

The background is a solid pink color. In the top left corner, there is a succulent plant. In the top right corner, a portion of a laptop keyboard is visible. In the center, there is a pair of glasses. In the bottom left corner, there is a pair of headphones. In the bottom right corner, there is a pencil.

**THE ULTIMATE 34-POINT
DIY FACEBOOK PAGE AUDIT**

**DO-IT-YOURSELF
FACEBOOK
AUDIT**

| ALLURE
DIGITAL MARKETING

INSTRUCTIONS

1. Complete the audit by printing it and filling in by hand.
OR, open the interactive PDF on a computer or laptop screen and fill in the digital version.
2. You'll need to view your Facebook Business Page on a desktop to complete the audit. However, you'll also need to check it on a mobile device, so you can check that your page is optimised for mobile.
3. Mark YES, NO, NEUTRAL, or N/A for each checklist item.
**Use 'neutral' when a yes or no answer is not applicable. This might be because a particular item is not relevant or necessary for your business.*
***If you mark something as a NO, when you go back to fix the item, tick the FIXED? box so you know it has been rectified.*

FACEBOOK PAGE AUDIT

DATE

BUSINESS

PAGE URL



CHECKLIST ITEM

YES

NO

NEUTRAL

N/A

FIXED?

NOTES

PROFILE IMAGE

1 PROFILE PHOTO IS CLEAR & OF HIGH QUALITY - RECOMMEND USING YOUR LOGO (MIN SIZE: 180 X 180 PIXELS)

COVER PHOTO (VIEW ON DESKTOP AT TOP OF PAGE)

2 COVER PHOTO IS ENGAGING AND PROFESSIONAL (IDEAL SIZE: 820 X 360 PIXELS)

3 COVER PHOTO FITS WELL IN MOBILE-FRIENDLY AREA (CHECK ON A MOBILE DEVICE TO ENSURE CRITICAL ELEMENTS ARE VISIBLE & CLEAR)

4 BUSINESS TAGLINE/SLOGAN/BENEFITS ARE DEMONSTRATED ON COVER PHOTO

5 WHEN CLICKED, COVER PHOTO DESCRIPTION DISPLAYS A LINK TO YOUR WEBSITE

6 PRODUCTS ARE TAGGED WITHIN COVER PHOTO DESCRIPTION (IF APPLICABLE) (CLICK [HERE](#) FOR INFO ABOUT FACEBOOK SHOP/PRODUCT TAGGING)

ABOUT SECTION (ON A DESKTOP VISIT 'SETTINGS', 'PAGE INFO')

7 YOUR PAGE HAS A CUSTOM URL (I.E. @YOURBUSINESS) (IF UNABLE TO FIND THIS SECTION ON DESKTOP, GO TO PAGE SETTINGS ON YOUR SMARTPHONE OR TABLET)

8 DESCRIPTION IS COMPELLING & CLEARLY DEMONSTRATES UNIQUE SELLING PROPOSITION/BENEFITS

9 PRODUCTS ARE LISTED (ON DESKTOP, SCROLL TO BOTTOM OF 'SETTINGS' 'PAGE INFO')

10 WEBSITE URL IS SHOWN WHERE PROMPTED

11 'OUR STORY' IS COMPLETE AND PUBLISHED, WITH A SUITABLE COVER IMAGE (TO UPDATE STORY, VISIT PAGE ON DESKTOP & SEE SECTION LOWER ON PAGE TO THE RIGHT)

GENERAL PAGE SETUP

12 CTA (CALL TO ACTION) BUTTON (UNDER COVER IMAGE) IS RELEVANT FOR YOUR BUSINESS GOALS (I.E. LEARN MORE, SHOP NOW, CALL NOW)

13 PRIVATE MESSAGING INSTANT RESPONSE IS SET UP (VISIT 'SETTINGS', 'MESSAGING')

14 PAGES TO WATCH: OTHER PAGES ARE BEING WATCHED IN 'INSIGHTS' (ON DESKTOP IN TOP MENU BAR, VISIT 'INSIGHTS' & SCROLL TO BOTTOM)

