

**A VISUAL GUIDE TO**

**CREATING THE PERFECT  
LINKEDIN  
COMPANY PAGE**



**BIGFOOT  
MEDIA**  
MAKE AN IMPRESSION

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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:**

**Asher Angell**

Digital Media Consultant

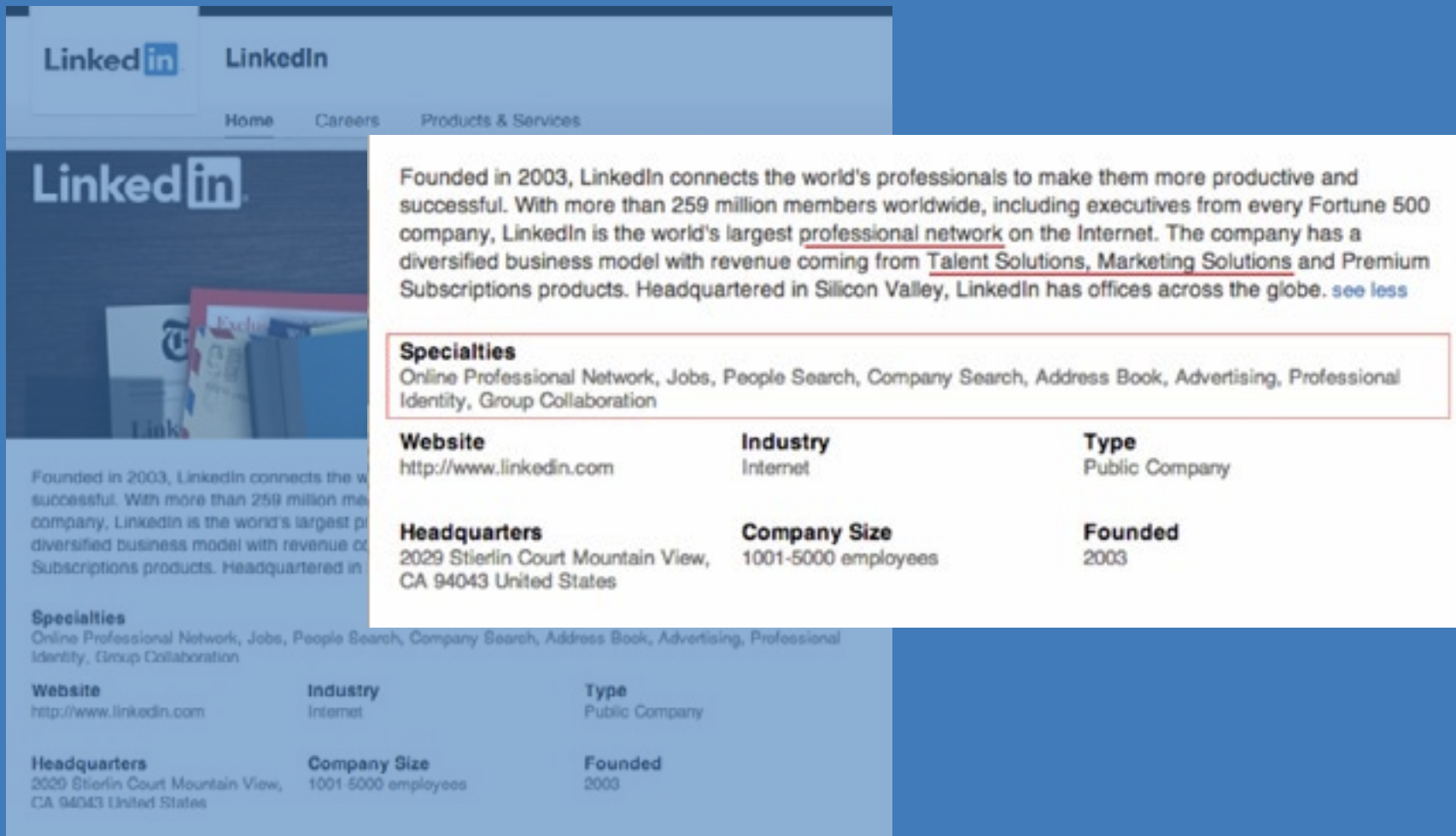
vBigfoot Media

@bigfootblue



# 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**



The image shows a screenshot of the LinkedIn company page for LinkedIn. The page features a blue header with the LinkedIn logo and navigation links for Home, Careers, and Products & Services. Below the header is a large image of a LinkedIn document. The main content area contains a detailed description of the company, followed by a 'Specialties' section, and a table of key company information.

