

How to Create a Facebook Business Page

Many businesses are limiting their potential by not having a Facebook business page. Creating a Facebook Business page not difficult because you already have all the photos, text, and ideas you need to build your Facebook business page. But before creating a Facebook business page we should know the benefits of creating the page. Facebook now has over **2.23 billion** monthly active users. And as small business owners and brand managers, there's a very good chance you'll be able to reach and connect with your target audience through Facebook.

Benefits of Having a Facebook Business Page

1. It showcases your company, not just one or two employees
2. Employees act as indirect company ambassadors
3. Monitor and be notified when someone mentions your company or brand
4. Promote your latest, most important news
5. Showcase your specialist services

Let's get started with the steps of creating the Facebook business Page.

Step 1: Sign up

Go to facebook.com/pages/create.

Select the type of page you want to create: business/brand or community/public figure. In this post, we'll assume you're creating a page for a business or brand, so click the Get Started button for that option.

Create a Page

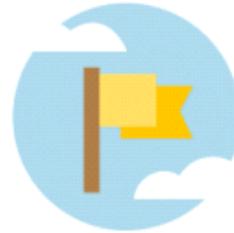
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started



Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Get Started

Next, enter your business information. For your page name, use your business name or the name people are likely to search for when trying to find your business.

For category, type a word or two that describes your business and Facebook will suggest some options. If your business falls into more than one of the category options, choose the one your customers are most likely to think of when they think about your business. We'll show you how to add more categories later.

Business or Brand

Page Name

Olaf's Large Sandwiches

Category

Deli



Deli

Food Delivery Service

Cargo & Freight Company

Salad Bar

Sandwich Shop

Local Service

Shopping & Retail

Sports & Recreation

Real Estate

After the selection of a category, the box will expand to ask for a few further details, like your address and phone number. You can also change the privacy of the information you have entered. You can make this information public or to show only your city and state.

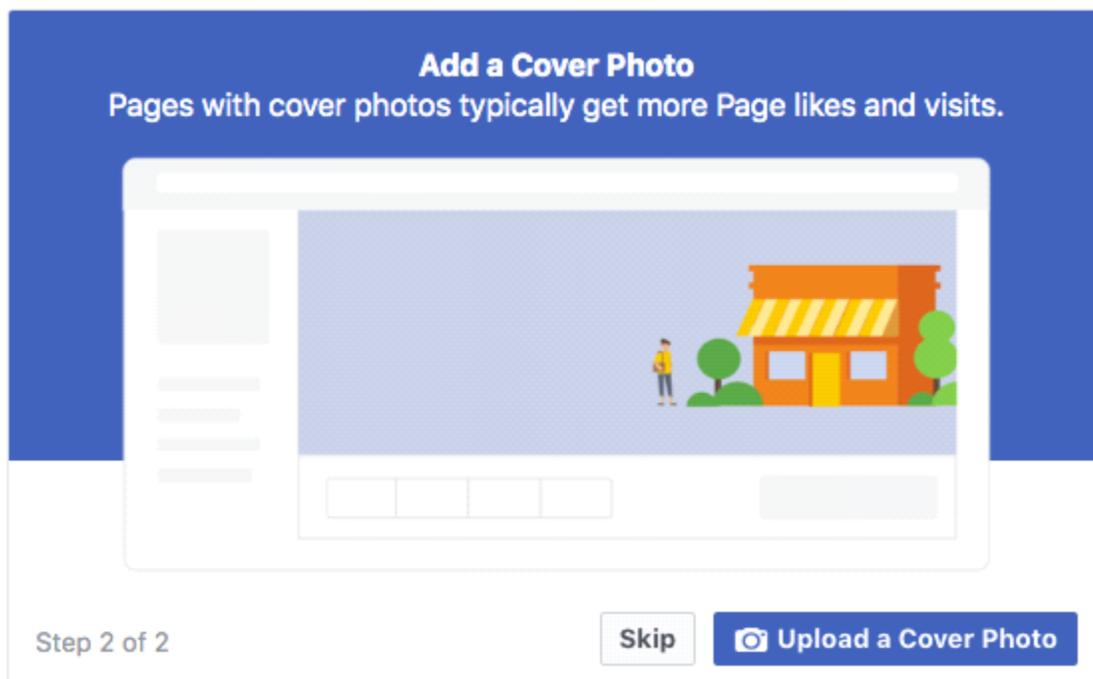
When you're ready, click **Continue**.

