

# How to Create a LinkedIn Company Page

by Melonie Dodaro

<https://topdogsocialmedia.com/create-linkedin-company-page/>



You may have heard that a LinkedIn Company Page is not the most effective way to generate leads or business on LinkedIn.

[I myself have written about this very fact comparing the effectiveness of a LinkedIn personal profile vs a Company Page.](#)

Even though you may not generate a lot of business when you create a Company Page on LinkedIn, it doesn't mean that your business shouldn't have one.

While LinkedIn Company Pages will never replace your LinkedIn personal profile in importance and ability to produce results, there are a number of reasons/benefits as to why you should have one for your company:

1. **People expect you to have one.** Whether you are a large company or a one-man show, if a potential prospect, partner or connection wants to learn more about your company and they can't find it when they search, this will not instill trust or establish your leadership in your industry.

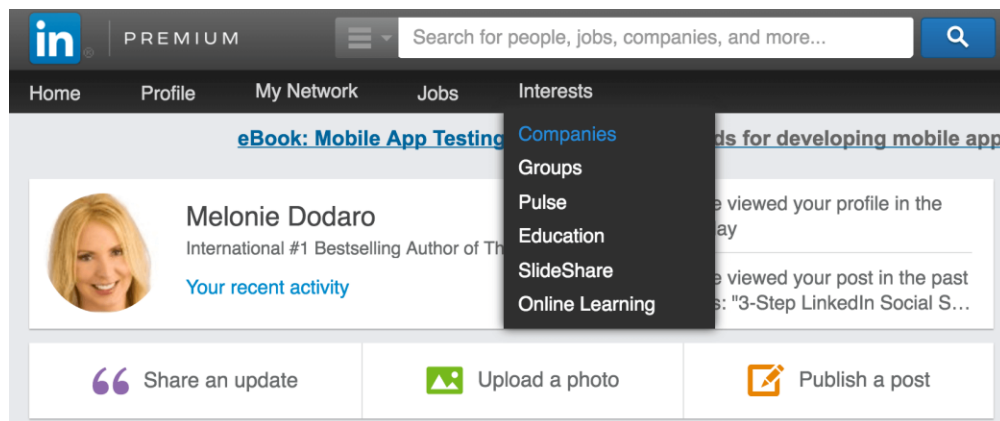
2. **The ability to run Sponsored Updates to share your best content with laser-focused targeting to potential prospects.** While LinkedIn advertising can be more expensive than on other platforms, you are able to target the precise group of people you want to see your content, to help you establish your expertise in your industry. Not to mention you are able to get your message in front of key decision makers.
3. **Link all your employees to your Company Page who have listed your company as their current employment.** This provides you with great organic exposure, especially if you have a large company with many employees. In addition, your Company Page becomes a clickable link within each personal profile.
4. **LinkedIn Company Pages are extremely SEO-friendly.** Ensure you are selecting keywords that your ideal clients are likely to search for when looking for your products or services and strategically place them throughout your description.

Now that you know why you need to create a LinkedIn Company Page, I will show you how to set one up and make the most out of it.