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> http://www.linkedin.com	<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

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

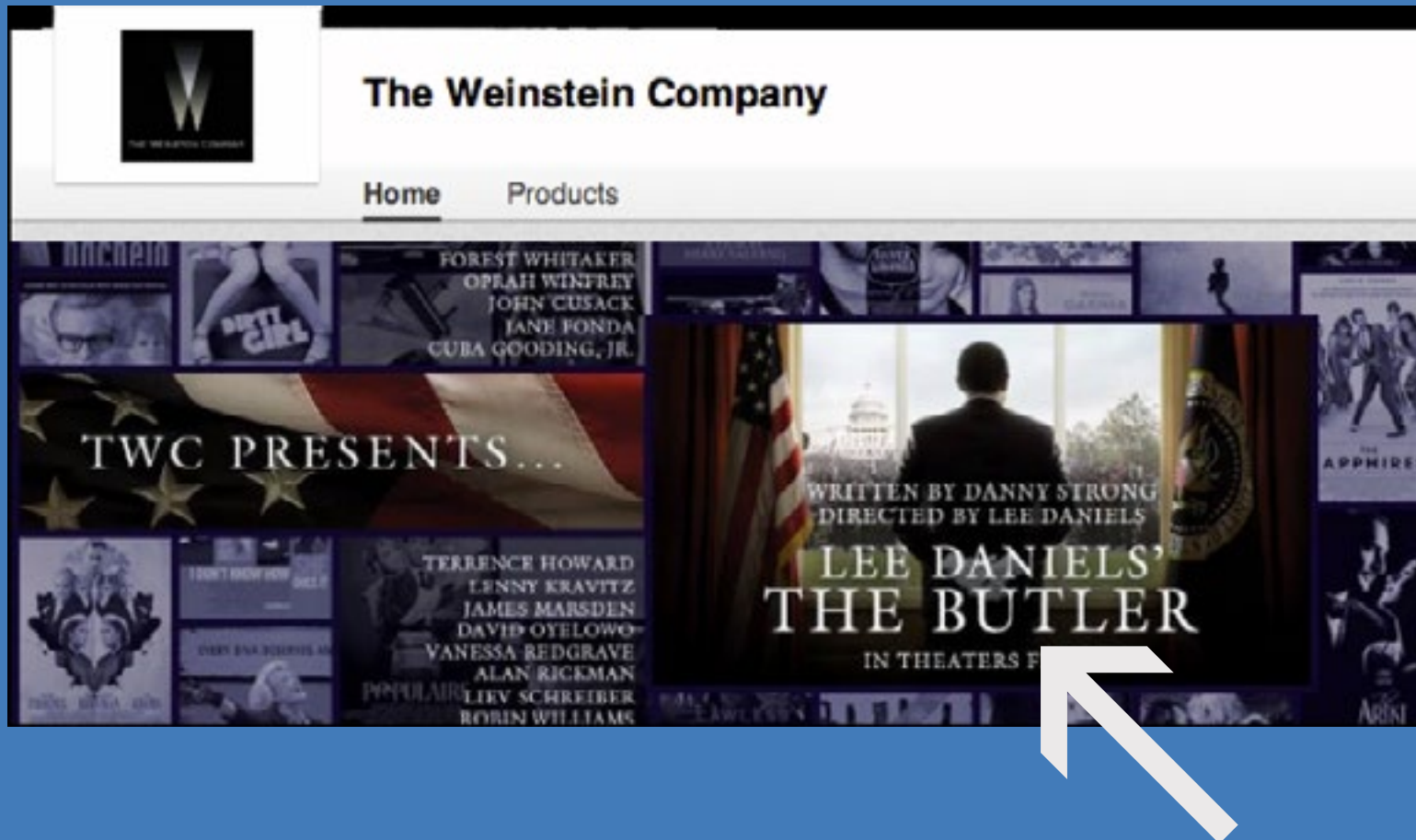
PRO TIP



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

# 2 Logo & Banner

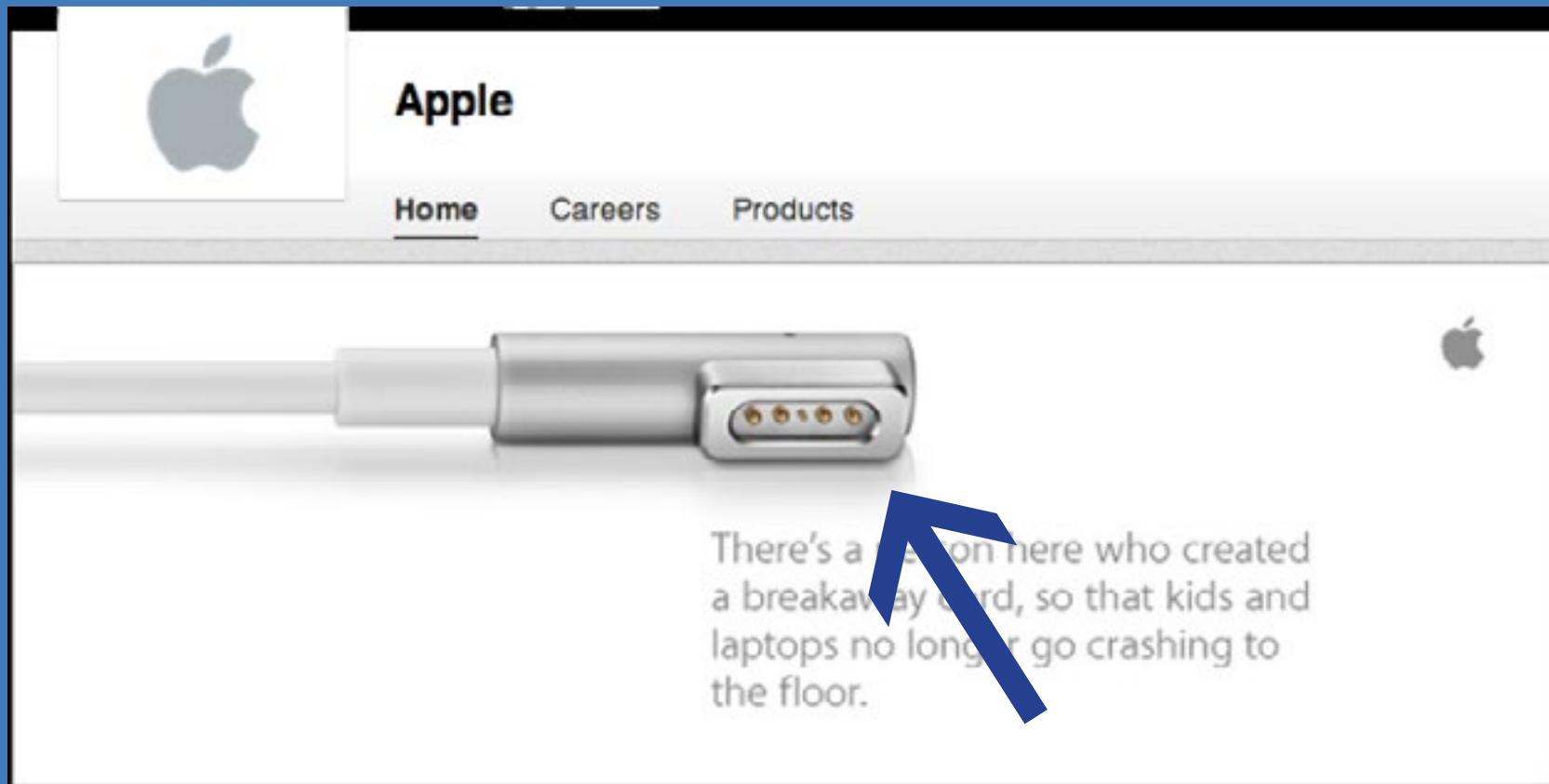
(continued)



