

## Customizing your LinkedIn Page

brought to you by:



Visit our website at:

[SS-Publications.com](http://SS-Publications.com)

**NOTICE: You DO NOT Have the Right to Reprint or Resell this Report!**

**However, You MAY Give it Away**

Copyright © S&S Publications

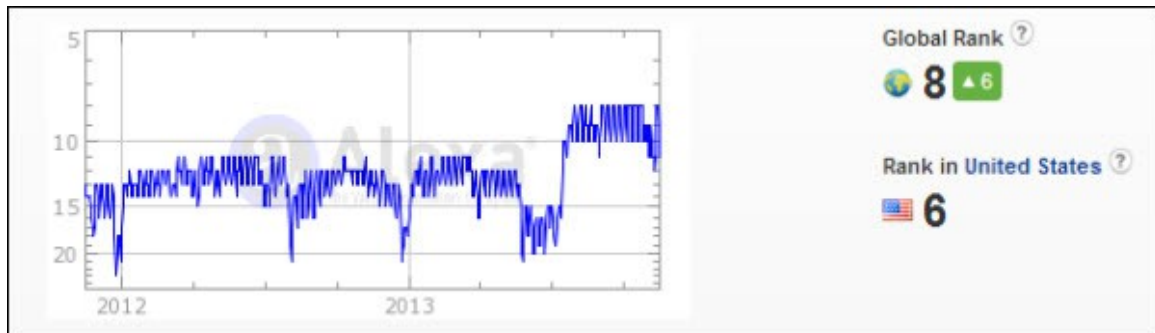
**ALL RIGHTS RESERVED.** No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

**DISCLAIMER AND/OR LEGAL NOTICES:** The information presented in this report represents the views of the publisher as of the date of publication. The publisher reserves the rights to alter and update their opinions based on new conditions. This report is for informational purposes only. The author and the publisher do not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and the publisher cannot assume any responsibility for errors, inaccuracies or omissions. Any similarities with people or facts are unintentional.

**AFFILIATE DISCLAIMER:** S&S Publications may receive compensation from some of the entities listed in this report for referrals, as their “thank you” for sending you their way. However, S&S Publications never recommends any service or product solely for the reason of receiving commissions (and neither should you) – S&S Publications knows our reputation is on the line.

LinkedIn is one social network you shouldn't ignore, if you market to a particular industry or run a B2B company. LinkedIn's recent changes have increased its value. It is currently enjoying a 90% increase in daily page views and experiencing a huge jump in global ranking during the last quarter, according to [Alexa.com](http://Alexa.com).

This makes it one of the top social networks – and websites – in the world.



It goes without saying that you should create a profile for yourself on LinkedIn, but if you run a company, you should also create – and customize – your LinkedIn Company Page.

Many people do the first two (create a LinkedIn Profile and even create a Company Page), but finding a well-optimized LinkedIn Page is difficult.

So let's make sure that customized, focused LinkedIn Page is yours.

### **Step 1. Ensure you are Eligible**

LinkedIn has strict rules about Company Pages, so first make sure your Company qualifies.

1. You need **Intermediate** or **All Star** profile strength.
2. You need a verified email address from your company's domain (e.g. "info@mycompany.com") – **not** a public email address (e.g. yahoo.com or gmail.com).
3. You are a genuine company employee or part of the management team and designated as such in the "Experience" section of your profile.
4. You haven't already used that company domain and email to create a Company Page
5. You must already have "several" connections

If you meet those requirements, you may even already have created your Company Page. But let's see how we can customize it to do even more for your company...

## Step 2. Start with Your Personal Profile

If you're thinking of your LinkedIn Page simply as a company profile, you are under-utilizing it.

First, think about the way **others view your Page**. Their first glimpse is most likely going to occur when they hover their mouse over your company icon in your personal Profile. LinkedIn will glean facts from your Company Page "About Us" section and display them in a snapshot/summary-style pop-up window.

So how do you want to be seen, when someone hovers over your Company name within your LinkedIn profile? Like this?



