



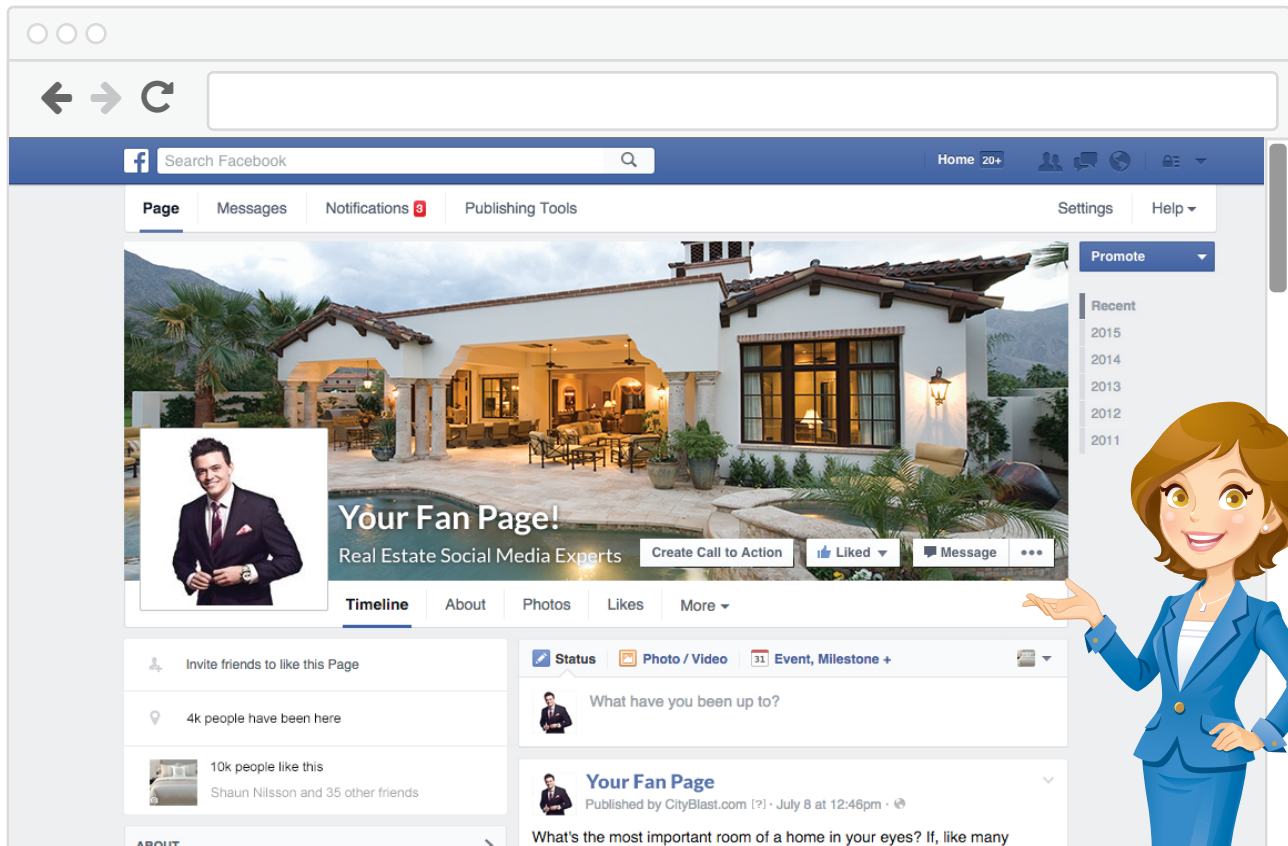
*Guide*

# OPTIMIZE YOUR FACEBOOK FAN PAGE IN 9 EASY STEPS

*cityblast*

# Want to know how to best OPTIMIZE your Facebook FANPAGE?

Follow these strategies, you will quickly LEARN what to do so you can generate the most LEADS possible for your business.