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

# 2 Logo & Banner

(continued)

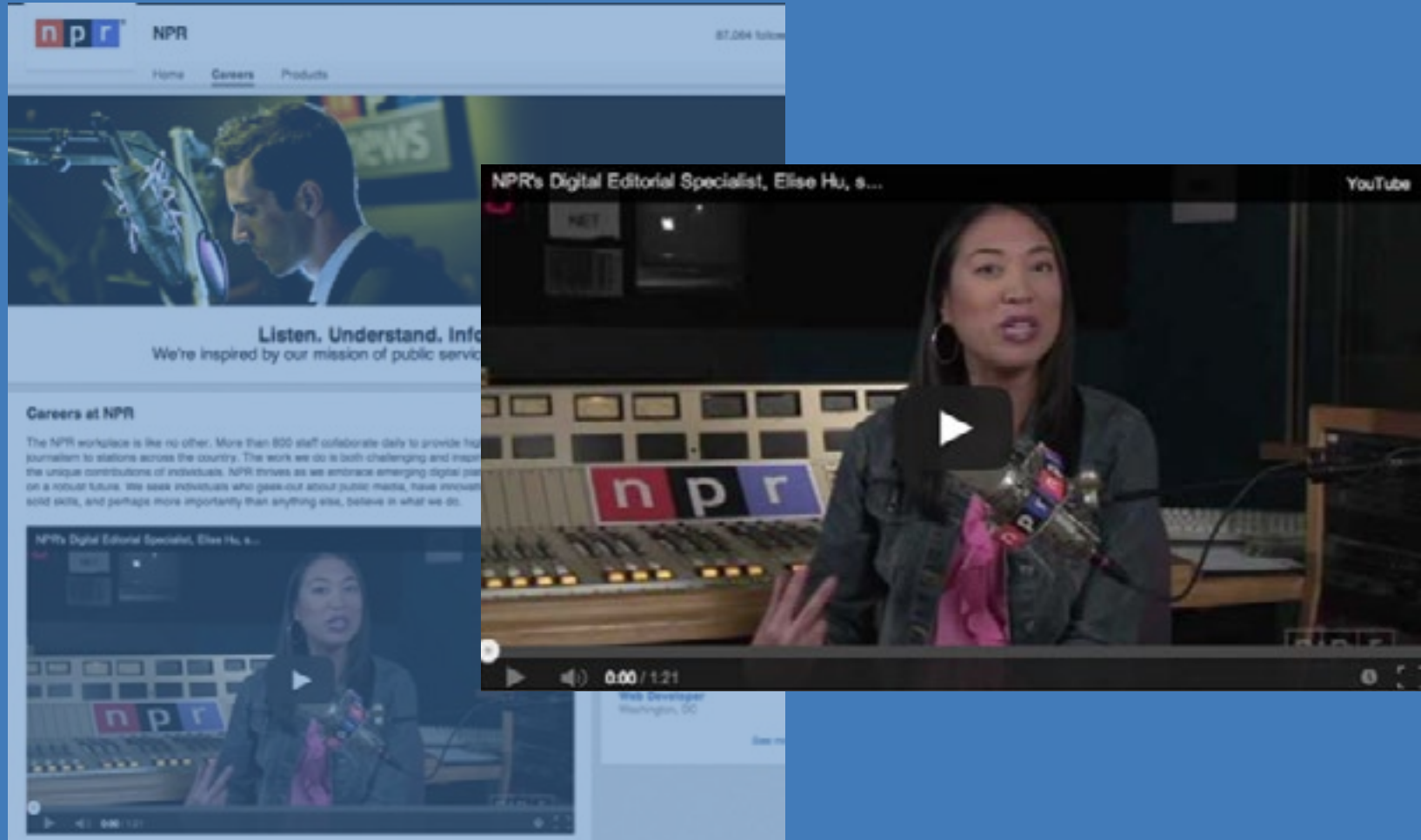


Above: Apple's Company Page cover image, which highlights a product feature

