



How To Create **THE PERFECT** **LinkedIn** Company Page

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INTRODUCTION

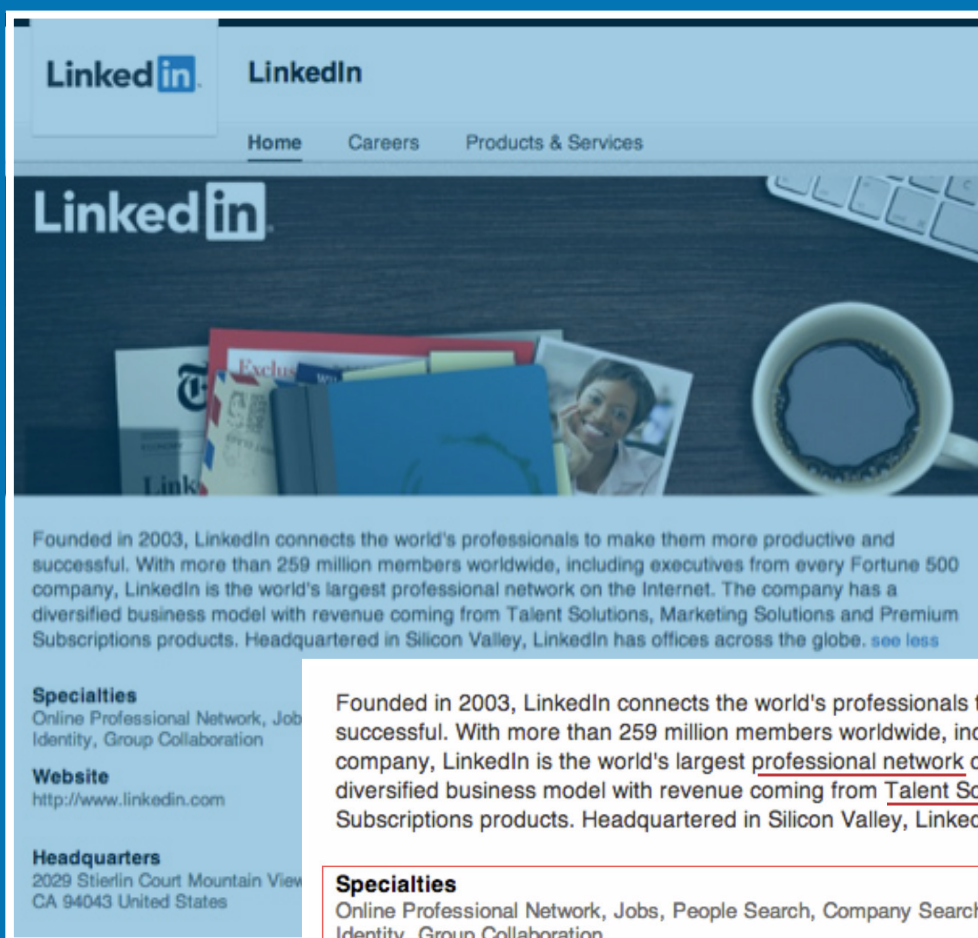
Your LinkedIn Company Page is an online beacon for both prospective customers and prospective employees. As such, it is a truly unique space on the web, one that blurs the lines between knowledge-sharing platform and relationship-building tool.

To help you make the most of your LinkedIn Company Page, we've put together this visual guide, which features several "Pro Tips" that LinkedIn has contributed, along with some visual examples we've gathered from top-performing Company Pages. So, flip on through and find some inspiration. And if you'd like a text-only version of LinkedIn's tips, refer to the checklist that came with your download. Thanks!

Company Overview

"Make it easy for the right people to find your Company Page by adding SEO terms in the description and 'Specialties' sections."

