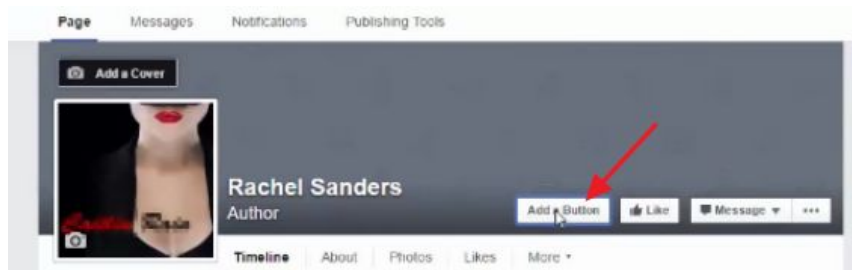


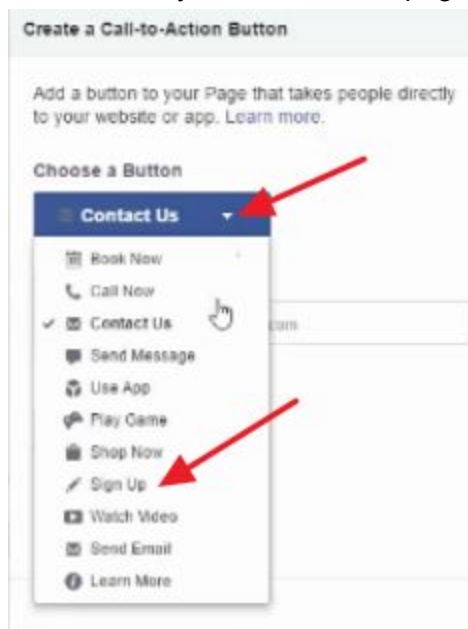
Facebook Optimization – Part 2

In this section we're going to talk about Bonus Section: Optimizing Buttons and Facebook Timeline Banner.

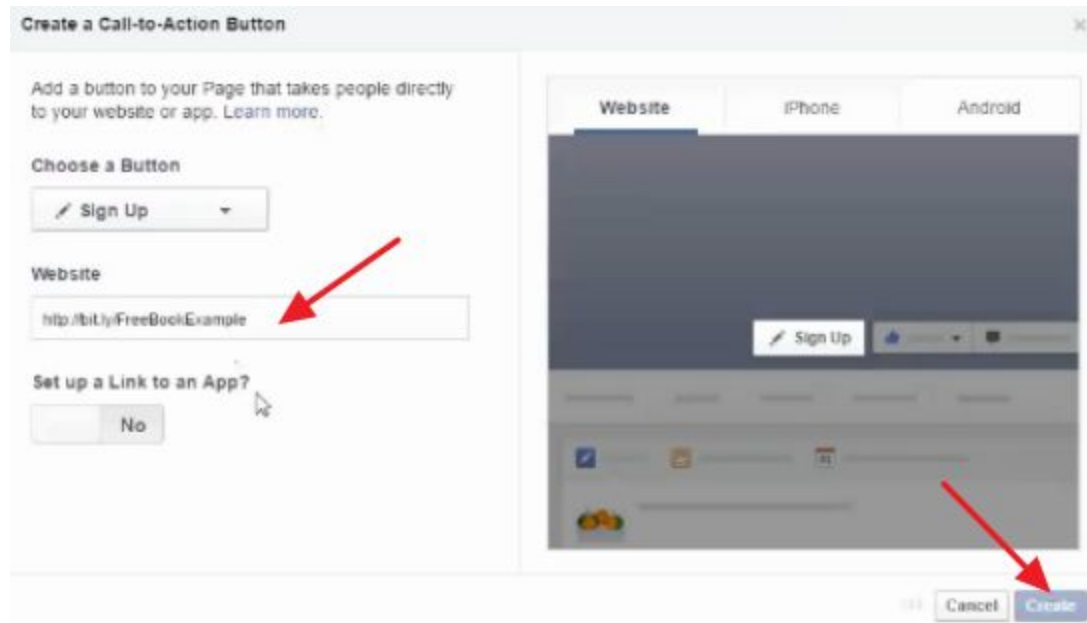
1. Click on “Add Button”



You can add your **Contact Us** page, **Shop Now** page or **Sign Up** page.



Now since we're going to work on our Opt in page. We need to click on the **Sign Up** page. Then paste your Opt in link to the box below and click **Create** button to save it.



Now you will be able to see the Sign Up button on your Facebook Fan page. So anybody that clicks that Sign Up button will bring them to your Opt in page so they can sign up.

