reviews. Reading feedback from past customers will verify they can trust you.

