Top 5 SEO Tips For Your Facebook Page

1. **Claim your Facebook Vanity URL (Username)**

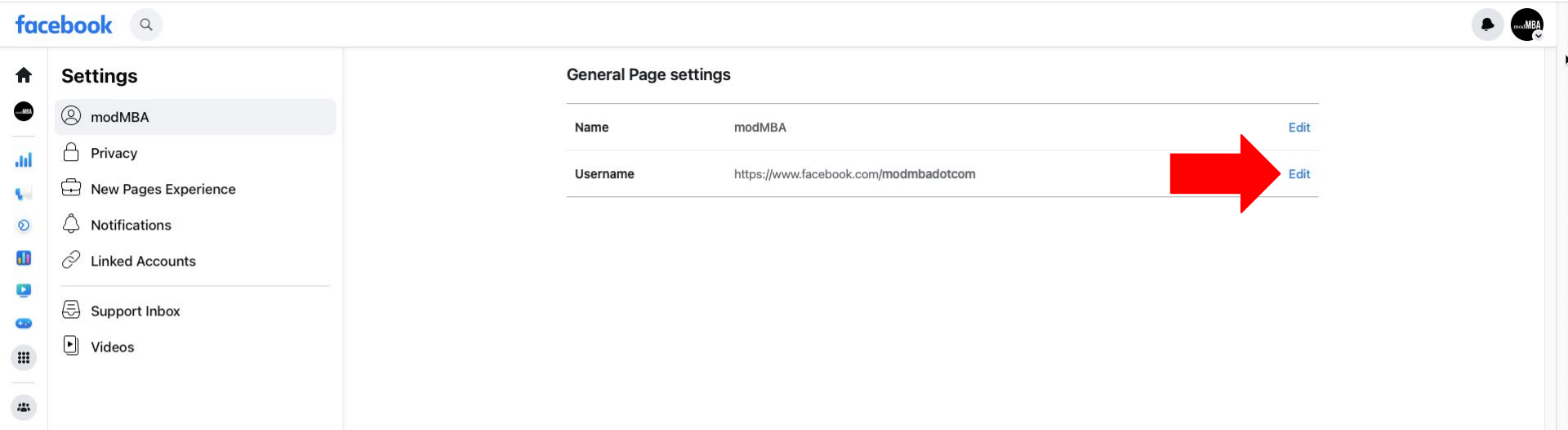
You would be surprised how many clients I have worked with that have 1000+ Facebook Page likes, but still haven't claimed a vanity domain (e.g. *www.facebook.com/YourChosenName*). URLs are heavily weighted by search engines algorithms, so include you brand name. If your main brand name alone is claimed,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



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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**).

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3. **Use Keywords in Strategic Locations on your Facebook Page**

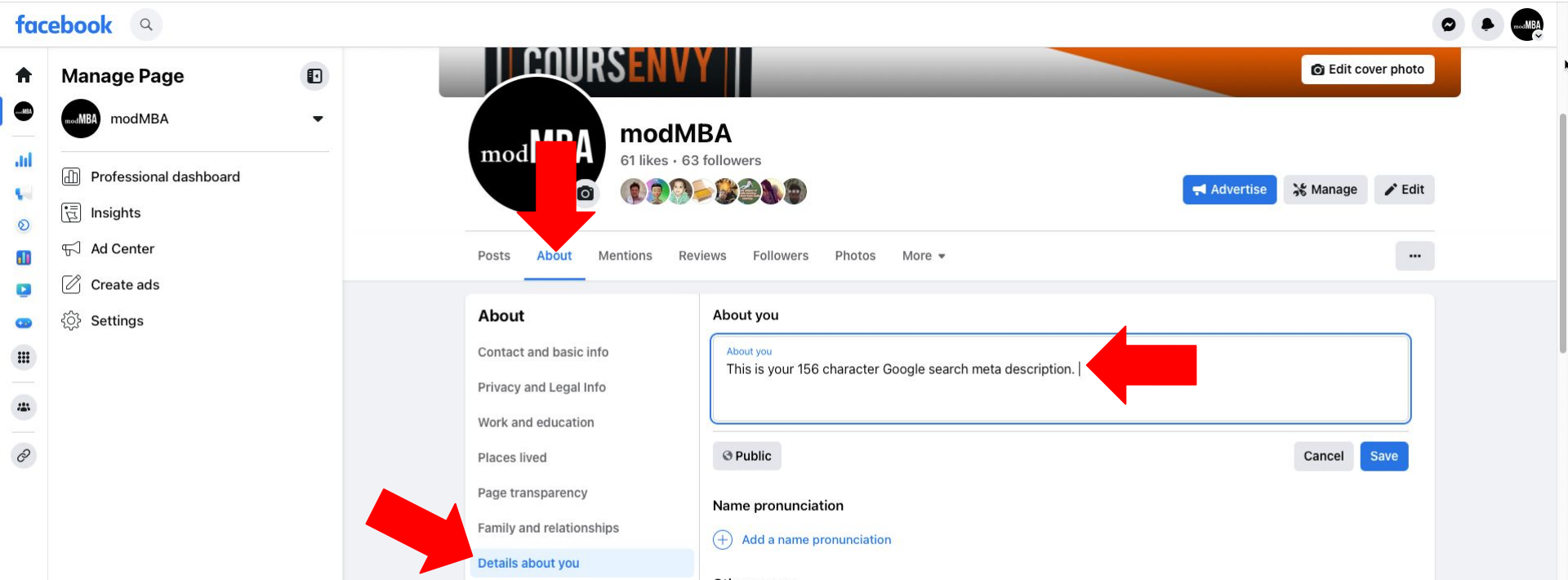
Just like traditional websites, keyword optimization is the most fundamental form of on-site SEO.

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.



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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"

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