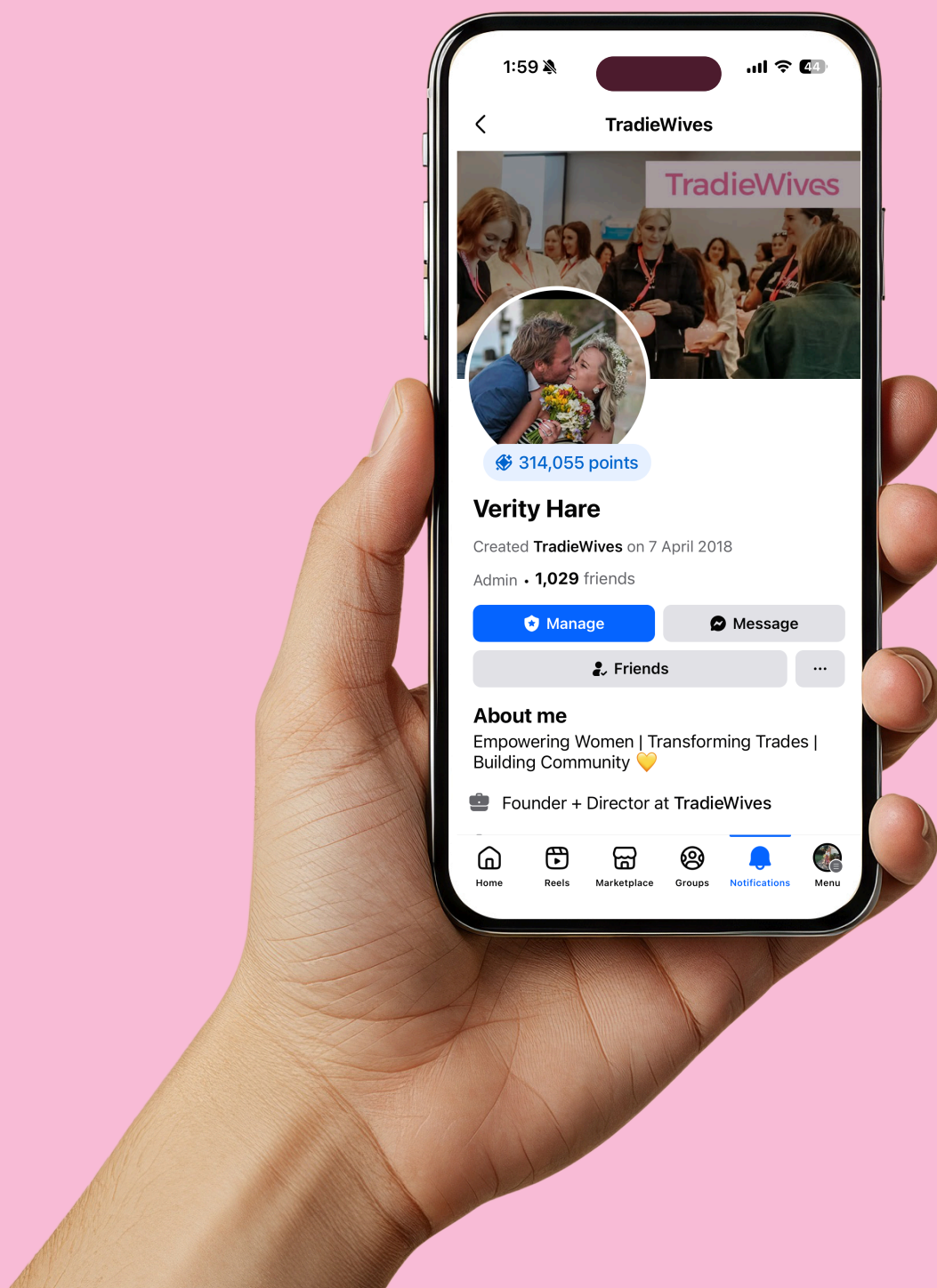


How to Maximise your Facebook Presence so potential clients can find you.