*9 Simple Steps To Follow:*  
Maximize Your Fan Page Now



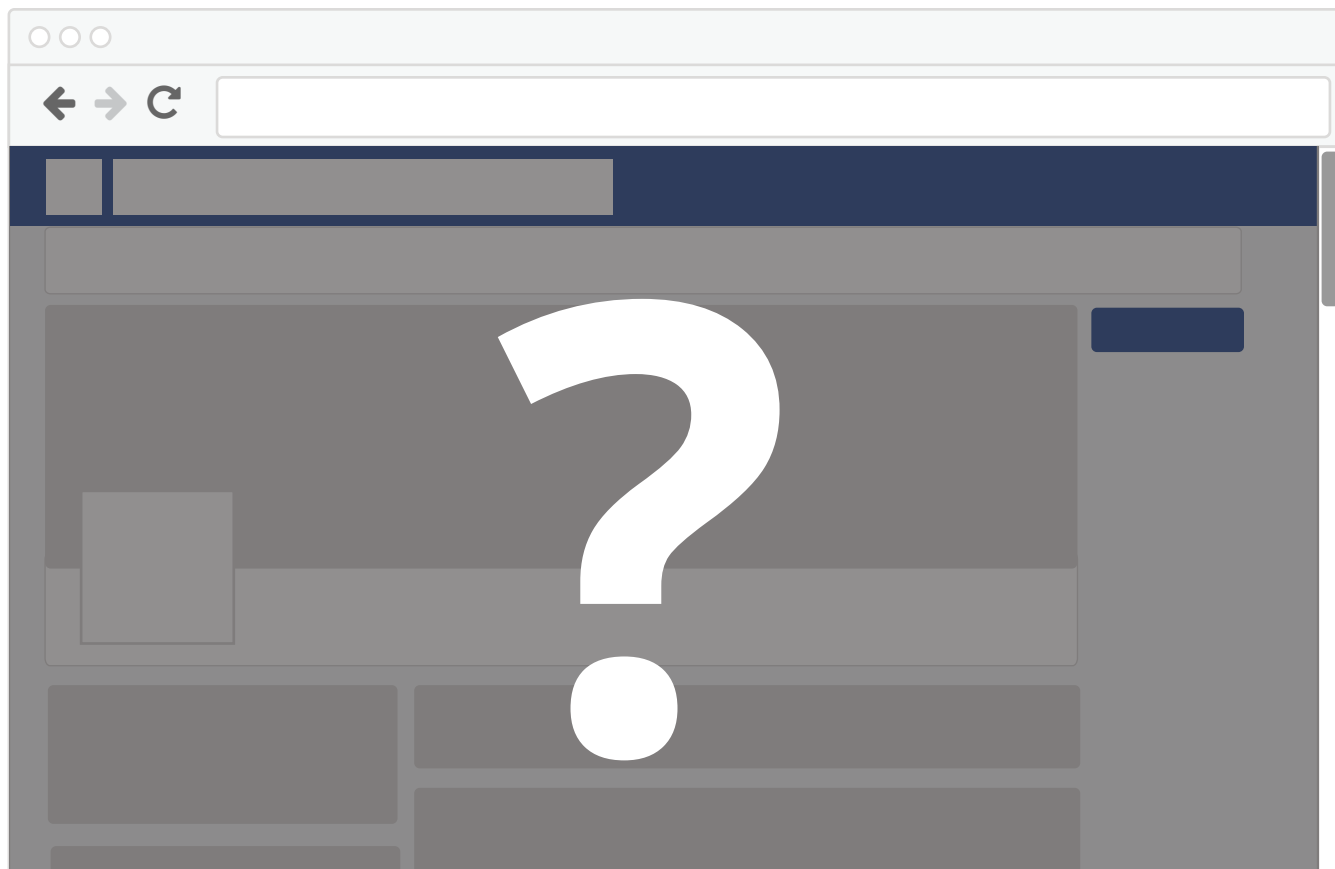
# Step 1

## Does Your Fan Page Exist?

First and foremost, make sure your Facebook Fan Page is set up!

