

Creating the Perfect LinkedIn Company Page

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**

2 Logo & Banner Image

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

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**

4 Showcase Pages

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

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**

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**

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**