GrowDesk DIGITAL

FREE CHECKLIST

Facebook page checklist: 25 points

Check your page the way a new customer sees it. Profile, contact, content, replies and ads, with a score and what to fix first.

Tick each item that is true today. Score: 21–25 great · 15–20 good start · under 15 fix the first two sections first.

1. First impression

- [ ] **Profile picture** is your logo or storefront, clear at small size.
- [ ] **Cover image** says what you do and where, with text kept in the centre (mobile crops the sides).
- [ ] **Page name** matches your real business name (no keywords stuffed in).
- [ ] **Intro/bio** answers: what you sell, who for, where.
- [ ] **Username** (facebook.com/yourname) is set and short.

2. Easy to contact

- [ ] **Action button** set: Send message, WhatsApp, Call or Book now.
- [ ] **Phone and WhatsApp** numbers are correct and answered.
- [ ] **Address and map** (if customers visit) and **service area** (if you deliver).
- [ ] **Opening hours** are up to date, including holidays.
- [ ] **Website or menu/price link** works on mobile.

3. Content

- [ ] Posted **at least 3 times in the last 2 weeks**.
- [ ] **Pinned post** shows your best offer, menu or how to order.
- [ ] At least **2 Reels a month** using your own footage.
- [ ] Posts show **prices or a clear way to ask** for them.
- [ ] Photos are **bright, sharp and real**; no blurry flyers full of text.

4. Replies & trust

- [ ] **Instant reply** and **saved replies/FAQs** are set up in Meta Business Suite.
- [ ] Comments asking prices or questions get a **reply within a day**.
- [ ] **Reviews/recommendations** are turned on and answered politely.
- [ ] Real customer feedback is shared **with permission**.
- [ ] No fake reviews, bought likes or follower giveaways for “likes”.

5. Ads & tracking

- [ ] You use **Ads Manager** (not only “Boost”) for anything beyond a quick push.
- [ ] Each ad has **one goal** (messages, calls, bookings) and one clear offer.
- [ ] Audience matches your **real delivery/service area**.
- [ ] You know your **cost per message or booking**, not only reach.
- [ ] You **retarget** people who engaged or visited before.

Your score

_____ / 25

Fix first: the unticked items in sections 1 and 2. They take under an hour and help every visitor who lands on your page.

Want this done for you? Get a free 5-point page audit. Visit our website → Free audit