

A VISUAL GUIDE TO

# CREATING THE PERFECT LINKEDIN COMPANY PAGE

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WESTERN SKY  
CREATIVE

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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. Thanks!

**Tim Flaman**

Principal, Western Sky Creative

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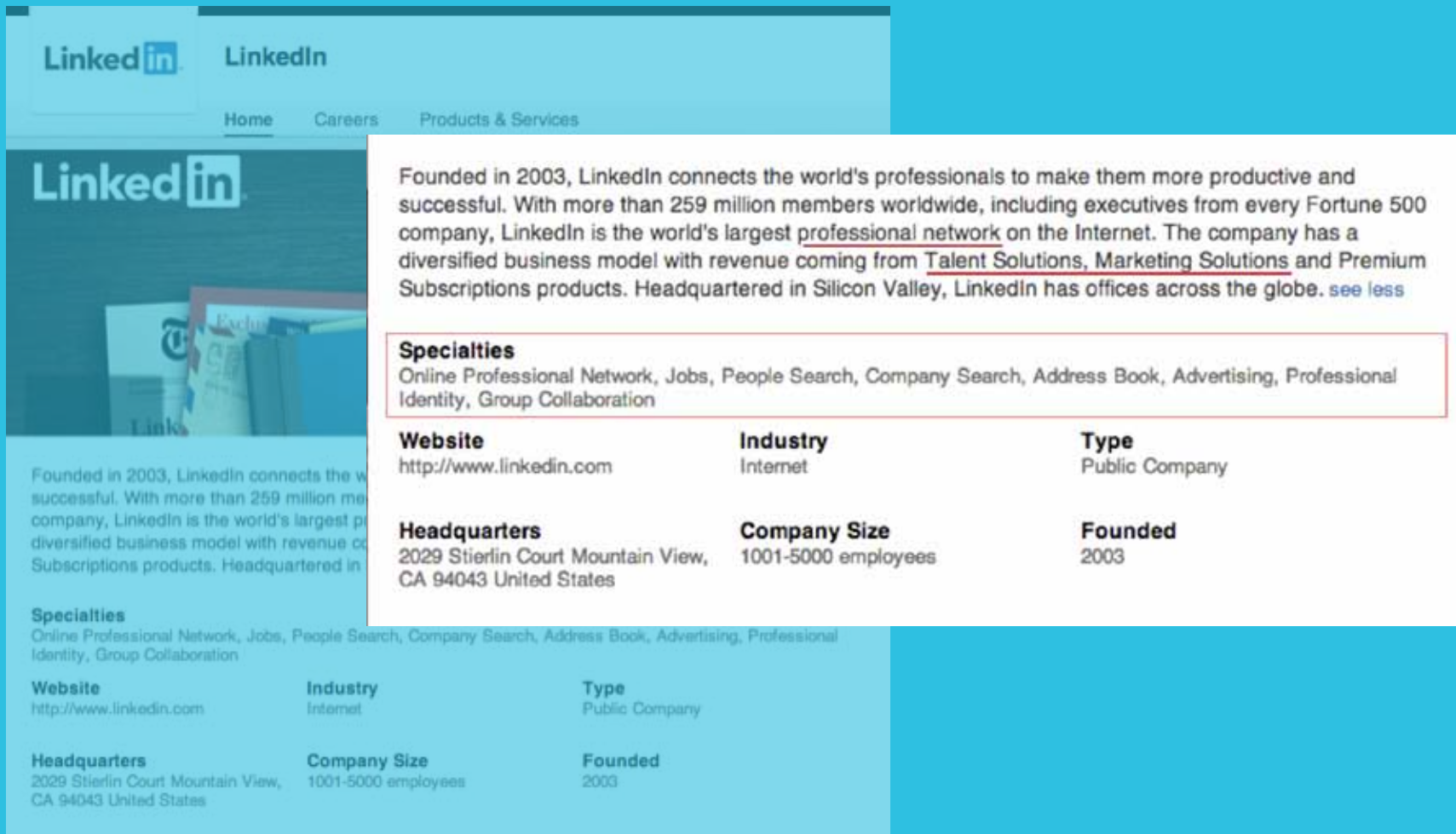
403.999.8922



# 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**

PRO TIP



The image shows a screenshot of the LinkedIn Company Page for LinkedIn. The page features a navigation bar with 'Home', 'Careers', and 'Products & Services'. The main content area includes a large header image with the LinkedIn logo, a detailed company description, and a 'Specialties' section. Below this, there are three columns of key information: Website, Industry, Type, Headquarters, Company Size, and Founded.