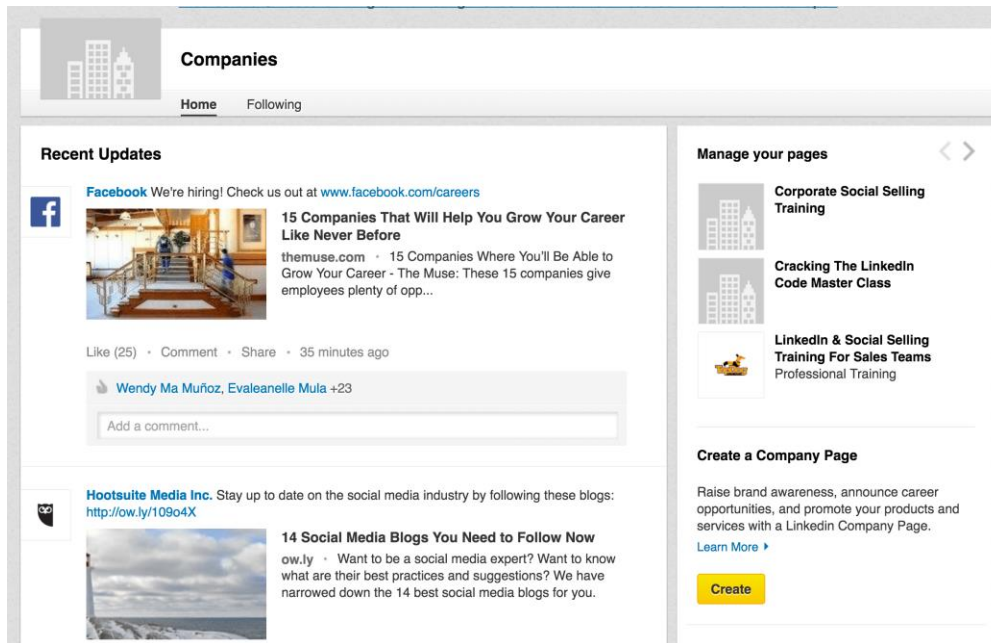
## Create a LinkedIn Company Page

### Add A Company Page

To create a Company Page on LinkedIn, hover over *Interests* in the top black navigation bar and then click on *Companies*.



On the Companies page, part way down the page on the right hand side under Create a Company Page, click on the *Create* button. This will take you to the *Add A Company* page. You can also [access the page here](#).



On this page you need to add your company name and email address. You may have trouble adding a company if:

- A Company Page already exists for your business (search for your company using the search box).
- You don't meet the requirements to add a Company Page (which I will explain in more detail below).
- The email address you entered on the *Add a Company* page is not the one associated with your company domain. For example, your email address should be something like name@companyname.com. If you are using an email from a different company domain or non branded email address, this will not work (i.e. companyname@gmail.com).

You must meet all of the following requirements in order to be able to add a new company page:

- You must have a personal LinkedIn profile set up with your true first and last name and that is at least 7 days old.
- Your profile strength must be listed as Intermediate or All Star.
- You must have several connections on your profile.
- You're a current company employee and your position is listed in the Experience section on your profile.
- You have a company email address (e.g. name@companyname.com) added and confirmed on your LinkedIn account.
- Your company's email domain is unique to the company.

### Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

☐ I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

[Continue](#) or [Cancel](#)

Once you have entered your company name and email address, click *Continue*. On the next page you will be able to add details such as your description, company logo, banner image and address.

Your description must be between 250-2000 characters and I would advise you to use as many characters as possible.

When writing your description, do not make it all about you and your company. This is similar to when you write your [Current Experience for your personal profile](#). Ensure that your description speaks to your ideal clients.

First, begin with a paragraph or two that highlights your company and anything that positions its credibility in your industry. Share the most compelling information about your company here. You can also provide information that highlights the benefits clients receive in working with your company.

You can also list the key products or services you provide. Be sure to also include a call to action at the bottom of your description. Tell people what you want them to do next.

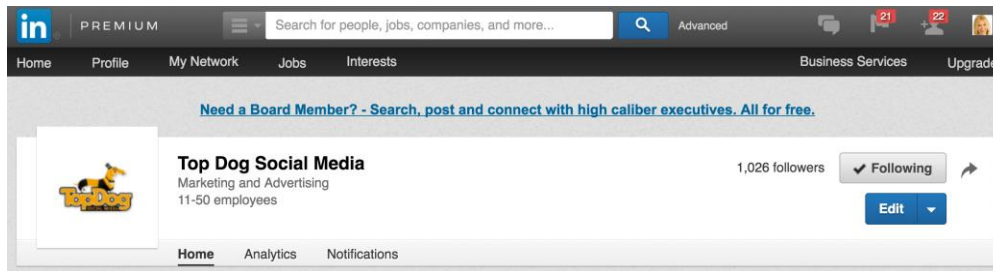
When adding your images, make sure that you have images that meet the requirements.

- **Your banner image** should be 646 x 220 pixels in a PNG/JPEG/GIF format with a maximum size of 2 MB.
- **Your company logo** should be 300 x 300 pixels in PNG/JPEG/GIF format with a maximum size of 4 MB.

## Editing Your LinkedIn Company Page

Once you create a company page on LinkedIn, you can edit it at any time. Simply go to your company page by hovering over your image in the right corner of the page and clicking on *Company Page*.

