

Creating Your Facebook Business Page



ATTRACT
CLIENTS ONLINE

SETTING UP YOUR PAGE



Creating a Facebook business page doesn't have to be difficult. You likely already have all the photos, text, and ideas you need to build your Facebook business page. You just need to sit down and work through a few simple steps to get your page up and running.

Step 1: Sign up

Go to facebook.com/pages/create

The screenshot displays the Facebook 'Create a Page' interface. On the left is a form titled 'Create a Page' with the following sections:

- Page Information**
 - Page name (required)**: A text input field with a note: 'Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)'
 - Category (required)**: A dropdown menu with a note: 'Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.'
 - Description**: A larger text input field.
- Footer**: A note stating 'You can add images, contact info and other details after you create the Page.' and a 'Create Page' button.

On the right is a 'Desktop Preview' of the page. It features:

- A large cover photo area with an illustration of two people working on a large sheet.
- A circular profile picture placeholder.
- The text 'Page Name' and 'Category'.
- A navigation bar with links: Home, About, Photos, Videos, and More.
- Buttons for 'Like', 'Message', and a search icon.
- An 'About' section with a 'Description' link.
- A 'Create Post' section with options for 'Photo/Video', 'Tag People', and 'Check in'.

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Choose a category that describes what type of

Beauty, Cosmetic & Personal Care

Gaming Video Creator

Construction Company

Business Consultant

Video Creator

E-commerce Website

Not a Business

Next, enter your business information. For your page name, use your business name or the name people are likely to search for when trying to find your business. Some coaches enter their own name if they are trying to be the 'face of the brand.'

For category, enter a word or two that describes your business and Facebook will suggest some options. If your business falls into more than one of the category options, choose the one your customers are most likely to think of when they think about your business.

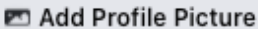
Step 2: Add a description

Write about what your business does, the services you provide, or the purpose of the Page. This will go in the 'about' section of your page.

There is a character limit of 255, so use helpful tools like Grammarly or Hemingway to keep track.

Now click 'Create Page.'

Profile Photo - Optional ?



Use a logo or image that helps people identify this Page in search results.

Cover Photo - Optional ?



Use an image that represents what this Page is about.

[Save](#)

Step 3: Add Pictures (or video)

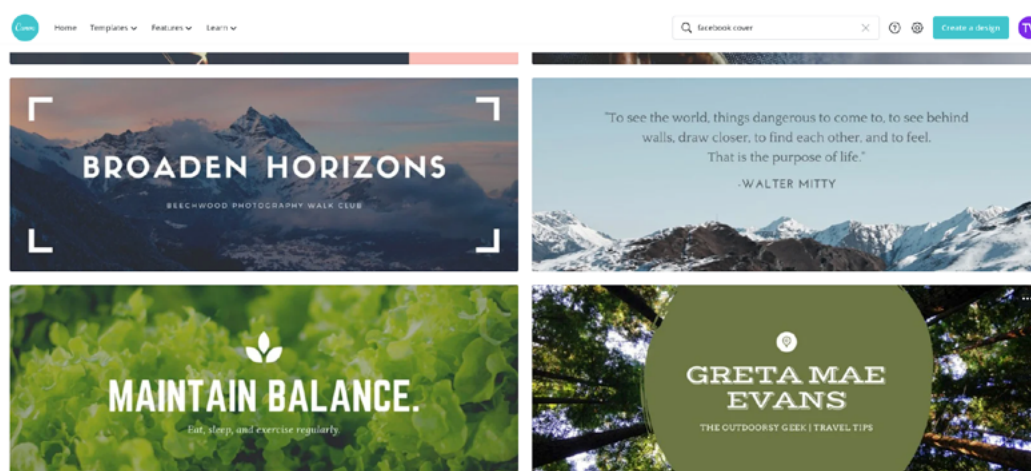
Next, you'll upload a profile picture and cover photo for your Facebook page. It's important to create a good visual first impression, so choose wisely here. Make sure the photos (or videos) you choose align with your brand.

When adding a profile picture, you can use a logo or image that helps people identify this Page in search results. Or an image of you if you're the face of the brand.

Once you've chosen a great photo, click 'Add Profile Picture.'

Now it's time to choose your cover image. This will be the most prominent image (or video) on your Facebook business page.