A ideal step by step guide for tradie business & their partners with no website



Step 1: Prep before you start

Gather:

- Business name (exactly as you want it to appear)
- Short bio (1–2 sentences)
- Phone, email, website/contact link
- Address or service area (e.g., “Northern Beaches & North Shore”)
- Square logo (at least 800×800) and a wide cover image (16x9)
- List of services (e.g., “Emergency call-outs, New builds, Maintenance”)

Step 2: Create the Page

1. Log in to Facebook on desktop.
2. Click your profile photo (top right) → Create → Page, (If you don't see it: Menu ≡ → Create → Page).

Enter the following:

- Page name — your business name
- Category — start typing and pick the best fit (e.g. Contractor, Construction Company, Electrician, Plumber,
- Carpenter, HVAC Contractor, Roofing Service, Painter)
- Bio — what you do + the area you serve
- Click Create Page to continue.

Step 3: Adding core business details

Add core business details

1. Still on the setup screen, add Contact (phone, email) and Location.
 - If you're mobile/onsite only, toggle Service Area and add suburbs/regions instead of a street address.
2. Add Hours (e.g., Mon–Fri 7am–5pm)
3. Click Next/Save as prompted.

Step 4: Add Branding & Handle

Add branding & handle

- Upload Profile Picture (logo or clear headshot).
- Upload Cover Image (vehicle signage, team, work montage or project imagery).
- Create your Username/@handle (keep it short and memorable)

Connect your tools

1. Instagram: Page Professional dashboard → Link Instagram account.
 - connect instagram so that it posts show on facebook too and you are utilising content.
2. Meta Business Suite: Access scheduling, inbox, and insights in one place.

Step 5: Connect your tools

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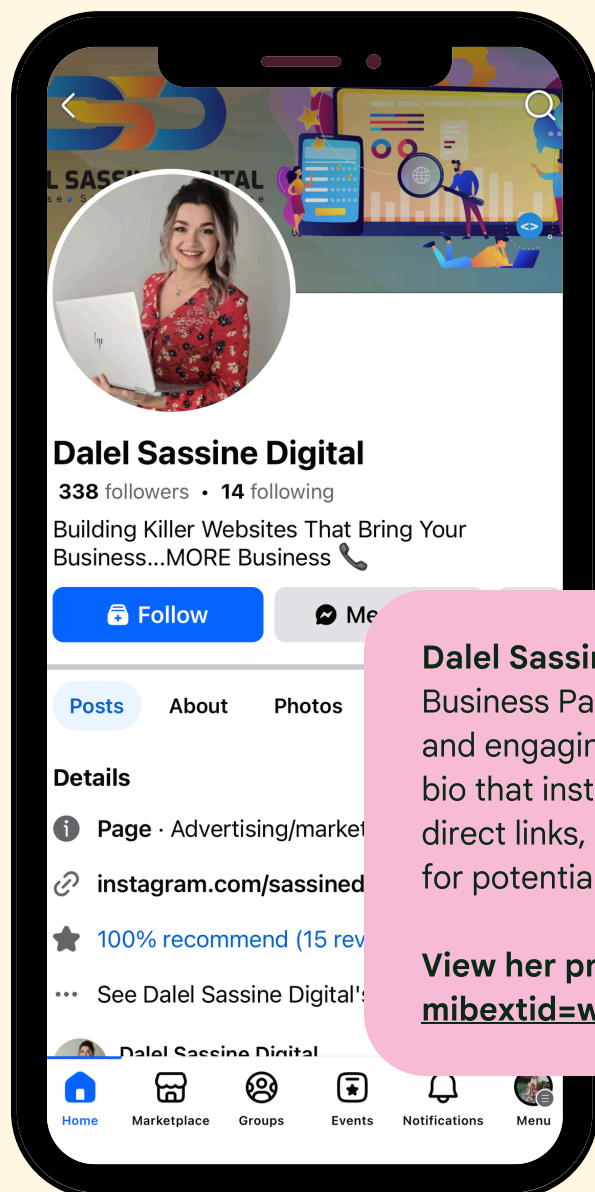
Step 6: Add your business to your business profile

1. Go to your personal profile.
2. Click About → Work and Education.
3. Click Add a Workplace.
4. In the Company field, type and select your Facebook Business Page.
5. Fill in your role (e.g. Director, Owner, Manager) and add any details you want to appear publicly.
6. Click Save.

