

Published based on [How To Get More Likes On Your Facebook Profile](#)

# How To Get More Likes On Your Facebook Profile

Facebook is now a permanent part of the internet landscape that has provided a driving force behind social networking and media today. In fact, there are now over 500 million people that use this website on a daily and continual basis which provides an incredible marketing platform and opportunity for any business around the globe. As such, the desire to get more likes on Facebook from most businesses has grown to new levels recently.

The use of the like button has remained the same concept but changed in name from the become a fan button. This change has allowed the creation of the Open Graph system used by the site to keep track of those with more likes and uses them for consumer preference purposes. This like button has been incorporated in countless sites across the internet as well.

When a business has a large of likes, this is usually a great tool to drive more traffic. The graph system that is used to keep track of these likes is something that any business using the site for marketing purposes wants to be on. When someone pushes the button regarding any business, it shows up on their live feed and home page which often leads to even more traffic and visibility.

The method behind how consumers use the basic search engine function of the internet has also made it necessary for any business to get more likes. Facebook creates custom directories of those businesses within the site that have received more likes which is a form of recommendation. This often leads to an incredible amount of increased business.

A large amount of likes often places a business on the local business locator services offered from Facebook. This is a solid list of where most people from this site decide to do their shopping. Getting on this list with a high number of likes is an incredible marketing tool.

A business with a high amount of likes has definitive competitive advantage over businesses with a lower amount. Basically, they have greater visibility and seemingly a greater reputation. Keep tabs on other businesses and see how one compares to the other in regard to amount of likes at all times.

Any business that is able to get more likes should return the favor to other sites. Liking various sites and businesses within the market spectrum they operate within showcases a high level of awareness and expertise in their market. This often leads to increased likes and business as well.

On Facebook, if you can [get more likes](#) than your competition, you're onto a winner. The problem is though, most people don't know how to [get more likes](#) the right way. Learn here.

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