# 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**



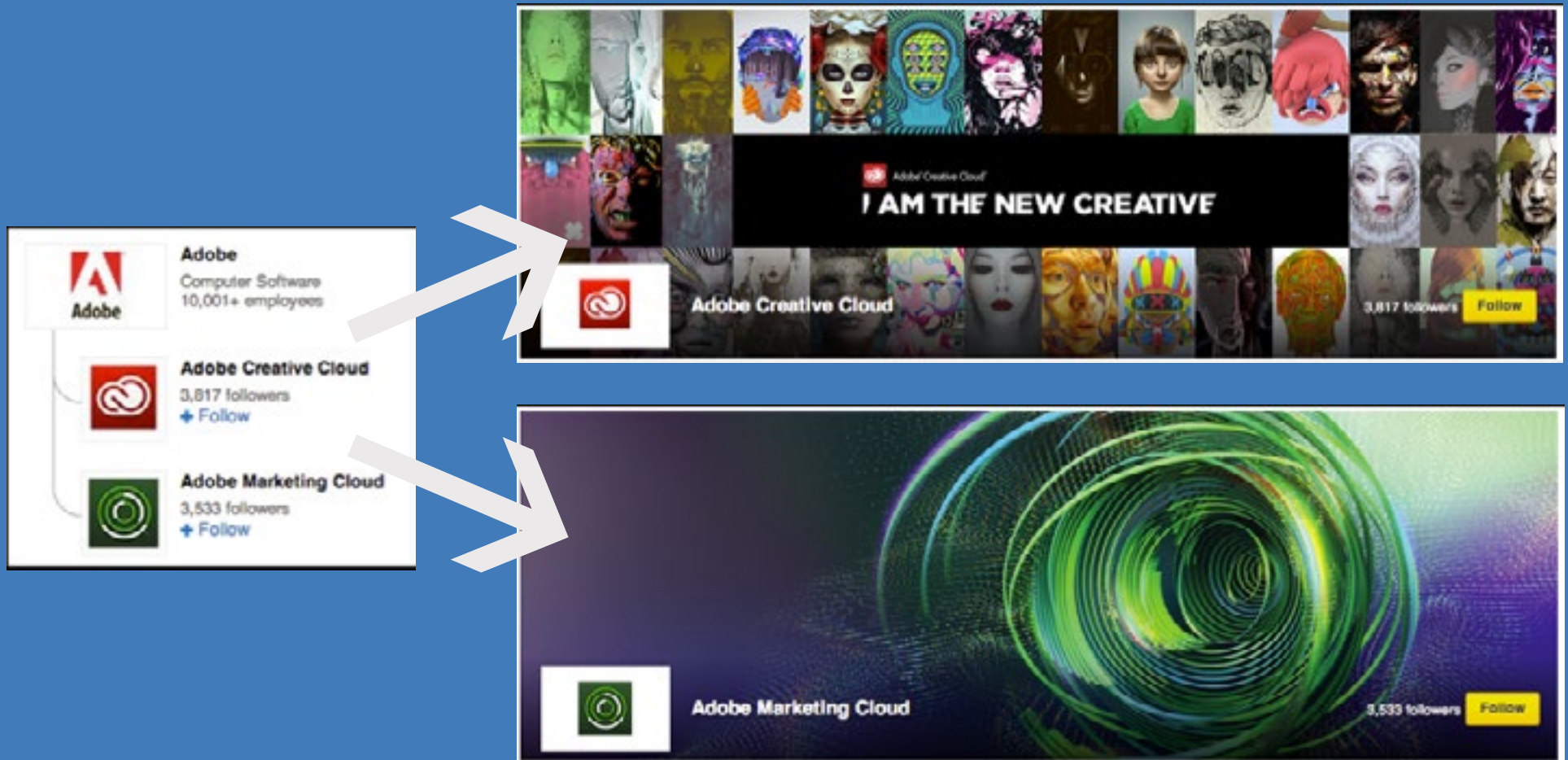
Above: NPR's Careers Page on LinkedIn, which features an employee video