Click the blue *Edit* button located at the top of the page on the right side, to open up the page where you can modify your information.



Here you can edit each area of your LinkedIn Company Page.

**Companies** > **Top Dog Social Media (edit mode)**

Overview

This page was last edited on 10/13/2015 by Melonie Dodaro

[Publish](#) [Cancel](#)

Optimize your Company Name and Description for: English

**Company Name**

Top Dog Social Media

**Company Description**

Melonie Dodaro is the founder of Top Dog Social Media and author of the #1 international bestseller The

**Company Type**

Privately Held

**Company Size**

11-50

There are restrictions when [editing your company name](#). You may only modify the name of your company if it is a small change. An example would be to change your name from **Your Company Name Inc.** to **Company Name LLC**.

You are unable to make large changes or change it to something new. If you want to rename or rebrand your company page, you must create a new page.

Keep in mind that company names can only be changed by an administrator up to one time every 30 days.

If you want to add another location to your page, you can do this here. You can add up to five different locations. You will find the *Company Locations* on the right side of the page.

To add another location, click *+Add another location*.

(Add up to 5 different locations)

## Top Dog Social Media

138-1876 Cooper Road, Ste. 152  
Kelowna, BC V1Y 9N6  
Canada

[Edit](#)

 Add another location

This will open up a form where you can add the details of the additional location.

Company Locations

(Add up to 5 different locations)

Top Dog Social Media

138-1876 Cooper Road, Ste. 152

Kelowna, BC V1Y 9N6

Canada

Edit

Description

Address 1

Address 2

City

State/Province

Zip

Country

United States

Phone 1

Phone 2

Fax

Employees at this location


myself only

Add another location


You can also add or remove page administrators from here.

#### Designated Admins

*You must be connected to a member to include them as an admin.*



**Melonie Dodaro**  
CEO ♦ Social Media Strategist ♦ Keynote Speaker ♦ LinkedIn Expert ♦  
Social Selling Speaker & Trainer at Top Dog Social Media




**Jennifer Kent**  
Social Media and Marketing Consultant at Jennifer Kent Marketing


To add a new administrator, type the name of the person in the field provided. Their name and image will pop up. Click on this and then click *Publish* at the top of the page. You must be connected to the person, in order to add them.

#### Designated Admins


*You must be connected to a member to include them as an admin.*



**Jennifer Kent**  
Ghostwriter, Copywriter & Consultant Specializing In  
Business, Marketing & Travel Related Businesses



**Melonie Dodaro**  
CEO ♦ Social Media Strategist ♦ Keynote Speaker ♦ LinkedIn Expert ♦  
Social Selling Speaker & Trainer at Top Dog Social Media



**Jennifer Kent**  
Social Media and Marketing Consultant at Jennifer Kent Marketing

To remove an admin, simply click the **X** beside their name and click *Publish*.

## Engage & Add Your Employees

After your LinkedIn Company Page is complete, begin by sharing it with your employees.

As your employees can be your best brand advocates, encourage them to add their current position at your company to their profile. This will automatically make them followers of your page, and feature your LinkedIn Company Page right on their profile helping to drive more traffic to it.

If you (or your employees) wish to add your company page to your experience, start by going to your profile and scroll down to the Experience section.

To add a new position, hover your mouse over this section and a blue *Add position* button will appear in the top right corner. Click the button.

## Experience

[+ Add position](#)

CEO ♦ Social Media Strategist ♦ Keynote  
Speaker ♦ LinkedIn Expert ♦ Social Selling  
Speaker & Trainer

Top Dog Social Media

2010 – Present (6 years) | USA, Canada, Europe

Begin by Typing in your company's name. The name should pop up with your logo and info. Click on this. Finish adding the rest of your current experience information and click save.

## Experience

[+ Add position](#)

### Company Name \*



Top Dog Social Media  
Marketing and Advertising; 11-50 employees;  
HQ: Kelowna, BC

[Add Top Dog Social as a new company](#)

### Time Period \*

Choose... Year – Choose... Year

☐ I currently work here

### Description

[See examples](#)

Save

Cancel

Now your company logo will appear on the top right side of your current experience. Both your company name and the logo link directly to your company page, should anyone click on it.



If you wish to connect your existing position to your LinkedIn Company Page, hover over the experience you wish to add your company page to. Click the edit pencil beside your company name.