LinkedIn



LinkedIn

Home Careers Products & Services

LinkedIn

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 259 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe. [see less](#)

Specialties
Online Professional Network, Job Identity, Group Collaboration

Website
<http://www.linkedin.com>

Headquarters
2029 Stierlin Court Mountain View
CA 94043 United States

Specialties
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Specialties
Online Professional Network, Jobs, People Search, Company Search, Address Book, Advertising, Professional Identity, Group Collaboration

Website

<http://www.linkedin.com>

Industry

Internet

Type

Public Company

Headquarters

2029 Stierlin Court Mountain View,
CA 94043 United States

Company Size

1001-5000 employees

Founded

2003

Above: Company overview from LinkedIn's Company Page

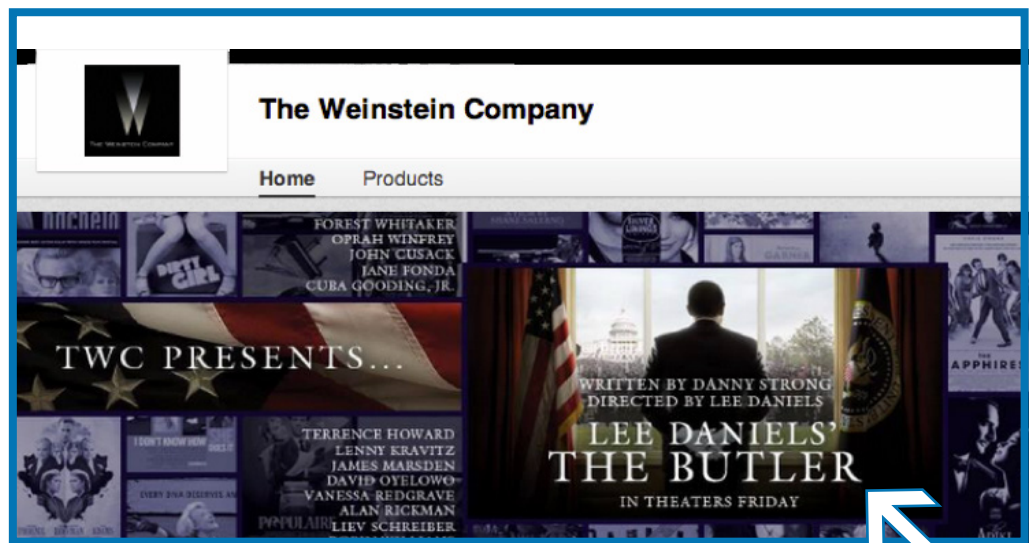
Logo and Banner

"Keep your Company Page fresh with rich cover images that reflect your company's accomplishments, events, and offerings."