# 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)

The image displays a collection of social media content from Adobe. On the left is a profile overview for Adobe, showing the company logo, name, industry (Computer Software), and employee count (10,001+). Below this are links to Adobe Creative Cloud (3,817 followers) and Adobe Marketing Cloud (3,533 followers). Two large white arrows point from this overview to the right, where three individual social media posts are shown. The top post is for Adobe Creative Cloud, featuring a quote from David Mascha and a graphic titled 'I AM THE NEW CREATIVE'. The middle post is for Adobe Marketing Cloud, featuring a 'Social Intelligence Report' with a play button icon. The bottom post is also for Adobe Marketing Cloud, featuring a photo of a man in a suit sitting in a lecture hall. Each post includes text, a link, and engagement metrics like 'Like' and '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

PRO TIP

The image shows a screenshot of the HubSpot LinkedIn company page. The page header includes the HubSpot logo, name, and follower count (57,013). Below the header is a navigation bar with 'Home', 'Careers', and 'Products'. A large banner features a phone icon and the text 'Questions? Call us. 1-888-HubSpot x1' along with a photo of three HubSpot employees. Below the banner is a row of service icons: Email, Sales, SEO, Marketing Automation, Landing Pages, Analytics, Social Media, and Blogging. The main content area contains a paragraph about HubSpot's inbound marketing platform, followed by a 'Specialties' section and a table with company details.

Website	Industry	Type
<a href="http://www.hubspot.com">http://www.hubspot.com</a>	Internet	Privately Held

Headquarters	Company Size	Founded
25 First Street 2nd Floor Cambridge, MA 02141 United States	501-1000 employees	2005

The 'Featured Groups' sidebar is highlighted with a white box. It lists three groups:

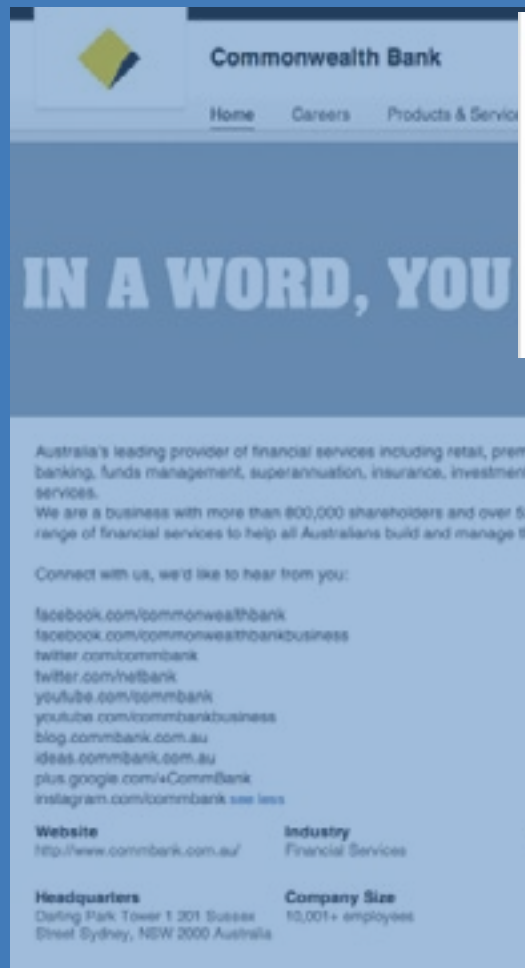
- Inbound Marketers -...** 99,983 members. A blue arrow points to the '+ Join' button with the text 'Click Me!'.
- HubSpot Academy** 5,119 members. '+ Join' button.
- INBOUND Conference** 462 members. '+ Join' button.

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 services.

We are a business with more than 800,000 shareholders and over 5,000 branches across Australia, offering a range of financial services to help all Australians build and manage their financial future.

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

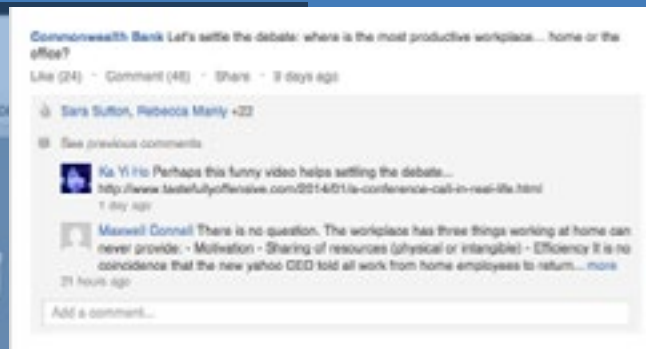
- facebook.com/commonwealthbank
- facebook.com/commonwealthbankbusiness
- twitter.com/commbank
- twitter.com/velbank
- youtube.com/commbank
- youtube.com/commbankbusiness
- blog.commbank.com.au
- ideas.commbank.com.au
- plus.google.com/+CommBank
- instagram.com/commbank

