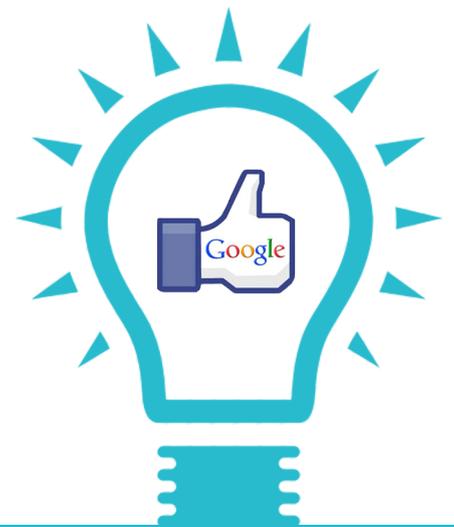




**PageTraffic™**  
GET NEW CUSTOMERS EVERYDAY!

# SEO Your Facebook Page For Google



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# SUMMARY

**Your Facebook business page needs to be optimized for Google and other leading search engines. Here are some guidelines regarding the techniques you can adopt to SEO your Facebook business page and effectively build your brand reputation.**

Almost all types of businesses have their own websites today and look forward to the effective establishment of their brand name and its management. **Brand reputations spike significantly when sites appear among the top ranking websites on leading search engines.** To appear, say, among the top ten websites on search engine result pages, you need to send the right signals to the search engines. Your website is ranked on the basis of the content it contains and its relevance, and more importantly, its social acceptance.

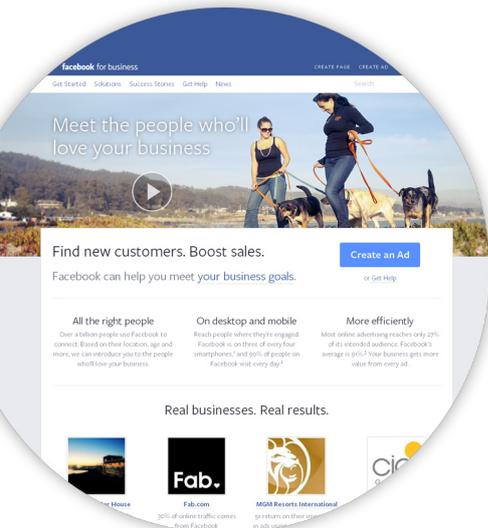
Search engine optimization (SEO) involves optimizing or enhancing your website, thus enabling it to capture the attention of search engines and thereby finding a better position in search results. Business websites with higher SEO value can grab top rankings and drive more traffic from targeted customers. **SEO value is increased by improving the relevancy of web pages towards the searched keywords.** Search engines like Google judge a website's worthiness by considering the number and quality of links that connect to it.

While SEO is important for your website pages, there has been a shift in interest towards Facebook pages that have very large user bases. Facebook pages have already proven to be a great tool to promote brands. It is essential that businesses tap into Facebook's huge user base to improve and promote brand image and reputation. And with **more than 800 million active users and 50% logging in daily**, Facebook enjoys the pride of place as the most popular social media channel.



# THE NEW FACEBOOK BUSINESS PAGE

Facebook recently launched its new business page to simplify efforts to market and advertise your products on the network. Several new marketing and page setup options are available on the new business page that can be effectively used for SEO advantages.



You can access the Facebook Business page by directly going to the URL <https://www.facebook.com/facebookforbusiness> or by simply browsing for 'Facebook Business Page' in search engines. There are five options given at the top of the page such as Get Started, Solutions, Success Stories, Get Help and News as shown. The new Business Page also provides a direct 'Create Page' option if you're familiar with the entire process and would like to create a page right away.

While the new Facebook Business Page offers tremendous flexibility whilst maintaining simplicity and user friendliness, Facebook pages can also be created from your traditional Facebook user accounts. A simple one can be created in five minutes or less from the advertising option in the settings menu of one's account, or directly from the Facebook login page.

## Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



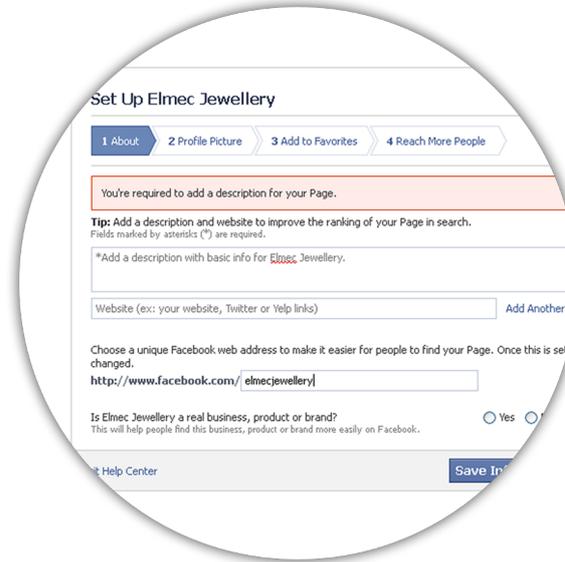
## SO HOW DO WE OPTIMIZE FACEBOOK BUSINESS PAGES? WELL, READ ON.

#1

### BRANDING FACEBOOK PAGES

Search engines crawl only what is publicly available on social media. They cannot access anything private behind login screens. Hence, highlight your brand as much as you can in your main Facebook business page.

Try to create a personalized URL (e.g. <http://www.facebook.com/yourbrandname>). Facebook offers custom URLs only to pages who have more than 25 page likes, so see to it that you publicize your page (with followers and friends) from the start.

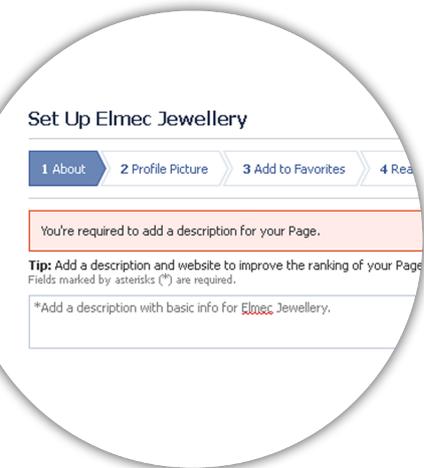


#2

### ABOUT PAGE

The description of your brand is placed in the 'About' page as shown in the Picture.

Make the description clear and concise. Formal business text tends to repel visitors. Include SEO-rich text in the description. Adding your geographic location to your page helps to target local consumers.



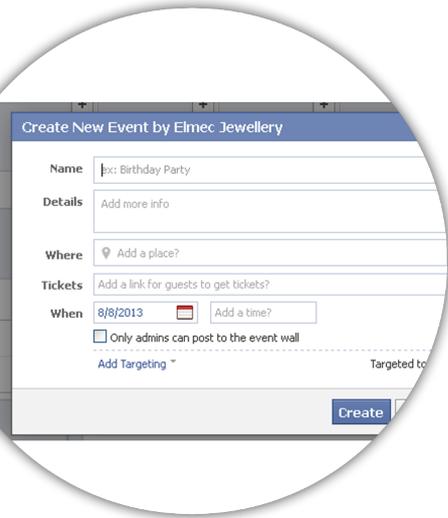
#3

### PICTURES AND VIDEOS

Use tailor-made Cover Photos and Profile Pictures. Choose a picture that can easily attract the targeted audience to your brand. Test your profile pic for good click through rates. Also use a profile picture that complements your cover page - preferably your business logo. You can also upload photos videos to your business page.

Make sure that the image alt tags and video titles are optimized with your brand name.





#4

**BUSINESS HIGHLIGHTS**

Add key events including product launches, store openings and events as milestones.

These will help to project a credible picture of your business, and give customers a better insight into your business. The fresh data will appear on your page when you update your milestones as they happen. The search engines can thus assign a better ranking for your page.

#5

**SHARES, LIKES, CHECK-INS AND COMMENTS**

When fans, subscribers or users engage with your content, it will send more social signals to the search engines and thereby increase your ranking. Use the following facilities provided with your Facebook page to maximize social engagement:

**SHARES AND LIKES**

The 'Share' and 'Like' buttons allows your Facebook friends to share the content published on your Facebook page. When a user clicks on 'share' or 'like' button on your page, a story appears on the user's friends' News Feed with a link back to your website/Facebook page. This is a powerful strategy because it enables your brand and content to be visible to a larger audience that you didn't have earlier. This also presents your page to a very large audience and thereby provides a very efficient way to gather likes and thereby more shares. With more social signals and increased social engagement, the relevance of your content increases and as a result your rank also increases.

