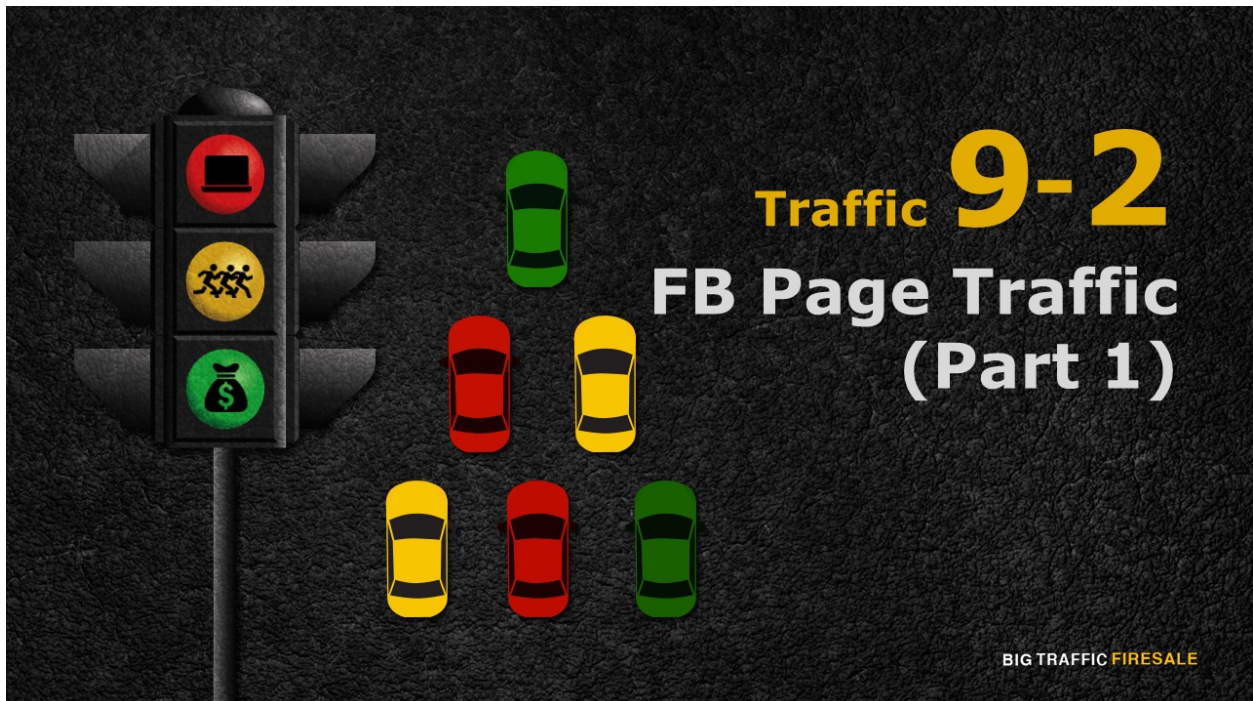


9-2 - FB Page Traffic (Part 1)



S1: Facebook Page Traffic Generation, Part 1.

In This Module...

- ▶ You will learn how to create a free Facebook Page
- ▶ Navigate through the important items to optimize for your FB Page, from your profile picture, cover image, and all the way to your post



BIG TRAFFIC FIRESALE

S2: In this module, you learn how to create a free Facebook Page. Plus, navigate through the important items to optimize for your FB Page, from your profile picture, cover image, and all the way to your post.



