

## Beginners Audit

Question	Yes	No
Is your FB page profile clear – can you see it in its entirety?		
Does your FB page cover photo tell page visitors what your business/product/service is or does for them?		
If you provide services, have you added the FB services tab?		
Are you a local business? Have you verified your FB page?		
Do you sell products? Have you added the FB shop feature to your page?		
Do you have a reviews section? When was the last review? Do you have past and existing customers who could leave you a review?		
Photos – do you know which photo types/content got the most engagement in the last year?		
Videos – do you know which videos got the most engagement in the last year?		
Facebook Live – Have you tried it yet?		
Posts – do you know which post types/content got the most engagement in the last year?		
Is your page About tab up to date?		
Do you have compelling information in your short and long description on your About tab, and does it show your page visitors WHY they should choose your business/products/service?		
Are your page tabs listed down the left-hand side in the order that you consider the most important?		
Are you scheduling your posts?		
If someone who has never heard of your business comes to your FB page, is it clear what problem you solve or need your business can fulfil for them?		
Are you adding value to your page fans?		

## Intermediate audit:

Question	Yes	No
From your FB page insights – do you know the demographics (age, gender, location) or your page fans?		
Is the content that you're posting relevant to the age/gender/location of your page fans?		
From your FB page insights – have you got any hide/report as spam/ unlikes?		
Do you know what posts caused the hide/report as spam/unlikes?		
From your FB page insights – do you have a local business? Do you know what times most people are nearby and the demographics of those people?		
Have you installed the FB Pixel on your website?		
If your website visitors can take an action on your website, such as subscribe to a newsletter/giveaway, register online or buy directly from your website, have you installed the FB conversion pixel on your website?		



Have you tested and measured at least 3 different actions for your call to action button?		
Find a business in your sector/area you know are successful – have you researched the types of post/content and calls to action that they are using on their FB page?		
Do you post promotional posts from time to time?		
Do your promotional posts have a clear call to action and is it relevant to your page fans?		
Do you know which type of Facebook LIVE content your page fans respond to best?		
Do you know that you have your target market as your page fans?		

**Advanced audit:**

Question	Yes	No
Do you know what %age of your total website traffic comes from Facebook?		
Are you trying to sell product/services over £100/\$100 directly on your Facebook posts?		
Do you have an online marketing funnel suitable for cold audiences that you want to drive people to from your FB page? Or do you have products/services less than £100/\$100 that you would like to sell/promote via FB		
Do you have an online marketing funnel suitable for warm audiences that you want to drive people to from FB? Or do you have regular fans/email lists that you would like to sell/promote to?		
Do you have an online marketing funnel suitable for hot audiences that you want to drive people to from FB? Or do you have existing customers that you would like to upsell/cross-sell to?		
Do you know what kind of posts raise your brand/product awareness and are you posting these at least once per week?		
Do you know what kind of posts build “like/know/trust” and are you posting these regularly on FB?		
Do you know what kind of posts convert to business from your FB page?		
Do you know the maximum sale value that you can get through your FB page from a cold audience before prospects need to know more about you/your business?		
Do you have a hook or lead magnet, that will attract new customers that will be willing to provide their email addresses that you can promote through your Facebook page?		
Do you know your average cost per click?		
Do you know your average cost per lead?		
Do you know your average cost per sale?		
Do you know your average earnings per click?		
Do you know your average conversion rate?		



## **Scoring**

Give yourself one point for every yes answer!

Beginners – what's your total score out of 16?

Intermediate users – complete both beginner and intermediate audit – what your total score out of 29?

Advanced users – complete beginners, intermediate and advanced audits – what's your total score out of 44?

