

Facebook Page Video Review

Transcription:

Hey there this is Mike from Tabsite! I want to do another Facebook Page review today and the one I'll do is Robeson Design.

I was with Rebecca Robeson this past weekend in San Diego California. We were both participating in Mari Smith's Mastermind on Social Media and it was a day after the end of social media marketing world put on by Social Media Examiner. What a great couple of days and it was great to meet Rebecca there.

I thought I would just give her the blessing of taking a look at her Facebook page and going through number of components of my 12 point checklist for Facebook pages. Now that 12 Point checklist is a free eBook that you can download at www.tabsite.com/blog and click on the gift box in the top right sidebar of the blog and you can download that and it goes through the 12 components that will help you improve the core elements of your facebook page. So I want to go through a number of those on Rebecca's page here.

So we're on Robeson Design (Facebook Page) and we're taking a look first at the cover image. She's got a beautiful image there and I can see and know that she is involved with interior design. So we have a beautiful picture there and one of Rebecca's personal photo as the profile image. The only thing I would recommend here is that what I would like to see on the cover image is a little bit of branding. Whether that's a logo, with a website address, or something that brings in a little bit of your overall corporate branding and perhaps something that gives a message that points out interior design, or what we're doing or point to the tab apps below.

So that is a quick one there. If I click on the cover image, the next thing that I'd like to see is the (...) what I'd like to see in the right side here is a little bit of description there that gives a little bit of some of the core items that are on the page. What you can do there is actually a little bit of a call to action and definitely includes a link.

So a link that goes to your Facebook page or your YouTube channel or to your website but I guess not cause your facebook page is already there. So website or YouTube channel is good thing to see there. So take advantage of this description area for your cover image.

So let's move back out to the Facebook page here and take a look at the tab app. So we have an Instagram, and a Youtube, and then down below, with the other couple ones for Pinterest, Twitter, so we know the options are there, the click-throughs to those things, again just smothering of colors there. I know what those are, but the text and the little icon tells me that. So I recommend a little bit more of a cohesive branding. Bring it again, your branding colors, your website, what represents you, as represents design, and bring that all together in a little package.

Now, if I go over here, to the home area, this is your short description. Just discover what it means to live. Your. Style. So this is an opportunity for page that are not location based. Location pages have their

hours there by default. That's a category you choose but in this case, we're not a location so we have an opportunity here to put a little bit detail so I recommend that you have a little bit detail and definitely what should be visible here is the link to your website so the people can click through right away. And if I click through this short description it will take me to the About section. So I'll dig I to that I little bit further.

So we have the basic information, San Diego, Interior Design, we have no extra text here so this is not an opportunity and the reason why it's an opportunity is because the About section is indexed by the search engines so like Google and Bing, that helps you be found in search but as well as also be indexed by facebook for their graph search. So if people are search about interior design or various things like that, keywords can be picked up here. So you definitely what to fill up more details here. What does Robeson Design stand for? What do they do, what are the key components? And again your keywords, interior design, things that are relevant to your business. So fill out this About section, that will help you get found better.

Okay, let's jump back then to the timeline page, let's go back down to some of your post. So here we have a YouTube video. Here you got a lot of YouTube videos and channel. Forty people like this, there's a number of comments there. So it's getting some engagements, some traction here and so there's another post that link through to your daughter's blog. That's excellent there, another 21 people liking that. I'm trying to get a look for your responses. Are you engaging back? Because that's going to be important for a Facebook page to really build up some traction. You are getting some good activity. 74 people liked it, 34 comments, that's excellent. And here's a poll, how do you feel about bathroom remodels? Do you love them, do you hate them? That's a great question. That's a question that motivates people to answer and have they.. absolutely, look at that 184 people liked it, 32 more comments, 2 shares, that's excellent stuff because the more people your fans interact with your page that sends signal to Facebook that's important to them this page content is important to them and Facebook will show more of that in the future. So well done on that one. There are a lot of thing that will encourage them. You're doing a great job here. You got some images, you got some videos, you had a poll, so that's a good mix of different types of content. So am not drilling near to see too many comments are you responding? Are you liking people's comments, are you replying back to them, make sure you do that, that's a great way to further engage your community, further build their loyalty, further build their promotion to want to come back through your click through to the newsfeed. So that's a quick glimpses there.

Overall look, well done on your page. Hopefully a few tips that can help you maximize what you're doing. That one thing we didn't go into is your insights now am not on your admin page I can't see those but definitely take a look at your insights and take a look at the post area and Facebook tells you then what are the best times of the day to post based on when your fans are on Facebook the most. So you can drill into that and see if that's 10am pacific time or if it's between 2 and 7pm pacific time that are key times for your audience to be on Facebook so those are the time that you going to be posting and engaging.

So there we go. This is Mike from [Tabsite](#) with another Facebook tabsite review and again, if you want that 12 point checklist you can go to www.tabsite.com/blog and click on the gift box in the top right that'll enable you to download for free that entire 12 point checklist. Now if you do want more help, I do also offer strategic digital marketing consulting services so you can take a look at that by going to MikeGingerich.com and on my blog, there you can find a call of acts to some of my consulting services. So that's the interest. Reach out to me. Be glad to touch base further behind we can help.

Again this is Mike. Well done Robeson Design. Hopefully those tips are a helper to you and others who are listening to this to get a glimpse of what they can do to their page. Take Care.