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

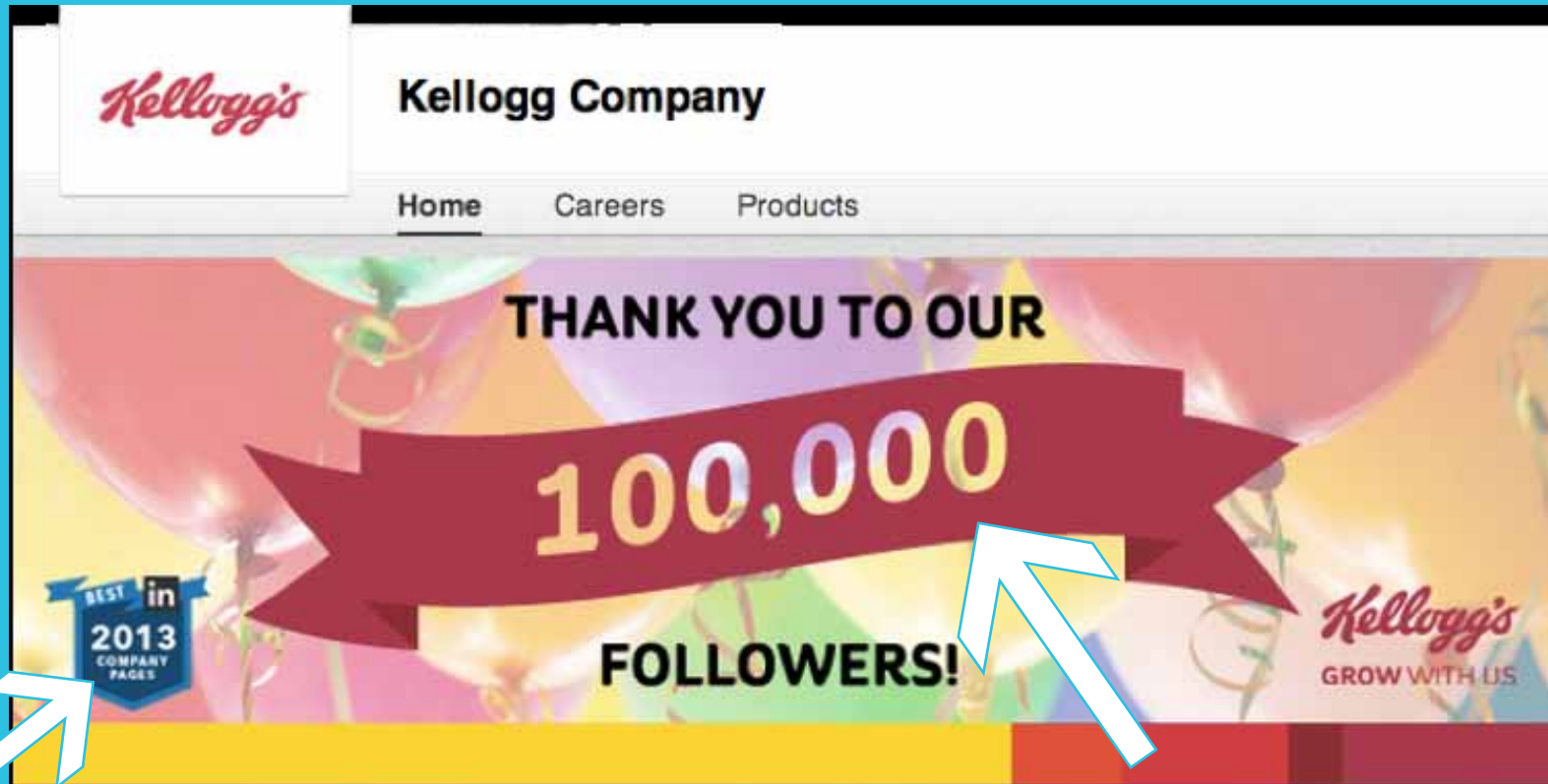
Above: Company overview from LinkedIn's Company Page

