AURORA WEB DESIGNS

MASSACHUSETTS DIGITAL MARKETING SPECIALISTS

HOW TO CREATE A FACEBOOK BUSINESS PAGE

A STEP-BY-STEP GUIDE BY AURORA WEB DESIGNS

A Facebook Business Page is essential for establishing your online presence, engaging with customers, and promoting your services. Follow these steps to create your page and optimize it for success.

1 Log in to Facebook

- Go to Facebook.com and log in to your personal account.
- No account yet? You'll need to create one first.

2 Create a Business Page

- Click your profile picture in the top-right corner.
- Select Create > Page.

3 Enter Your Business Information

- Add your Page Name, up to three Categories, and a short Bio (255 characters max).
- Click Create Page.

4 Add Profile & Cover Photos

- Upload a clear profile picture (e.g., your logo).
- Add a cover photo (recommended: 1640 × 856px), then click Save.

5 Customize Your Page

- Set an action button like "Contact Us" or "Book Now."
- Go to Settings > Templates and Tabs to customize Services, Reviews, and Shop.

6 Add Business Details

- Click Edit Details and fill in your website, contact info, hours, and any extra details.

7 Create Your First Post

- Share a welcome message, a promo or announcement, or photos/videos of your work — before inviting anyone to follow.

8 Invite Friends & Clients

- Click Invite Friends to reach your existing contacts.
- Share your new page on your profile and other social platforms.

9 Set Up Messaging

- Go to Inbox > Automated Responses to set up instant replies.
- Enable Messenger for easy client communication.

10 Monitor & Grow Your Page

- Post regularly (2–3 times per week) and engage with comments and messages.
- Use Facebook Insights to track engagement and performance.

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Aurora Web Designs can build and optimize your Facebook Business Page as part of your onboarding.

Need Help?

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