

Facebook Business Page Score Sheet



Compliments of



Take a look at your business Facebook page. Are you getting the kind of results you want? Do you know what to look for? Would you like to learn how to get *better* results? Honestly evaluate yourself in the areas of your page we've listed below. Some of this may seem elementary but it's always best to start with the basics. Remember, **YOU'RE SCORING YOURSELF**. Be 100% honest, it's the only way we can help you, help yourself! Check the appropriate box. Total your score when finished.

Yes = 10 points / No = 5 points / IDK (stands for I don't know) = 0 points

Okay, let's get started...

Page Feature	Yes	No	IDK
Is your cover photo engaging, properly sized & unobstructed?			
Is your profile picture easily recognizable to new page visitors?			
Do you optimize and personalize the photos you post to your timeline?			
Does your IMPRESSUM contain only accurate and pertinent info?			
Are you posting daily to your timeline?			
Do you consistently reach at least 50% of your page LIKES??			
Is your engagement more than 10% of your reach?			
Are you posting relevant, informative links?			
Are you with posting using "The Rule of Thirds"?			
Do you know how to run a successful contest on your page?			
Total Score			

If you scored between

80 & 100 – You're doing great! While there's always room for improvement, all-in-all, you're on the right track!

80 or below – You could obviously use a little help. We definitely recommend finding additional information on how to improve your Facebook page performance. When you're ready to take complete charge of your page and learn how to consistently score 100 from now on, The Gamechanger explains exactly how to do it! Get your copy at: <http://thegamechangerbooklet.com>

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