## Experience


+ Add position



CEO ♦ Social Media Strategist ♦ Keynote  
Speaker ♦ LinkedIn Expert ♦ Social Selling  
Speaker & Trainer



Top Dog Social Media 

2010 – Present (6 years) | USA, Canada, Europe 

Top Dog Social Media is the recognized leader in social media marketing because that's all we do. We are an award winning social media agency and we were named Top 10 Social Media Blogs for 2014 by Social Media Examiner.



Our no-nonsense approach as a social media marketing agency delivers results - whether you are just getting started with social media or ready to take your campaign to the next level.

Many businesses are struggling with trying to figure out how to use of social media. If this is you, you're not alone.

Re-type your company name and when it pops up with your logo, click on it then hit save. This will now connect your experience to your company page and add your logo.

## Experience

CEO ♦ Social Media Strategist ♦ Keynote  
Speaker ♦ LinkedIn Expert ♦ Social Selling  
Speaker & Trainer



Top Dog Social Media

2010 – Present (6 years) | USA, Canada, Europe

Top Dog Social Media is the recognized leader in social media marketing because that's all we do. We are an award winning social media agency and we were named Top 10 Social Media Blogs for 2014 by Social Media Examiner.

Our no-nonsense approach as a social media marketing agency delivers results - whether you are just getting started with social media or ready to take your campaign to the next level.

Many businesses are struggling with trying to figure out how to use of social media. If this is you, you're not alone.

HOWEVER, no business or organization should ignore something that so many people are using!

## Create LinkedIn Showcase Pages

After you create a Company Page on LinkedIn, you will want to feature different aspects of your company and its offerings with Showcase Pages. These let you create special pages for your

different products or services. You can target very specific followers with each page, as people can choose to follow one of your specific pages that interests them rather than getting all of your general updates from your company page.

Showcase Pages look slightly different and have a large hero image as well as a two-column newsfeed.

**Microsoft Dynamics** 45,637 followers [Follow](#)

Start with the best productivity products and add a healthy dose of collaboration. Connect instantly with your teams from everywhere. Microsoft Dynamics: built for any device, anywhere. Built for you.

**Website**  
<http://www.dynamics.com>

**Industry**  
Information Technology and Services

**Followers in your network**

**This is a Showcase Page by**  
**Microsoft**  
Computer Software  
10,001+ employees

**Microsoft Showcase Pages**

**Office**  
Information Technology and Services · 43,376 followers  
[Follow](#)

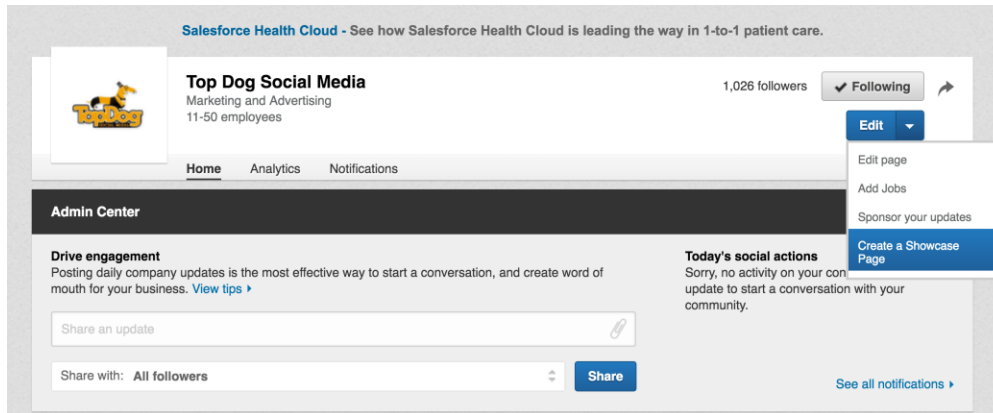
**Featured groups**

**Microsoft Dynamics** More than price or product, experience is what makes customers keep coming back. Here's how Royal Caribbean does it:  
<http://dyn.ms/rs3FTp>

**Royal Caribbean Navigates the High Seas of Customer Experience**  
dyn.ms · To increase efficiency, loyalty, and profit, there's one area of investment that yields sure-fire results: customer experience.

