

Facebook Business Page: Set-Up Guide

A simple, phone-first guide for busy trades.

This guide gets your Facebook Business Page live and looking professional, step by step, on your phone. A Page is your public shopfront: customers use it to see who you are, what you do, where you work and how to reach you. A complete Page builds trust and makes it easy to add ads and Instagram later.

Important: a Page is not a personal profile. You use your own personal Facebook account to create and manage the Page, but customers never see your private personal posts. Do not make a second personal account in your business name.

Before you start

You will need: your own real personal Facebook account, a square logo, a cover photo (a clear photo of your work, team or van), and your business details (phone, email, website, the areas you cover and your hours).

- I will never ask for your Facebook password. When I need access later, you add me through Meta's own permission system, and you stay the owner.
- Never send your password or a six-digit login code to anyone, ever.
- Turn on two-factor authentication for your personal Facebook account.
- Ignore any message saying your Page will be deleted now. Open Facebook yourself and check. These are usually scams.

Step 1: Check you do not already have a Page

Duplicate Pages split your reviews and messages, so check first.

- Search Facebook for your business name, then your town, postcode and any old business names. Filter the results to Pages.
- Tap your profile picture, then See all profiles (some apps say Switch profiles) to see Pages you already manage.
- Search Google for: site:facebook.com "Your Business Name" "Your Town".

If you find your real Page, stop and recover it. Do not create a duplicate.

Step 2: Create your Page on your phone

Update the Facebook app first, then:

- Open the Facebook app. Tap Menu or your profile picture, then Pages, then Create or Create new Page.
- Enter your Page name: your real trading name that customers know, for example Oak and Stone Landscaping. Do not stuff in keywords or capitals like BEST CHEAP PLUMBER. Put search words in your bio instead.
- Choose the closest category (Plumber, Electrician, Roofer, Landscape Company, and so on). Pick the most accurate one, not a broad one.
- Follow the on-screen steps to finish.

If Facebook rejects the name, remove slogans, symbols, extra locations and capital letters, then try the plain trading name.

Step 3: Add your business details

Switch into the Page. Open it and tap About, then Edit public details.

- Add your business email, phone, website, address or service area, hours, a one-line bio and a short description.
- Bio example: Reliable domestic and commercial electrical work across Chelmsford and nearby Essex. Call for a clear quote.
- Save each section before you leave it. On a phone, changes are lost if you press Back without saving.

Step 4: Add your logo and cover photo

- Tap the profile picture icon and upload your square logo (at least 320 by 320 pixels).
- Tap Edit cover photo, choose Upload photo, preview it and tap Update. Use a real photo of your work, team or van.
- Check that important text is not cut off on a phone screen.

Step 5: Add your action button

- From the Page, tap the three-dot menu, then Add Action Button or Edit Action Button.
- Pick one clear way for customers to reach you: call, message, WhatsApp or your website. Enter the correct number or link.
- Ask someone to test it on their phone.

Step 6: Turn on messages and notifications

- Turn on Allow people to message your Page, and send a test message from another account.
- In your phone Settings, allow notifications for Facebook, then keep Page alerts on for messages, comments, mentions, reviews and security.
- Turn on Recommendations so customers can leave reviews.

Prefer a computer? You can do all of this at facebook.com on a laptop. The steps and menu names are the same. The bigger screen just makes images and categories easier to check.

Recommended settings for UK trades

Setting	Recommended	Quick check
Page name	Real trading name	Matches website and Google
Category	Closest specific trade	Shows under the name
Username	Short and memorable	facebook.com/username opens the Page
Profile image	Square logo, 320 by 320 or larger	Clear in a circle
Cover image	Real work, team or van	Looks right on phone and computer
Bio	Service, area, next action	Clear in one sentence
Phone and email	Monitored business contacts	Test call and email
Website	Full https link	Click test
Address	Only if customers visit you	No private home address shown
Service area	Real areas you cover	Public details correct
Hours	Actual open or reply hours	Open or Closed shows correctly
Action button	One clear enquiry action	Button works

Setting	Recommended	Quick check
Messages	On when monitored	Test message received
Recommendations	On	Reviews tab visible
Visibility	Published	Found in a private browser window

Check it works

- ☐ The Page opens from your public Page link.
- ☐ The name and category are correct.
- ☐ The username works in the web address.
- ☐ The logo is clear in the round crop, and the cover looks right on phone and computer.
- ☐ The bio explains service, area and next step.
- ☐ Phone, email and website are correct and tested.
- ☐ The address or service area is right and does not expose your home.
- ☐ Opening or contact hours are correct.
- ☐ Main services are listed, where the feature is available.
- ☐ The action button works.
- ☐ A test message is received and can be answered.
- ☐ Notifications are on.
- ☐ Recommendations and reviews are on.
- ☐ The Page is published and shows in a private browser window.
- ☐ Two-factor authentication is on for your Facebook account.
- ☐ You have not shared your password or any login code.

If you get stuck

I cannot find a Page I think I already had. Check See all profiles, search Facebook and Google, and ask former staff or your old agency who has access. Do not make a duplicate.

I made a personal profile with my business name by mistake. Stop posting business content there, create a proper Page from your real personal profile, and do not make another fake account.

Facebook rejected the Page name. Use the plain trading name only. Remove slogans, symbols, extra locations and capital letters.

The username is taken or not available. Try a clear variation with your name and town, finish the Page, and try again later. Do not add random numbers unless you must.

Customers cannot message the Page. Turn on Allow people to message your Page, test from another account, and check the Page is published.

The Reviews tab is missing. Turn on Allow others to view and leave reviews, and look under More below the cover photo.

Anything else, message me and I will sort it: dana@socialgrowthsystems.co.uk

Send me your details

When your Page is ready, send me only:

- Your business name.
- Your public Facebook Page link.
- Your Page username, if you made one.
- Your contact name and business email.

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- Confirmation that the Page is published and two-factor authentication is on.

Never send your password, a login code, a backup code, bank details or ID.
I will never ask for them.

Verified against the official Facebook and Meta help pages on 27 July 2026. Facebook changes its layout often, so a button may move or be renamed. If a step looks different on your screen, message me and I will help.