

A Visual Guide to

# CREATING 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!

*Created by:*

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Content Strategist,  
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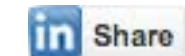




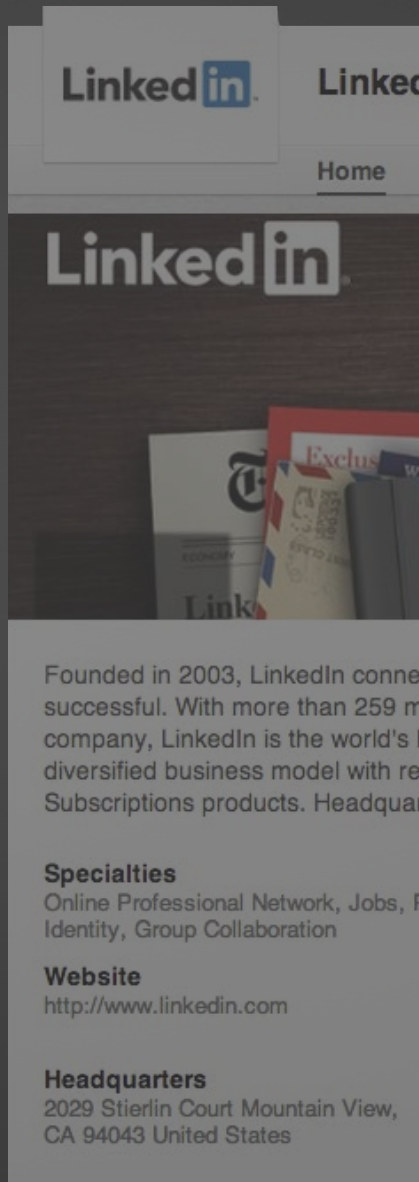
# 1 Company Overview

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

-- LinkedIn



PRO TIP



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

<b>Website</b> <a href="http://www.linkedin.com">http://www.linkedin.com</a>	<b>Industry</b> Internet	<b>Type</b> Public Company
<b>Headquarters</b> 2029 Stierlin Court Mountain View, CA 94043 United States	<b>Company Size</b> 1001-5000 employees	<b>Founded</b> 2003

**Headquarters**  
2029 Stierlin Court Mountain View, CA 94043 United States

**Company Size**  
1001-5000 employees

**Founded**  
2003

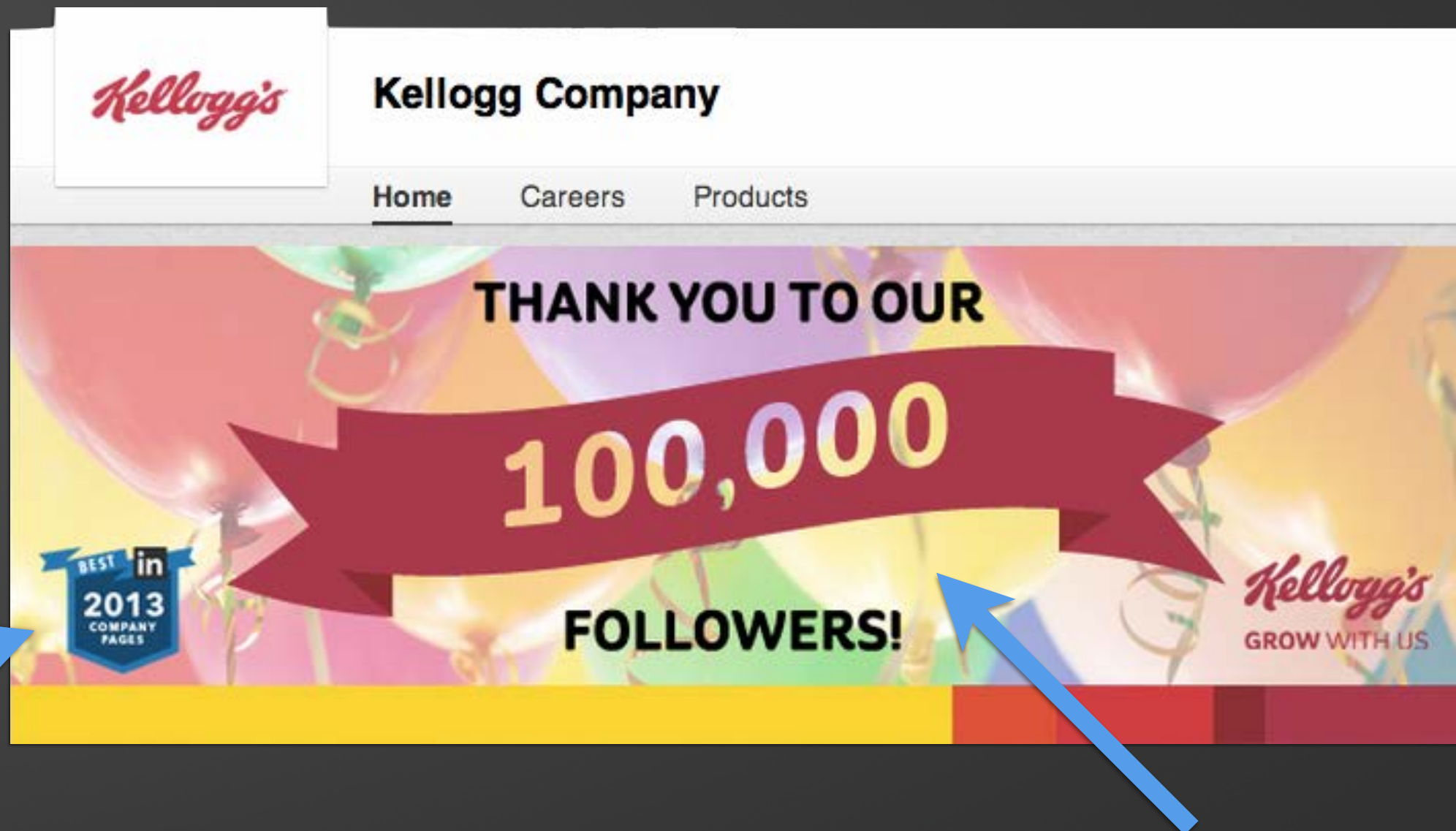
Above: Company overview from LinkedIn's Company Page



