

Facebook Business Page Checkup

A simple, practical guide to making sure your Facebook Business Page is clear, current, professional, and easy for potential clients to use.



FREE SMALL BUSINESS GUIDE



Start With the Basics

Your Facebook Page should quickly answer three questions for a potential client: Who are you? What do you do? How can I reach you? Start with the information people are most likely to look for first.

1. Page Name & Username

- ☐ My business name is accurate and consistent with my other marketing.
- ☐ My Facebook Page has a custom username.
- ☐ My Page URL is simple and easy to share.
- ☐ My username is consistent with my business name or other social media accounts.

2. About & Business Information

- ☐ My About section clearly explains what my business does.
- ☐ My business category accurately describes my business.
- ☐ My business hours are correct, if applicable.
- ☐ My website or other important links are current.
- ☐ My location or service area is listed correctly.

3. Contact Information

- ☐ My phone number is current.
- ☐ My email address is correct.
- ☐ Visitors can easily tell how to contact me.
- ☐ My Page's action button directs visitors to the right place.

Make Your Page Look Professional

A professional Facebook presence does not need to be complicated. Consistency, clarity, and current information go a long way toward helping your business look established and trustworthy.

4. Profile & Cover Graphics

- ☐ My profile image clearly represents my business.
- ☐ My logo is easy to recognize at a small size.
- ☐ My cover graphic is current and professionally branded.
- ☐ My graphics use consistent colors, fonts, and imagery.
- ☐ Important text is not cut off when viewed on mobile.

5. Services

- ☐ My primary services are easy to identify.
- ☐ My service descriptions are current.
- ☐ My service area is clear.
- ☐ Visitors do not have to scroll through months of posts to figure out what I offer.

6. Overall Page Organization

- ☐ A new visitor can tell what my business does within a few seconds.
- ☐ My location or service area is easy to find.
- ☐ My contact information is easy to find.
- ☐ There is a clear next step for someone interested in working with me.
- ☐ My Page looks active and current.

The 5-Minute Facebook Page Test

Now look at your Page like a potential client. Open it on your phone and, if possible, view it without relying on the tools you normally see as the Page administrator. Give yourself five minutes and answer the questions below.

WHO ARE THEY?

Is it immediately obvious what the business is and who it serves?

WHAT DO THEY DO?

Can you quickly identify the primary products or services?

WHERE ARE THEY?

Can you find the location or service area without hunting for it?

HOW DO I CONTACT THEM?

Can you quickly find a phone number, email, message option, or other contact method?

WHAT SHOULD I DO NEXT?

Is there an obvious next step, such as calling, messaging, booking, visiting, or learning more?

If any answer is “I’m not sure,” you’ve identified something worth improving.

How Did Your Page Score?

Count the boxes you checked on pages 2 and 3. Your score is not a grade—it is a quick way to see where a few updates could make your Page more useful to potential clients.

24–28 checked	Your Page is in great shape. Keep your information current and continue posting consistently.
18–23 checked	You're on the right track. A few focused updates could make your Page clearer and easier to use.
12–17 checked	Your Page needs some attention. Important information may be difficult for potential clients to find.
Under 12 checked	It may be time for a refresh. Start with the basics and work through the checklist one section at a time.

Need a little help?

Your Facebook Business Page is often one of the first places potential clients look when they want to learn more about your business. Storer Marketing can help you organize, update, and optimize your Page so it is easier for people to understand what you offer—and easier for them to take the next step.

Facebook Business Page Setup & Optimization

Ready to elevate your Facebook presence?



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