Use this link <http://blog.cityblast.com/pages/create/> to get started

**💡 Pro Tip** - Facebook gives you the opportunity to create a custom and unique URL for your Fan Page. Visit [Facebook.com/Username](https://www.facebook.com/Username), select your page from the drop-down list and check out the username options available or create a custom username.



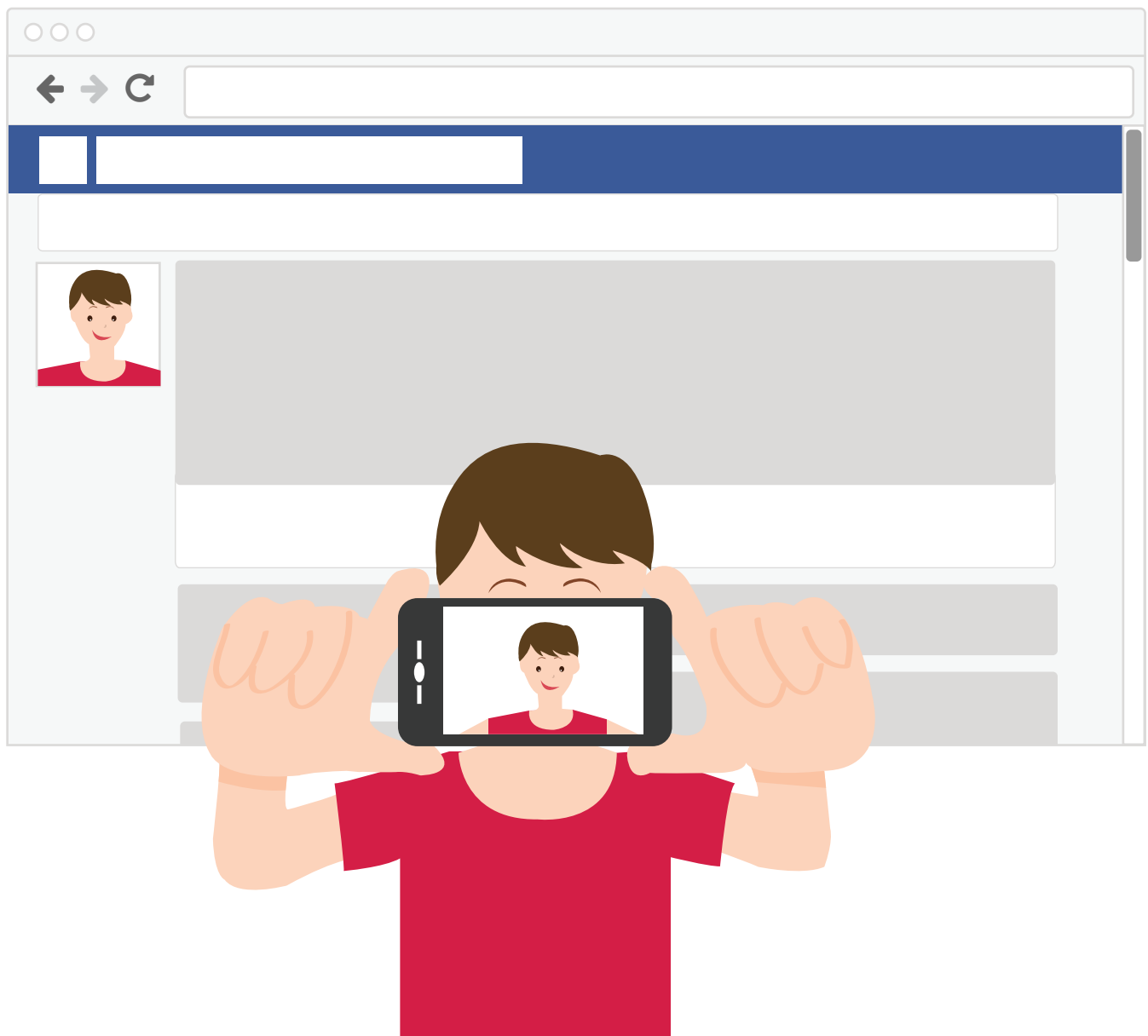


## Step 2

### What Does Your Photo Look Like?

People love to click on images within Facebook, so make sure you take advantage of this opportunity by making sure you've got an eye-catching profile photo.