# 2 Logo & Banner

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

-- LinkedIn



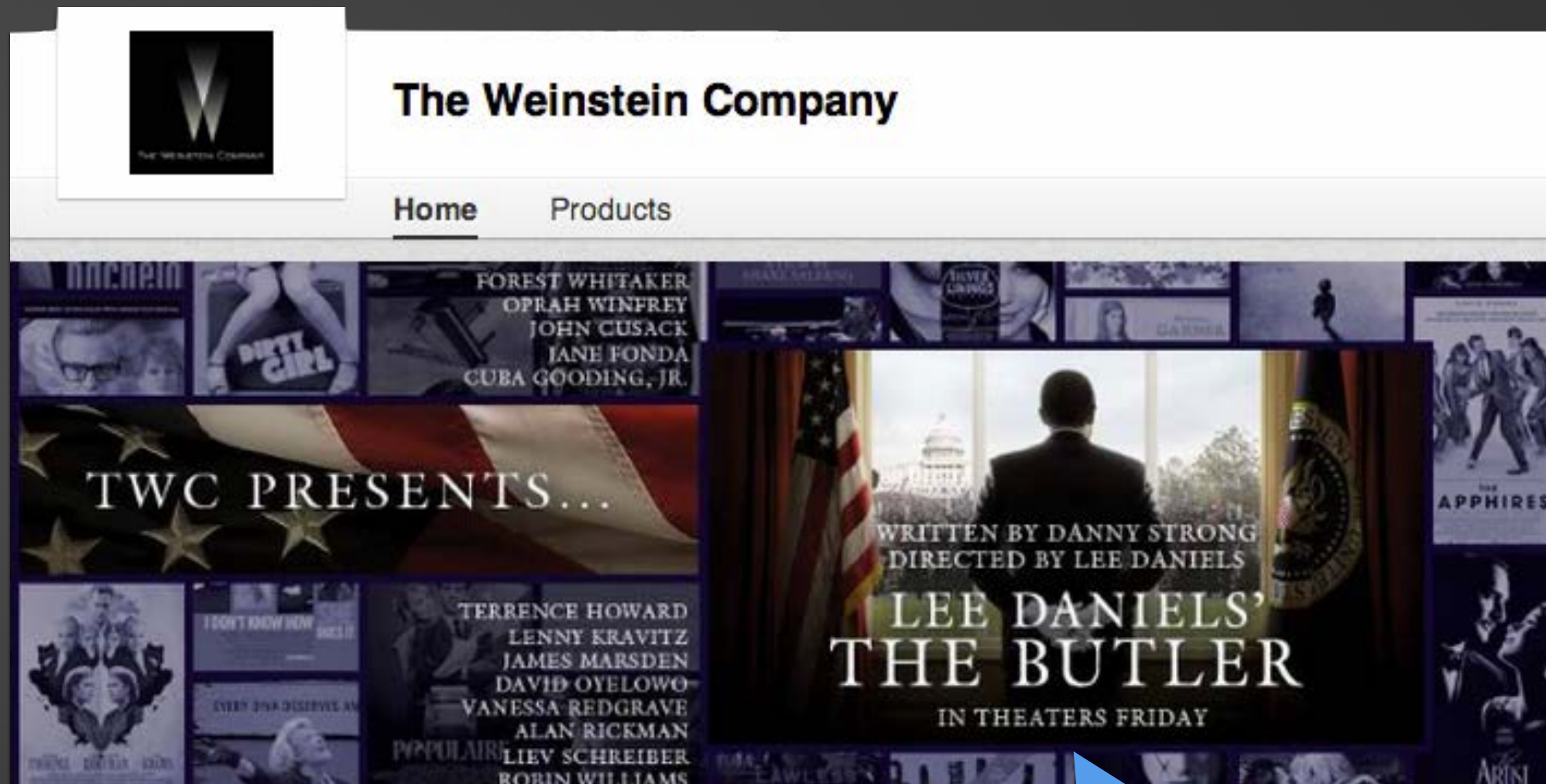
**Above:** Kellogg's Company Page cover image, which highlights recent accomplishments