...Or like this?



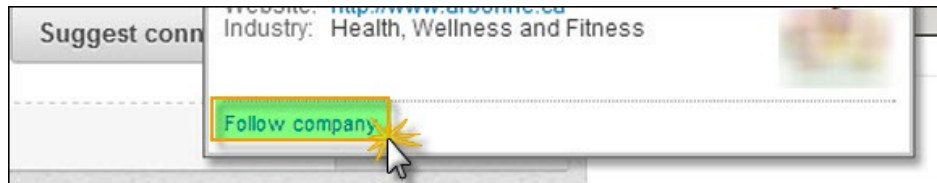
So before you ever get around to tweaking anything else, make sure your Company Page's "About Us" section is **fully completed** and set up for this type of pop-up view – using:

- Your keywords (e.g. "skin care products", "botanical", "anti-aging", "natural balancing", etc.)
- Description (with the most important details in the first three short lines)
- Industry field properly categorized
- Your logo uploaded

If you have employees (people who are going to type your company name as their current place of employment), making sure your LinkedIn Company Page "About Us" section is even more important, since people may hover over their place of employment.

For each employee connected to your Company, their visitors provide a multitude of contacts you don't yet have, ready and ripe to "Follow" your company.

But they will *only* be able to choose to follow your Company if you have filled in your "About Us" section completely.

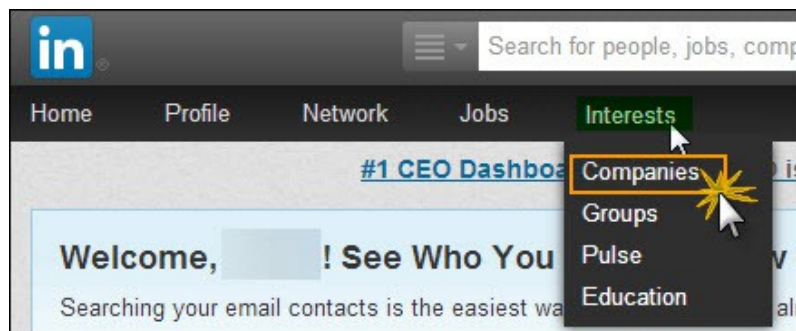


### Step 3. Creating and Optimizing your Company Page

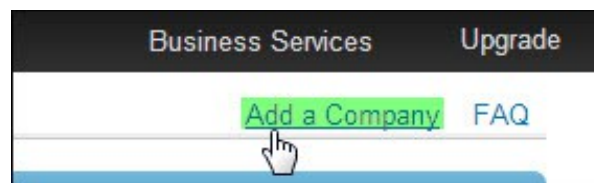
In the screenshot, above, you can see a small image displayed – the Company logo. Upload it to your Page, and it will appear both on your Page and in your pop-up.

Let's create a Company Page from scratch. (If you already have one, you can follow the same steps by **editing your Page**.)