💡 **Pro Tip** - The first place where you can add a lead capture link is by clicking on your profile photo and clicking "Add a description" and insert one of your lead capture links with a call to action. Not sure how? Check out the step-by-step guide here <https://www.facebook.com/business/help/312169205649942>



## Step 3

### Help People Get To Know You, Quickly

Don't you dare leave your 'About' section blank. When people come to your page, they want to know who you are, and fast. Make it engaging – add as much or as little as you choose, although we do recommend providing at least some contact information so you look credible.

*💡 Pro Tip - Including links to your website and/or other social media pages (as long as these pages are kept up-to-date) will also help people learn more about what you can do for them.*

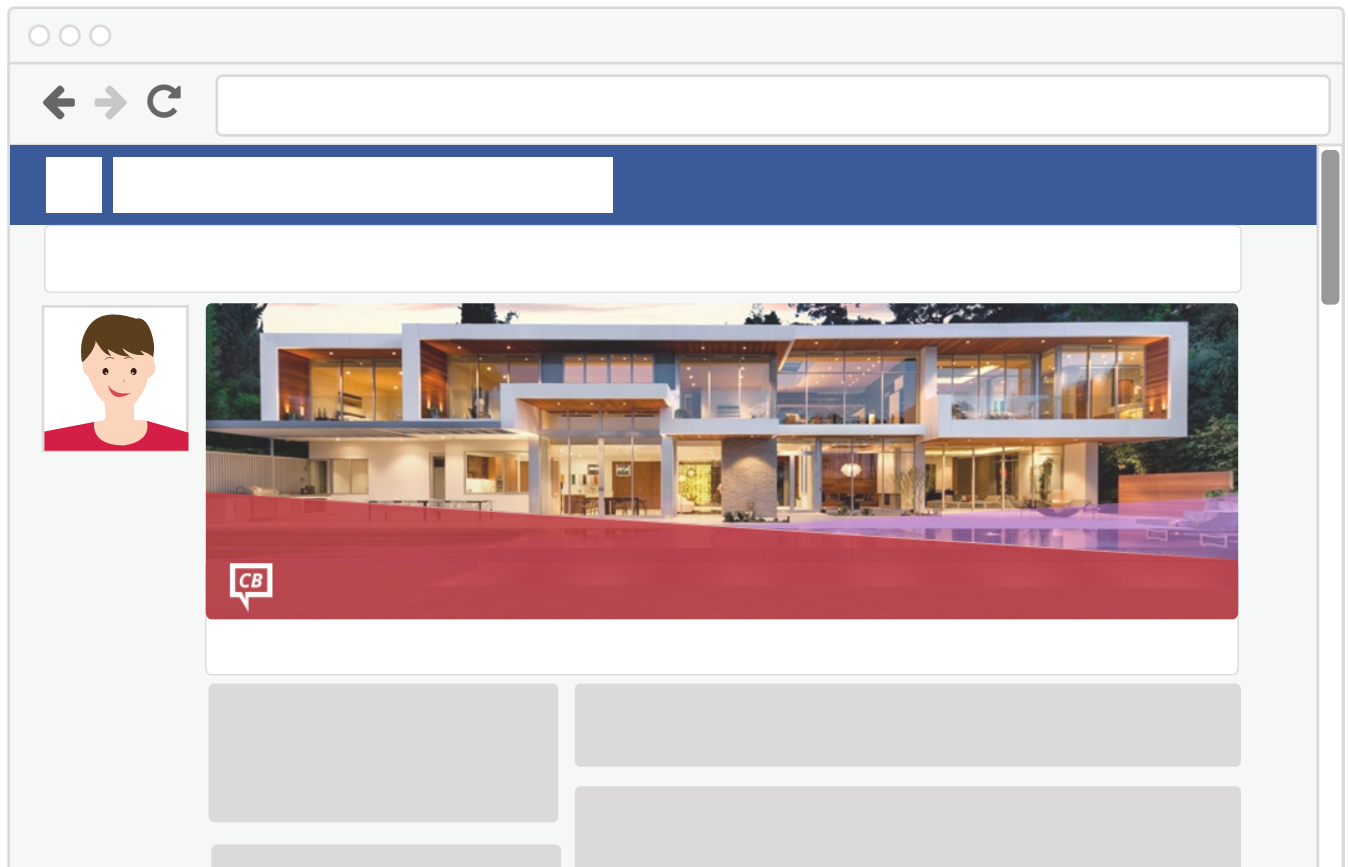


# Step 4

## Wow With A Great Cover Photo

Notice the recurring theme here yet? Yep, now you're going to take the same approach to your cover photo as you did with your profile photo.

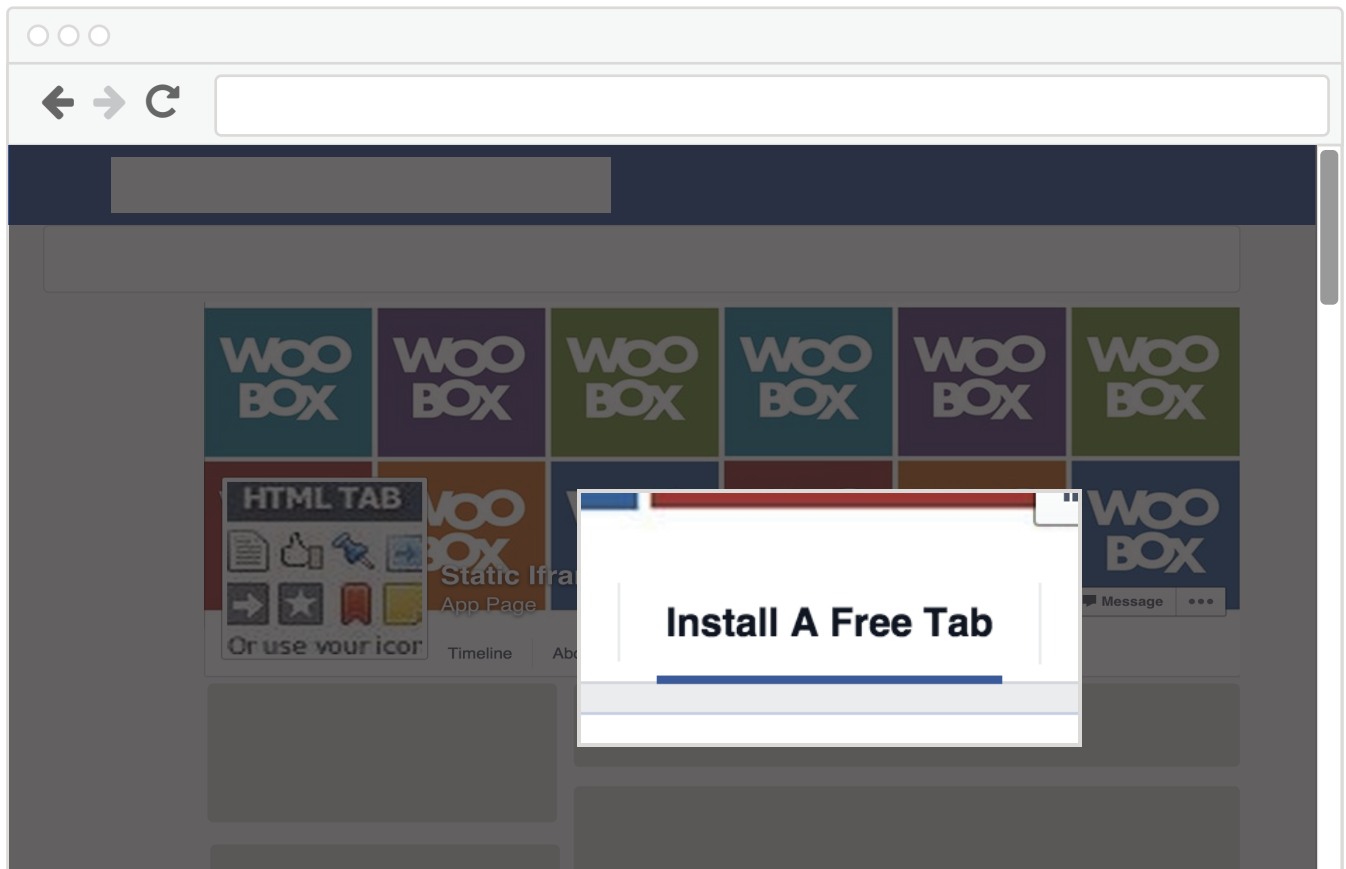
Don't forget! Once again you'll have an opportunity to add a lead capture link and call to action in the photo description.



