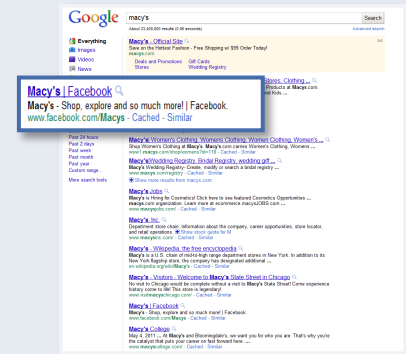


# Optimizing Facebook Pages for Search

## Reasons why this is important:

- Manage your brand's reputation online
- Increase engagement with Facebook and the brand's website
- Increase brand visibility



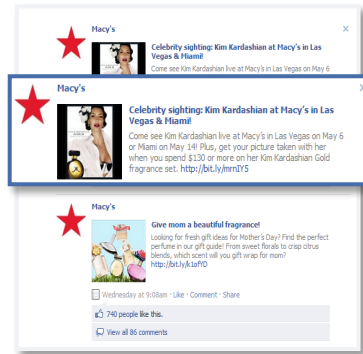
## 3 simple steps to rank your Facebook Page

### Step 1: Link your website homepage to your Facebook Page



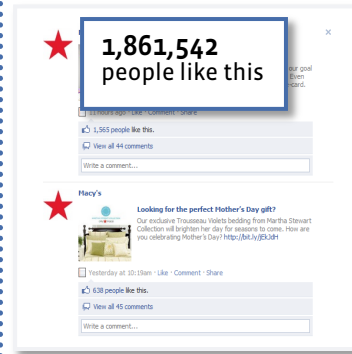
- Link to your Facebook Page from the homepage and as many pages as possible
- Make sure the link text includes your brand
- Link to the canonical (short) URL

### Step 2: Use your brand name on your Page



- Match the Page name to your brand name
- Claim your Page vanity name and make sure it includes your brand

### Step 3: Get Likes to accumulate links



- Add a Page fan box to your website to drive likes
- Stay active with your Page to appear in the News Feed
- Use Sponsored Stories to promote your page and drive likes

## Beyond brand search: Use Facebook plugins to rank other website content pages

- Add like/share buttons
- Integrate the site with Facebook Connect
- Add the comment box plugin