# 2 Logo & Banner

(continued)

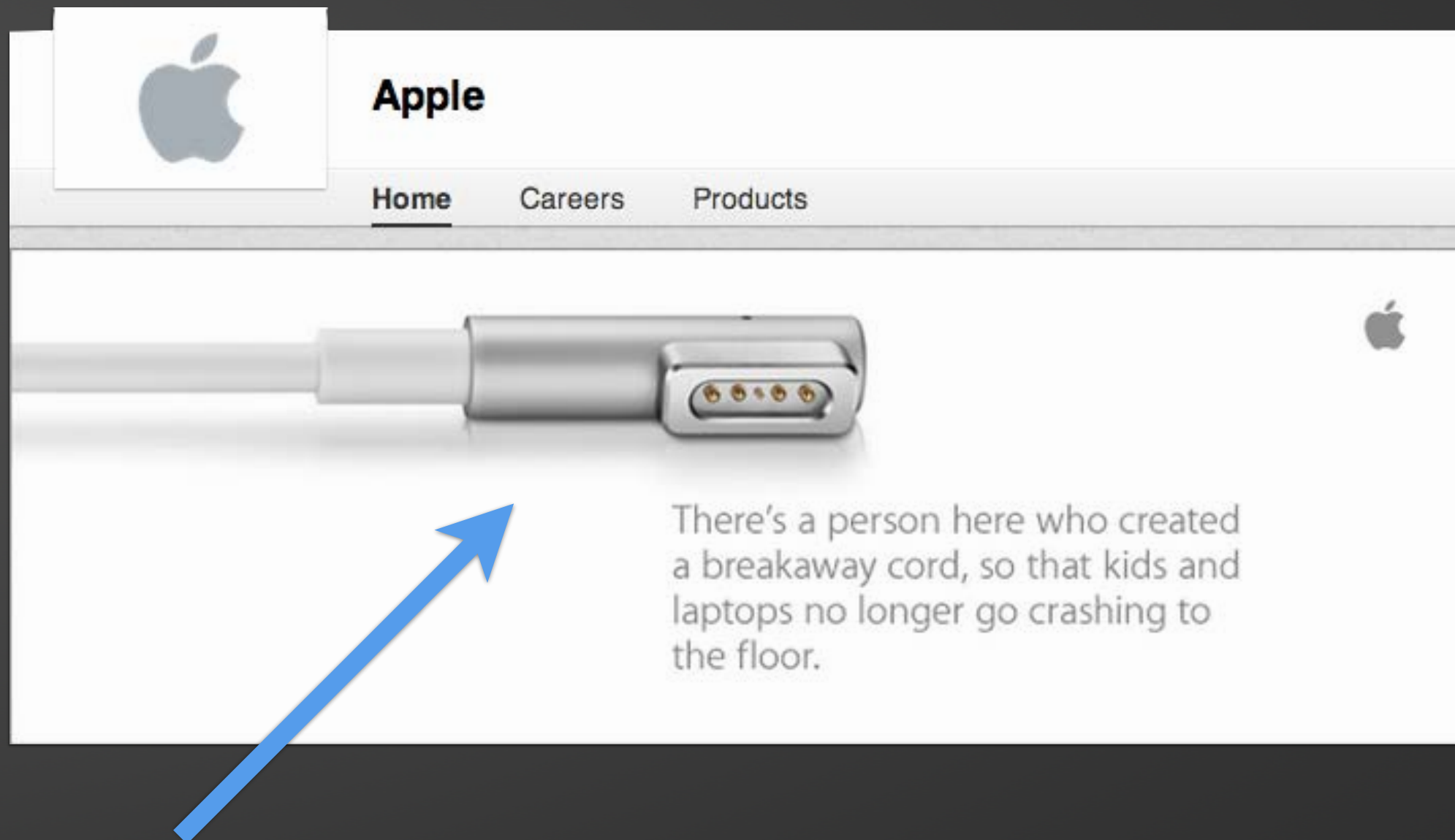


**Above:** The Weinstein Company's cover image, which highlights an upcoming film release



# 2 Logo & Banner

(continued)