# 2 Logo & Banner

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

-- LinkedIn

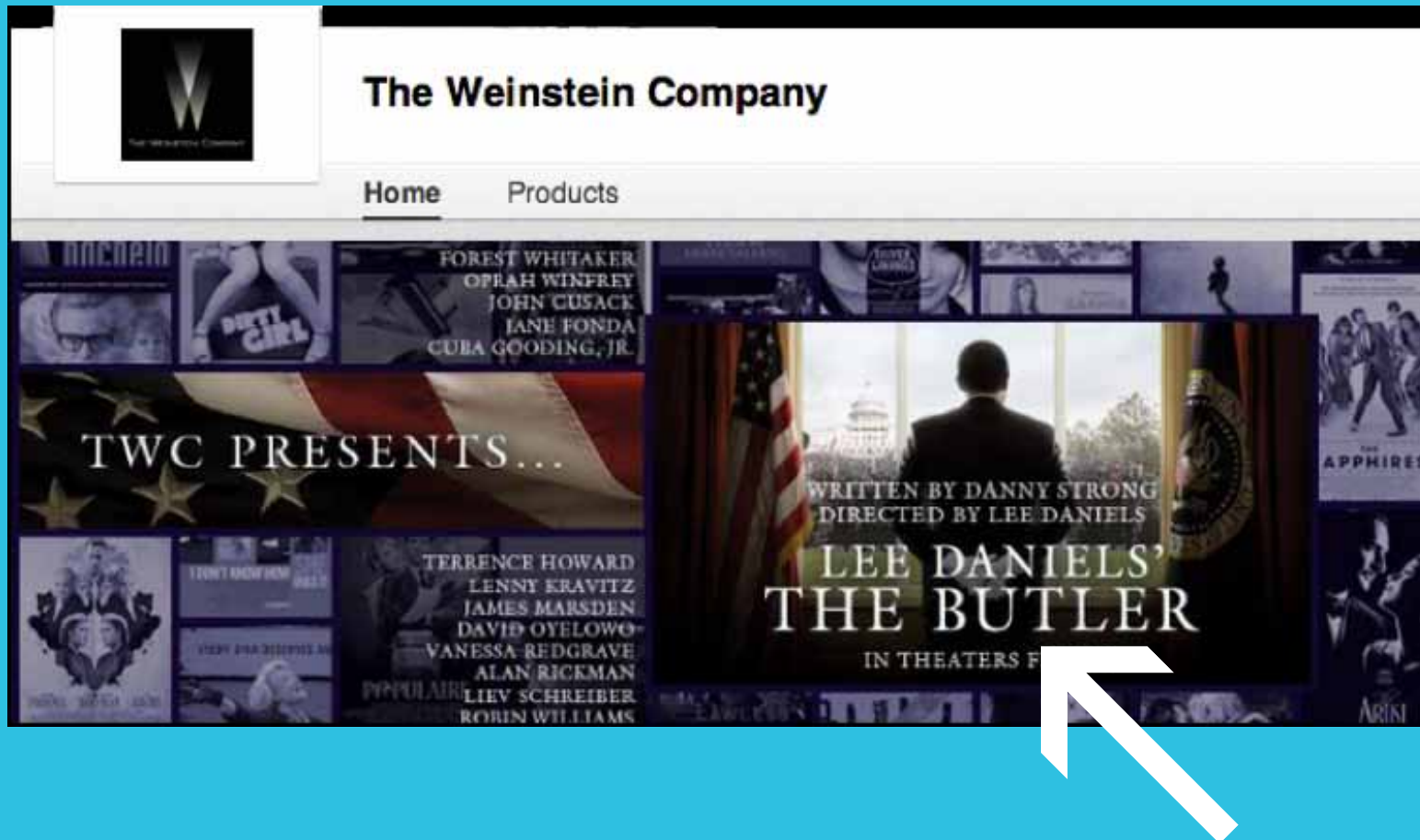
PRO TIP