**Microsoft Dynamics** You might love your organized customer service silos, but your customers don't. Break them down with social. <http://dyn.ms/YStcLY>

To add a Showcase page, go to your Company page. Click on the little down arrow beside the *Edit* button in the top right corner of the page. Click on *Create a Showcase Page*.



A pop box will open. Add the name of the Showcase page (100 maximum characters) as well as any additional administrators for this showcase page besides yourself and click *Create Page* when you are done.

Create a Showcase Page

Showcase Page Name

This is the name LinkedIn members will see on your Showcase Page.

Add page administrators

You're automatically an administrator of the Showcase Page you're creating. You can also grant admin access to your LinkedIn connections.

Start typing a name

Cancel

Create page

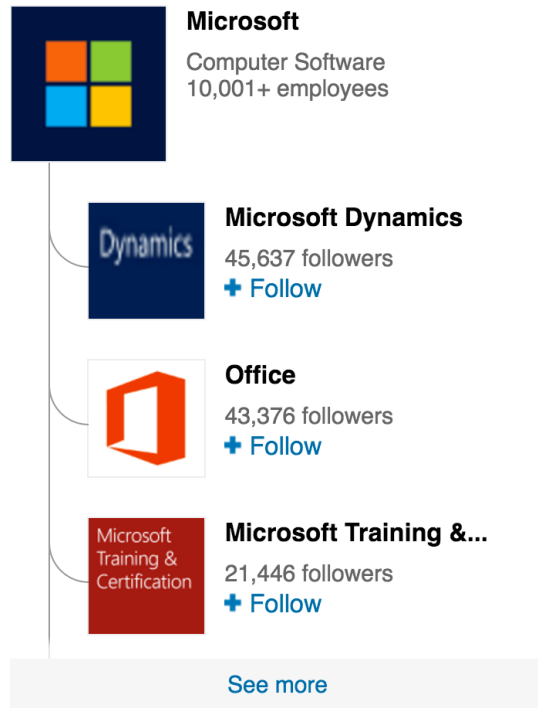
Next add your Hero Image. The image must be 974 x 330 pixels or larger. It can be a PNG, JPEG, or GIF with a max size 2 MB. You can also crop your image once it's uploaded.

Then you can add your company logo. It should be 400 x 400 pixels in PNG/JPEG/GIF format with a maximum 4 MB size.

You will also need to add a Showcase Page Description that explains the page's purpose and what people can expect. This should be 75 and 200 characters long. Click *Publish* to make it public.

Once your showcase page is set up, you can find it part way down on the right side of the page under ***Your Company Page Name Showcase Page***

### Microsoft Showcase Pages



If you wish to edit your Showcase page at anytime, go to that page and click the blue Edit button at the top of the page.

## Deleting A Showcase Page

You cannot delete your own showcase pages at this time. If you need to deactivate a Showcase Page, you will need to [contact LinkedIn](#) with the following information:

- Are you an admin of the parent Company Page? (Admin approval is needed to deactivate a Showcase Page)
- Are you an admin of the Showcase Page that you'd like to deactivate?
- Showcase Page URL
- Reason for request to delete

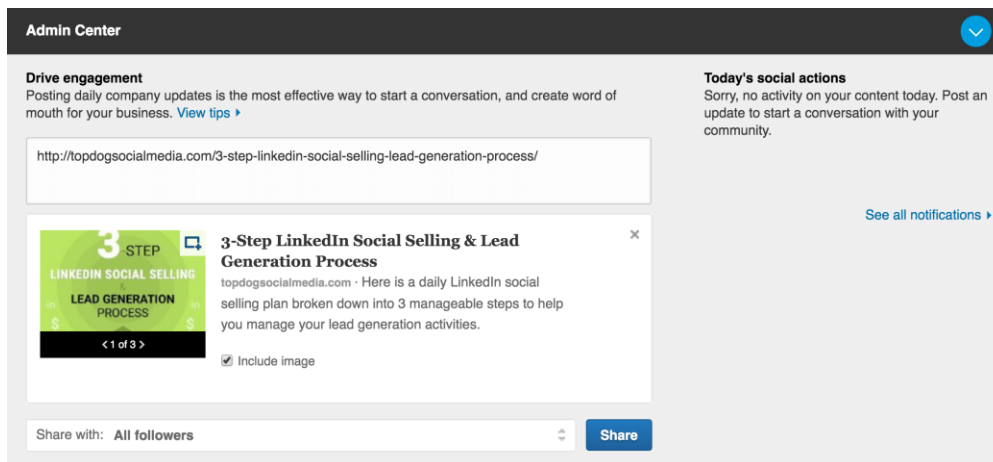
You should note that the name of the deactivated page will not be available for future use as a showcase page. If you or your company would like to reestablish the page later, you can contact LinkedIn to reactivate it.