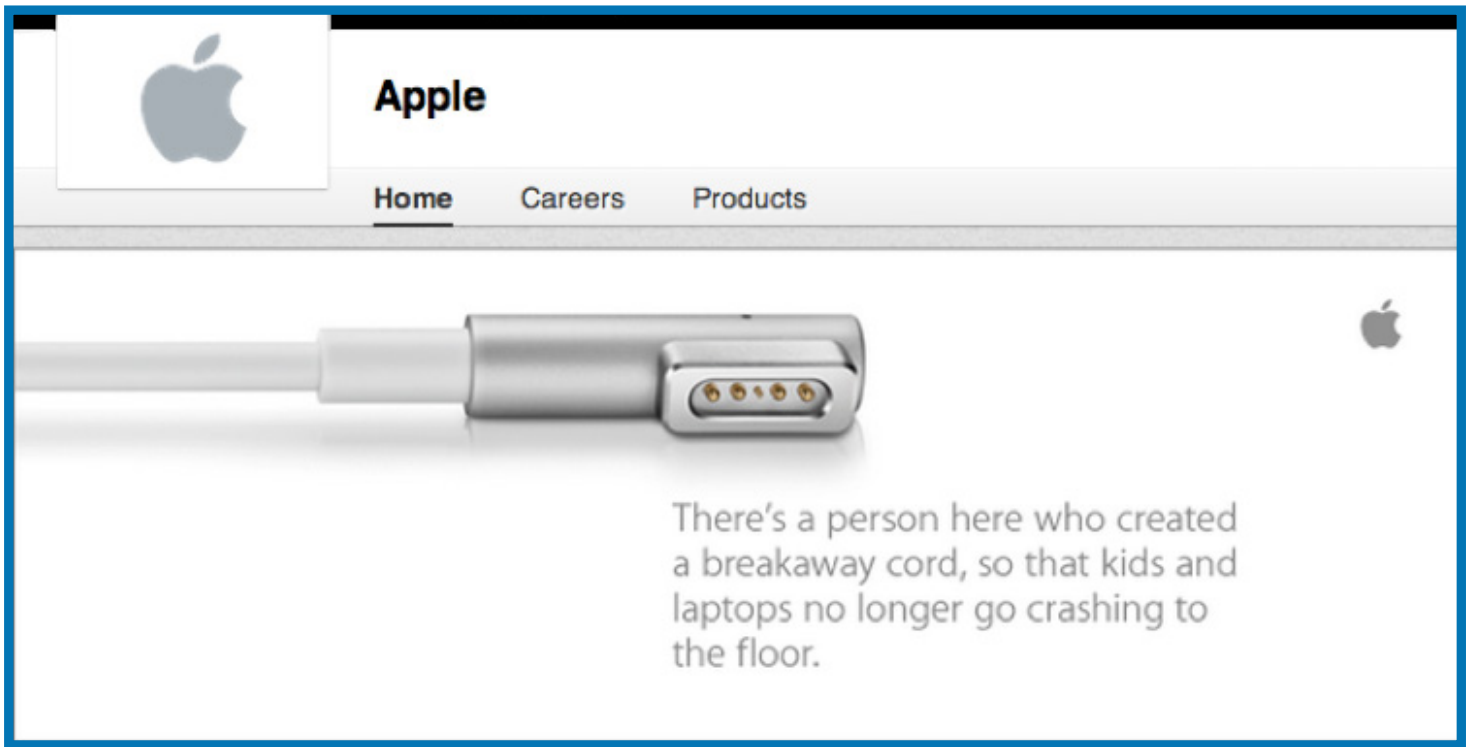
LinkedIn



Above: Kellogg's Company Page cover image, which highlights recent accomplishments



Above: The Weinstein Company's cover image, which highlights an upcoming film release