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

# 2 Logo & Banner

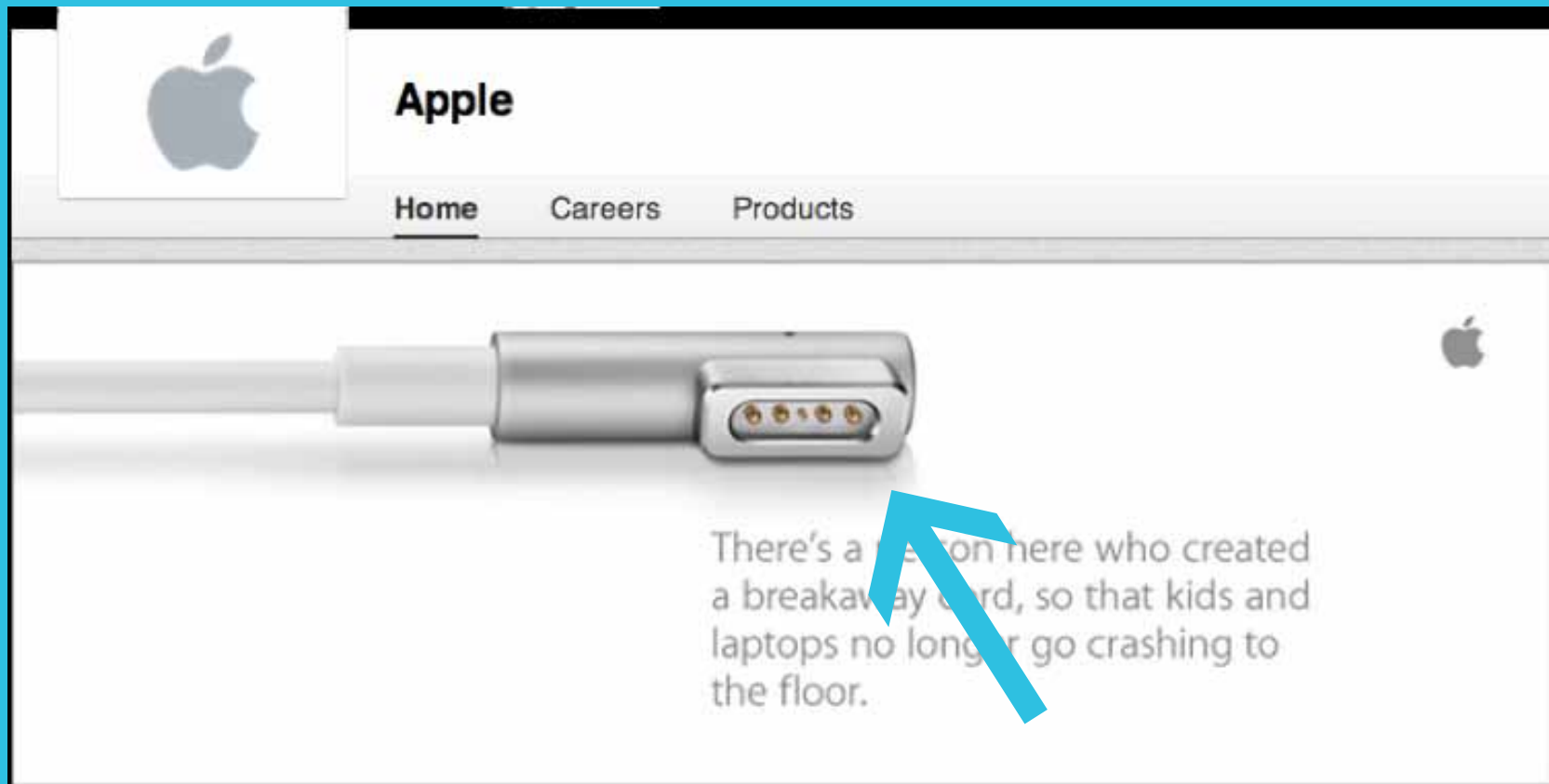
(continued)