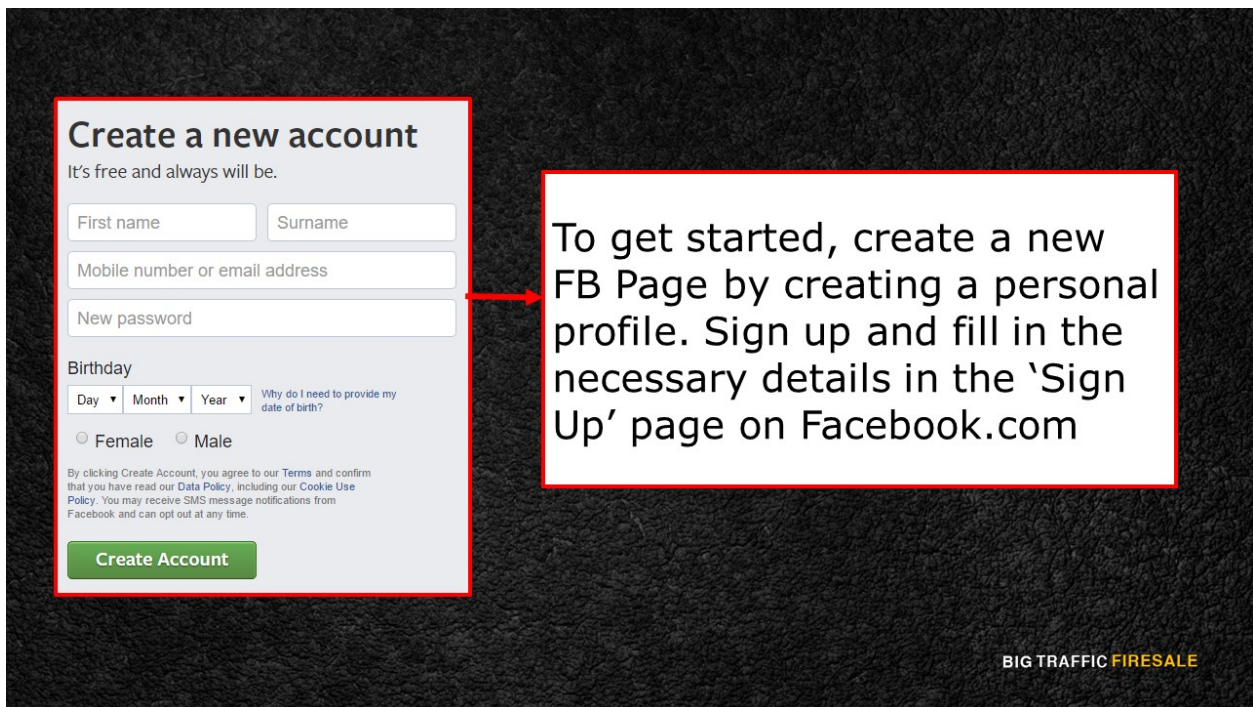
S3: Firstly, create your new Facebook Page.

Creating A Facebook Page

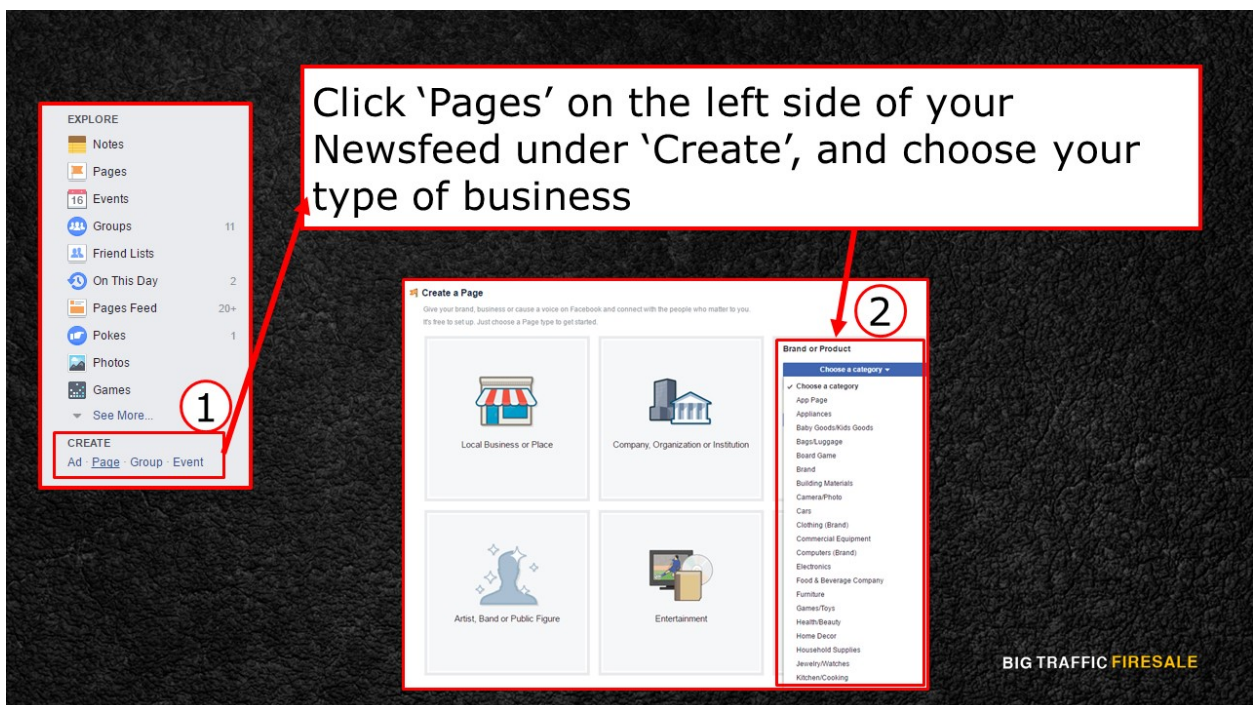
- ▶ Should you already own your main website, treat this page as your second website.
- ▶ The whole idea of generating traffic is to 'steer' users to your main website.
- ▶ If this is going to be your main website or store, you might want to consider using one of our previous Paid Traffic method - Facebook Ads.