1. From your "Interests" tab, select "Companies" from the drop-down menu.

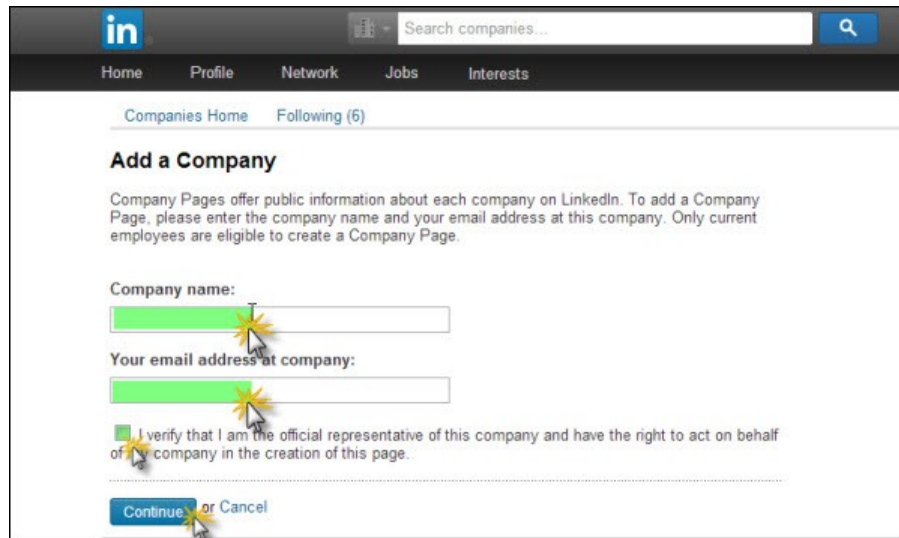


2. A page will open up, listing companies you follow. Over on the upper, right-hand side, you'll see a small line of anchor text saying "Add a Company".



Click on it!

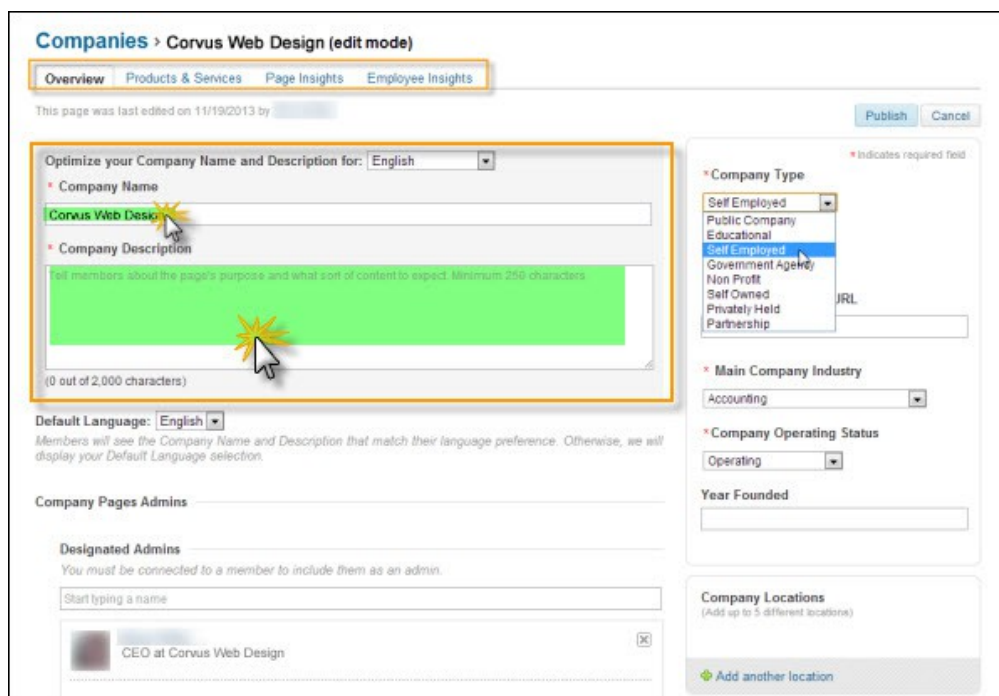
3. Another page will open, containing a simple sign up box.



The screenshot shows the LinkedIn 'Add a Company' form. At the top, there is a search bar and navigation links for Home, Profile, Network, Jobs, and Interests. Below the navigation is a section for 'Companies Home' and 'Following (6)'. The main heading is 'Add a Company'. A paragraph explains that Company Pages offer public information and that users must enter the company name and email address. The form includes two text input fields: 'Company name:' and 'Your email address at company:'. Below these is a radio button labeled 'I verify that I am the official representative of this company and have the right to act on behalf of this company in the creation of this page.' At the bottom, there are 'Continue' and 'Cancel' buttons.