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

# 2 Logo & Banner

(continued)

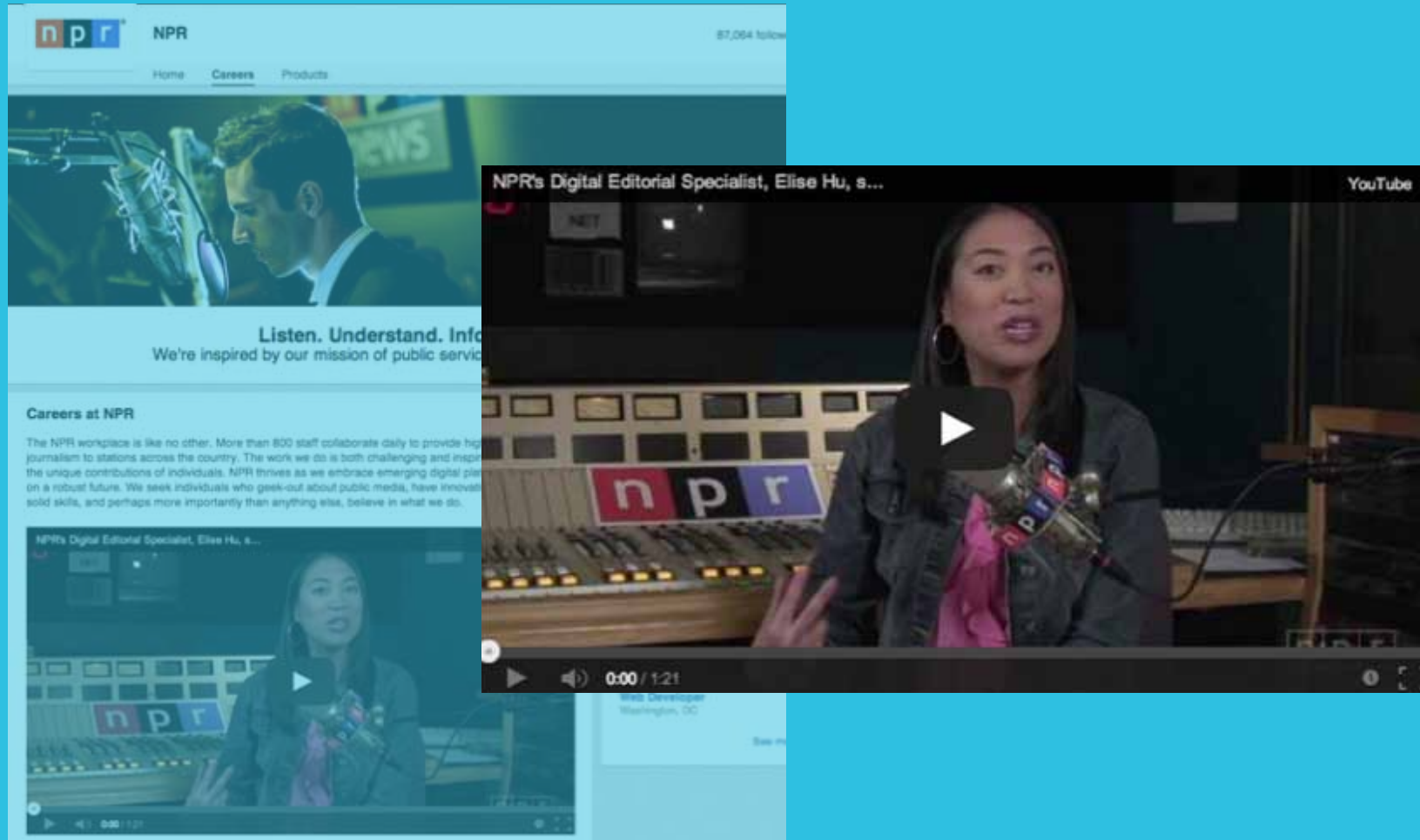


Above: Apple's Company Page cover image, which highlights a product feature

# 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



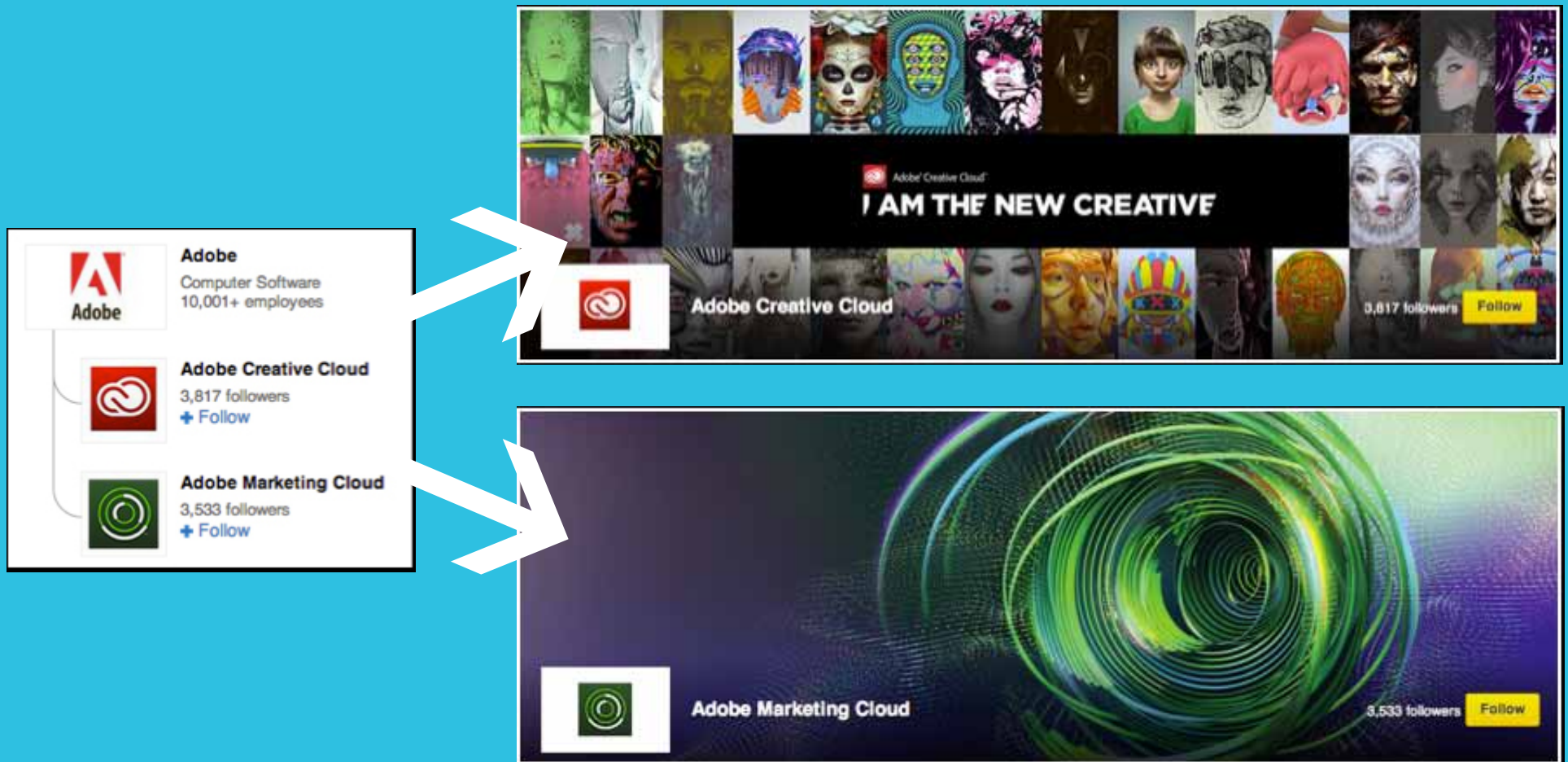
Above: NPR's Careers Page on LinkedIn, which features an employee video

# 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 example posts are shown. The top post is from Adobe Creative Cloud, featuring a quote from David Mascha and a graphic titled 'I AM THE NEW CREATIVE'. The middle post is from Adobe Marketing Cloud, announcing a Social Intelligence report. The bottom post is from Adobe Marketing Cloud, welcoming users to the Marketing Cloud page. Each post includes engagement metrics like likes and comments, and a comment input field.