## Sharing Content on Company Pages

Once your LinkedIn Company Page is complete, you will want to add some valuable, high quality content to it. This will help you to build trust and establish your expertise with your potential or existing followers.

Posting an update on your company or showcase page is similar to posting a status update on your personal profile.

In the Admin Center at the top of the page, add your update. To link to an article or other content, add the link into the update box.



The screenshot shows the LinkedIn Admin Center interface for creating a post. At the top, there's a dark header with 'Admin Center' and a dropdown arrow. Below this, the main area is divided into two columns. The left column has a section titled 'Drive engagement' with a tip about posting daily updates. Below this is a text input field containing a URL: 'http://topdogsocialmedia.com/3-step-linkedin-social-selling-lead-generation-process/'. The right column has a section titled 'Today's social actions' with a message about no activity today and a 'See all notifications' link. In the center, there's a preview of the post content. It features a green graphic with '3 STEP' and 'LINKEDIN SOCIAL SELLING LEAD GENERATION PROCESS'. The title is '3-Step LinkedIn Social Selling & Lead Generation Process' and the text describes a daily LinkedIn social selling plan. There's a checkbox for 'Include image' which is checked. At the bottom, there's a 'Share with:' dropdown set to 'All followers' and a blue 'Share' button.

Once the update box has pulled the information from the link page, you can delete the link. Finish by adding your perspective on the content you have shared i.e. why should they read it? When you are ready, hit the Share button.

Admin Center

**Drive engagement**  
Posting daily company updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#)

Social selling is just another way of saying lead generation. It is an essential part of every business strategy to find your ideal clients and build a relationship with them, so that when they need what you offer, they will come to you. Here is a daily LinkedIn social selling plan broken down into three manageable steps to help you effectively and efficiently manage your lead generation activities each day on LinkedIn.

3 STEP
LINKEDIN SOCIAL SELLING
LEAD GENERATION PROCESS
< 1 of 3 >

**3-Step LinkedIn Social Selling & Lead Generation Process**  
topdogsocialmedia.com · Here is a daily LinkedIn social selling plan broken down into 3 manageable steps to help you manage your lead generation activities.

☒ Include image

Share with: All followers
Share

**Today's social actions**  
Sorry, no activity on your content today. Post an update to start a conversation with your community.

[See all notifications](#)

In some cases, you may want to pin a specific update to the top of your page. To do this, click Pin, located at the bottom of the post.

**Recent Updates**

**Top Dog Social Media** Social selling is just another way of saying lead generation. It is an essential part of every business strategy to find your ideal clients and build a relationship with them, so that when they need what you offer, they will come to you. Here is a... more
Delete

3 STEP
LINKEDIN SOCIAL SELLING
&
LEAD GENERATION PROCESS

**3-Step LinkedIn Social Selling & Lead Generation Process**  
topdogsocialmedia.com · Here is a daily LinkedIn social selling plan broken down into 3 manageable steps to help you manage your lead generation activities.