- Enter your Company Name
- Enter your Company email address
- Click the radio box to verify that you are an official representative who has the right to act on behalf of the Company
- Press the blue “Continue” button

4. A new page will open up, and this is what you'll see above the fold.



The screenshot shows the LinkedIn 'Corvus Web Design' company page in edit mode. The page title is 'Companies > Corvus Web Design (edit mode)'. There are tabs for 'Overview', 'Products & Services', 'Page Insights', and 'Employee Insights'. A message indicates the page was last edited on 11/19/2013. The main editing area is divided into two sections: 'Optimize your Company Name and Description for: English' and 'Company Type'. The 'Company Name' field contains 'Corvus Web Design' and the 'Company Description' field is empty. The 'Company Type' dropdown menu is open, showing options like 'Self Employed', 'Public Company', 'Educational', 'Self Employed', 'Government Agency', 'Non Profit', 'Self Owned', 'Privately Held', and 'Partnership'. The 'Main Company Industry' dropdown is set to 'Accounting'. The 'Company Operating Status' dropdown is set to 'Operating'. The 'Year Founded' field is empty. The 'Company Locations' section is also empty. At the bottom, there is a 'Designated Admins' section with a search bar and a list of admins, including 'CEO at Corvus Web Design'.

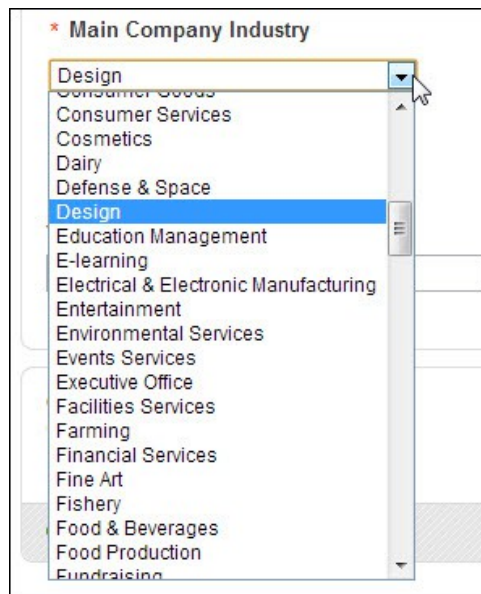
First, fill in your Company Name and Company Description. Keep all your most important information under 250 characters (that's what will display in Profile popups).

You do have up to 2,000 characters to talk about your company, and by all means do so if you have information to share that will really interest your ideal contact.

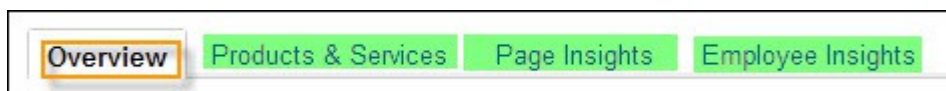
5. On the right-hand side, customize your basic Company information from simple drop-downs. Most notably "Company Type":



...And "Main Company Industry".



6. Across the top, you'll also see other horizontal tabs. Make sure you fill these out also.



*Take your time.* You don't have to press the "Publish" button until you are totally satisfied with your content.

## Step 4. Adding Images

Here's where you want to start adding visual media. While still in the "Overview" section, scroll down below the fold until you come to the "Image" field. This is where you can upload larger photos of company premises, events, and the like.

**You must be the Company Administrator to upload images.**

Any images you upload must be a minimum 646 X 220 pixels, and no greater than 2MB in file size (.JPEG, .PNG or .GIF format.)



### ***Adding Your Logo:***

You have the choice of adding either a rectangular or square version of your log. Scroll down to the fields directly below "Image".

The square logo is used in your Network Updates.



As you can see, the rectangular (“Standard”) logo should be 100 X 60 pixels and the square should be 50 X 50. (LinkedIn will resize, but do get the proportion ratio right.)

Add images that help create a strong identity and presence:

- Of your products, books, and other company merchandise
- Events
- Staff
- Premises
- Signage
- Vehicles (if these display signage or a distinctive look – e.g. a fleet of identical lime green Fiats)
- Mascots

And anything else that helps brand your business.

Now here’s where you can really kick it up a notch...

#### **Step 4. Adding the Extras**

That’s just the basic bones of your Page. Set a goal for it. Remember that your LinkedIn Company Page is not meant for socializing – it’s a formal vehicle for showcasing your company.