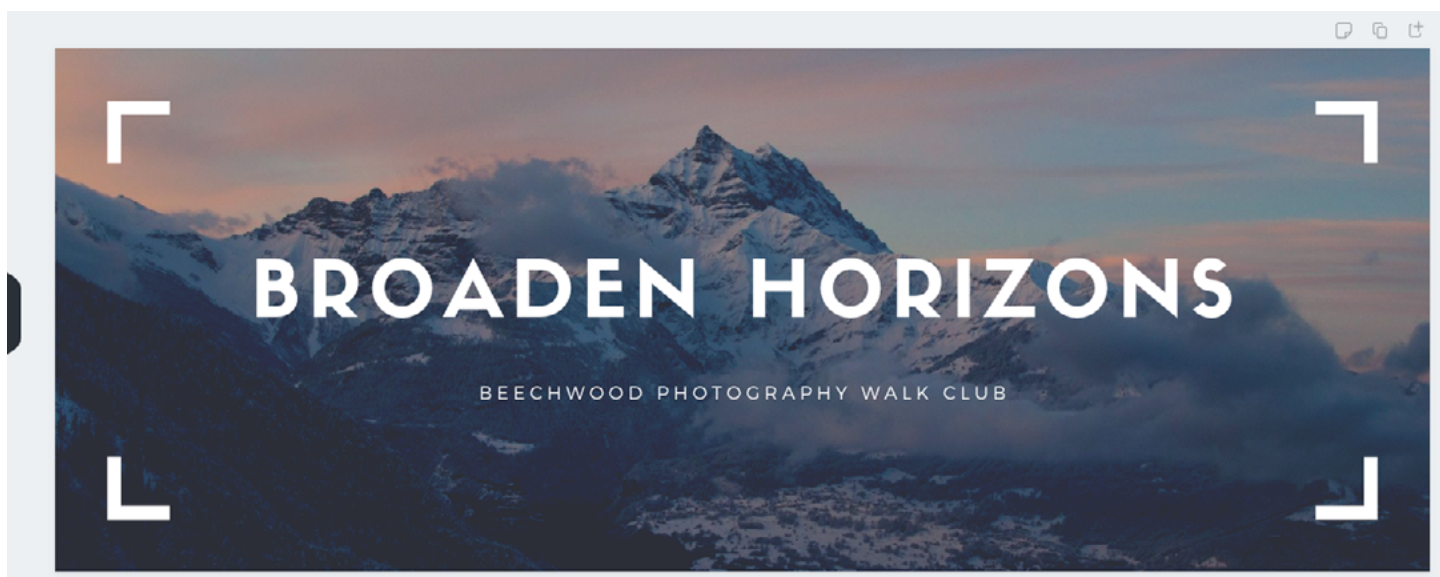
We recommend using Canva to create this. Go to Canva.com, create an account, and search for 'Facebook Cover.' You'll see a large selection of customizable templates. Click on the one that most appeals to you.



Step 3a: Edit your photos

In this example, we're using Canva, but you're welcome to use another software (like Photoshop) if you prefer. We recommend Canva because it's simple to use - especially if you aren't tech savvy - and can save you a lot of time.

We'll be using this template, but you can follow along with any template.



Click on the headline (in this case, 'Broaden Horizons') and then click 'ungroup.' Click in the gray area of your screen to deselect all of the text.

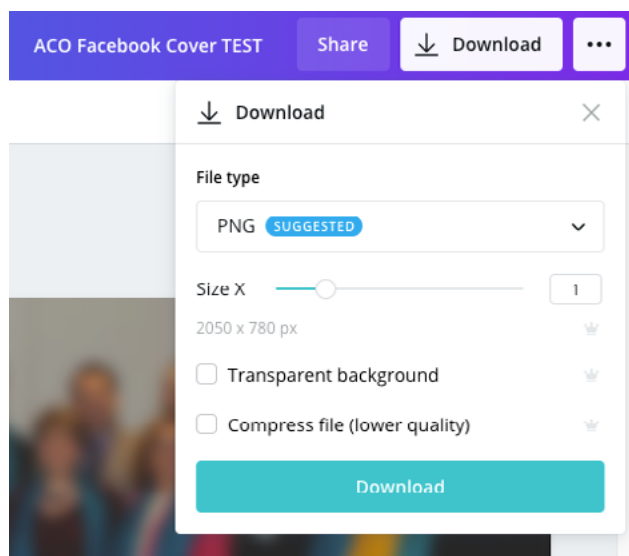
Next, click on the headline again. That should cause the text to be surrounded with a blue box and you'll see some new menu options at the top of your screen.

Now you can edit your headline, change your typeface, colors, etc. We recommend using the name of your brand for the headline. In our case, Attract Clients Online. For the subhead, consider mentioning whoever created your brand. In our case, 'by Pamela Bruner.' Alternately, you can list a few services you provide, like: "Coaching & Mindset Work."

Step 3b: Download your photos

Beyond editing your text, you can add photos to the background (or to different parts of your image).

The most important thing is making sure your text can still be read over your background image. Here is how one of ours turned out.