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



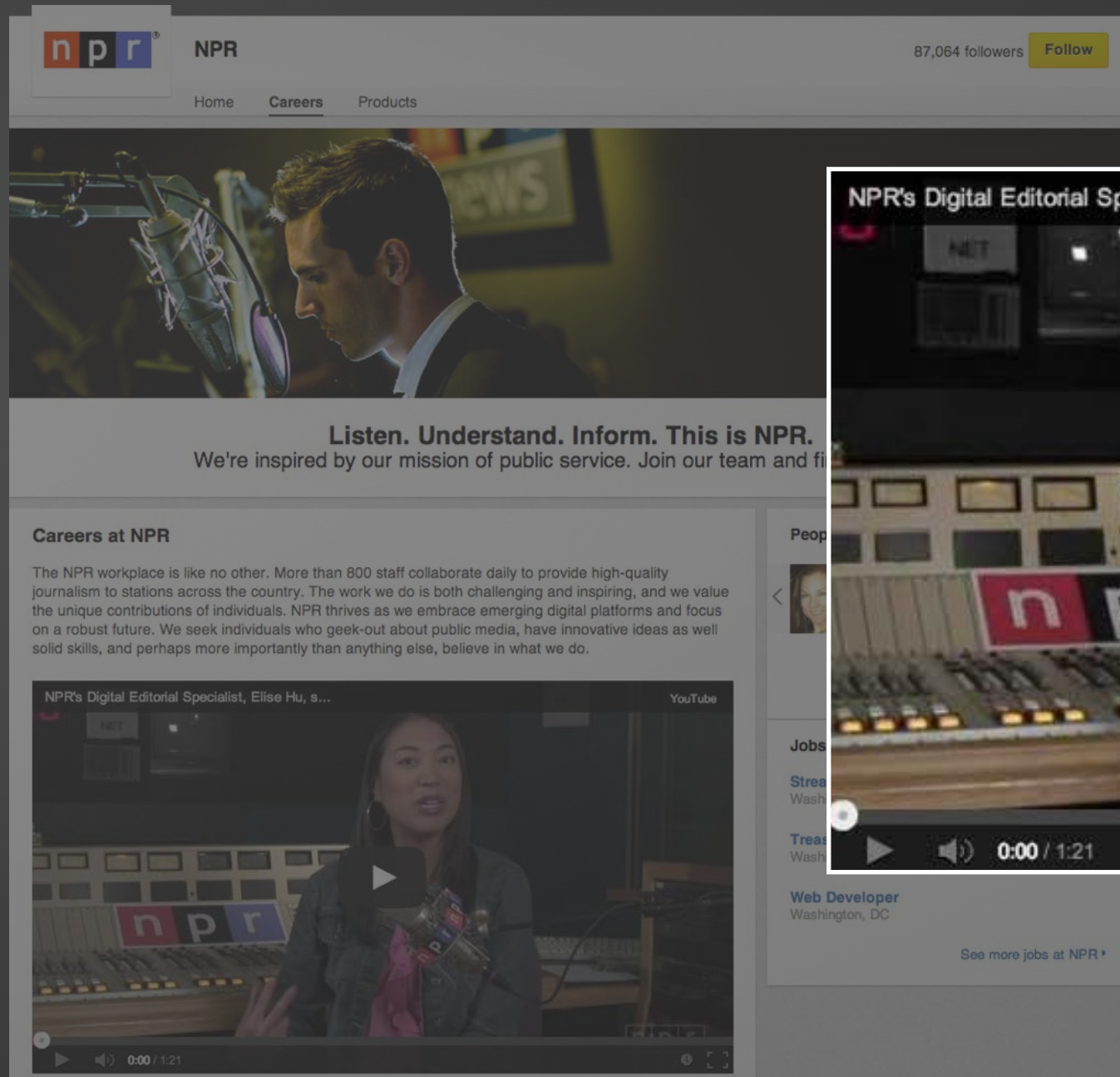


# 3 Careers Page

“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**



PRO TIP



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