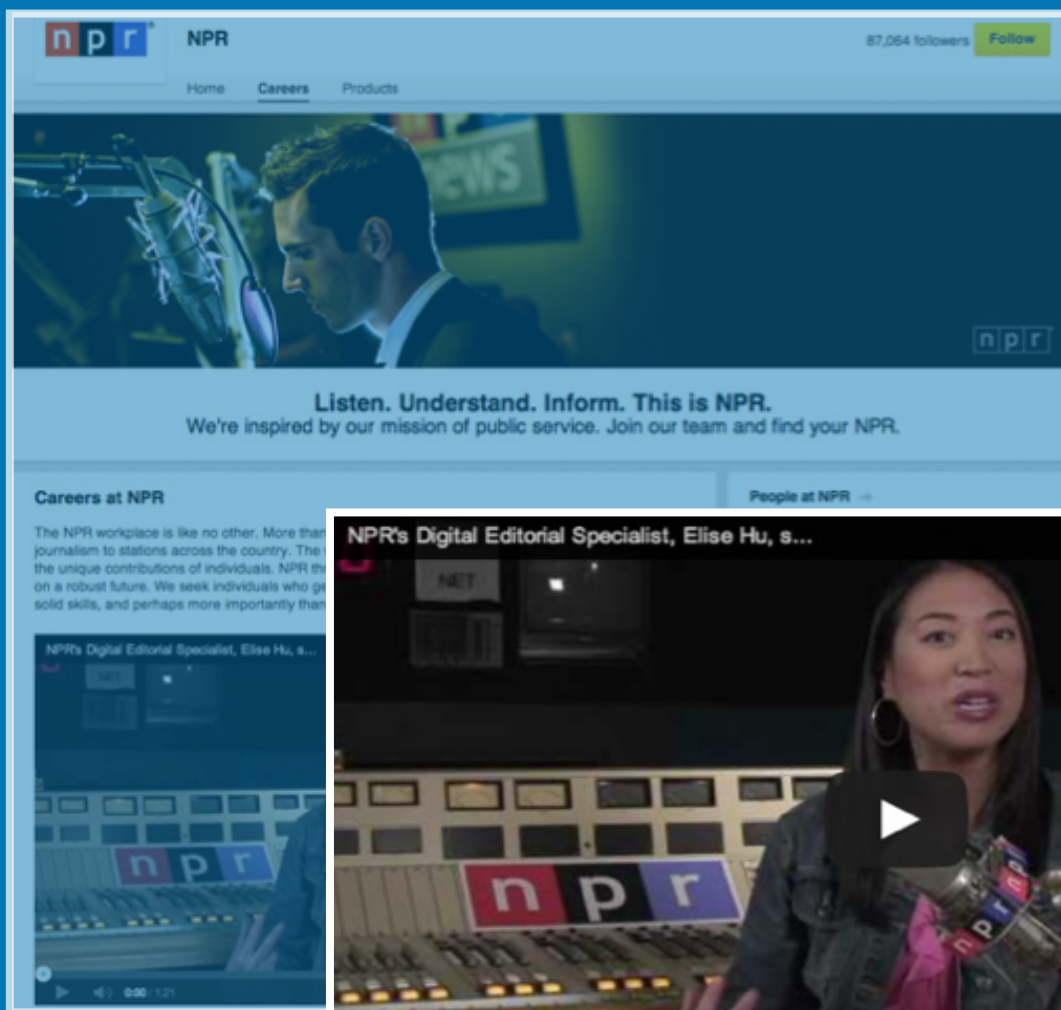


Above: Apple's Company Page cover image, which highlights a product feature

Careers Page

"Studies show that a strong employer brand can cut cost per hire by over 50%. Use rich media (like video) on your Careers Page to showcase yours."