You can incorporate 'Like' icon on the pages of your corporate website and let your website audience share the content on their Facebook pages too. Add a 'fan box' also to let others know who all have shared your content.



**CHECK-INS**

Visitors can check-in to a particular location using the 'Check-in' feature on the Facebook business page (only if location services are turned on). The location can also be edited. Local businesses can benefit from this feature as check-in details help in local searches and driving in targeted local leads.





## COMMENTS

Search engines crawl, index and rank Facebook comments. Post interesting content on your Facebook page so as to attract comments from Facebook users. Comments play a major role in showcasing serious user engagement. You can also hide or highlight the comments according to their relevancy.

## LINKING YOUR FACEBOOK PAGE

**Linking Facebook business page with your corporate website can drive more traffic to your website and increase your PageRank. You can link to the page in several manners:**

### LINKING YOUR WEBSITE TO YOUR FACEBOOK PAGE

Include a Facebook icon on your business website so that more people can access your Facebook page. Although most users use random words as anchor text for links to their Facebook pages, try including your brand name in your anchor text, that is, `<a href="http://www.facebook.com/yourbrandname" target="_blank">yourbrandname on Facebook</a>`. This will enhance your brand's online presence.

You can also link sites to custom tabs in your Facebook page. Name the custom tabs appropriately. Ensure that you use h1 tags, emphasize the titles and add bold text. Backlink to your custom tabs from external sites. Custom tabs that are appropriately named and featuring multiple links will aid in your SEO efforts. Be careful, though, if you are using third-party applications to create custom tabs. You have to ensure that they are configured to be indexed on Facebook and not on the servers of the third party.



### LINKING YOUR FACEBOOK PAGE WITH YOUR TWITTER AC-

You can publish tweets directly on your Facebook page. Simply configure your Twitter account settings as shown in the Picture.

The tweets can be published on the Timeline or **"Custom app"** according to your preference.

Connecting two media sites will allow you to publish the content from multiple sources. This will make your content available to different types of audiences.



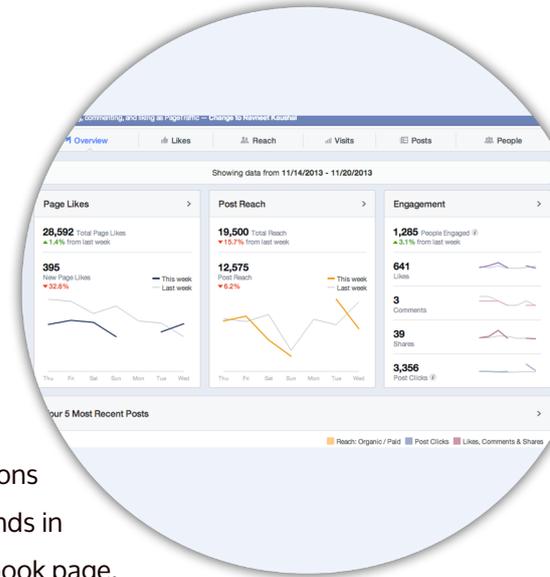
## ADD A FACEBOOK LANDING PAGECOUNT

You can add a Facebook landing page in your Custom Apps that appear at the top of your page. This will help convert new visitors into fans. You can create a campaign and invite users to **"Like"** your page in return for a free white paper, event or case study, and the existing fans will be able to download the white paper automatically when they visit the page.

## USE MEASUREMENT AND INSIGHTS

### FACEBOOK PAGE INSIGHTS

It is a good idea to measure and keep track of the user engagement on your Facebook page. You can introduce new changes to your page according to the feedback. Facebook recently rolled out a new version of Facebook Page Insights, the analytic tool readily available for Facebook pages along with several metrics. Analyzing user engagements can be done effectively using the new Facebook insights.



The tool analyzes the overall data in your page such as likes, reach, conversations and more and shows the changes in user growth. It will also find the latest trends in user engagement. The tool can be accessed from the admin page of the Facebook page. The tool is available to those pages which have been liked by a minimum of 30 people.