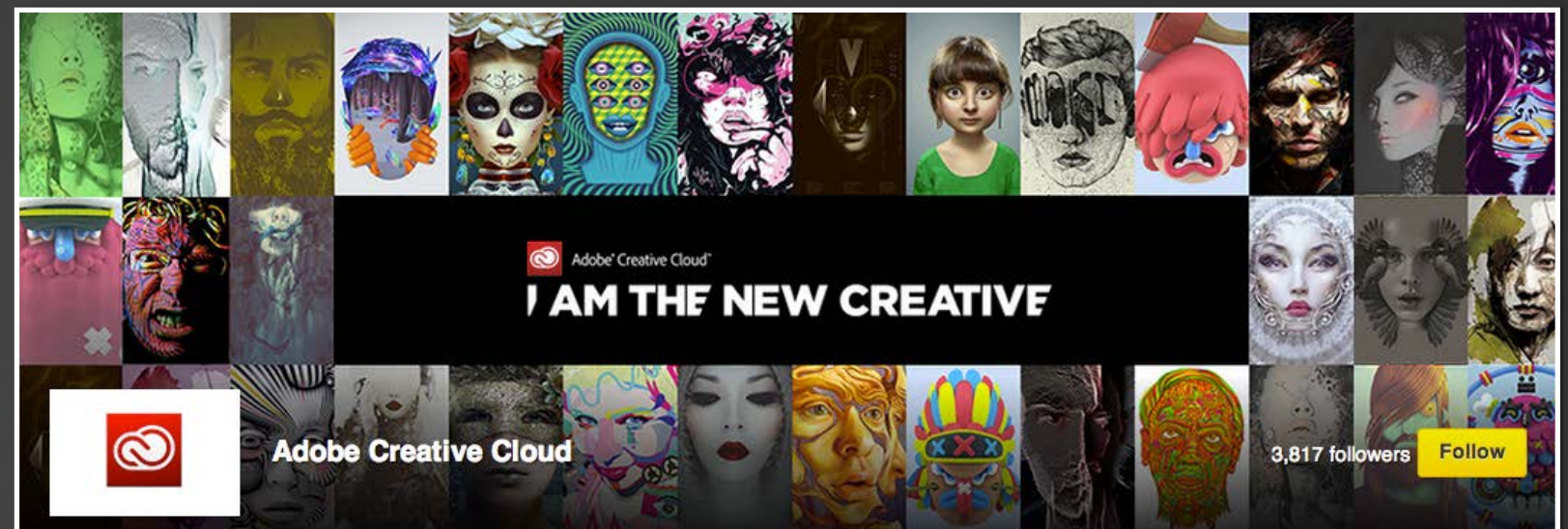
# 4 Showcase Pages

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

-- LinkedIn



PRO TIP



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





# 4 Showcase Pages

(continued)






