

LinkedIn Business Page

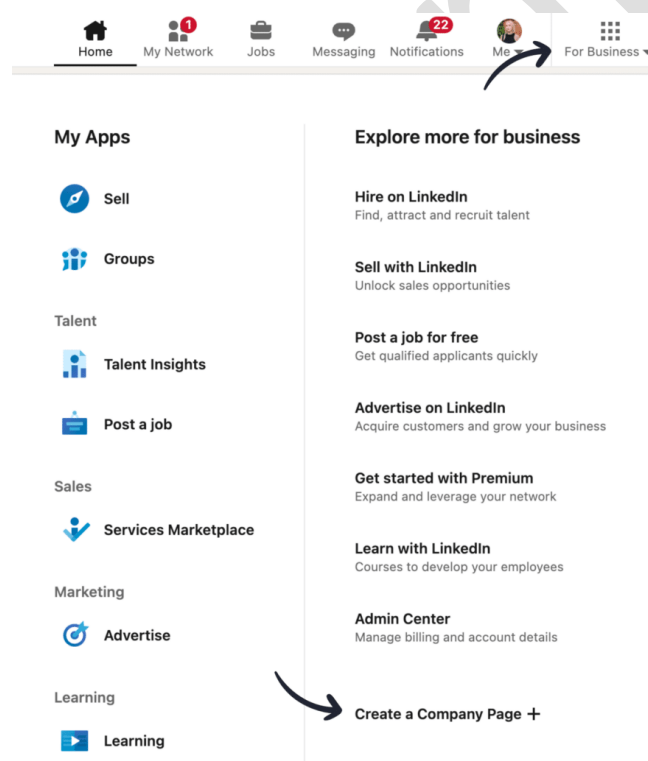
Before creating a LinkedIn Company Page, you must have a personal LinkedIn profile.

These are the steps you need to take to create a company page on LinkedIn:

1. Log in to LinkedIn
2. Choose the type of LinkedIn page to create
3. Fill out your business details
4. Use branded visuals for your profile and cover image
5. Complete your profile

1. Log In to LinkedIn

To start creating your LinkedIn Business Page, you first need to log in to your personal LinkedIn account. If you don't have an account, sign up by providing your name, email address, and password.



- Click on the “For Business” icon (a grid) at the top right corner of the page.
- Select “Create a Company Page” from the dropdown menu.

2. Choose the Type of LinkedIn Page to Create

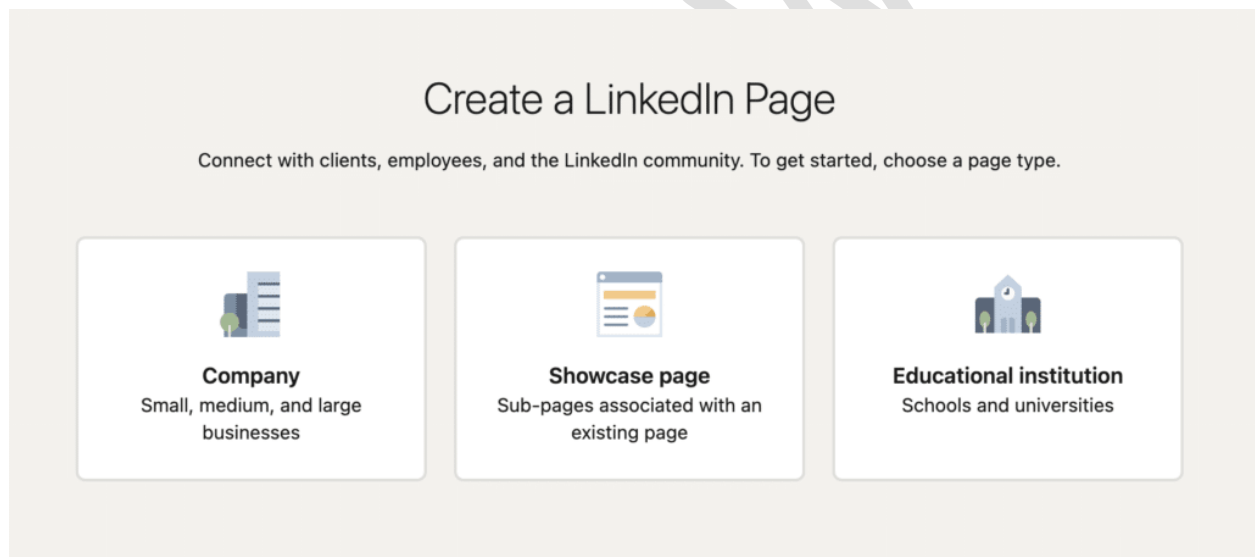
Once you’re logged in to your LinkedIn account, it’s time to choose the type of page you want to create.

LinkedIn offers several options based on the nature and needs of your business:

Company: For any type of business enterprise.

Showcase Page: For creating a sub-page under an existing LinkedIn Company Page to highlight a specific brand, business unit, or initiative.

Educational Institution: For schools, universities, and other educational organizations.



3. Fill Out Your Business Details

After selecting the type of LinkedIn page you want to create, you'll need to fill out your business details.

Name*

Add your organization's name

linkedin.com/company/*

Add your unique LinkedIn address

[Learn more about the Page Public URL](#)

Website

Begin with http://, https:// or www.

Industry*

ex: Information Services

Organization size*

Select size

Organization type*

Select type

Logo

 Choose file

Upload to see preview

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline

ex: An information services firm helping small businesses succeed.

Use your tagline to briefly describe what your organization does. This can be changed later. 0/120

4. Use Branded Visuals for Your Profile and Cover Image

To make your LinkedIn Business Page look professional, add your company logo. Click on the logo placeholder and upload a high-quality image of your logo.

5. Complete Your Profile

Completing your LinkedIn Business Page profile helps visitors understand your business better.

Video Tutorial →

<https://www.youtube.com/watch?v=nYyZVbqknq0>