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Customize Your Facebook Fan Page Design by David Ribeira

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In this Information Technology Era, no can ignore the great impact of social media marketing as well as social networking for business perspective and thus, social media sites have become very important. Facebook is one of the most popular social networking sites which have billions of registered members. They provide various facilities which are very helpful for businessmen to expand their business globally in a short span of time. Facebook fan page is one of such facilities through which businessmen is used to promote their services or products. It allows businessmen to expand their reach and their profile capabilities.

It is not enough to make Facebook fan page for your business, you have to customize it as per your businessâ€™s needs and requirements if you want that your business profile would be stand out from the rest of the world. It has been estimated that there are 400 million active users on Facebook. So, you canâ€™t get more attention for your fan page if you will not design it custom and unique. Moreover, you have to integrate some features in terms of technical as well as general like interactive front end in user friendly way (graphical user interface). There are some basic tips and tricks by which you can design your fan page and get more visitors on Facebook.

Static FBML is an application that should be implemented by Facebook fan page owners. It is helpful to implement in an easy way and can be used for any kinds of modifications on the fan page. It supports CSS and pure HTML. For adding it to fan page, you have to login to your Facebook account and search for Static FBML. Then, you have to click on the tab Add to My page and select the page. After that, some code will be automatically added which transform your fan page completely. By accomplishing these codes, next step which is considered as one the most important is creating landing or welcome page.

Landing or Welcome Page is considered as the gateway page for the visitors as this page is firstly visited by the users which encourage them to click on the Like button. Landing page can be created simply by following step by step processes. You have to create an image with width 520 pixels along with appropriate height using Photoshop or similar application. After that you have to create a folder name FB and upload it to your server. Now, navigate to your fan page and click on Edit page tab below the fan pageâ€™s profile image and change it as per the requirements.

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David Ribeira - About Author:
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