Step 2. Add Pictures

The next step is to upload your profile picture. It's important to create a good visual first impression, so choose wisely here. Make sure that the profile picture resembles your company logo so that customers can easily identify your page.

As we explain in our post on the best image sizes for all social networks, your Facebook profile picture displays at 170 x 170 pixels on a desktop and 128 x 128 pixels on mobile. It will be cropped to a circle, so don't put any critical details in the corners.

Once you've chosen a great photo, click **Upload Profile Picture**.



This image should capture the essence of your brand and convey your brand personality. It will display at 820 x 312 pixels on desktop or 640 x 360 pixels on mobile. The image must be at least 400 pixels wide and 150 pixels tall, but the recommended size to upload is 720 x 315 pixels.

Once you've selected an appropriate image, click **Upload a Cover Photo**.

Step 3: Create your username

Your username also called your vanity URL, is how you tell people where to find you on Facebook.

Your username can be up to 50 characters long, but don't use extra characters just because you can. You want it to be easy to type and easy to remember. Your business name or some obvious variation of it is a safe bet.

Click Create Page **@Username** in the left menu to set up your vanity URL.

Create Page Username ✕

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.



Olaf's Large Sandwiches
@olafslargesandwichshop

Username 22 / 50

✓

Need help? Get tips on [choosing a username](#).

Click on create a username if the username is available then you will get this type of box.

You're all set!

The username [@olafslargesandwichshop](#) has been created for Olaf's Large Sandwiches.

It's now easier for people to find your Page in search.

People can also visit your Page at [fb.me/olafslargesandwichshop](#) and send your Page messages at [m.me/olafslargesandwichshop](#).

OK

Step 4: Add your business details

To start filling out your business details, click Edit Page Info in the top menu. From this screen, you can share all the important information about your business.

In this, you have to fill these details

Description

This is a short description that appears in search results.

Categorie

Here you'll see the category you entered in Step 1

Contact

Add all the contact details you want to make public, including your phone number, website, and email.

GENERAL

- **Description**

A friendly neighbourhood deli serving the largest, most generously sized sandwiches in Los Angeles.

A brief summary of your Page. The limit is 255 characters. You can write a short summary about this Page, or tell people about your products and service, which can help your business be discovered more often on Facebook.

Save Changes Cancel

Categories

Sandwich Shop X Deli X Restaurant X

Help people find your Page by choosing categories that represent your Page. Having an accurate category helps Facebook show your business to the right people at the right time so that your business can reach a more engaged audience.

Save Changes Cancel

Location

If you have a physical storefront or office, check to make sure that your location is marked correctly on the map.

Hour

The working hour of the office should be mentioned here.

Extra option

If relevant, enter your Impressum, price range, and privacy policy link. An Impressum is a legal statement of ownership, and it is generally only required in some European countries.

Click Save Changes under each section to implement your changes as you go.

Step 5. Tell your story

You've filled in all the simple details about your business, but there's not much here yet to tell people why they should engage with your business on Facebook.

Fortunately, there's a section of your Facebook business page where you can add a longer description of your business. To access it, click See more in the left menu, then click About, and then click Our Story on the right-hand side.

In this section, you can add a detailed description of what your business offers customers and why they should Like or Follow your Page. This is a great place to set expectations. How will you interact with fans through your Facebook Page? Offer a compelling reason for them to stick around.

Enter a headline and text for your story, then upload a relevant photo. When you're finished, click Publish.

STORY



Why we make L.A.'s best sandwiches

This is no ordinary sandwich shop. When you enter Olaf's...

[See More](#)

Now your page is ready for use now you can publish your first post. Now you can invite your friends to like your page and share on their timeline to get some more likes.