



Checklist 17 - How To Use Facebook To Get More Traffic

Project
Name: _____

Date: _____

Yes No

If you've always thought of Facebook as just an average basic social media platform, then it's high time you change your mindset as we provide you various steps to gaining more traffic with Facebook. With the right idea and the perfect guidance, you will understand how you can boost your traffic with the use of Facebook.

Step 1. Utilize links and work on your "About"

1 When you start your Facebook account, you need to work on your company biography. ☐ ☐

- Click your name on the top left of your news feed.
- Below your profile picture in the intro section, click edit details.
- Change, edit, and save.

2 Always add the links to your other platforms and company website, especially on your bio. ☐ ☐

3 Add links to the content you post. Make sure it all coincides and relates to each other to keep your audience's interests aligned. ☐ ☐

Notes



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- 4 You can also work on setting up Facebook Milestones in the about section of your Facebook profile to keep your audience updated. ☐ ☐

- Click on the three dots below your cover image.
- Click "create a milestone" from the drop-down menu.
- Add a title, description, and image for your milestone.
- Hit save

Step 2. Always keep your audience in mind

- 5 If you want to understand your audience properly, utilize Facebook insights from the main Facebook page. ☐ ☐

- 6 Factors you need to work on to keep your audience satisfied: ☐ ☐

- Length of content
- Post topic
- Type of content(images, videos, written content)
- The timing

- 7 You will eventually figure out what works best for your audience. ☐ ☐

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8 Try and establish the perfect time for posting your content with the use of insights, and you will figure out the best time to reach a majority. ☐ ☐

9 Facebook further grants you the ability to schedule your posts; therefore, scheduling can help grab the attention of your audience. ☐ ☐

Step 3. Optimize your Facebook page

10 Start using tools like Likealyzer ☐ ☐

11 Likealyzer will help you use the right keywords in your post, links, and biography. ☐ ☐

12 You can further use Likealyzer to help you compare your page with the rest of your niche market to stay updated. ☐ ☐

13 It can also help you with some recommendations on how to improve, and it will tell you what content is doing well. ☐ ☐

Step 4. Work on making your content interactive.

Notes



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14 You can try to attract traffic towards your site by hosting contests and giveaways. ☐ ☐

- *You need to plan the whole system*
- *You can use WordPress plugins like RafflePress*
- *Come up with a good prize*
- *Promote it on a large scale*

15 You can also set up quizzes and Q&A live streams. ☐ ☐

16 Try going live once in a while to keep your audience engaged, which will boost traffic. ☐ ☐

Notes