**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 (48) · Share · 7 days ago

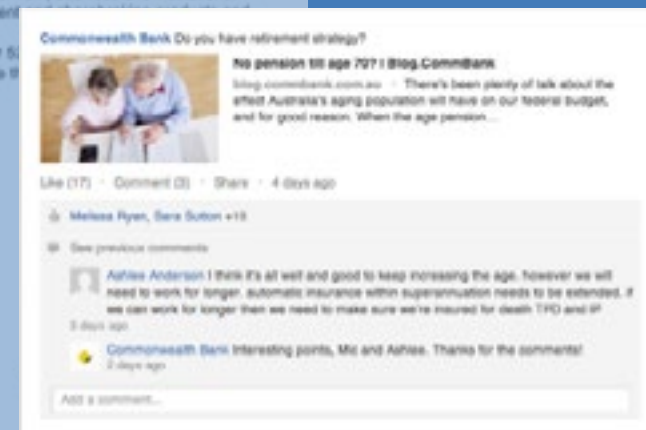
Sara Sutton, Rebecca Marly +22

See previous comments

Ke Yi Ho Perhaps this funny video helps settling the debate...  
<http://www.tatefullyoffensive.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: - Multitask - 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 (2) · Share · 4 days ago

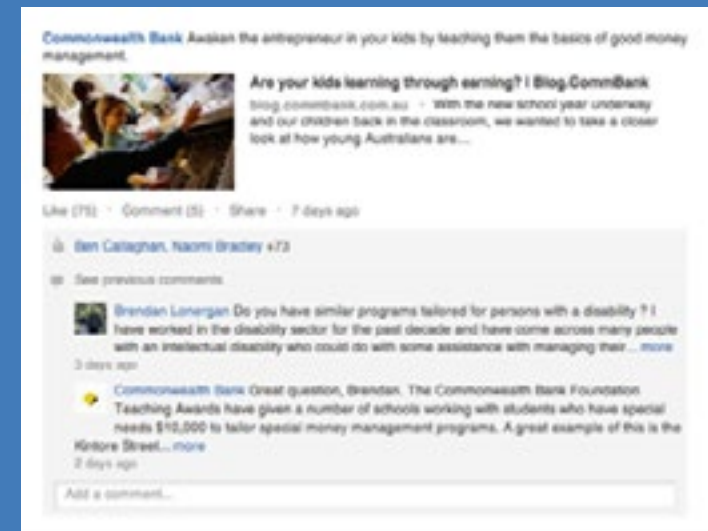
Melissa Ryan, Sara Sutton +18

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, Mel and Ashlee. Thanks for the comments!  
2 days ago

Add a comment...



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

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

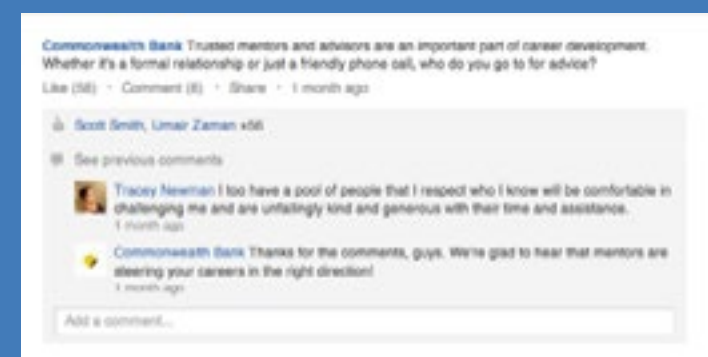
Ben Callaghan, Naomi Bratley +73

See previous comments

Brandon Limeran 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, Brandon. 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 Kingsre 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 (56) · Comment (8) · Share · 1 month ago

