

D. Palmieri's Bakery On Facebook



Profile Picture & Cover Photo

Provided

The profile picture & cover photo are key aspects of a Facebook page. They make the first visual impression on users.

Username Not provided

Missing

Usernames help to easily promote a business, brand or organization's presence on Facebook with a shortened Page address.

About Mmmm Good!!! Now open unt...

Provided

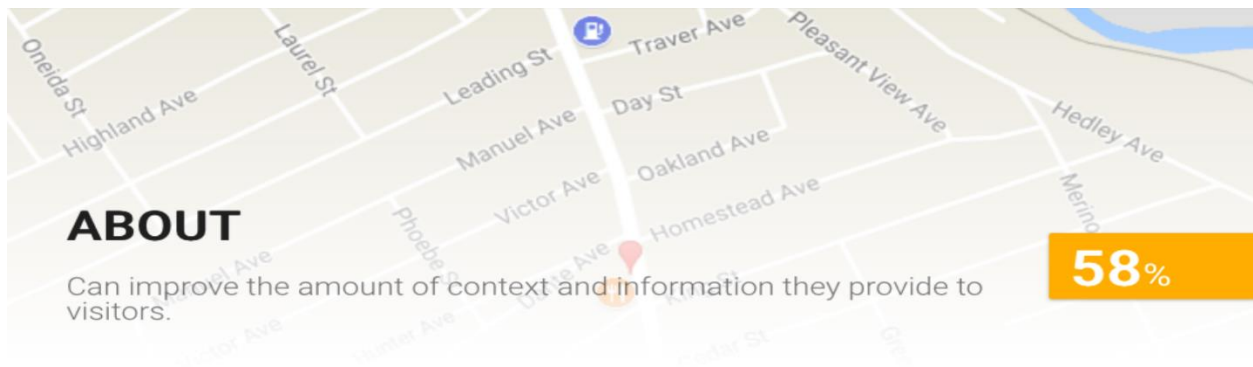
The About description gives visitors information about the page and what to expect if they choose to follow it on Facebook.

Call to Action Message

Provided

Call to Action buttons are designed to bring a page's most important objective to the forefront and provide an awesome way to improve user interactions.

Usernames are available after 25 likes



Story/Description

Missing

Location

Provided

624 Killingly St, Johnston, RI, United States

Milestones

Not enough

Milestones are a great way of telling the story of a company or organization

Contact Information

Partial

Contact information is very important as it allows users to get in touch with the page or easily find a way to get more information.

(401) 621-9357

dpalmierisbakery.com

Email missing

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D. Palmieri's Bakery Facebook Insights

About: "Mmmm Good!!! Now open until 2pm on Sunday!"

? change Most popular in: United States

First Insight:

Last update of analytics data 14 hours ago - [Update](#)

[On Facebook](#) | [Excel Export](#)

KPI overview

Number of fans	11k	Posts per day	0.3
Average Weekly Growth	0.59%	Engagement	0.51%
Ad-Value (EUR)	849 €	Post interaction	1.8%
Service Level	n.a.	Total reach per day	n.a.
Response time	n.a.	Post reach per day	n.a.



A Few Minor changes & your profile & activity performance could be over 80%

ACTIVITY

Some activity but leaves followers wishing for more.

36%

Photos	78%	Notes	22%	Videos	0%
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0.3

Posts per day

A Facebook page should optimize its number of posts per day in order to increase user engagement. Posting too little or too much can damage engagement.

96

Average post length

The length of a post matters. Our research shows that posts whose length ranges between 40 - 100 characters on average will produce more engagement with users.

0

Events

Events from Facebook are a neat way to interact with the community. When creating events it is important to communicate an attractive message, be creative!

3

Pages liked

Curiosity and dialogue between pages encourage cross domain interest and improves overall engagement.

0

Native Facebook videos

Native Facebook Videos are the most engaging type of content on Facebook. Pages that take advantage of them are very likely to improve their overall engagement level among their followers.

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RESPONSE

0%

The responsiveness of this page is not good at all.

NO

Users can post

Facebook is an amazing channel for fans to interact with their favorite brands. Allowing users to post to a page is the first step in increasing engagement.

N/A

Response rate

A Page should be able to respond to most user posts. A high response rate is indicative of a responsive brand.

N/A

Response time

Facebook users demand fast responses. A page should try to reduce the time between an user post and its answer.

Consider allowing users to post subject to admin moderation

ENGAGEMENT

N/A

We cannot score engagement based on public profiles.

448

People talking about this

Measures how many people have interacted with a page or its content, in any way, over the last seven days.

10,652

Total Page likes

The larger the better! The more actual followers a page acquires the broader its reach will be.

4%






Engagement rate

Engagement rate is calculated by dividing the Page's PTAT with the total number of Likes.

There are several ways to increase user engagement

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COMPLETE POST LIST

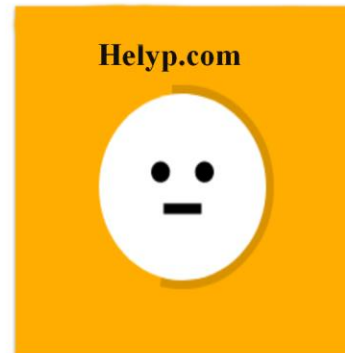
Date ▼	Picture	Post	Likes	Comments	Shares	Love	Haha	Wow	Sad	Anger
Dec 15, 2017		Thanks to Tim and everyone else at the SUNRISE! #pizzaART	21	1	4	2	0	1	0	0
Dec 10, 2017		#Trolls #PizzaART www.ericpalmieri.com	58	4	8	9	0	5	0	0
Dec 9, 2017		Kevin! #HomeAlone #ClassicChristmasCinema #PizzaArt www....	120	16	12	13	10	15	0	0
Dec 8, 2017		Call now and place your holiday orders! 401-621-9357 #piz...	316	23	35	45	0	7	0	0
Dec 3, 2017		The Descendants Pizza! #PizzaART	18	5	1	2	0	3	0	0

We can share with you several proven techniques to improve the user likes and comments

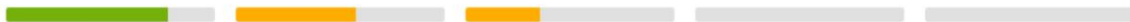
OVERVIEW

Doing alright, but there is room to improve.

- Followers are not able to post content. This obstructs user engagement.
- Does not like and interact with other Facebook Pages.
- There is room for improvement in terms of how often they post content.
- Does not take advantage of Facebook Events.



Frontpage 78% About 58% Activity 36% Response 0% Engagement N/A



Contact Me Today 208-720-6721