What is the facebook recommended profile picture (logo) size for better SEO Marketing / Few basic Facebook marketing tips

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I hate facebook, from the deepness of my guts! However, unfortunately in one of the companies I'm employed, occasionally I have to use it as an advertisement media to improve the Search Engine visibility for their websites (gather them some more likes). As a not big lover of *facebook*, I'm also not a facebook-pro, anyways with this circumstances, I'm starting to learn **basic tips on, making a facebook page / profile more user friendly** and hence more attracting to facebook users.

From what, i"ve read there are *plenty of factors* that can affect on **how attractive a facebook page / company profile** , anyways some of the factors are more important to tamper than others. Such two factors of top importance are:

Let me evaluate a bit on each of the three aforementioned fb marketing weight factors.

1. Using Page likes for popularization.

- Lets say that you would like to make marketing to a company websites which is involved in Financial or Investment market.
Enter with the company created page or profile and facebook and think for and search for as many keywords related to the company business as possible.
Check each of the results if the Page / Group is liked by hundred thousands of other people, then just give it a like too.
By doing so for a couple of seconds all this (hundred thousands or millions) of people who has also liked

it will see for a second (or less), what hangs on your Facebook profile ;)
The chance someone gets interested into what is your profile saying here is high especially if this pops up to a some 100 000+ of logged people who previously liked a fb page :)

2. Joining groups as a way to drive more visitors to a facebook profile

Joining big groups consisting ot thousands or millions's logic is the same like with the page likes. The only difference is some groups are kept private the so called (Closed Group).
Finding a number of similar (Open Groups) to your company activities and joining them will possibly display your company facebook profile to as many profiles as the group has.
Most of the groups are not too active therefore joing groups as a way to drive attention of *facebook users* to a desired profile is not so efficient as with **Page Likes Adjusting a profile picture logo dimensions to a wide skyscraper.**

It might seem strange but actually the size of profile picture set to pages or profiles in facebook matters, different profiles dimensions could have impact on Page Likes :)
The reason for the fb picture profile having influence on the marketing is very simple. If you have a wider picture you can graphically include more data visible for the user that is always stuck to the page and hence seen by the user.

I've realized this after, I've red few articles online on the same topic along with that I've noticed many big brand pages on Facebook like for instance BMW (Cars) with over 8 000 000 of likes, Adidas and Nike - with over 6 000 000 likes, have set up this wide skyscraper dimensions logos.

Here is a crop taken displaying the wide skyscraper profile picture set by BMW cars.The profile picture used by BWM (cars) has an image dimensions of: 180x500 heigh x widthAdidas's profile logo has a size of 180x489.

Nike uses a bit of unstandard 390x720 (but while uploaded facebook website automatically crops the image to a size which is fittable for a wide skyscraper) with dimensions like (200x400)Another franchising company with big likes base, I've seen is **McDonald's with 19 900 000+ likes!** again with a banner logo consisting of wide scraper with picture dimenions (**180x439 - height / width**)There are some comparatively *big user base facebook pages*, like **Ubuntu's non-profit organization with 555 000+ thousands of likes**, and their logo has dimensions of **180x181 pixels**.

Not all of the highly liked (visited) *facebook* pages however use a wide skyscraper as a profile logo and still has enormous number of likes.
One *contra-example* showing that **there is no clear relation between facebook profile picture dimensions and page popularity (number of likes)** is **Metallica (Musician/Band) fan page** - (*http://www.facebook.com/Metallica*), which as of the time of writting this article has the **UNIQUE HIGH NUMBER of 23,725,897** LIKES! :)

As far as, I've further red on many blogs, there are **two general facebook standard banner profile picture recommendations**:

1. One is facebook square like profile picture

- (this is the classics), if you just place a picture that is not too wide automatically facebook upload scripts will tailer the picture to have dimensions like: **180x180 pixels**

The **other recommended facebook pictures size is the wide wide-scraper** and it should possess an image dimensions size similar to:
width x height -180x500 pixels

This is pretty much the few basics I so far, know of can help to easily gather a custom fb company Page Likes.
As facebook is really HUGE nowdays fb marketing has advanced tremendously.

I'll be glad to hear some **cool tips & tricks you know? which can help a facebook page / profile popularity rise up.**
Looking forward to hear for your good or bad facebook experiences :)

- Likes of pages, which are liked by thousands of hundreds or millions of people
- Belongings to groups / Membering to big groups (consisting of thousands) which hold similar interest or business activity
- Profile picture logo dimensions