BIG TRAFFIC FIRESALE

S4: Should you already own your main website, treat this page as your second website. The whole idea of generating traffic is to 'steer' users to your main website. But if this is going to be your main website or store, you might want to consider using one of our previous Paid Traffic method - Facebook Ads. That method will be far appropriate if your FB Page is your main website.

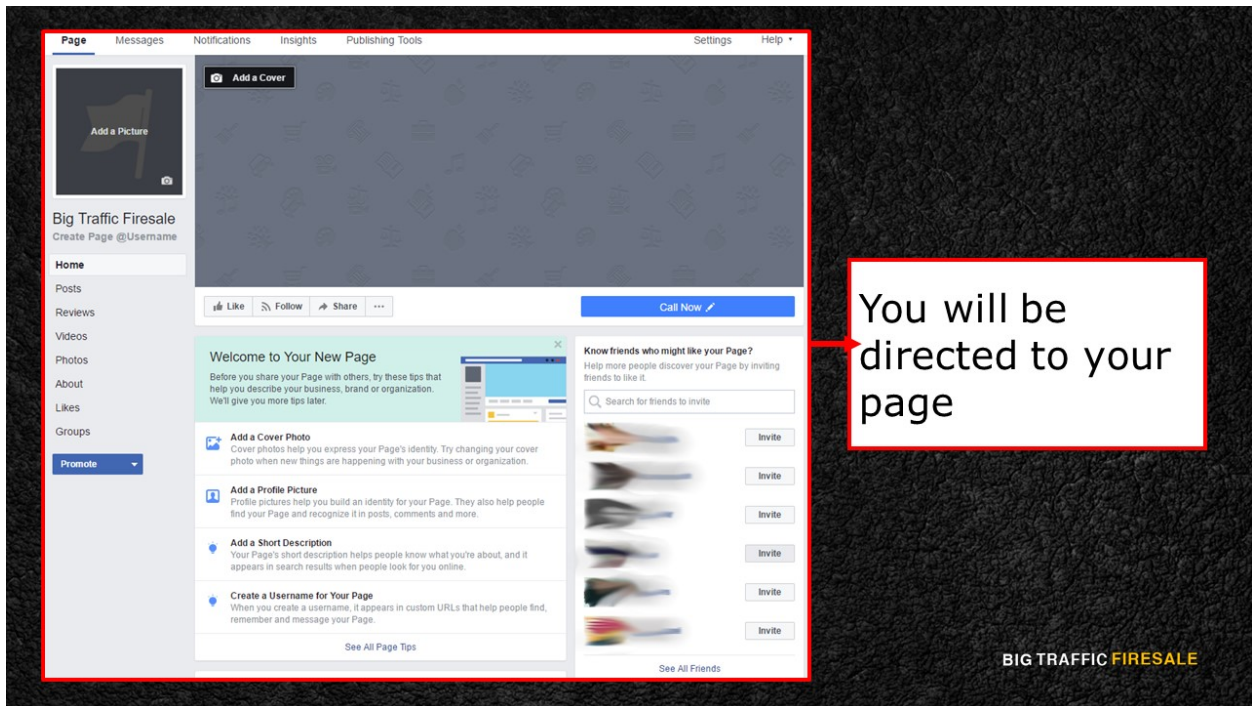


S5: To get started, create a new FB Page. To do so, create a personal profile. Sign up and