

Top 5 SEO Tips For Your Facebook Page

1. Claim your Facebook Vanity URL (Username)

You would be surprised how many clients I have worked with that have 1000+ Facebook Page likes, but still haven't claimed a vanity domain (e.g. www.facebook.com/YourChosenName). URLs are heavily weighted by search engines algorithms, so include your brand name. If your main brand name alone is claimed, add a keyword to your brand name when you claim your Facebook Page URL.

EXAMPLE: The #1 option for our brand was the username/vanity URL www.facebook.com/coursenvy

If www.facebook.com/coursenvy was taken, the next best option is to include a keyword for easy discovery in Facebook and Google searches. Such as www.facebook.com/coursenvy-marketing

Change Username

- Click the “Settings” option in your Facebook Page’s left sidebar.
- Click **Edit** next to the “Username” setting and edit it to your brand name.

The screenshot shows the Facebook interface for a page named 'modMBA'. On the left sidebar, the 'Settings' option is selected. The main content area displays 'General Page settings' with two rows: 'Name' (modMBA) and 'Username' (https://www.facebook.com/modmbadotcom). Each row has an 'Edit' link to its right. A large red arrow points to the 'Edit' link for the 'Username' field.

facebook

Settings

modMBA

Privacy

New Pages Experience

Notifications

Linked Accounts

Support Inbox

Videos

General Page settings

Name	modMBA	Edit
Username	https://www.facebook.com/modmbadotcom	Edit

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2. Choose the Best Name for your Facebook Page

This may sound like a no-brainer. However, it's the most basic step when it comes to optimizing your brand on Facebook. There is always the temptation to stuff your fan page name with tons of keywords, like "Bob's Bakery - Muffins, Bagels, Cookies, Breads - Catering & Events."

In actuality, having a name like this can hurt your viral growth rate inside Facebook. If you appear too spammy, your fans will be less likely to engage with your page. If you have some brand awareness and a good product keyword, combine the two for your URL (e.g. facebook.com/BRAND-KEYWORD). But I **prefer** keeping your USERNAME the same on all platforms for brand continuity @BrandName (e.g. [@coursenvy](https://www.coursenvy.com)).

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3. Use Keywords in Strategic Locations on your Facebook Page

Just like traditional websites, keyword optimization is the most fundamental form of on-site SEO.

The most important pieces to pay attention to are the About section and Page Name since these areas are actually pulled from your fan page as SEO elements (i.e. Google meta description).

Always add a few keywords to your Facebook page ongoing though... in post updates, image/video captions, etc. to be discovered in relevant searches by users!

Google Search Meta Description

- The Google meta description is pulled from your Facebook Page → **About You** field.

The screenshot shows the Facebook interface for a page named 'modMBA'. The left sidebar contains the 'Manage Page' section with links to Professional dashboard, Insights, Ad Center, Create ads, and Settings. The main content area shows the 'About' tab selected. The 'About' section is divided into two columns. The left column lists various information categories: Contact and basic info, Privacy and Legal Info, Work and education, Places lived, Page transparency, Family and relationships, and 'Details about you' (highlighted with a red arrow). The right column shows the 'About you' section with a text input field containing the text 'This is your 156 character Google search meta description.' (indicated by a red arrow). Below the input field are buttons for 'Public', 'Cancel', and 'Save'. The 'Name pronunciation' section is also visible at the bottom.

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- I use the [Google Keyword Planner](#) and [Long Tail Pro](#) to find keywords to “sprinkle” into my Facebook Page description. When I say sprinkle I mean don’t literally paste 15 keywords in a row. Make the 156 character description make sense WHILE including 3-4 relevant keywords!
- Your Facebook page ABOUT description is your Google search “meta description”. So when people search for keywords similar to your service/product/brand, they will be more likely to find you in search results (until your brand name has more relevance and is a household name... i.e. Nike or Coca Cola)!
- Make sure to use keywords in Facebook posts as they get crawled and appear in Google and Facebook searches too!

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4. Backlink to your Facebook Page on Existing Channels

The more inbound links to your page, the more authoritative your page is according to Google, and therefore your Facebook page will be ranked higher!

So, where it is appropriate (don't be spammy), include a link to your Facebook fan page from your other digital channels, like your website, blog posts, Twitter profile, etc.

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5. Optimize Facebook Page Posts

PRO TIP: The first 18 characters of a Facebook post is the meta description in Google searches.

“SEO Title”
+
“Attention Grabbing Line”

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5. Optimize Facebook Page Posts

Take advantage of this since that text will be considered the SEO title for this Facebook post.

Also, including direct URL links to your businesses website in your Facebook posts is a good practice to occasionally follow (again, don't be spammy). To avoid being too spammy, I try to include a CTA (Call-to-Action) phrase (like "SUBSCRIBE NOW") and share my website URLs in just 10-20% of my posts.

This link to your website is only a "no-follow" backlink but it is great for brand awareness when people share the post. Plus it is more brand name keyword volume for Google search!

"SEO Title" + "Your Brand URL"

