

A VISUAL GUIDE TO

CREATING THE PERFECT LINKEDIN COMPANY PAGE

- Anywhere, Anytime Access
- Worldwide Support
- Low Cost

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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.

Created By:

Chris Howell

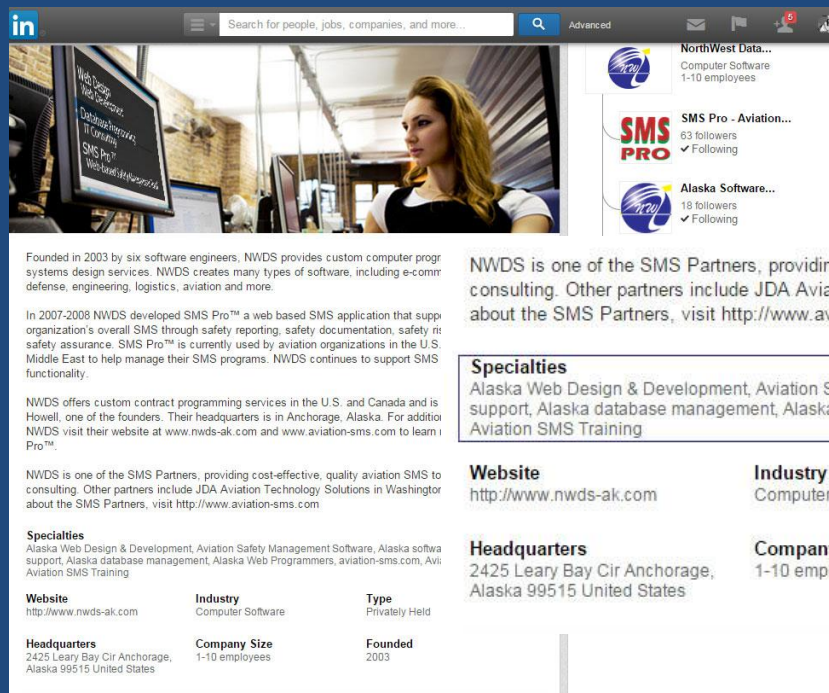
CEO NWDS,
chowell@nwds-ak.com



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



Founded in 2003 by six software engineers, NWDS provides custom computer progri systems design services. NWDS creates many types of software, including e-comm defense, engineering, logistics, aviation and more.

In 2007-2008 NWDS developed SMS Pro™ a web based SMS application that supp organization's overall SMS through safety reporting, safety documentation, safety ri safety assurance. SMS Pro™ is currently used by aviation organizations in the U.S Middle East to help manage their SMS programs. NWDS continues to support SMS functionality.

NWDS offers custom contract programming services in the U.S. and Canada and is Howell, one of the founders. Their headquarters is in Anchorage, Alaska. For additio NWDS visit their website at www.nwds-ak.com and www.aviation-sms.com to learn i Pro™.

NWDS is one of the SMS Partners, providing cost-effective, quality aviation SMS to consulting. Other partners include JDA Aviation Technology Solutions in Washingto about the SMS Partners, visit <http://www.aviation-sms.com>

Specialties
Alaska Web Design & Development, Aviation Safety Management Software, Alaska softwa support, Alaska database management, Alaska Web Programmers, aviation-sms.com, Aviati Aviation SMS Training

