



STARTING YOUR COMPANY PAGE



1

Write a compelling summary

The home page on a LinkedIn company page includes a cover photo, company updates, links to products & services, links to careers, and more. Add a summary that explains what you do in a succinct way.

2

Add products & services

Your LinkedIn company page includes a product & services tab where you can share images of your products, descriptions, links to purchase them, and more. This is the "sales" section of your LinkedIn company page, so go ahead and try to sell the benefits of your products & services.

3

Make sure your most important product/service is listed first

The first product or service listed on your products & services page is also displayed as featured content in a sidebar of your home page. That means more people will see it. With that in mind, make sure the first product on your products & services page is the one that you want to promote on your home page.

4

Capture attention with a fantastic cover image

The cover photo appears at the top of the home page of your LinkedIn company page. Choose a cover photo that is visually dynamic, captures people's attention, and lures them in to take a closer look at your page content. Don't forget that your company summary is hidden at the bottom of your home page, so it's a good idea to include a message in your cover image that describes what your company does in a few words.

5

Add career information

Currently, you have to pay to be able to add the careers page to your LinkedIn company page, but this is optional.

6

Ask your employees to connect with your page

Ask your employees who have LinkedIn profiles to identify within those profiles that they work for your company. Once they take this step, they'll appear as employees on your company page where visitors can learn more about them and connect with them.

7

Ask for product & service reviews

One of the most powerful parts of the LinkedIn company pages can be found in the products & services page where LinkedIn members can publish reviews of your products & services. These reviews are written testimonials. You can feature them on your LinkedIn company page, share them on your website, and so on to extend their reach even further. Don't expect people to write reviews, instead ask them to do so.

8

Publish some company updates to make your page useful

Start creating useful, meaningful, interesting, or entertaining content that your target audience wants to read and see. A page without content is one that no one will follow.

9

Promote your LinkedIn company page

Use the LinkedIn company follow button to make it easy for people on your website or blog to follow your company on LinkedIn.

10

Use featured updates to highlight important content

You can set any update that you publish on your LinkedIn company page as featured, so it is highlighted at the top of the home page of your LinkedIn company page. For example, if you want to promote an event, hype a sale, or draw attention to a specific promotion or piece of content, make it a featured update so more people see it.