**Adobe**  
Computer Software  
10,001+ employees

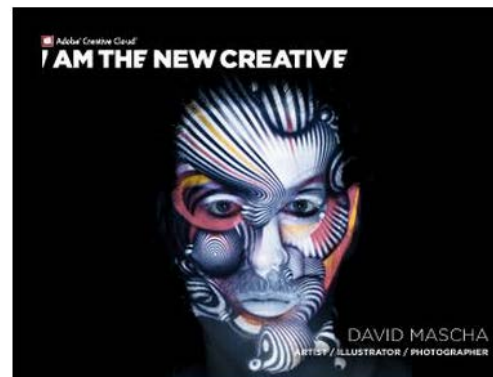


**Adobe Creative Cloud**  
3,817 followers  
[+ Follow](#)



**Adobe Marketing Cloud**  
3,533 followers  
[+ Follow](#)

**Adobe Creative Cloud** "I like working in different ways, using a variety of tools and programs that help me get from the first idea to the final work." — David Mascha. #NewCreatives illustrator, digital artist, photographer His creative freedom comes from blending ... more



Like (14) · Comment · Share · 15 days ago

[Zoë Baker, Owen Chen](#) +12

Add a comment...

**Adobe Creative Cloud** It's Creative Cloud Training Month at KelbyOne. They're offering a different online course every weekday in February. Free. The daily free course is available from 3pm - 6pm PST (6pm - 9pm EST) through Feb. 28th. Get the details: <http://adobe.ly/1xsiix>



**Adobe Creative Cloud**

[adobe.ly](http://adobe.ly) · With the breadth of digital tools available in Creative Cloud, our members have access to applications they've never used before... or never even thought to try. Maybe you're a web designer interested in learning to use our pro video tools; maybe...

Like (7) · Comment · Share · 6 days ago

[Elizabeth McKenna, Johan Holmberg](#) +5

Add a comment...

**Adobe Marketing Cloud** Discover how to turn tweets into roars and likes into loves. The latest in the Social Intelligence report: <http://adobe.ly/1dYa1G>



**Adobe Social Intelligence Report**

[youtu.be](http://youtu.be) · The Social Media Intelligence report reviews all facets of social media—paid, owned and earned. Adobe Digital Index examined over 131 billion Facebook ad impressions, more than 1 billion Facebook posts and 400 million unique visitors...

Like (14) · Comment · Share · 2 months ago

[Jordana Reim, Jason Steele](#) +12

Add a comment...

**Adobe Marketing Cloud** Welcome to the Adobe Marketing Cloud page. We'll be sharing news, tips, and best practices to help fuel you be a better marketer. Hit the 'Follow' button up above to get the latest updates so you can join the conversation.



Like (17) · Comment · Share · 3 months ago

[Ramael Akinselure, Peter Keränen](#) +15

Add a comment...

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





# 5 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 main content area displays the HubSpot logo, contact information (1-888-HubSpot x1), and a grid of service categories: Email, Sites, SEO, Marketing Automation, Landing Pages, Analytics, Social Media, and Blogging. Below this is a detailed description of HubSpot as the world's #1 inbound marketing platform, followed by a list of specialties and company information (Website, Industry, Type, Headquarters, Company Size, Founded).

On the right side, a sidebar titled "Featured Groups" is highlighted. It lists three groups:

- inbound marketers**: 99,983 members. A blue arrow points to the "Join" button with the text "Click me!".
- HubSpot Academy**: 5,119 members. A blue arrow points to the "Join" button.
- INBOUND Conference**: 462 members. A blue arrow points to the "Join" button.

At the bottom of the sidebar, there is a "Learn More »" link.

Above: Sidebar menu showing HubSpot's Featured Groups






# 6 Company Updates

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

-- LinkedIn



PRO TIP



**Commonwealth Bank**

Home Careers Products & Services

**IN A WORD, YOU**

Australia's leading provider of financial services including retail, premium, business and institutional banking, funds management, superannuation, insurance, investment and sharebroking products and services.

We are a business with more than 800,000 shareholders and over 52 range of financial services to help all Australians build and manage their financial future.

Connect with us, we'd like to hear from you:

facebook.com/commonwealthbank  
facebook.com/commonwealthbankbusiness  
twitter.com/commbank  
twitter.com/netbank  
youtube.com/commbank  
youtube.com/commbankbusiness  
blog.commbank.com.au  
ideas.commbank.com.au  
plus.google.com/+CommBank  
instagram.com/commbank [see less](#)

**Website**  
http://www.commbank.com.au/

**Industry**  
Financial Services

**Headquarters**  
Darling Park Tower 1 201 Sussex Street Sydney, NSW 2000 Australia


**Company Size**  
10,001+ employees


**Commonwealth Bank** Let's settle the debate: where is the most productive workplace... home or the office?

Like (24) · Comment (46) · Share · 9 days ago

Sara Sutton, Rebecca Manly +22

See previous comments

 **Ka Yi Ho** Perhaps this funny video helps settling the debate...  
<http://www.tastefullyoffensive.com/2014/01/a-conference-call-in-real-life.html>  
1 day ago

 **Maxwell Connell** There is no question. The workplace has three things working at home can never provide: - Motivation - Sharing of resources (physical or intangible) - Efficiency It is no coincidence that the new yahoo CEO told all work from home employees to return... [more](#)  
21 hours ago


Add a comment...


