

# FACEBOOK PAGE VS. WEBSITE:

Which Should You Use?



## Introduction

If you run a small business, you need to have an online presence. But what kind of online presence?

Choosing between a Facebook Page and a full website isn't as simple as it seems. Each has benefits, limitations, and a best-use case—yet the truth is, for most small businesses, the answer is both. This guide breaks down your options so you can confidently invest your time and budget where it matters.

## Facebook Page: Pros & Cons

Pros:

- Free to set up and easy to manage
- Immediate visibility to your network
- Useful tools like Messenger and Events

Cons:

- Limited control and customization
- Algorithm limits your organic reach
- Facebook owns your content

## Website: Pros & Cons

Pros:

- Full control over branding and layout
- SEO boosts visibility
- Professional and trustworthy
- Advanced integrations and analytics

Cons:

- Requires setup and maintenance
- Hosting and domain cost
- May need expert help

## Side-by-Side Comparison

Facebook Page vs Website:

Cost: Free vs Hosting Required

Control: Limited vs Full

SEO: None vs High

Ownership: Facebook vs You

Professionalism: Casual vs Established



## Use Both

Use Facebook for awareness and engagement.

Use your website as the professional home for your brand and customer conversion.

## Next Steps Checklist

- Decide on a domain name for your business
- Define your top 3 website goals
- List common customer questions
- Gather photos or examples of your work
- Book with Bluedobie — we'll handle domain setup and guide the rest

Let's build something real: <https://bluedobiedev.com/contact>

## Book a Free Consultation

If you've been relying solely on Facebook to run your business online, it's time to rethink your strategy. Social media is great for visibility — but it's not your storefront.

A professionally built website gives you:

- Control over your content and brand
- Trust with your customers
- Tools to capture leads, book clients, and grow your business

Don't build your business on borrowed land. Own it.

- Book your consultation now: <https://bluedobiedev.com/contact>

