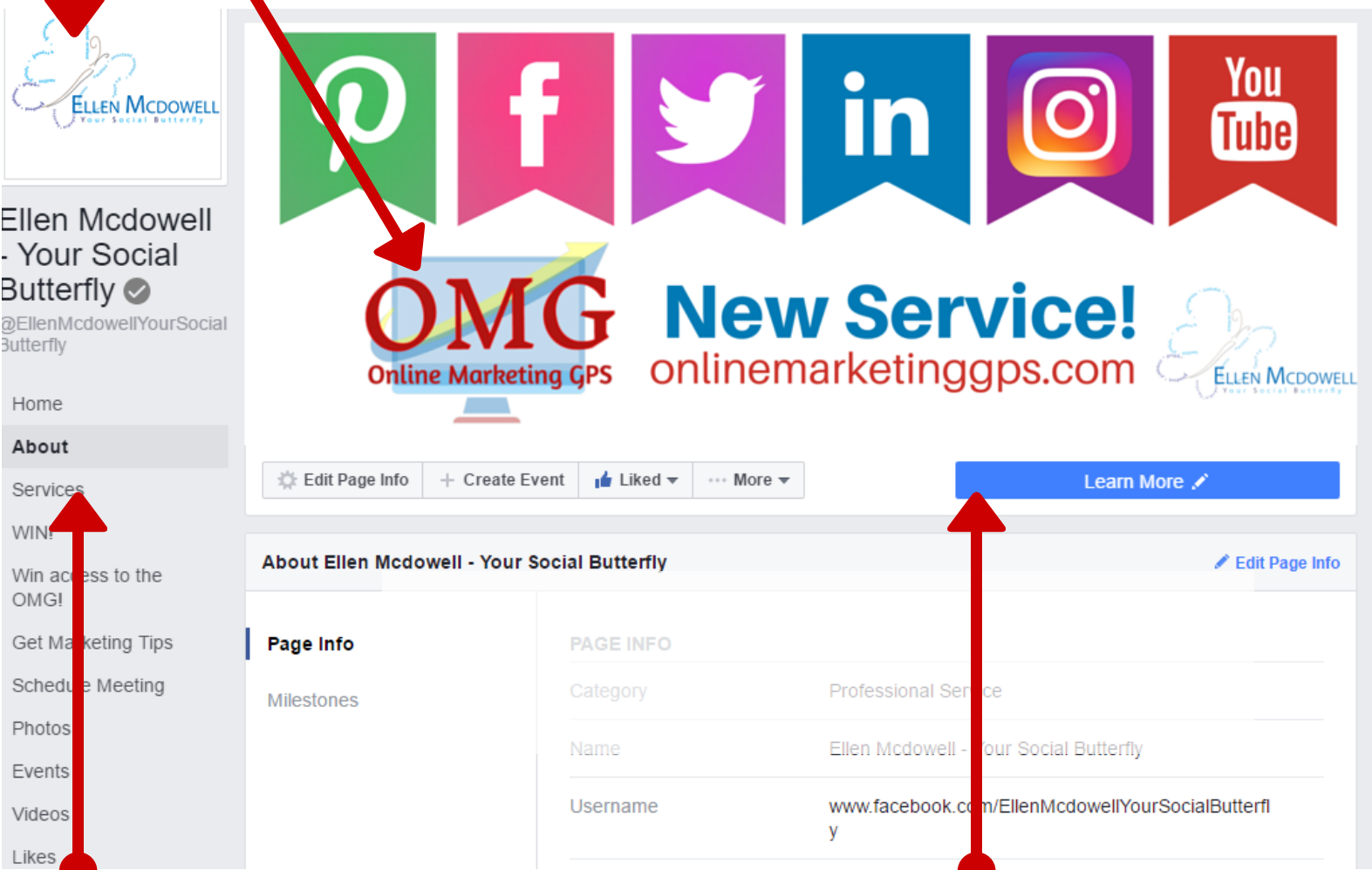




4 Essential Elements for your Facebook Page

1. Square Profile Picture 180X180 Pixels Suggested (Use Logo or Your Headshot)

2. Cover Photo That Features Your Products|Services 851X315 Pixels



3. Complete ABOUT Section. Fill in as much information as you are able. Long Description should include as many details about your services and products so when people are searching for those, they find YOU.

4. Call to Action Button. Direct people to your website, an app, a scheduling tool, a video, or even call you directly. These are now larger on your page; take advantage of the opportunity.