# Step 5

## Install Your First Lead Capture Tab

Simply to go to <https://www.facebook.com/iframehost/> then click on the "Install a Free Tab" option across the top. The box will pop up, and you can simply click "Install Page Tab". As instructed, tell the app a few more details then it can create a clickable tab for your Fan Page.



# Step 6

## Install Your Second Tab! Cool!


Go back to <http://facebook.com/iframehost> to create the next tab and choose "Install a Free Tab" but this time, you want to select the 2nd (the 1st) "grand opening" image (there are 9 of them) directly below the "Install Page Tab" button. Follow the prompts as before to create your next lead capture tab.

For this you'll use all the same options, except try a different landing page/offer this time.

## Add a Custom Page Tab to your Facebook Page


**Now with Wide Page Tab Support, Custom Tab ICONS, Input Forms, WYSIWYG, & STATS!** Name your tab whatever you like, fangate your content, upload images, html, or point your page tab to an external site. Works over HTTPS/SSL and has no branding!

**Serving over 150 Million tab views/month!  
Best of all, it's completely Free!**


Created by **WOOBBOX**  201,949 people like this. Be the first of your friends.

**Install Page Tab**

Already have the main app above installed? Install up to 9 more:



Don't like the spotlights? Choose a different icon:



Looking for our popular (Free) Pinterest tab for Facebook? [Install Pinterest Page Tab](#)

Want to upload your own Tab Icon? Now you can! You can now point your own Facebook Application to IFRAMEHOST. [Instructions for setting up your own App with a custom icon.](#)

Questions? We are here to help. Email us at [support@woobox.com](mailto:support@woobox.com)