Organic
Targeted to: All Followers

0 impressions
0 clicks
0 interactions
0.00% engagement

Sponsor update

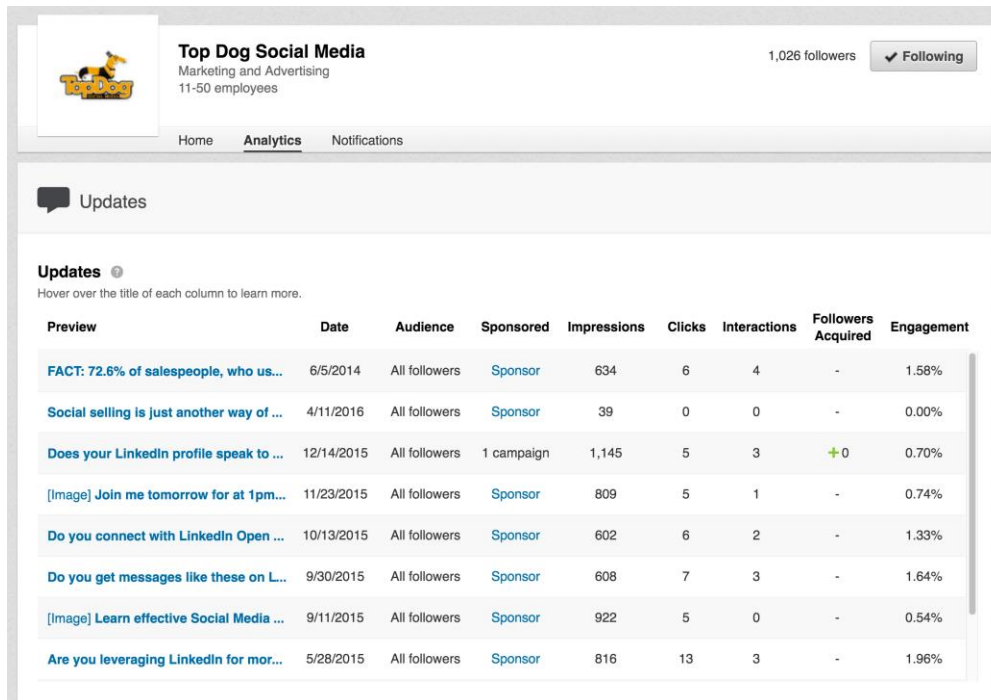
Like · Comment · Unpin · 1 second ago

Your post has been successfully pinned! Click [here](#) to see it at the top.

## LinkedIn Company Page Analytics

LinkedIn also provides a great analytics tool within Company Pages. It an excellent tool to not only help you understand who is following, visiting your page and what content is being engaged with most, but it also compares your paid and non paid posts if you are doing paid advertising.

To check out your Company Analytics Page, go to your company page and click the *Analytics* link in the top company page navigation.



Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
FACT: 72.6% of salespeople, who us...	6/5/2014	All followers	Sponsor	634	6	4	-	1.58%
Social selling is just another way of ...	4/11/2016	All followers	Sponsor	39	0	0	-	0.00%
Does your LinkedIn profile speak to ...	12/14/2015	All followers	1 campaign	1,145	5	3	+ 0	0.70%
[Image] Join me tomorrow for at 1pm...	11/23/2015	All followers	Sponsor	809	5	1	-	0.74%
Do you connect with LinkedIn Open ...	10/13/2015	All followers	Sponsor	602	6	2	-	1.33%
Do you get messages like these on L...	9/30/2015	All followers	Sponsor	608	7	3	-	1.64%
[Image] Learn effective Social Media ...	9/11/2015	All followers	Sponsor	922	5	0	-	0.54%
Are you leveraging LinkedIn for mor...	5/28/2015	All followers	Sponsor	816	13	3	-	1.96%

The first section breaks down each of your posts by:

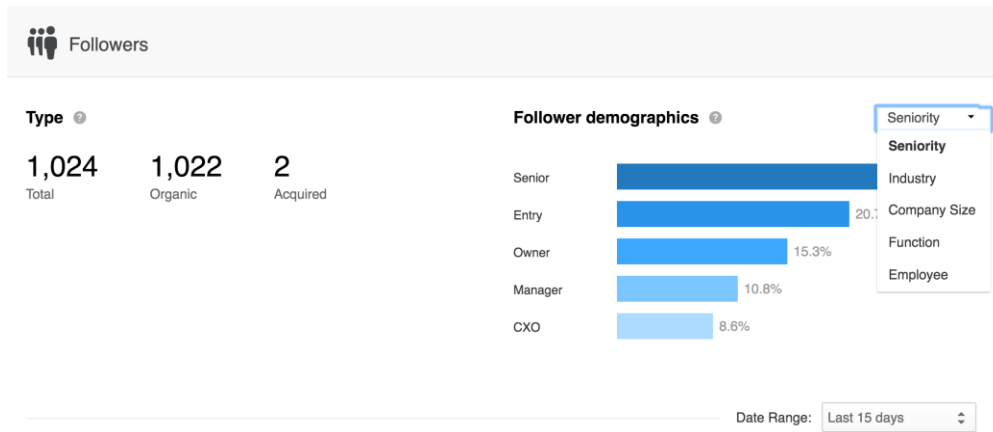
- Date
- Audience (this shows if an update was sent to all followers or if it was targeted)
- Sponsored (was it a paid or non paid post)
- Impressions (number of times viewed)
- Clicks (the number of clicks on your content, the company name, or the logo – this doesn't include interactions)
- Interactions (the number of times people have liked, commented on, or shared each of your updates)
- Followers Acquired (how many followers you gained if you sponsored the update)
- Engagement (the number of interactions, clicks and followers acquired divided by the number of impressions)

