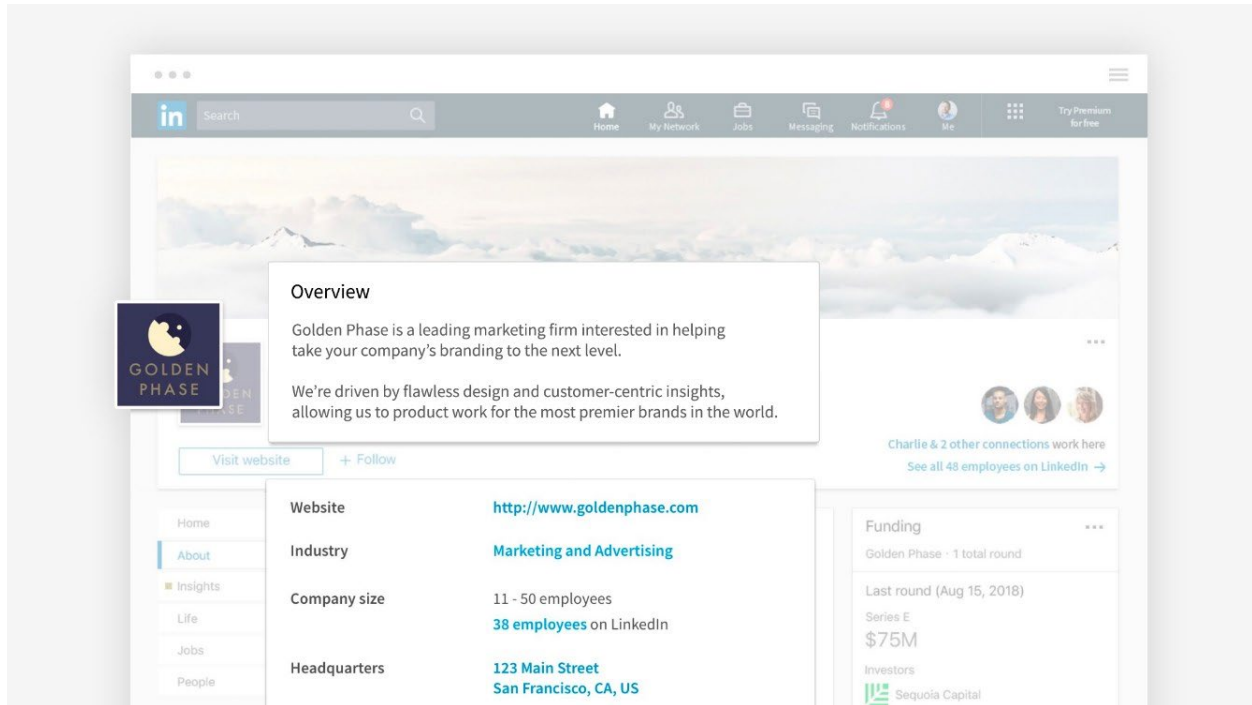


Optimizing Your LinkedIn Page for Powerful Results

Make sure your company's LinkedIn Page is well optimized and includes relevant and up-to-date information. Because Google ranks LinkedIn pages in search engines, optimizing your LinkedIn Page (like the [most followed pages on LinkedIn](#)) should be a key piece of your marketing strategy both for developing a paid strategy and for your overall marketing efforts. [According to LinkedIn](#), pages with complete information receive 30% more views than those that are incomplete.



Source: [LinkedIn](#)

1. Company logo

Your company logo is the first visual representation a user sees of your brand. Make sure you're using a recognizable brand image (like your logo) so followers can easily recognize your brand when you post content and when they're viewing your Company Page. The optimal size for a LinkedIn Page logo is [300x300 pixels](#).

2. Company overview

The company overview is your chance to tell the world who your brand is, what you do and care about, and how you can help them. Make sure to provide links to your website, blog, etc. to keep moving people through your content ecosystem. Keep this section up-to-date with relevant information and [use pertinent terms and phrases](#) related to your company and industry.

3. Cover image

Your cover image shows up right beneath your company logo on your company LinkedIn Page, which gives you a prime visual spot to showcase your brand or promote a special event happening at your company. Because your company profile is meant to showcase your brand

both as a product or service and for job searchers, make sure you're tailoring your cover image for both audiences—people looking to work from you and potential leads/customers. The optimal header cover image should be [1536x768 pixels](#).

4. Organization info

Be sure to fill in the [organization information for your company](#) for job seekers and page visitors like your website URL, industry, location, and company size.

5. Recent page updates

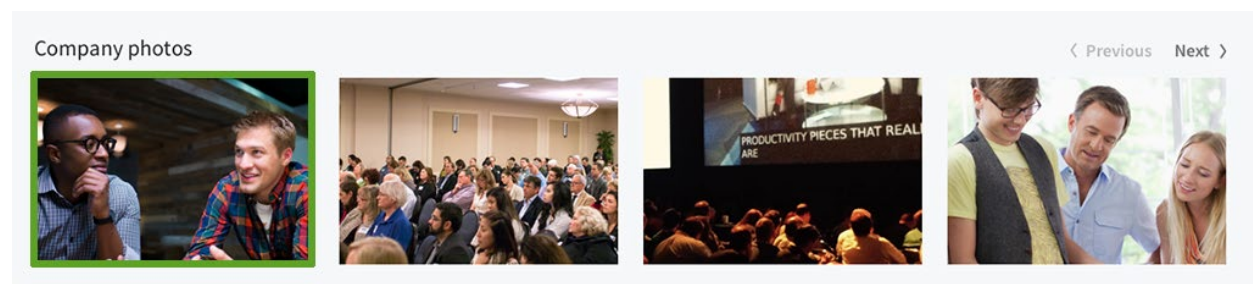
Your recent updates section is the timeline where all of your company content updates live. Make sure you're regularly posting content ([at least weekly, to see 2x better engagement](#), according to LinkedIn) to drive traffic to your blog posts, promotions, offers, and job opportunities.

6. Showcase Pages

[Showcase Pages](#) are subsets of your main page and can feature brand initiatives, other brands under your company's name, or business units. These pages function like LinkedIn Pages and have analytics and the ability to post updates but aren't linked to specific employees. As an example, LinkedIn uses Showcase Pages like the [LinkedIn Marketing Solutions](#) page to focus on relevant content for marketers, by marketers.

7. Company photos

Add photos of your employees, company culture, or office space. Choose photos that are [900x600 pixels](#) as an optimal size.



Source: [LinkedIn](#)

For more information on setting up the best possible page for your company on LinkedIn, review [LinkedIn's best practices for LinkedIn Pages](#) and [get inspired by other businesses with fantastic company pages](#).

Don't forget! Having a [LinkedIn Page](#) is required if you want to set up ad campaigns. Make sure yours is well-optimized before you create your first ad.