Scott Smith, Umar Zaman +66

See previous comments

Tracy 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

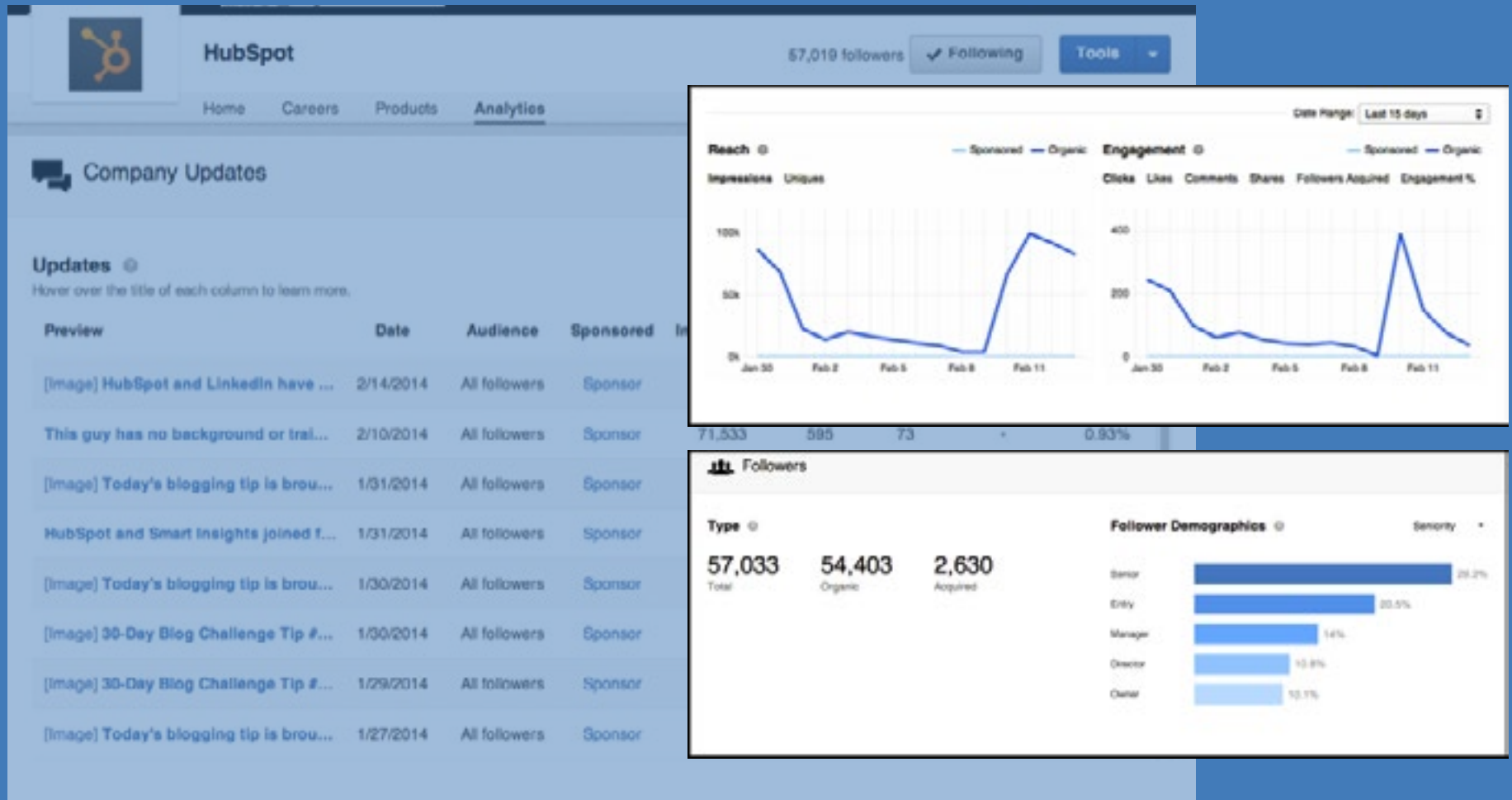
Add a comment...

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)



Bigfoot Media is a full service digital marketing company based in Greenville SC offering creative, cutting-edge, inbound marketing solutions that help your business thrive. vv



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