This is hard for some people to grasp, because they are so used to be told “engage, engage, engage”: However, there’s no faster way to brand yourself as a newbie on LinkedIn than to post content that should be on your Profile on your Company Page instead. Just because you are not going to enter into discussions on your Page, don’t think you can “set and forget” your information. Think of your Page as a Newsmagazine dedicated to your company and post news and updates.

These should focus on what your company is doing: Not on you. Typical material for updates includes:

- New products or services
- New employees
- Updated products, service packages
- Seasonal promotions
- Awards



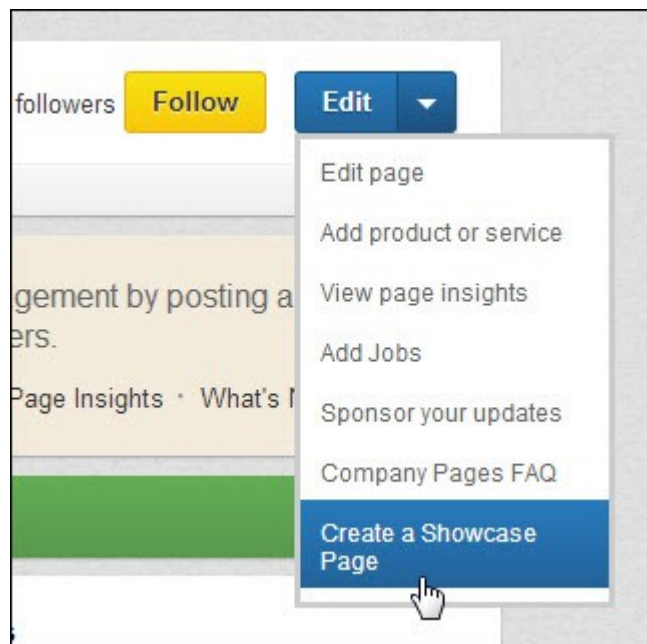
What you are really doing is telling your company's story – *as it is happening*.

Frequent updates will make your Company feel alive, vibrant and buzzing with life on your LinkedIn Company Page. Set a schedule for performing these updates. If you have an employee or regular contractor who works with you, designate them to collect updates and have a weekly meeting on what you're going to post. (Make them an administrator for your Page.)

But here's what to set up right now:

### 1. Set up a Showcase Page

While you have your Page up in your sights, click the "Edit" button and select "Create a Showcase Page" from the drop-down menu.



Your Showcase Page can allow you to present a "message" and presence honed to please your ideal target audience. You can create more than one Showcase Page. LinkedIn recommends creating "a dedicated Page for each aspect of your business with its own message to share". (Think of these as magazine feature articles.)

Key features of a Showcase Page:

- Distinct design includes a larger hero image.
- Two-column feed design to highlight the most relevant content.
- Attract a distinct set of followers to a dedicated page.
- Deliver updates directly in the feed of your followers across mobile, tablet, and desktop.

Present selected updates as Showcase Pages. (The wizard will walk you through set up.)

Still not sure? Read much more about Showcase Pages in LinkedIn's [Help Section](#).

## 2. Add Your Products or Services

Don't be one of the horde who post a description of their business and then think that suffices. Populate your Products and Services section with specific products or packages.

There are many advantages to doing this:

- "Products and Services" is set up to invite recommendations from your clients or customers
- You can publicize, promote or record events
- Showcase not just products, books or services, but also any company apps you provide or have created

But it is the recommendation power that really pushes this section into hyper-drive.

By following the easy-to-use wizard, you can quickly:

- Choose between presenting a product or a service



The screenshot shows a multi-step wizard for adding a product or service. Step 1 asks 'Would you like to add a product or service?' with radio buttons for 'Product' (selected) and 'Service'. Step 2 asks to 'Select a category that best fits your product/service' with a dropdown menu. Step 7 asks to 'Add a URL for this product or service' with a text input field. Step 8 asks to 'Add a contact from your company' with a text input field.