15 PAGE TABS ARE UPDATED TO REFLECT BUSINESS GOALS (VISIT 'SETTINGS', 'TEMPLATES & TABS'. ADD ADDITIONAL TABS IF NEEDED, I.E. 'SERVICES')

16 INSTAGRAM: LINK INSTAGRAM ACCOUNT TO FACEBOOK (VISIT 'SETTINGS', 'INSTAGRAM')

17 PAGE ROLES: CHECK PAGE ROLES & UPDATE IF NECESSARY (VISIT 'SETTINGS', 'PAGE ROLES')

CHECKLIST ITEM

YES

NO

NEUTRAL

N/A

FIXED?

NOTES

PAGE CONTENT

18 POSTING TO PAGE CONSISTENTLY AND FREQUENTLY (IDEALLY 3+ TIMES PER WEEK)

19 POST TYPES VARY BETWEEN TEXT, PHOTOS, VIDEOS, LINKS

20 ASKING QUESTIONS IN POSTS TO PROMOTE ENGAGEMENT

21 PEOPLE ARE LIKING OR COMMENTING ON YOUR POSTS

22 COMMENTS ON POSTS ARE BEING RESPONDED TO

23 SHARING TIPS IN NICHE/INDUSTRY

24 POSTS BENEFIT AUDIENCE, AND ADD VALUE (FOLLOW THE 80/20 RULE, WHEREBY 80% OF YOUR CONTENT IS EDUCATIONAL/ENTERTAINING & 20% OF YOUR CONTENT HAS A SALES FOCUS)

25 POSTS ARE SENDING TRAFFIC TO WEBSITE REGULARLY (I.E. SHARING YOUR WEBSITE URL IN POSTS)

26 USING RELEVANT CALL TO ACTIONS IN POSTS (I.E. CALL NOW, VISIT WEBSITE, ETC)

27 REVIEWS ARE BEING RESPONDED TO IN A TIMELY MANNER (IDEALLY WITHIN 48 HOURS)

28 VISITOR POSTS ARE LIKED, COMMENTED ON, AND SHARED (VIEW VISITOR POSTS IN 'COMMUNITY' TAB)

PAGE PROMOTION

29 LINK TO FACEBOOK PAGE PROMINENTLY LOCATED ON YOUR WEBSITE

30 FACEBOOK PIXEL IS INSTALLED ON YOUR WEBSITE (YOU WILL NEED [FACEBOOK BUSINESS MANAGER](#) TO CREATE A FACEBOOK PIXEL)

31 CORE & CUSTOM AUDIENCES HAVE BEEN CREATED IN BUSINESS MANAGER (I.E. EMAIL LIST AUDIENCE, WEBSITE VISITORS AUDIENCE, LOOKALIKE AUDIENCES, ETC.)

32 REGULARLY INVESTING IN FACEBOOK BOOSTING/ADS (RECOMMEND MIN. \$150 BUDGET PER MONTH)

33 REGULARLY SHARING PAGE POSTS TO YOUR PERSONAL PROFILE

34 YOUR PERSONAL PROFILE IS LINKED TO YOUR FACEBOOK BUSINESS PAGE (IN YOUR PERSONAL PAGE'S 'WORK' SECTION)

THANK YOU

THANK YOU FOR DOWNLOADING THIS DIY FACEBOOK PAGE AUDIT!

IF THERE ARE ANY ELEMENTS OF THE AUDIT YOU'RE UNSURE ABOUT,
PLEASE SEND US AN [EMAIL](#) SO WE CAN HELP.

LIKEWISE, IF ANYTHING STANDS OUT AS SOMETHING YOU'D LIKE TO IMPLEMENT
FOR YOUR BUSINESS, BUT YOU'RE NOT SURE HOW, JUST [GET IN TOUCH](#).

THANK YOU & WISHING YOU ALL THE BEST FOR YOUR FACEBOOK SUCCESS!

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