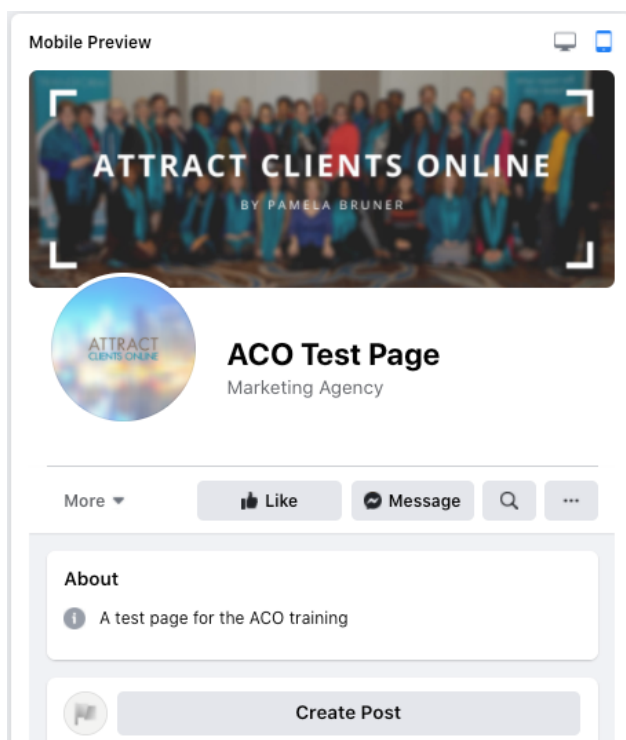
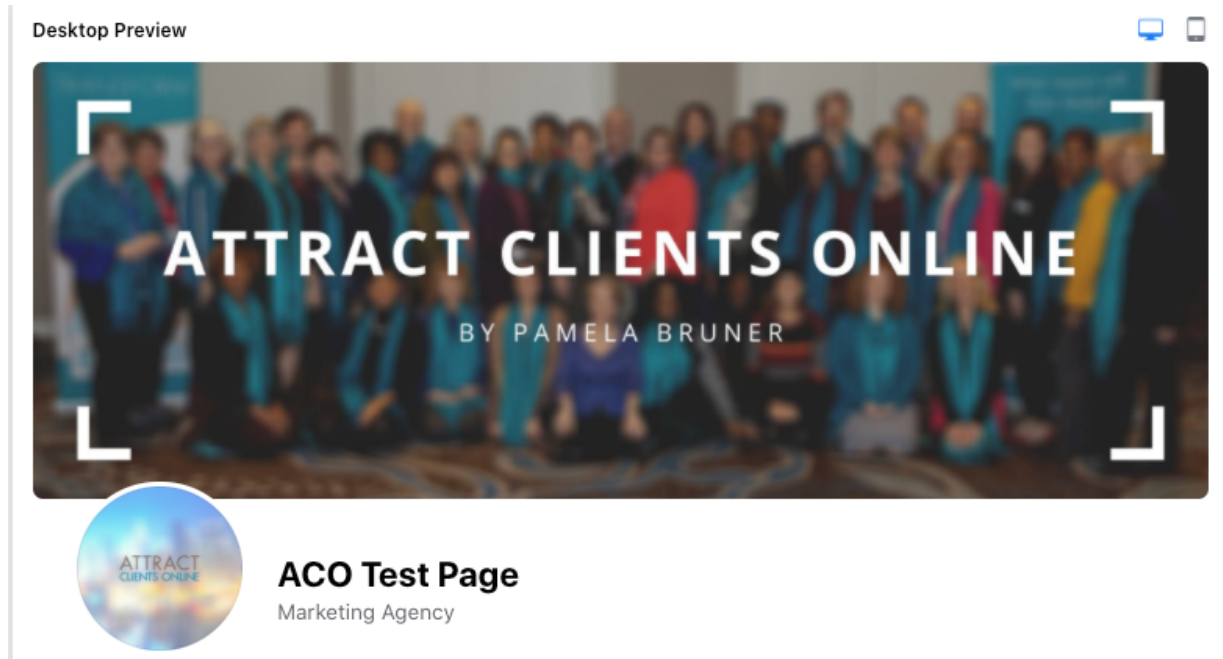


Once you're done, click 'download' in the top right of your screen. You'll see some different options to choose from, but as long as your file type is PNG or JPG you can use it. Then click the blue download button.

Now upload your new cover photo to your Facebook page.

Step 4: Upload Photos and Preview Everything

Upload your profile picture and cover photo. Facebook will then show you a preview of your page. You can switch between a desktop preview and a mobile device preview. If you're satisfied, click save. You can always edit later.



Congratulations! You've created a Facebook page. To make the most of what you've created, be sure to fill in additional information.

One way to do that is by looking for the prompt below.

Get the Most Out of Your Page

Add More Information to ACO Test Page

You're missing some details for your Page. Help people discover and learn about your Page by adding more information.

[Get Started](#)[Not Now](#)