



# Setting Up A Facebook Business Page Prep-Checklist



Before you sit down to begin building or optimizing your Business Facebook page, take a moment to gather the following items. It will make the process faster and easier.

**NOTE:** While the only requirement is a name for your page, the more you fill out, the more people your page will reach. And the better your page will be able to help your page visitors.

## INFORMATION

- Business Name-**  
Be prepared with a couple options in case yours is taken. Consider adding "MW" or "76067" if you need a variation.
- Business Category-** Ex. Barber shop, trade school, bank...
- Description-** 255 characters. Be brief and use this space to tell the most important thing a potential customer would need to know about what you offer.
- Phone Number**
- Website Address**
- Email Address**
- Physical Address**
- Service Area-** do you serve only Mineral Wells. The whole county? The whole state/nation?
- Hours your are open**
- Business Start Date**
- Privacy Policy**
- Story-** This section shows up before your about section and allows for an image. It's a great new feature that gives you the opportunity to engage page visitors very quickly. So make sure the title and the first 100 words are attention grabbers.



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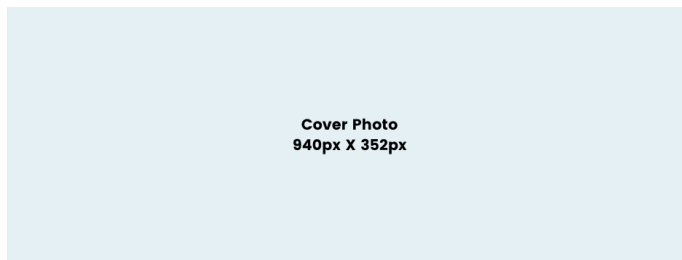
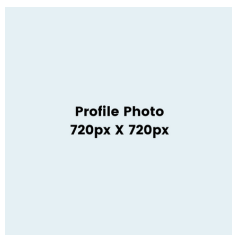


While it is possible to simply upload a photo for each of these sections, if they aren't formatted to the proper fit, Facebook may stretch your images or crop them in a way that doesn't show your page visitor what you want them to see.

Also, the images on your page are prime real estate so use that space to show off your business/brand.

## IMAGES

- Profile Photo- Keep in mind it will show up as a small square. 720px X 720px
- Cover Photo- Keep in mind it will be a horizontal rectangle. 940px X 352px.
- Story Image- Keep in mind it will be a horizontal rectangle. 1200px X 445px.



For a quick and easy way to create great looking, properly formatted images, watch our Canva Tutorial.