LinkedIn

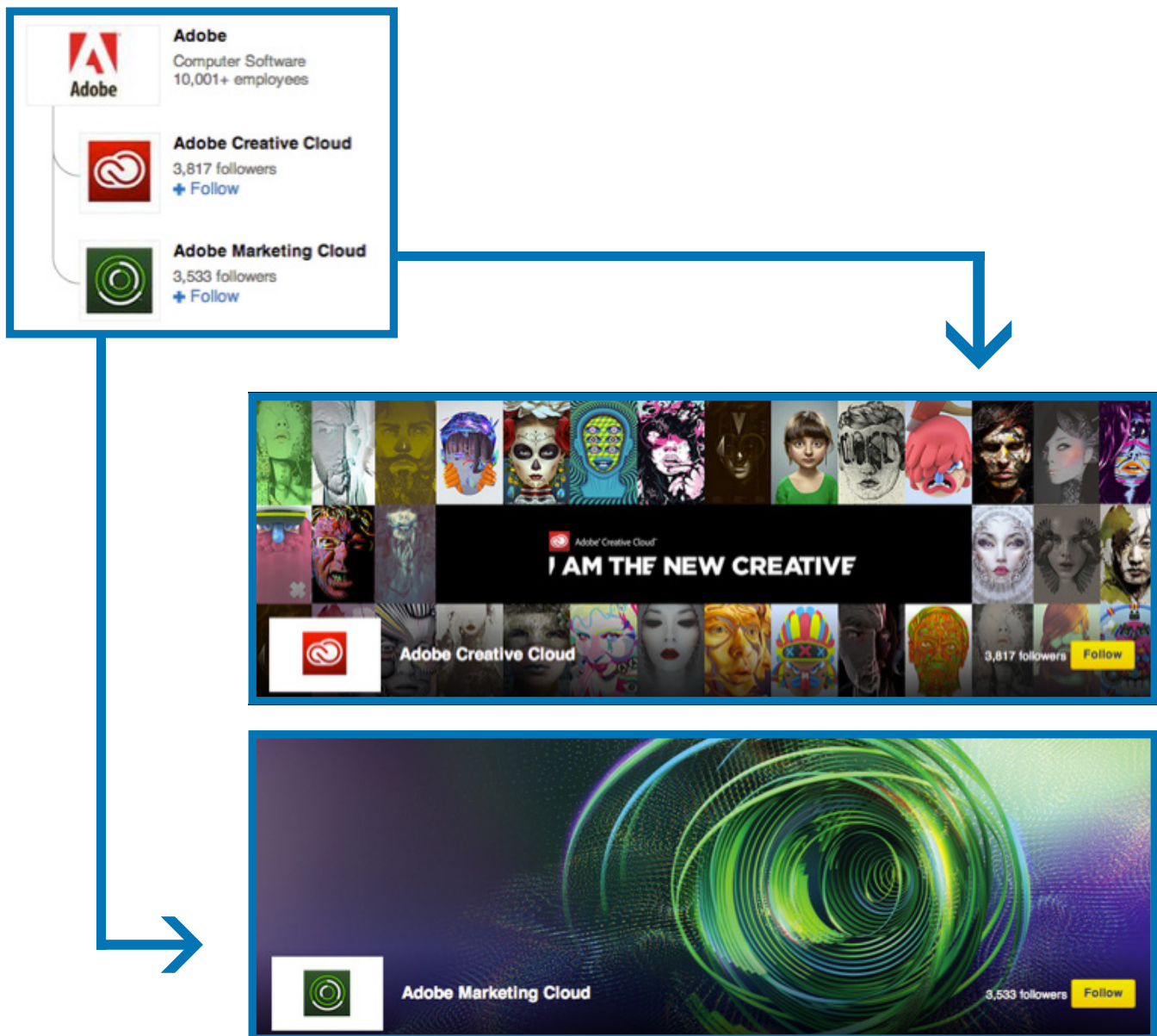


Above: NPR's Careers Page on LinkedIn, which features an employee video

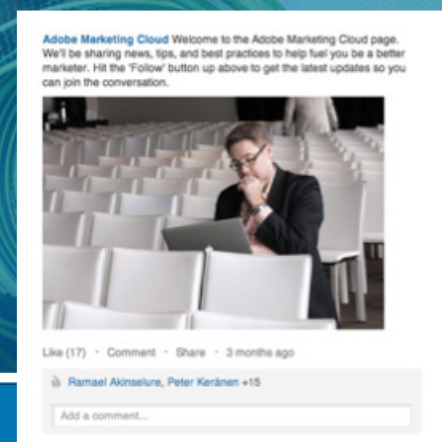
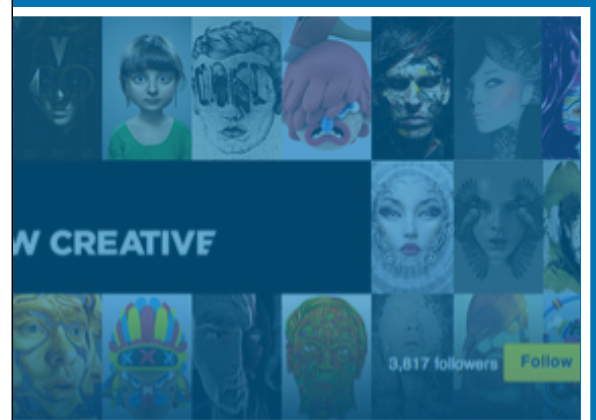
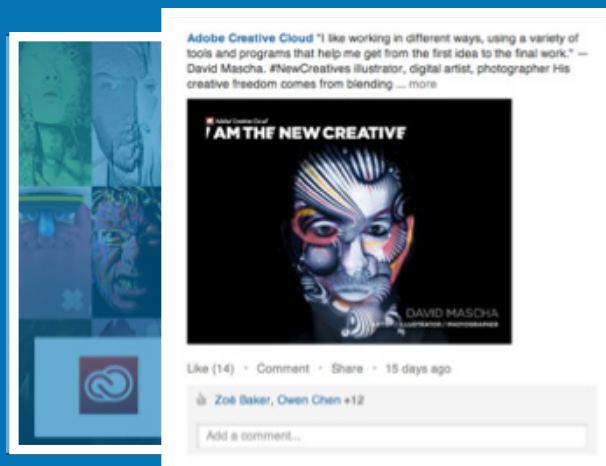
Showcase Pages

“For business lines or initiatives with unique messaging and audience segments, consider creating a dedicated LinkedIn Showcase Page”

LinkedIn



Above: Cover images from Adobe's two Showcase Pages,
which highlight different business lines:
Adobe Creative Cloud and Adobe Marketing Cloud



Above: Examples of Adobe using unique messaging for each of its Showcase Pages

Featured Groups

"Tie all of your LinkedIn communities together by using Featured Groups to show Groups you manage or participate in on your Company Page."