**Commonwealth Bank** Do you have retirement strategy?

Like (17) · Comment (3) · Share · 4 days ago

Melissa Ryan, Sara Sutton +15

See previous comments

 **Ashlee Anderson** I think it's all well and good to keep increasing the age. however we will need to work for longer. automatic insurance within superannuation needs to be extended. if we can work for longer then we need to make sure we're insured for death TPD and IP  
3 days ago

 **Commonwealth Bank** Interesting points, Mic and Ashlee. Thanks for the comments!  
2 days ago


Add a comment...


**Commonwealth Bank** Awaken the entrepreneur in your kids by teaching them the basics of good money management.

Like (75) · Comment (5) · Share · 7 days ago

Ben Callaghan, Naomi Bradley +73

See previous comments

 **Brendan Lonergan** Do you have similar programs tailored for persons with a disability ? I have worked in the disability sector for the past decade and have come across many people with an intellectual disability who could do with some assistance with managing their... [more](#)  
3 days ago

 **Commonwealth Bank** Great question, Brendan. The Commonwealth Bank Foundation Teaching Awards have given a number of schools working with students who have special needs \$10,000 to tailor special money management programs. A great example of this is the Kintore Street... [more](#)  
2 days ago


Add a comment...


**Commonwealth Bank** Trusted mentors and advisors are an important part of career development. Whether it's a formal relationship or just a friendly phone call, who do you go to for advice?

Like (58) · Comment (8) · Share · 1 month ago

Scott Smith, Umair Zaman +56

See previous comments

 **Tracey Newman** I too have a pool of people that I respect who I know will be comfortable in challenging me and are unfailingly kind and generous with their time and assistance.  
1 month ago

 **Commonwealth Bank** Thanks for the comments, guys. We're glad to hear that mentors are steering your careers in the right direction!  
1 month ago

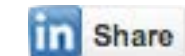
Add a comment...

