

FACEBOOK LANDING PAGE COMPLIANCE CHECKLIST

HERE'S WHAT TO INCLUDE IN TO MAKE YOUR LANDING PAGE FACEBOOK COMPLIANT:

1. Privacy policy with the right details (link at bottom of page)
 - cookie use, web beacon, opt-out option
2. Have contact information (link at bottom of page)
3. Have clear objectives on the landing page (free gift)
4. Have company information (logo or link at bottom of page)
5. Don't use unrealistic or trigger words such as “trick”, “make \$100k in 30 days”
6. No pop-unders or pop-overs on arrival or exit
7. No auto-play videos