**Adobe**  
Computer Software  
10,001+ employees

**Adobe Creative Cloud**  
3,817 followers  
+ Follow

**Adobe Marketing Cloud**  
3,533 followers  
+ Follow

**Adobe Creative Cloud** "I like working in different ways, using a variety of tools and programs that help me get from the first idea to the final work." — David Mascha. #NewCreatives illustrator, digital artist, photographer His creative freedom comes from blending... more

**I AM THE NEW CREATIVE**

Like (14) · Comment · Share · 15 days ago

Elizabeth McKenna, Johan Holmberg +6

Add a comment...

**Adobe Creative Cloud** It's Creative Cloud Training Month at KelbyOne. They're offering a different online course every weekday in February. Free. The daily free course is available from 3pm - 6pm PST (6pm - 9pm EST) through Feb. 28th. Get the details: <http://adobe.ly/1ixs1kx>

**Adobe Creative Cloud** adobe.ly · With the breadth of digital tools available in Creative Cloud, our members have access to applications they've never used before... or never even thought to try. Maybe you're a web designer interested in learning to use our pro video tools; maybe...

Like (7) · Comment · Share · 8 days ago

Elizabeth McKenna, Johan Holmberg +6

Add a comment...

**Adobe Marketing Cloud** Discover how to turn tweets into roars and likes into loves. The latest in the Social Intelligence report: <http://adobe.ly/1dYx1Q>

**Adobe Social Intelligence Report** youku.be · The Social Media Intelligence report reviews all facets of social media—paid, owned and earned. Adobe Digital Index examined over 131 billion Facebook ad impressions, more than 1 billion Facebook posts and 400 million unique visitors...

Like (14) · Comment · Share · 2 months ago

Jordana Reim, Jason Steele +12

Add a comment...

**Adobe Marketing Cloud** Welcome to the Adobe Marketing Cloud page. We'll be sharing news, tips, and best practices to help fuel you to be a better marketer. Hit the "Follow" button up above to get the latest updates so you can join the conversation.

Like (17) · Comment · Share · 3 months ago

Ramasi Aksoelaru, Peter Karänen +15

Add a 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 navigation links for Home, Careers, and Products. A banner features the text "Questions? Call us. 1-888-HubSpot x1" and 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 of company information.

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	2006

The "Featured Groups" sidebar is highlighted with a white background. 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.

A "Learn More" link is visible at the bottom of the sidebar.

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 50 years of experience providing 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/netbank
- youtube.com/commbank
- youtube.com/commbankbusiness
- blog.commbank.com.au
- ideas.commbank.com.au
- plus.google.com/+CommBank
- instagram.com/commbank see less

**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 (46) · Share · 9 days ago

Sera Sutton, Rebecca Manly +22

See previous comments

Ka Yi Ho Perhaps this funny video helps settling the debate...  
<http://www.tastefullyoffensive.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: - Motivation - 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 (3) · Share · 4 days ago

Melissa Ryan, Sara Sutton +15

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 than we need to make sure we're insured for death TPD and IP  
3 days ago

Commonwealth Bank Interesting points, Mic and Ashlee. Thanks for the comments!  
2 days ago

Add a comment...

