

Facebook Page Setup Checklist for Real Estate Agents

The three options available to you to capture qualified real estate leads from Facebook and other social media websites is by getting:

1. Your own website
2. A lead capture page
3. A Facebook Page

We've created this Facebook Page checklist so you can establish a solid and professional digital profile on the world's biggest social media site. Go through each section to review your own Facebook page and use this guide as a strategy document to implement changes in your own time.

Header Photo

Most people who "like" your page will do so by seeing in their newsfeed so they'll see your cover photo first and this may be your only chance to capture them as a liker.

Your header photo is one of the most important parts of your page. These are things to look for:

- It's relevant, good quality and ideally of a local landmark or local place
- Have a clear call-to-action like Call, Subscribe, etc
- Description should contain the Call-to-action and a clickable link.
- Change the image on a regular basis to keep it interesting (this is like to have but not mandatory)



Call-To-Action Button

- Activate your Call-To-Action button
- Give visitors a second Call-To-Action option
 - Lead capture landing page
 - Phone number for quick calling
 - Give away for free information

Facebook Profile Photo

Your profile photo identifies who you are and your appearance and expression will instantly give visitors an idea of who you are and what you are like so make sure you take this step seriously.

- Have an expression that conveys the goals for your approach. It could be informative or that you are a person of direct action or that you are supportive and available to clients.
- Optimize the correct size for Facebook's requirements

About Section

The About section uses text to convey your message to visitors so use professional copywriting that is interesting to read and takes your visitors on a story about who you are and what you represent. If they like what they read about you they'll want to get to know you a bit better or at least "Like" you.

Just like your page name, the about section contains keywords that Google and Facebook use to display your page in search results. It's what they use to "index" your page so make sure you put the right amount of effort to make this section relevant.

"Short" About Section...

- Use a strong call-to-action that resonates with your prospects
- Display a clickable capture link
- Ask people to click on the capture link

Your "Long" About Section...

- Fill it with keyword and key-phrase rich text
- Feature your website address prominently if you have one
- Put a wide variety of client testimonials that cover most scenarios of working with you
- Keep your writing focussed on the reader and not you. Make sure you don't use "I", instead explain to them what they get and how you help them

Facebook Apps & Tabs

- Review your apps & tabs
- Only keep tabs you use and remove the others
- Look at how your tabs help in your lead generation
- Drive visitors to your apps/tabs if they give more support towards your lead generation goal

Facebook Posts

Facebook Page posts (also called status or timeline updates) are very important for your success in social media. Having regular posts shows that you are an active user and encourage not just your friends and likers but also their connections to interact with you through your Facebook Page. The keywords and images in your posts are also used in Facebook Search and Google search results.

- Post every 3 times a day if you can (remember a sudden change in frequency might shock your existing friends so find a way to increase the posting frequency normally)
- Post content that is relevant to your target market
- Post content that is in alignment with your business and location
- Use a variety of content types:
 - text only (status updates),
 - links and links with comments,
 - photos and video
- Post good quality 3rd party content as well as your own
- Respond to every single like, comment & share posts on your page because this encourages engagement
- Delete spam comments on your posts or spam posts from your “likers” and ban them from making future comments if you need to
- If you run promotional posts make sure you don’t just make it look like a blatant ad, put a story or an example around it or use a Facebook Ad instead
- Share blog posts with your personal friends
- Sure have some property listings automatically post to your page but not too many and ideally with a comment or information about it – again not to just blatantly advertise a listing
- Respond to all posts by others on your page as Facebook measures how many you reply to AND how long it takes you to reply

Videos on Facebook

Facebook now offers a video hosting platform so you can upload videos directly to their site and they appear just like images and links in your timeline. They are also very powerful because they make people spend time looking at YOU and what you’re doing so make it useful or funny or interesting so visitors will want to share it.

- Show a featured video that is about you and what you do
- Setup a playlist
- Add a new video at least once a week or as often as you can

Facebook Page Name

The words in your Facebook page name are part of the optimisation process so if it contains keywords that your clients would normally use to find you that is a good thing. You also want to be giving your Facebook page URL to people (like www.facebook.com/ezylearn) so you want it to be short and relevant. You’ll also want to do that so that it is included in the Facebook and Google indexes. Try to focus on:

- Getting your custom page user name (URL)
- Keep your Page name URL short
- Use a Page name that contains your suburb name and not just your name or your agencies name
- Enable people who visit your website to like each page, each post and your main URL with a like button.

Facebook Page Insights

You may need to first focus on getting people to like and interact with you and your Facebook page before the Insights information will be of any value to you but make sure you visit this section because it will help you see that people are actually socialising with you and you'll be able to spot trends and patterns that you'll be able to use to improve conversion and better create targeted content. Remember:

- Check that you have good quality page likes and not just strangers who'll never interact with you. Quality is better than quantity.
- Does your page have buyers and sellers or colleagues? You want more clients and their friends and connections that industry peers.
- If your colleague's help to build a wider net because you all work together keep them as friends otherwise remove any likes that are of no value to you.