LinkedIn

The image shows a screenshot of the HubSpot LinkedIn Company Page. The page header includes the HubSpot logo, name, and 57,013 followers. Below the header is a banner with the text "Questions? Call us. 1-888-HubSpot x 1" and three HubSpot employees. A navigation bar below the banner lists: Email, Sites, SEO, Marketing Automation, Landing Pages, Analytics, Social Media, and Blogging. The main content area on the left describes HubSpot as the world's #1 inbound marketing platform. The right sidebar, titled "How You're Connected", shows connection statistics: 21 first-degree connections, 630 second-degree connections, and 796 employees on LinkedIn. Below this, the "Featured Groups" section is visible, listing three groups: "Inbound Marketers -...", "HubSpot Academy", and "INBOUND Conference".

HubSpot 57,013 followers ☒ Following

Home Careers Products

Questions? Call us.
1-888-HubSpot x 1




Email Sites SEO Marketing Automation Landing Pages Analytics Social Media Blogging

HubSpot is the world's #1 inbound marketing platform. Designed to replace the world's annoying marketing with marketing people love, HubSpot makes marketing more efficient, measurable, and actionable. HubSpot's inbound marketing software is integrated, powerful, and intuitive. 10,000 companies, agencies, and partners in 58 countries use HubSpot's software, so we have the expertise to engage with prospects, leads, and customers through social media, blogs, pages, and more. HubSpot is headquartered in Cambridge, MA, with offices in Dublin, Ireland, and London, UK. HubSpot has been recognized by Inc., Forbes, and Deloitte as one of the world's fastest-growing companies. To learn more about the love of marketing, learn more at: www.hubspot.com and get your marketing graded at: <http://marketing.grader.com/> [see less](#)

Specialties
inbound marketing, marketing, internet marketing, online marketing, web marketing, software, inbound marketing automation, social media, email marketing, analytics, sales

Website http://www.HubSpot.com	Industry Internet	Type Privately Held
Headquarters 25 First Street 2nd Floor Cambridge, MA 02141 United States	Company Size 501-1000 employees	Founded 2006

Featured Groups

-  **Inbound Marketers -...**
99,983 members
[+ Join](#)
-  **HubSpot Academy**
5,119 members
[+ Join](#)
-  **INBOUND Conference**
462 members
[+ Join](#)

Above: Sidebar menu showing HubSpot's Featured Groups

Company Updates

"Every like, comment, and share increases your reach. Prompt your followers to take action on your updates by asking thoughtful questions."

LinkedIn

The collage displays four examples of LinkedIn updates from the Commonwealth Bank:

- Update 1:** Titled "IN A WORD, YOU CAN", it promotes the bank's services and includes a list of social media links (Facebook, Twitter, YouTube, Blog, etc.) and contact information. It has 24 likes, 46 comments, and was shared 9 days ago.
- Update 2:** Titled "Let's settle the debate: where is the most productive workplace... home or the office?", it asks a question to engage followers. It has 58 likes, 8 comments, and was shared 1 month ago.
- Update 3:** Titled "Awaken the entrepreneur in your kids by teaching them the basics of good money management.", it features a photo of children and asks if they are learning through earning. It has 75 likes, 5 comments, and was shared 7 days ago.
- Update 4:** Titled "Do you have retirement strategy?", it asks a question about retirement planning. It has 17 likes, 3 comments, and was shared 4 days ago.