Below this are two graphs, one showing your *Reach* and the other showing your *Engagement*.

## Company Page Followers

The next section focuses on how your Company Page followers are engaging with your page. You can see how many followers you have gained organically and how many through sponsored updates.



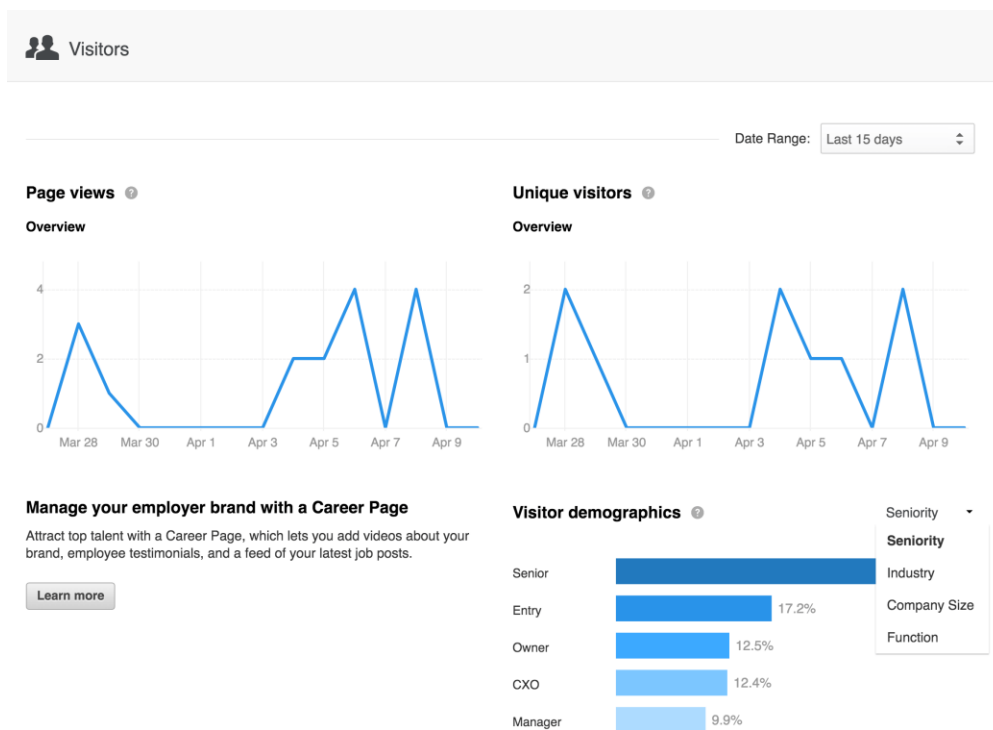


You can get more detailed information by looking at the specific breakdown by:

- Seniority
- Industry
- Company Size
- Function
- Employee

## Company Page Visitors

Finally, LinkedIn shows information about visitors who engage with your page. There are graphs that provide you with an overview of Visitor Page views and Unique Visitors.





You can also learn more about the demographics of your visitors by looking at the breakdown by:

- Seniority
- Industry
- Company Size
- Function

## **Summary of LinkedIn Company Pages**

When you create a Company Page on LinkedIn, be sure to set reasonable goals or expectations about what it will help your business to achieve. While having a LinkedIn Company Page is no longer a “nice to have” for most businesses, both time and money may be required to help it achieve your goals or expectations. Ultimately, your company page is one more place for potential customers to learn more about your company and how you can help them overcome their specific problems or challenges.