👉 This ensures your business appears clearly on your profile.

Quick Checklist

- ☐ Page name set with the correct category selected
- ☐ Bio written clearly with your local area included
- ☐ Phone, email, and website/booking link added
- ☐ Profile picture and cover image uploaded
- ☐ Username / @handle claimed
- ☐ Instagram and/or WhatsApp connected
- ☐ Logo is crisp (square) and recognisable at small sizes
- ☐ Added your business as a workplace on your personal profile



Dalel Sassine Digital is a perfect example of how to set up a Facebook Business Page using all the recommended steps. Her page has a clear and engaging cover image, a professional profile picture, and a strong bio that instantly tells visitors what her business offers. She's included direct links, reviews, and a clean layout that builds trust and makes it easy for potential clients to take action.

View her profile: <https://www.facebook.com/share/1CVTRvJGqL/?mibextid=wwXlfr>

Tips for the best Business Profiles

1. When setting up your Facebook Business Page, think like a potential customer.
2. Make sure your cover image, bio, and links clearly explain who you are, what you do, and how to get in touch.
3. A clean, professional page builds instant trust and encourages people to take action.

Step 1: Access Your TradieWives Profile

1. Go to the TradieWives Facebook Group.
2. At the top of the group, search for your profile and click on your name
3. Select Edit Profile (this may show as Edit Group Profile on mobile).

Step 2: Update Your Profile Details

Inside the edit screen, check and update the following:

- Bio — Add a short, clear description of you and your business. Example: "Co-owner of Northern Beaches Electrical •
- Servicing Sydney's North Shore • Fully licensed & insured."
- Tick Show Workplace — Make sure your Facebook Business Page is correctly linked as your workplace on your
- personal profile.
- Add a feature cover image — You can add a cover or featured image to showcase your business branding, team,
- or work examples — without changing your personal profile picture.

For your cover image, choose a high-quality landscape photo (ideally 1200×630px or 16:9 ratio).
Great options: vehicle signage, team photo, or a clean logo graphic.

- To make this even easier, we've created a Canva template you can customise. Simply upload your image, edit your business details, and download the finished graphic ready to upload to your TradieWives profile.
- **[Insert Canva Template Link Here]**

⚠ Important:

- Do not change your Profile Picture here. This image is shared across all Facebook profiles and groups, not just TradieWives. If you want to feature your business logo, use your Cover/Featured Image instead.

Step 3: Link Your Business Page as Your Workplace

This ensures your business is clearly visible inside the TradieWives community.

1. On your TradieWives Group Profile edit screen, scroll to the Workplace section.
2. Ensure your Facebook Business Page is selected and showing correctly.
3. If it's not linked, go to your personal profile About Work and Education and add it there first (see Step 6 in Part 1).
4. Click Save.

Step 4: Add Your Expertise Topic

1. Scroll down to the Group Expert Badge section on your profile.
2. Click Add Expertise.
3. Search and select the topics that best match your skills and trade.
4. Click Save.

👉 This badge helps other members find your expertise and builds your credibility in the community.

Step 5: Save & Check

1. Review all your details carefully before saving.
2. Visit your profile inside the TradieWives group to make sure everything displays correctly.
3. Test any links you've added to make sure they work.
4. Ask a friend or fellow member to check how your profile looks from the outside.

