

Facebook business pages closer to becoming online shops

SAN FRANCISCO - Facebook pages moved closer to replacing small business websites Tuesday, announcing features designed to make it easier for shops to hawk their wares...



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Changes to business pages at the leading social network included raising the profile of features that allow customers to take actions such as booking an appointment or browsing, and allowed for more customized approaches to layouts.

"We're adding new features to pages to make it easier for the more than 45 million active businesses on Facebook to highlight important information and reach their goals," the social network said in an online post.

The new features were particularly tuned for mobile devices, which have become preferred tools for accessing Facebook. Business pages can also now feature sections and tabs to showcase merchandise or professional services.

"So now, for example, a spa can add their services menu to their page or highlight the line of products they sell, helping people get to know their business faster," Facebook said.

Updates were also intended to make it easier for people to exchange messages with businesses, according to the social network.

Source: AFP