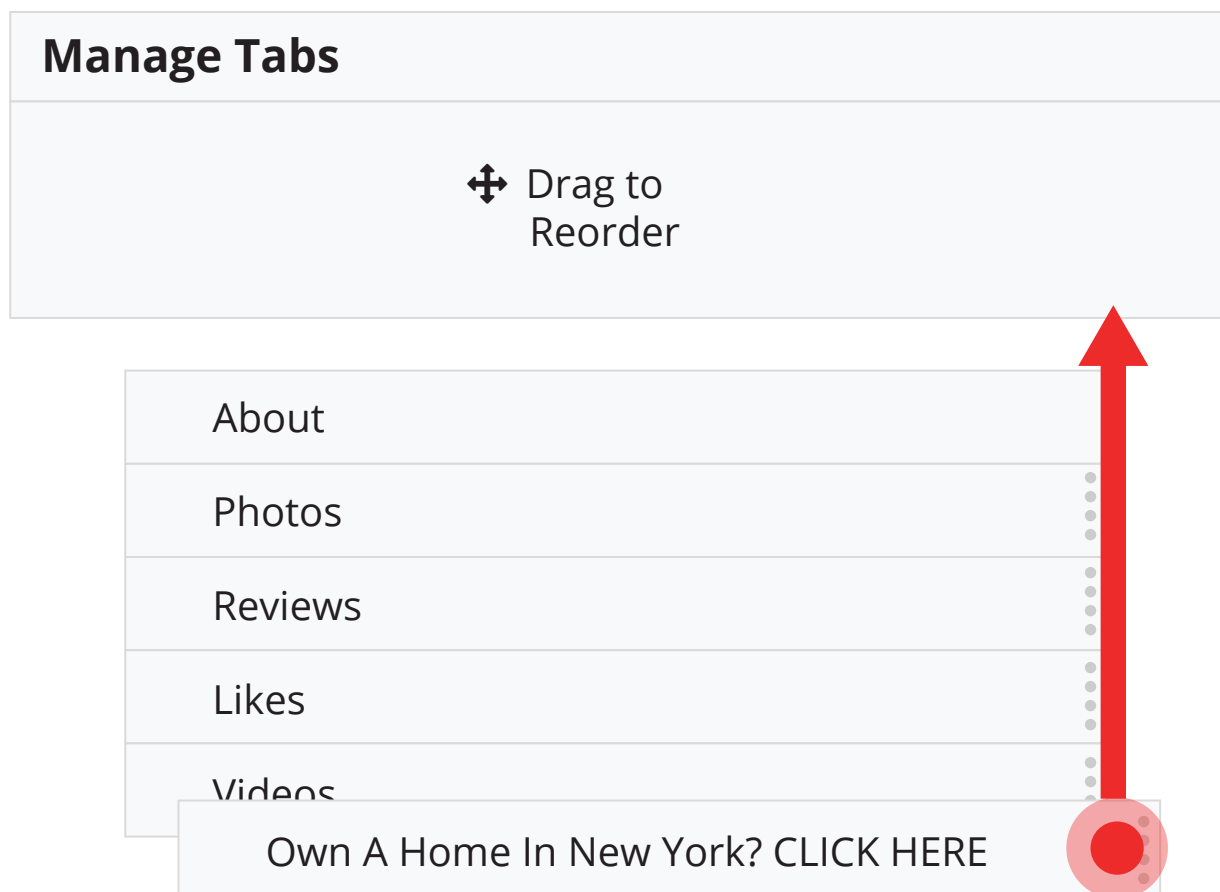
[Privacy Policy](#)

# Step 7

## Rearrange Your Timeline Links

The final step to optimizing your layout is to rearrange your timeline links. For example, directly below your cover photo you have link(s) that you can manage. By default, at least 2 of your page tabs will be delegated to the "More" menu (where a much lower percentage of people will click, obviously).

Therefore, it's a good idea to rearrange your tabs to encourage people to click on the most important ones! Simply drag and drop the tabs to arrange them in the best order.





# Step 8

## Give People Great Content To Read

Now that your page looks great and contains key contact information, it's time to post content that will show potential clients that you're a real estate pro. You can do this by regularly sharing content that your audience will appreciate.

Not sure what to post? Start with these 5 sure-fire real estate topics your audience will love!

<http://blog.cityblast.com/facebook-posts-for-realtors-5-topics-friends-love/>

**Katie Miller**  
March 24 · CityBlast - BA · 🌐

Is the content you post from the 5 listed in this post?

**Facebook Posts for Real Estate Agents: 5 Topics Your Friends Will Love**  
It's time for some social media marketing on Facebook — the morning routine.

CB1.SO

👍 Like    💬 Comment    ➦ Share

👍 143

5 shares

## Step 9

### Stay Consistent

Don't think that you can update your page a few times and forget about it. Consistency is key when it comes to engaging people on your page! Commit to posting anywhere from 1 to 7 times a week. That doesn't mean you should post once one week, and 7 times the other. Stay consistent with the amount you post each week.

Don't have time to stay consistent? DON'T let your business fail. CityBlast helps over 10,000 agents all across North America by keeping them consistently up to date on all of their social media. With CityBlast you'll never have to worry about updating your page, and you'll consistently generate leads.

Go To <http://www.cityblast.com/signup> to start a 100% absolutely **FREE** 2-week trial of CityBlast's social media management Experts and no-hassle posting service.





***CityBlast • Real Social Experts.***

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