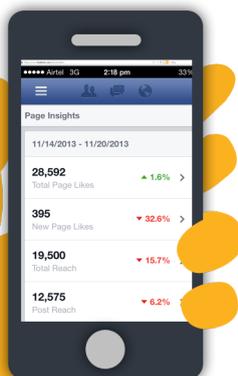
The new Facebook Insights has modified versions of the two page metrics 'Virality' and 'People Talking About This'. Earlier, the 'Virality' metric used to take into account the number of times users commented, shared or liked a story. Now, Facebook has re-phrased it as 'Engagement Rate' and it takes into account not only the likes, comments and shares, but the clicks as well. The 'People Talking About This' metric has been replaced by five new metrics: Page Tags, Page Check-ins and other engagement, Page Likes, and People Engaged (actual users who have commented, shared, or liked your page or stories).

The new Insights also offers consolidation of post-specific insights. All data for a specific post can be accessed from a single place. To help users with content strategy, Facebook has also come up with a new "People Engaged" analytic, which not only gives you insights on the users you've reached, but also about those you managed to engage. Thus, business owners can study which content converts well with which type of audience.

With all the new metric data, you have a lot more tricks up your sleeve to hop in and make a killing in the social marketing game.

### THE GOLDEN RULE OF MARKETING TEST AND TWEAK

Testing and tweaking is perhaps one of the most important processes in marketing, both offline and online. Find out what converts. Find out what people like and love. Then tweak your page accordingly. Try to get into your visitor's shoes. Promote and create content that tends to attract them. Earn the loyalty of your existing fans, and they will get you new ones.



**SEO Title**

**RECAP - FACEBOOK PAGE SEO**

A quick infographic on how to make your facebook page shine in search engines.

**The Name of Your Page | Facebook**  
<https://www.facebook.com/Your Page Name>  
The Name of Your Page plus Number of Likes plus the About description of your page...

**Number of Likes**

Once you have 25+ fans, don't forget to apply for a static page name

**Meta Description**

**Cover Photo**  
851 x 315

Your Business Name Here

**PROFILE IMAGE**

180 x 180

Ensure that the about us section has a minimum of 75 characters as this is what will be indexed and show in search engines

While posting images/photos make it a point to add a caption/description to it as this also gets indexed by search engines

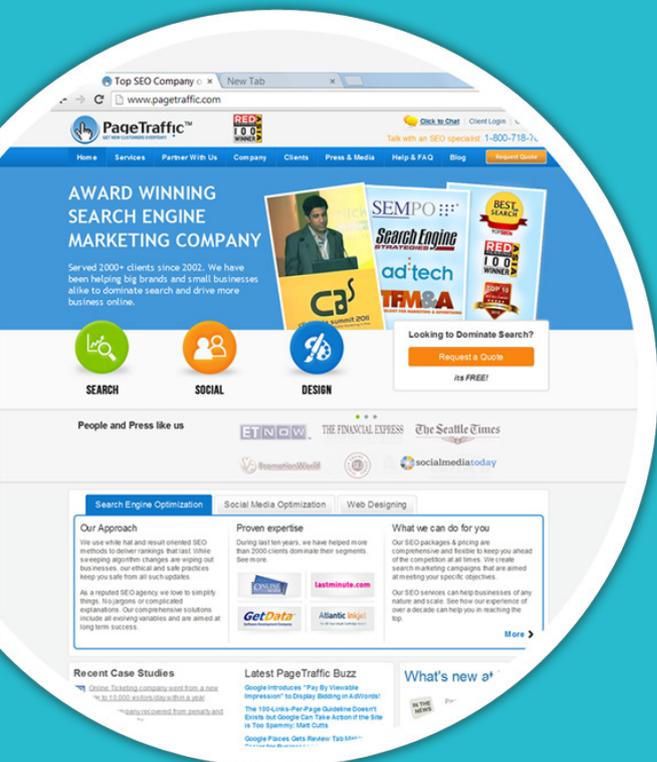
Every status update you add should include at least 1 of your keywords

**Post Image**  
403 x 403



# About PageTraffic

PageTraffic is an award winning Digital Marketing Agency, having served 2000+ clients since 2002. It has helped small businesses & big brands to dominate search, get engaged socially, and drive business online.



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