- Choose from a list of categories for optimization and easy search
- Designate your own custom category (select "Other")
- Upload a product or package image (100 X 80 pixels)

DO add an image for your specific product or service package – even if it's just a screenshot of your web page package listing.

If you don't, LinkedIn will squeeze your company logo into 100 X 80 pixel format!

- Name and describe your product or service
- Include a landing page URL
- Include a contact person (who must be a LinkedIn member)

- Create:
  - A bulleted list of features or benefits
  - A disclaimer
- Add a promotion

**Step 9. Add a promotion for this product or service**

Do you have a promotion or special offer for this product or service? Include a title, description and URL where users can click to learn more.

**Create a special promotion**

Give it a title

Enter a URL

Write a brief description of the promotion...

- Add a YouTube video

**Step 10. Add a YouTube video about this product or service**

Do you have a YouTube video about this product or service? Add a title for your video here.

**Title your video**

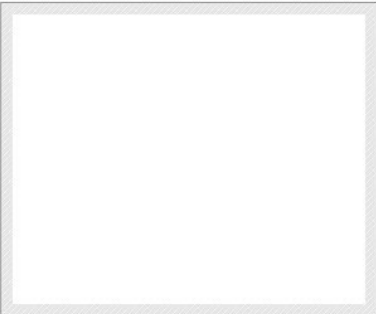
Video Header

**Step 11. Add your YouTube video URL**

Copy and paste the URL from your YouTube video in the box below.

**YouTube Video URL**

YouTube Video URL



Really – it's never been easier to promote a product or service package! You can have the equivalent of a professionally designed and optimized, dedicated Product Page up in a matter of minutes!

(Just make sure your content focus is not on showing how great your product is, but how great it will be for your audience!)

### 3. Add up to Three Banners to your Company Page

Be sure to "Follow" your own page. This will allow you to access it quickly for changes. Use the blue "Edit" button to access features available.

When uploading images (Step 3 of set up) you can upload banners of 646 X 222 pixels. Upload your image as a .PNG file. (LinkedIn provides instructions on [how to create a .PNG file.](#))

You can also include URLs at the top of your banner image to send people directly to landing pages.

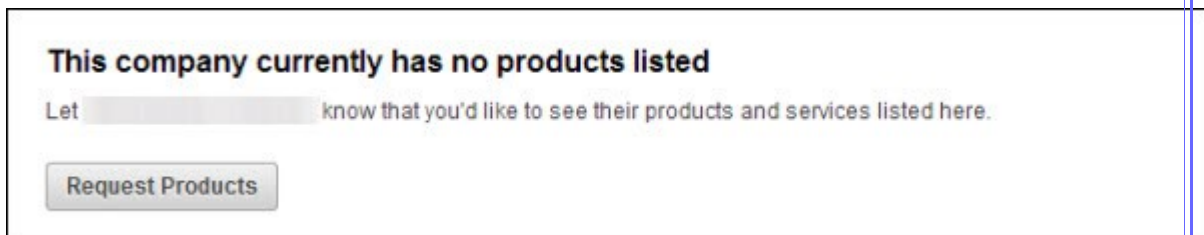
**NOTE: You need to upgrade to a silver or gold profile** before you can add rotating banners.

Make full use of rich media and create a consistent presence and identity for your company.

In conclusion, it's not hard to create Company Pages on LinkedIn. If you're serious about your business, it's foolish not to do so.

Follow these best practices to keep your company feeling alive and active:

- Update often.
- Use custom URLs and promotions.
- Add those products or services. The last thing you want a potential client to see when they click on your "Products and Services" tab is this!



- Share your page!

And, above all, make sure **you invite and secure Recommendations on your Company Page** (and check your Insights tab to evaluate your Page performance). If you set up your Company Page and customize it as completely as possible, following these

steps, it will become one of your greatest assets in promoting your B2B products and services.

We hope you've enjoyed this guide. Please visit our website, [ss-publications.com](http://ss-publications.com) to discover the author related services we can offer you.

