



# Embossing Queen

Personal blog

[\( see page on facebook here \)](#)

## Social Page Score Report

### Summary

**The page is doing well, but can be improved. Here are some useful suggestions.**

- The top of the Facebook page provides users with a very good first impression and entices users to interact.
- Can improve the amount of content and information provided to visitors. Provide a company overview to give additional insight regarding the operations. Add a company mission to help users understand the company's goals and expectations. More contact information is required to allow users to get more information. Consider adding more location information to improve loyalty and trust among followers. Create milestones to help users understand more about the page's activities.
- The page response can be improved. Quickly responding to user comments and questions will improve page engagement and performance.
- The page engagement can be improved. The fan ratio can be improved with posting more engaging content. Consider using facebook ads or promoted posts to boost the number of followers. Consider adding a reviews section to the page to improve ratings.
- The page activity is poor and can be improved. Decrease the post length between 40 to 100 characters per post. Post more videos and photos to increase user engagement. Post more content between 1pm and 4pm on thursday, friday, saturday, and sunday.

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Page Top Analysis	100%
Contact / Description Analysis	35%
Response analysis	40%
Engagement analysis	36%
Activity Analysis	41%

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**Overall Page Score**                      **53.48%**

## Page Top Analysis



**Profile Picture** ( Provided ) The profile picture is a very important key factor for representing your brand awareness when users interact with the page.

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**Cover Photo** ( Provided ) The cover is another extension of the page's brand that makes the first visual impression on users.

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**Username** ( Provided ) To help promote a business, brand, website, or some other presence on Facebook, a username provides a shortened page web address link.

[EmbossingQueen](#)

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**About** ( Provided ) The about section provides visitors with more information regarding the content of the page.

[My ramblings on papercraft](#)

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**Call to Actions** ( Provided ) Call to Action buttons are presented at the top of the page providing a powerful way to entice user interactions.

[MESSAGE](#)

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**Page Top Score** 100%

The top of the Facebook page provides users with a very good first impression and entices users to interact.

# Content / Description Analysis

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<b>Description</b>	( Provided )	The description provides a story for the fanpage giving the user a full understanding of what information they can expect to receive. This is an important feature to include for improving the page performance.
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My ramblings on papercraft

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<b>Company Overview</b>	( Not Given )	If the page represents a company, the company overview can provide additional insight into the operations and information provided to the user.
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<b>Company Mission</b>	( Not Given )	If the page represents a company, the company mission can provide the goals and expected outcomes to aid in maintaining engaged users.
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<b>Contact Information</b>		To help get more web traffic, sales, or some other important action, the contact information provides an easy way for users to get more information or support for the page's services or products.
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<b>Website</b>	( Provided )	<a href="http://embossingqueen.com/blog/">http://embossingqueen.com/blog/</a>
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<b>Email</b>	( Not Given )	The email was not provided
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<b>Phone</b>	( Not Given )	The phone number is not provided.
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<b>Location Information</b>		Location information is important to build trust with the engaged users to help prove the page represents a real entity.
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<b>County</b>	( Not Given )	The country is not provided.
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<b>State</b>	( Not Given )	The state is not provided.
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<b>City</b>	( Not Given )	The city is not provided.
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<b>Street</b>	( Not Given )	The street is not provided.
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<b>ZIP</b>	( Not Given )	The ZIP code is not provided.
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<b>Milestones</b>	( Not Given )	Milestones are a way to share the past and the present with followers. With milestones, page's can provide fans with a detailed history of their business, a brand, a product or even let fans know about themselves.
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## Content / Description Score 35%

Can improve the amount of content and information provided to visitors. Provide a company overview to give additional insight regarding the operations. Add a company mission to help users understand the company's goals and expectations. More contact information is required to allow users to get more information. Consider adding more location information to improve loyalty and trust among followers. Create milestones to help users understand more about the page's activities.

# Response Analysis

**Can users post** ( Yes )

A powerful way to increase user engagement is to allow fans to post content and to interact with their favorite page's.

**Response Time** ( Not Given )

Another very effective way to increase likes, fans, and ratings is to answer user posts very quickly. Facebook users generally demand quick responses and will interact much more with the page's content if their questions are addressed.

**Response Score** 40%

The page response can be improved. Quickly responding to user comments and questions will improve page engagement and performance.

# Engagement Analysis

466

**Total page fans**

The more followers the page acquires, the broader the reach will be. Try to increase this as much as possible.

15

**Total people talking about this**

The PTAT is the total number of people that have interacted with this page or page content in some manner over the past 7 days.

3.22%

**Fan engagement ratio**

Engagement ratio is calculated by dividing the Page's PTAT with the total number of fans.

0

**Total number of ratings**

The total number of ratings for the page.

0

**The average rating out of 5**

The average overall page rating based on rating survey from users on a scale of 1-5.

0.00

**The ratings ratio**

The ratings ratio is calculated by dividing the ratings count with the average rating.

**Engagement Score** 36%

The page engagement can be improved. The fan ratio can be improved with posting more engaging content. Consider using facebook ads or promoted posts to boost the number of followers. Consider adding a reviews section to the page to improve ratings.

# Activity Analysis

99

**Total posts analyzed**

The total number of posts that were analyzed when calculating the activity score.

94

**Total days analyzed**

The total number of days that were analyzed when calculating the activity score.

1

**Posts per day**

It's important to optimize the number of posts per day to increase engagement. Our research shows 1-2 posts per day will improve engagement.

545

**Average post length**

Our research shows the average post length should be approximately between 40 - 100 characters to improve engagement.

6

**Other pages that like**

Other pages that like this page. This helps cross promote interest and engagement between pages.

0

**Number of videos**

To dramatically increase follower engagement, use native Facebook videos. It's been shown that videos are the most engaging type of content.

99

**Number of photos**

Photos are also one of the more engaging types of content on Facebook. Posting more photos can improve engagement.

0%

**Videos**

100%

**Photos**

1%

**Links**

0%

**Statuses**

0%

**Offers**

Posting more native facebook videos and photos has been shown to improve follower engagement.

0%

**Percentage of posts within optimal range**

It is very important to post content during the most active days and time of day. A general rule-of-thumb to follow is to post content between 1pm and 4pm on Thursday, Friday, Saturday, and Sunday.

Number of posts per day for given data (54% of total posts in optimal days)



