

Facebook Checklist

Facebook can be a terrific way to drive traffic back to your website. But to get the biggest return on your time, follow these tips and tricks.

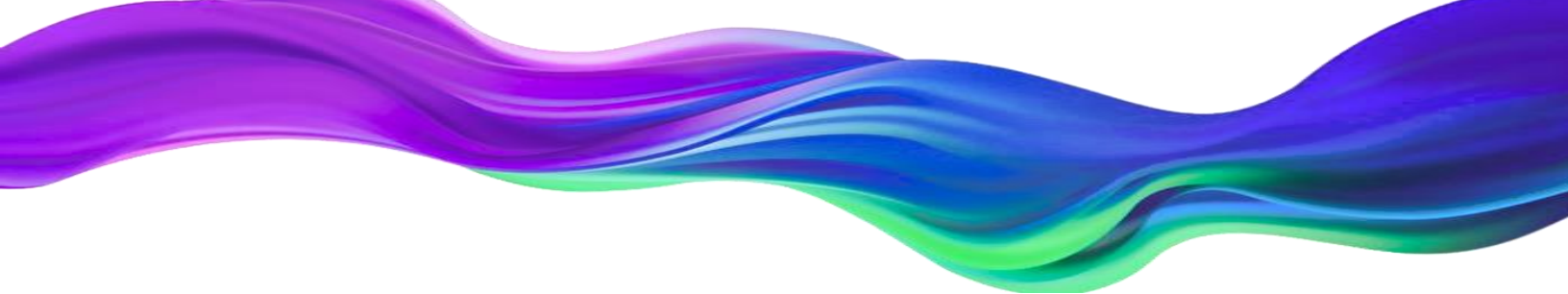
Intrigue Your Page Fans to Click Your Link

- Keep your updates short.** When it comes to driving traffic, short posts are the way to go. Long status updates are less likely to be read by mobile and desktop viewers. This can lead to fewer click-throughs to your website.
- Skip the hashtags.** Facebook users don't search for content by hashtag. They prefer to connect organically with brands they love. This means that hashtags are a big waste of characters.
- Delete your link.** When it comes to links, Facebook automatically generates a big preview that shows users what your blog post or article is about. So you don't have to worry about including a link in your actual status update.
- Keep links short.** If you feel like you need to include your link in an update, use a shortening service. This makes your update shorter, increasing the odds that followers will read your post.

Create Images to Engage Followers & Boost Traffic

- Post beautiful images.** Don't settle for boring stock images on a white background. Users want visually stimulating graphics. Try grabbing images from CCo photo sites like [Unsplash](#) and [Pixabay](#).
- Use large pictures.** Facebook users are accessing the site through mobile devices with HD screens. That means your images need to be large so they look good on viewers' mobile devices.

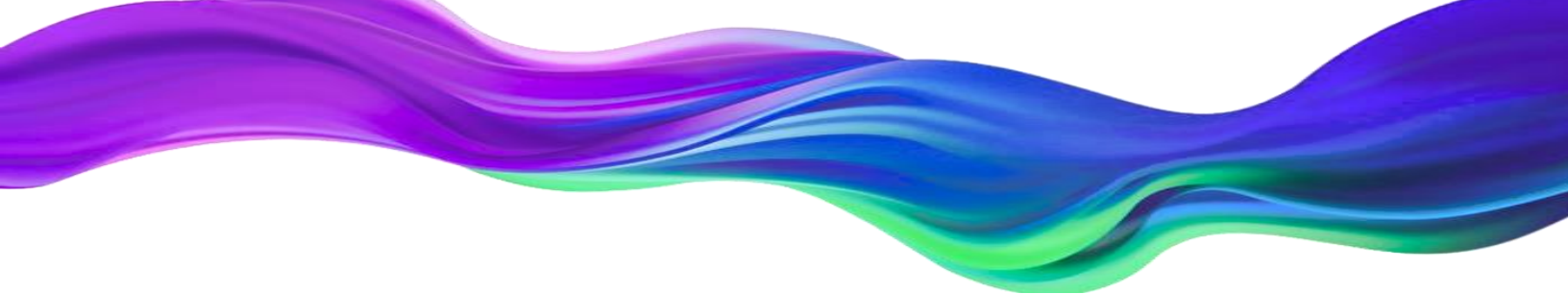


- 
- ❑ **Skip the text.** Some Facebook pages add text to their images. You might be tempted to do the same thing, but don't. Images with text don't display correctly across all devices. They also make your image more likely to be removed by Facebook's spam team.
 - ❑ **Ask readers to share.** When you post an image, ask readers to respond with a GIF reaction. GIFs are moving images that users can share to express how a post made them feel. This drives engagement, which means more people will see your post.
 - ❑ **Encourage fans to type a word or phrase.** Not every audience likes GIFs. If you serve an audience that doesn't like these, you can still encourage them by asking viewers to type a word or phrase in the comments.
 - ❑ **Get viewers to vote with a like or share.** Share an image that showcases two alternatives like The Beatles vs the Rolling Stones. Tell your viewers to vote on their favorite by clicking like or share. For example, like for The Beatles or share for the Rolling Stones.

Be a Smart Host: Using Facebook Events

- ❑ **Post details about your event to your website.** This is a good way to direct traffic to your site, since most Facebook users won't read an event description that's longer than a paragraph or two.
- ❑ **Share an update about your event with a link to your site.** As you publicize your event, be sure to send traffic to the event page you created on your website.
- ❑ **Post invitation images to your event.** Create digital invitations using a website like [Canva](#) or [PicMonkey](#). Then upload your invites to Facebook and tell your fans they can find more details on your website.



- 
- ❑ **Ask attendees to share your invite.** After your invite is live on your event page, ask your attendees to share the image so their friends can attend, too. This helps even more people see your link and visit your website.

Garner Page Views from Facebook Groups

- ❑ **Join groups related to your niche.** If the groups you're part of aren't in your target market, then you're wasting valuable time you could spend networking.
- ❑ **Give useful answers to questions.** When someone asks a question and you know the answer, provide a quick and helpful answer. If the group allows for it, post a link back to your website where the asker can read more about this topic.
- ❑ **Share behind the scenes.** When you're working on a new project that your niche market will be interested in, share about it in the group. You can post pictures of your project and give quick updates. Then when you launch, your group will be more interested in your product or service.
- ❑ **Post your link and ask for critiques.** If you have time and thick skin, post your link to your favorite niche groups and ask for feedback. This can spark some exciting, new conversations.
- ❑ **Be kind to your host.** If the group you're posting in isn't yours, then be respectful of the group creator. Many group creators want to help you succeed and may even promote your content. So stay positive and be kind when interacting with admins.