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

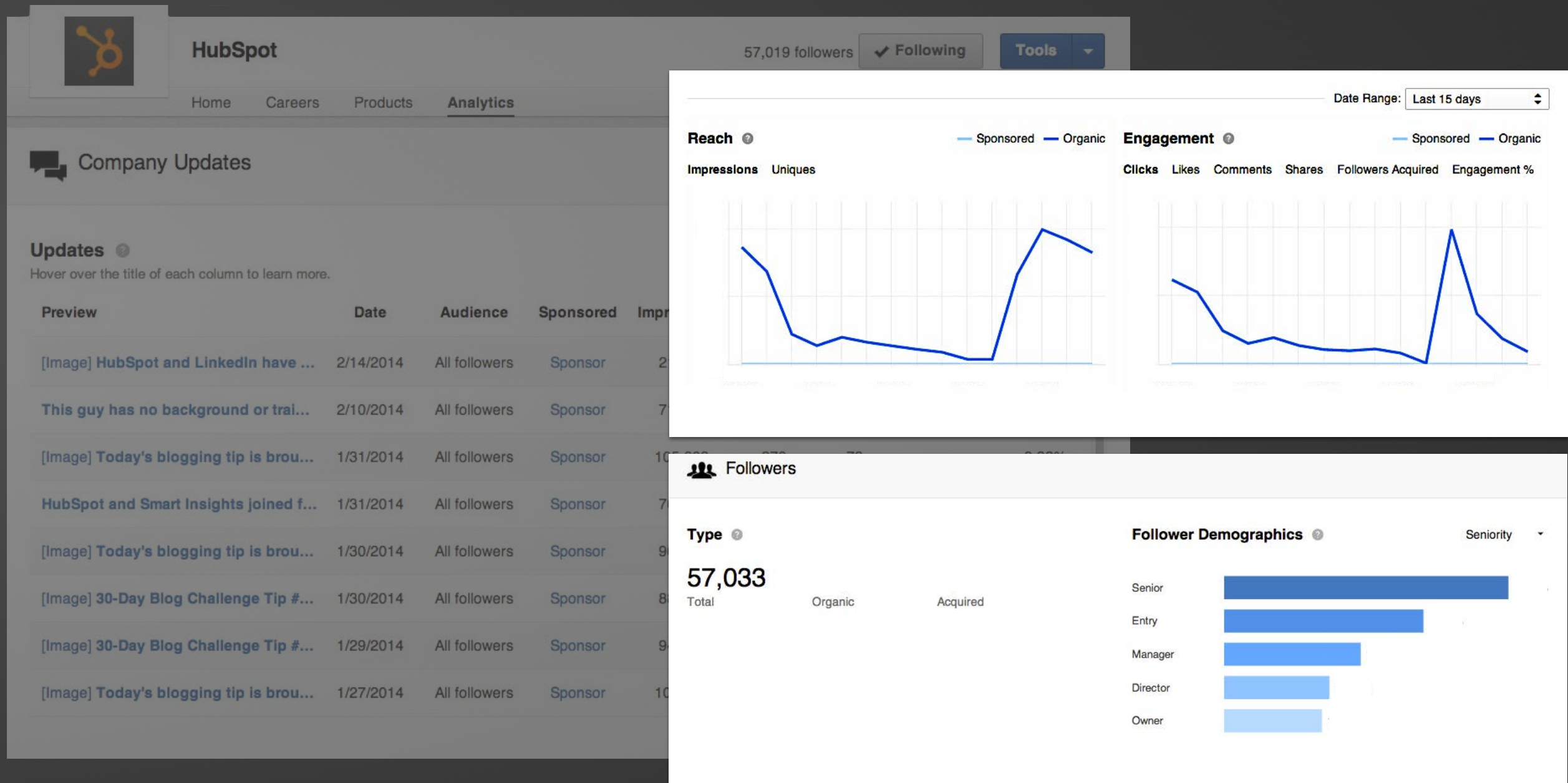


# 7 Page Analytics

“Get insight into what's working and what's not by using Company Page Analytics to test frequency, topics, and formats.” -- **LinkedIn**



PRO TIP



**Above:** Example Company Page Analytics (note: some data has been hidden)





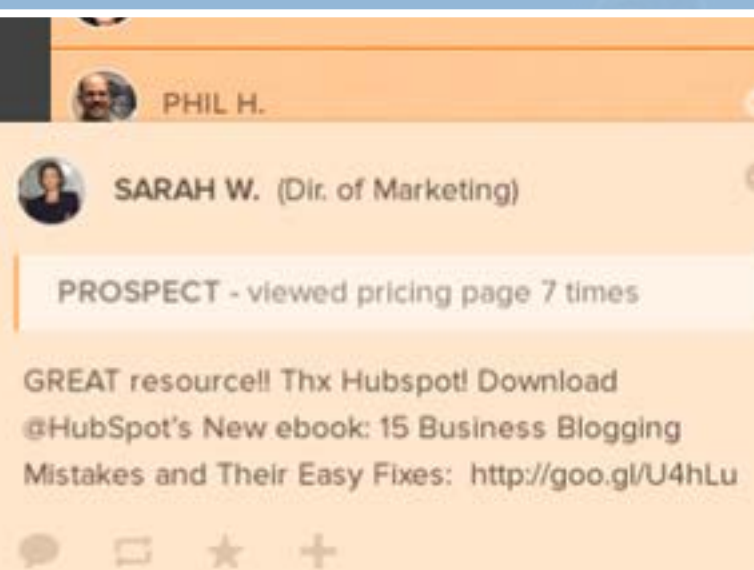
# Thanks for Reading!

Want to see how HubSpot's **Social Inbox** can help you master social media?

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Find out how Social Inbox helps you fight the noise, personalize responses & achieve social ROI.

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PHIL H.

SARAH W. (Dir. of Marketing)

PROSPECT - viewed pricing page 7 times

GREAT resource!! Thx Hubspot! Download @HubSpot's New ebook: 15 Business Blogging Mistakes and Their Easy Fixes: <http://goo.gl/U4hLu>

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Either write something worth reading or do something worth writing." - **Benjamin Franklin**