fill in the necessary details in the 'Sign Up' page on Facebook.com. If you have an existing personal profile, use that to create a new Facebook Page. It is advisable to do so because it will be easier for you to gain views over your existing friends.

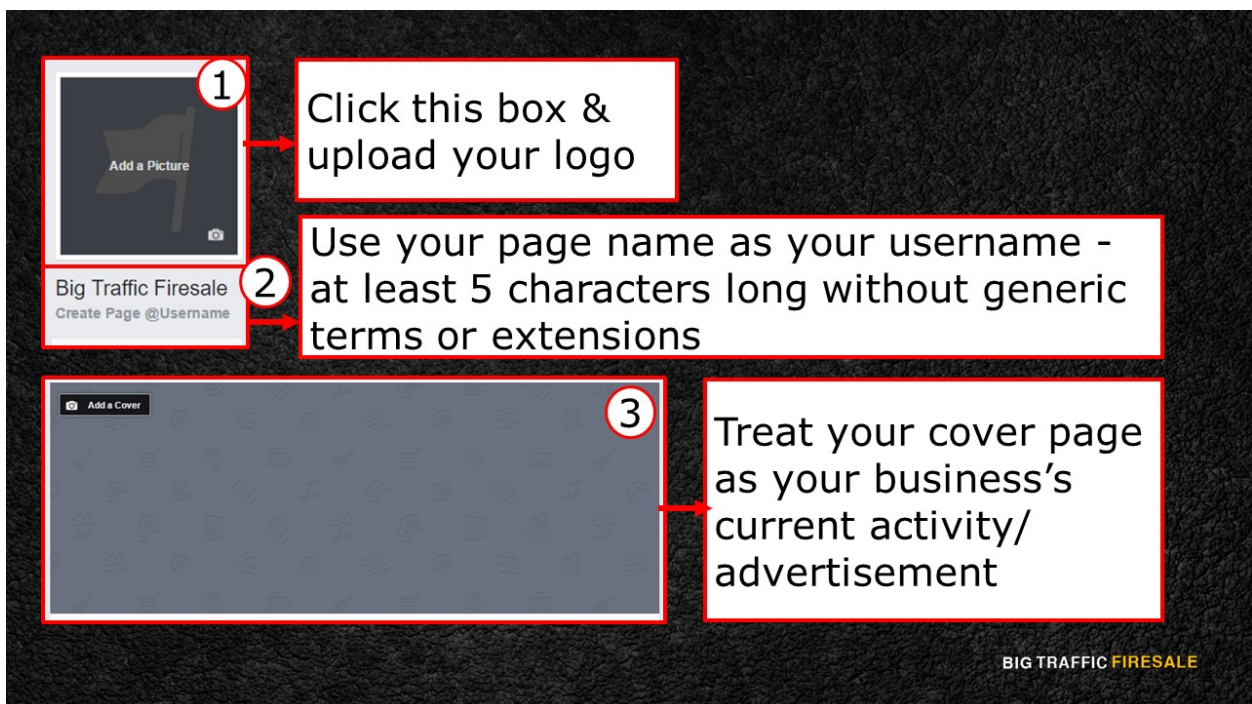


S6: Click 'Pages' on the left side of your Newsfeed under 'Create' and choose

your type of business. Either choice will prompt you to fill in the important detail necessary for other users to find you, and of course the name of your business.