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

Like (73) · Comment (3) · Share · 7 days ago

Ben Callaghan, Naomi Bratley +73

See previous comments

Brendan Lonergan 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, Brendan. 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 Kintore 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 (88) · Comment (8) · Share · 1 month ago

Scott Smith, Umar Zaman +58

See previous comments

Tracey 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

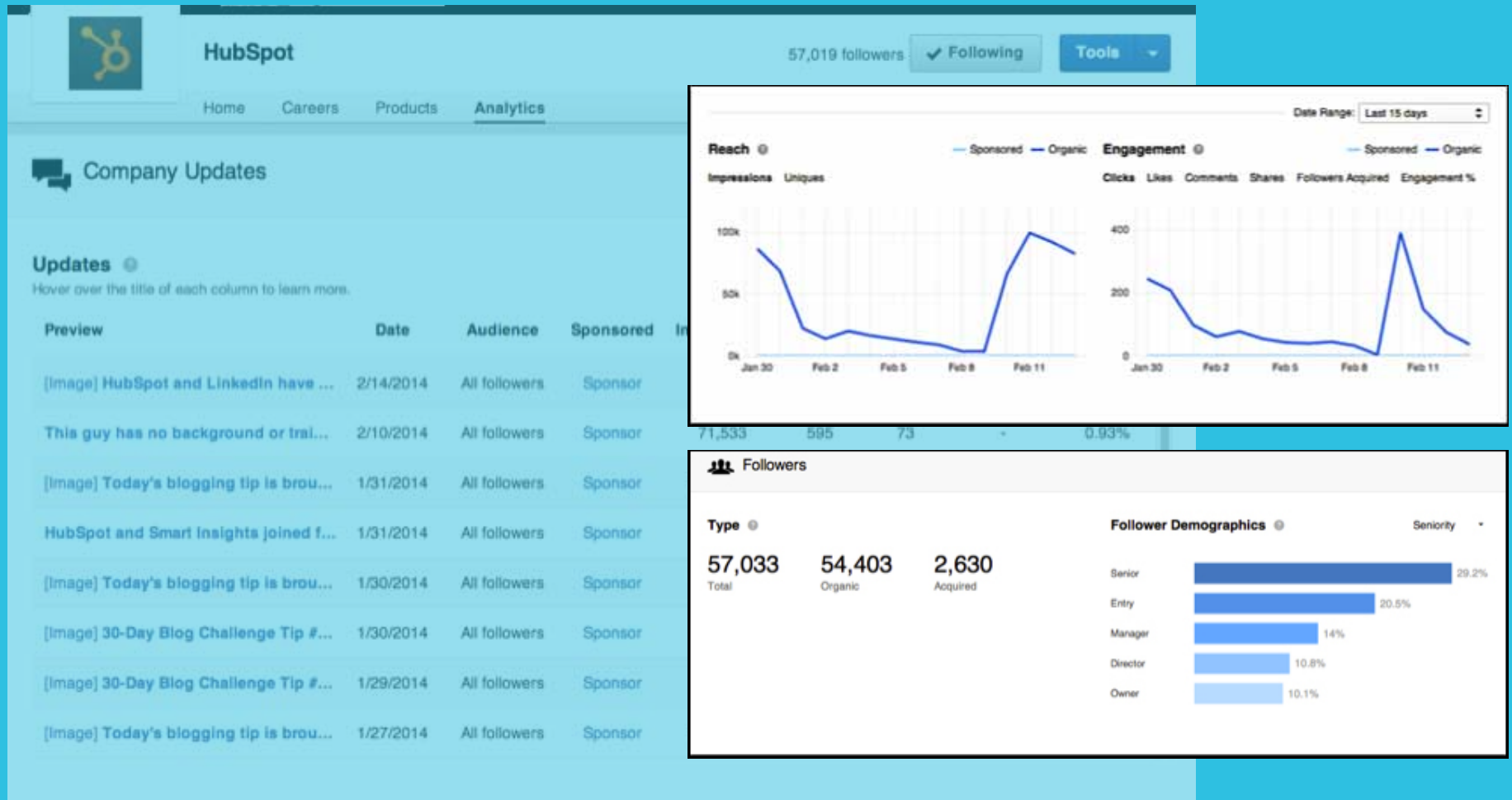
Add a comment...

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)

# ABOUT US

Western Sky Creative is a Hubspot Agency Partner. We are here to help you with your marketing strategy, inbound marketing and, of course, great design to help you grow your business and communicate with your customers.



Contact us to talk about how an inbound marketing program can work for you.

[tim@westernsky.ca](mailto:tim@westernsky.ca)

403-262-2433



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CREATIVE

[westernsky.ca](http://westernsky.ca)