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When Facebook launched their new Timeline theme, heads rolled. Business pages were forced into Timeline, while a few personal pages have managed to avoid the massive design renovation. So, how will your business keep up with the changes? With our free Timeline Cover Photo Template, of course! With the high emphasis on a stunning cover photo, your business must adapt in order to maintain your audience. We Zillas have crafted an ingenious and free Timeline Cover Photo Template to help get your Facebook business page out of the Stone Age. With a fitting and well-designed Timeline Cover Photo, your business can increase and maintain traffic and viewer interest.

#1 Timeline's Basic Changes

The good news is, Facebook shifted a key feature of business pages to top focus: quantity of "likes." Now, the amount of viewers in your fan base is displayed immediately below the cover photo, along with events, recent images, and any additional feature the page admin chooses to highlight. In contrast, with the previous layout, business page's "likes" and events were featured on the right sidebar and were nearly invisible to many viewers.

#2 The Infamous and All-Encompassing Cover Photo

With the new Timeline layout for business pages, your cover photo will be the main attraction for your traffic. The cover photo is so colossal that it leaves limited space for other information to be viewed; page admins are now driven to choose a worthy cover photo and profile picture in order to pull viewers into their content. Customize your Timeline Cover Photo to maximize your viewer interest!

#3 Our Free Facebook Timeline Cover Photo Template PSD!

To help your business flow with the changes of Facebook's radical new layout, we crafted our own Facebook Timeline Cover Photo Template .psd to reshape and renovate your business page's image. Download the .psd file and follow our tutorial below:

Step 1 - Choose your images wisely

With our template, we've marked the areas where your cover photo comes into contact with the profile picture and other information such as the number of "likes." You can choose to make your cover photo interact with the "likes" button and with your profile picture, or you can keep the two separate.

Step 2 - Theme and Customize

Test out the look of your new cover image by placing your profile picture and cover photo within the guides of our template. Know that your profile picture overlaps about 180px by 180px of your cover photo, so you may want to compensate for this space if you would like your profile picture to blend with the cover image.

Step 3- Save

Save your images separately and upload them to Facebook.

Successful businesses must flow with the transformations of social media. Create an innovative and eye-catching cover photo using our Free Cover Photo Template to your advantage: it will help to cue interest within your audience while encouraging viewers to browse through your posts. For an idea of how to get started, check out our ferociously hip cover photo!

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