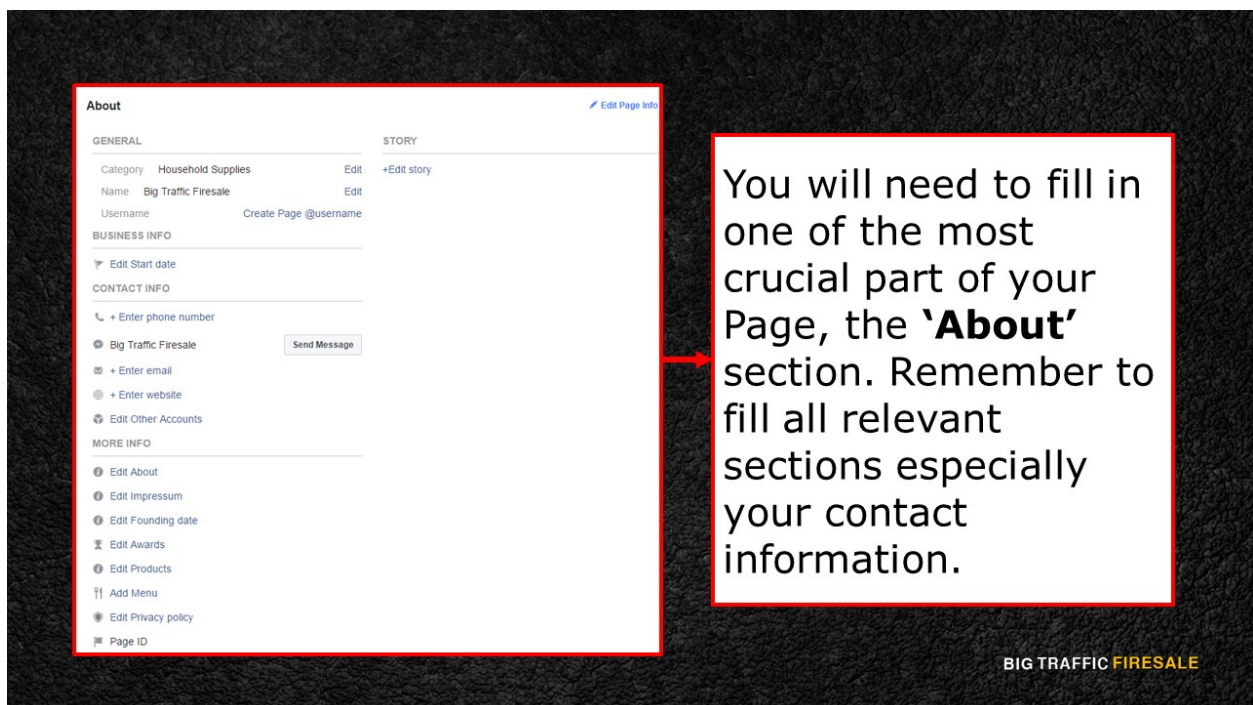
S7: You will be directed to your page.



S8: Next, treat your picture as your own brand. Thus, use your business's logo for it. Click this box and upload the photo.

Then on the bottom of your page name is an option to 'Create Page Username'. This is one the effective way for people to find your Page in Facebook Search. The best way to do this is to just use your page name as your username to ensure a concrete search results. Your username must be at least 5 characters long without generic terms or extensions.

Then there's your cover page. The only difference to it would be to treat your cover page as your business's current activity, or advertisement. If you have a long-term sale or new product launch coming up, it would be wise to advertise it on your Cover Photo.



S9: Once you have all that set, you will need to fill in one of the most crucial part of your Page, the 'About' section. Over here you have all the necessary information to be filled for the ease of educating your followers of your business. Remember to fill all the relevant section, especially your contact information. Most businesses neglected this section which in turn, didn't generate traffic to their main website and that is not advisable.

Now that we've settled the crucial itinerary of your Page, next off, we will start optimizing the usage of your FB Page using relevant post to gain those traffics.