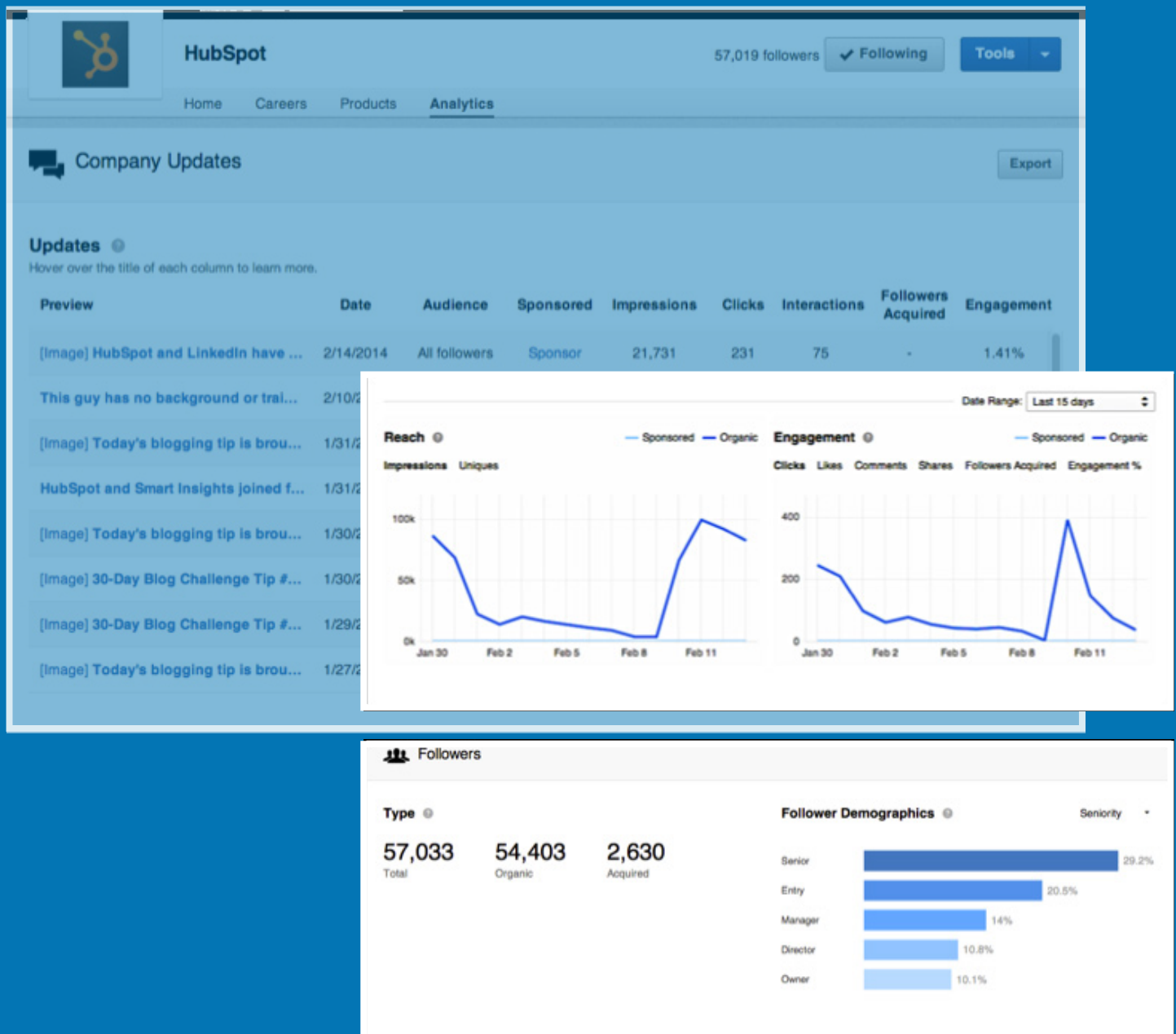
Each update includes a header with the bank's logo and name, a main text block with the update content, and a comment section with user avatars, names, and text. Engagement metrics (likes, comments, shares) are displayed below each update.

Above: Examples of Commonwealth Bank using Company Page updates to ask questions and engage with its audience

Page Analytics

"Get insight into what's working and what's not by using Company Page Analytics to test frequency, topics, and formats."

LinkedIn





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