



Facebook

~1.4 billion members - 10% of all traffic to publishers

Likes are less effective for free marketing. [Less than 6%](#) of posts reach fans of big brands. Pages with fewer than 1,000 fans get 22% reach - [Agorapulse](#) Barometer (Dec 2014)

Facebook accounts for [four of the top 10](#) factors in Google's search algorithm – likely four of top 15 in 2015

___ Add a [Like Box](#) to your site. Use Facebook [Insights](#) after [collecting 30 likes](#)

___ Publish [once per day](#) or less

___ Use a mix of audio, text, [video](#) and photos. Use [Buffer](#) to find out which works best for you.

___ Download the [Like to Unlock](#) plugin for Wordpress

___ Try out [FPTraffic](#) for \$10 a month

___ Keep posts [under 150](#) characters. Use the word “should, would or which” in [questions](#). Use an [emoticon](#). Thirty-three to 100% higher shares, likes and comments

___ Coupons and sweepstakes [result](#) in the most likes. [Quizzes](#) result in the most shares

___ [Best day](#) to post is [Friday](#)

___ [Use photos](#) in all of your posts: 39% to 120% more engagement. [Optimal dimensions](#) for photo posts



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