Quick Checklist

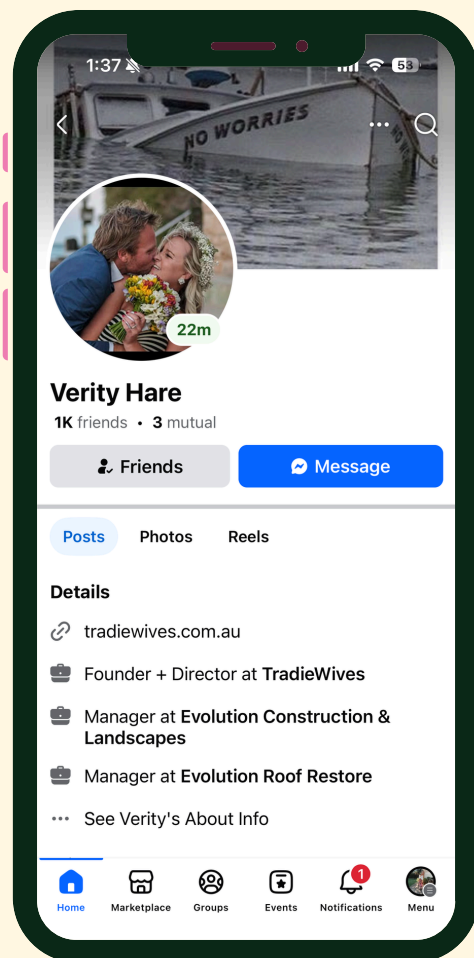
- ☐ Bio updated with clear info about your role and business
- ☐ Business Page linked as your workplace
- ☐ Cover / Featured image uploaded (used Canva template if needed)
- ☐ Did not change profile picture (to avoid affecting all Facebook groups)
- ☐ Added a relevant expertise topic
- ☐ Saved and checked your profile inside the group
- ☐ Tested all links to confirm they work

Tips for the best TradieWives Profiles

1. Keep your bio short, friendly, and easy to read — avoid jargon.
2. Test all links after saving to make sure they work correctly.
3. Use your Cover Image as your business showcase, not your profile picture.
4. Add an expertise topic that accurately reflects your trade or skills.
5. Think of your TradieWives profile as your 'business card' within the community.

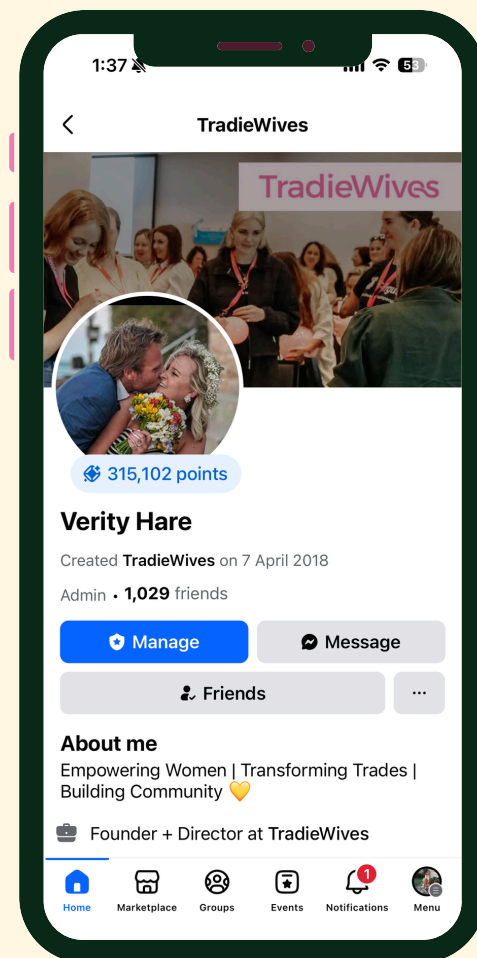
Understanding Your Two Facebook Profiles

Personal Profile



Your main Facebook presence. Lists your workplaces, website, and roles. This is what people see when they visit your profile directly.

TradieWives profile



Your customised profile inside the TradieWives community. Features your bio, trade, and business page link — your 'business card' within the group.

You're All Set!

Taking a few minutes to set this up properly makes a huge difference to how your business shows up online.

A clear, professional profile builds trust, makes it easy for members to find you, and helps potential customers take that next step.

Watch the step-by-step video tutorial [HERE](#)