

LinkedIn Company Page Checklist

Profiles / Advertising / Sales Navigator



*DISCLAIMER: Based on the algorithm at the time of writing...



Is your LinkedIn company page optimised?

Your company page will represent your business to prospects who find you through LinkedIn. In this respect, it can be as important (if not more so) than your website. Ensure you have all your basics covered, look at this as an opportunity to provide engaging information about you and your products and services.

In this checklist, you'll find:

How to complete each section of your company page

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Tips for optimising your company page, going beyond the basics

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How to complete each section of your company page

Company page basics

1. Your company page information is accurate:
 - ☐ Website URL
 - ☐ Phone number
 - ☐ Location
 - ☐ Industry
 - ☐ Company size, type and year founded
2. Your tagline is consistent with other social media accounts and/ or your website.
3. Your company logo and LinkedIn banner/cover photo match your other social media channels.
4. The 'About Us' section concisely describe your company and answers the below:
 - ☐ What does your company do?
 - ☐ Where it is located and operates?
 - ☐ What are your brand values and missions?
 - ☐ How can users contact you to learn more?
5. If you'd like users to be able to message your page, ensure your page's 'Message' button option is turned on.

TIP

For best results, your LinkedIn Company logo should be 400 x 400 px, while the best size for your header image is 1128 x 191 px.



Tips for optimising your company page, going beyond the basics

Optimising your company page

1. Add up to three industry-relevant hashtags to your page.
2. Add Specialties to your Company page which can help improve your SEO.
3. Customise the CTA on your company page. You can add one of the following: Contact Us, Learn More, Register, Sign Up, Visit Website. Choose the most relevant one for your business and goals.
4. Encourage company employees to connect with the page.
5. Add Showcase Pages to highlight the different aspects of your business.
 - ☐ Post regularly on these pages with content targeted to the page's audience.
6. Add Careers Pages to showcase your company's work culture and job opportunities.
 - ☐ Further enhance your Careers page by leveraging the Life/ What We Do tab.
7. Get recommendations and endorsements from team members, associates and clients.
8. If looking to generate leads, consider adding a Lead Gen form to your page.
9. Share content that is relevant to your industry and followers, such as:
 - ☐ Company updates
 - ☐ Industry news
 - ☐ Job openings
 - ☐ Behind-the-scenes content

TIP

Prospective clients often tell us that adding new content to their website can be time-consuming. Use Showcase Pages to quickly add new content and test how effective it is by deep linking this content from your emails and social posts.

Hopefully, you'll be feeling like a LinkedIn expert after going through all of these checklists...

... but if you're still looking for some guidance on any aspect of LinkedIn, feel free to get in touch with us with any questions.

info@webstarsltd.com | webstarsltd.com