Website
<http://www.nwds-ak.com>

Industry
Computer Software

Type
Privately Held

Headquarters
2425 Leary Bay Cir Anchorage, Alaska 99515 United States

Company Size
1-10 employees

Founded
2003

Above: Company overview from NorthWest Data Solutions Company Page

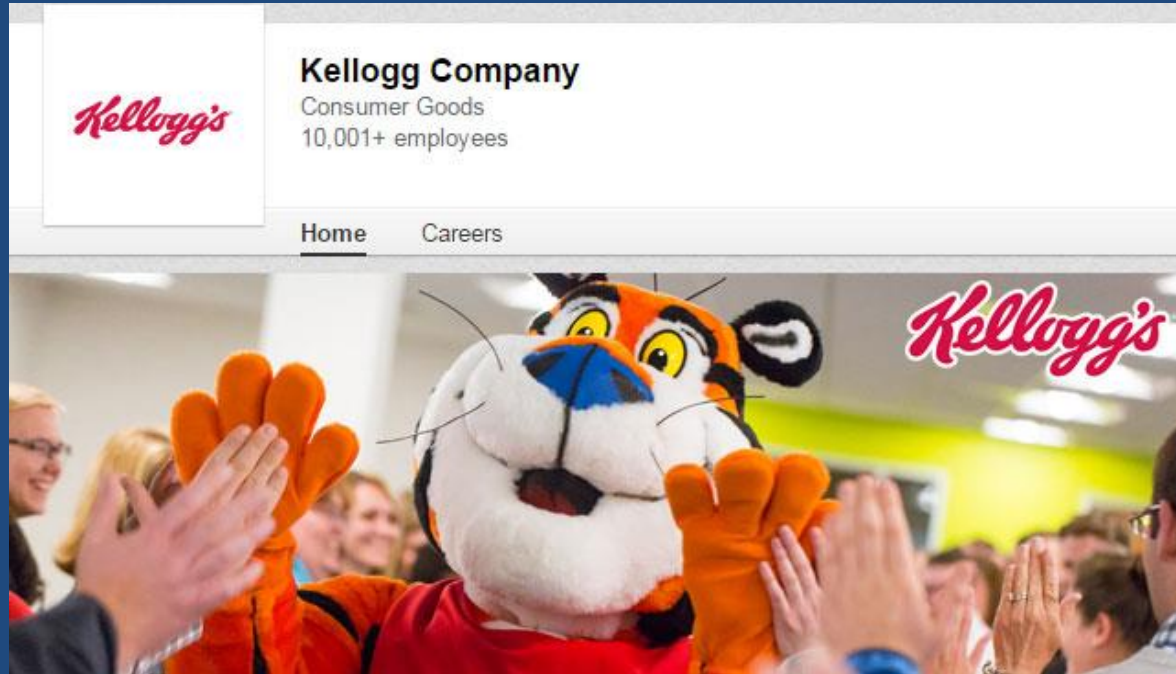
2 Logo & Banner



“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 accomplishments

2 Logo & Banner

(continued)



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

2 Logo & Banner

(continued)



Above: Samsung'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

The screenshot displays the Verizon Careers LinkedIn page. At the top, the Verizon logo is on the left, and the text 'Verizon Careers' is followed by 'Information Technology and Services' and '10,001+ employees'. A 'Follow' button and a follower count of '326,105 followers' are on the right. Below this is a navigation bar with 'Home' and 'Careers' links. The main content area features a quote: 'I WORK FOR THE COMPANY THAT TACKLES THE WORLD'S TOUGHEST CHALLENGES' followed by '[POWERFUL ANSWERS]'. A paragraph of text describes Verizon's global communication services and invites potential employees to join. Below the text is a video player titled 'Verizon Anthem Jobs' on a YouTube interface. The video shows a woman writing on a wall with the text 'AND PROVES EVERY DAY ANYTHING IS POSSIBLE' overlaid. The video player includes a play button, a progress bar at 2:20 / 2:20, and a list of job openings: 'Senior Web UI Developer Greater Boston Area', 'Senior UX Designer Warren, NJ', and 'Senior UX Designer Irving, TX'.

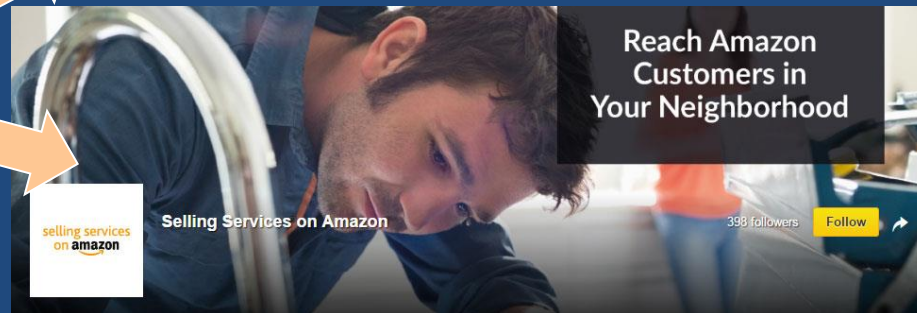
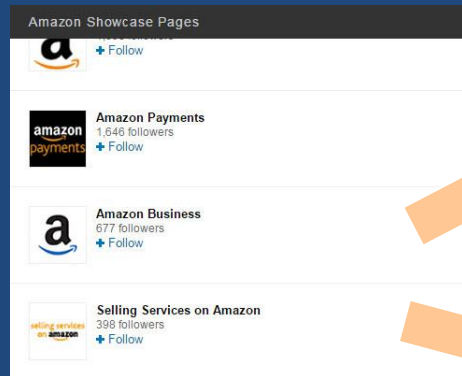
Above: Verizon's Careers Page on LinkedIn, which features an inspiring future with the company video

4 Showcase Pages

“For business lines or initiatives with unique messaging and audience segments, consider creating a dedicated LinkedIn Showcase Page.”

-- LinkedIn

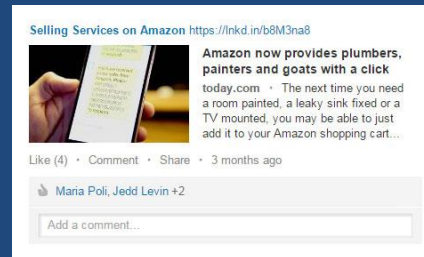
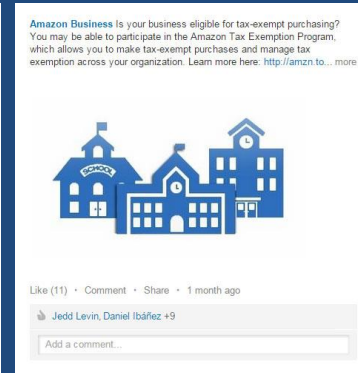
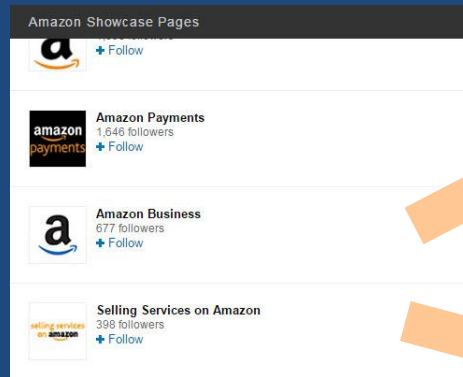
PRO TIP



Above: Cover images from Amazon's two Showcase Pages, which highlight different business lines:
Amazon Business and Selling Services on Amazon

4 Showcase Pages

(continued)



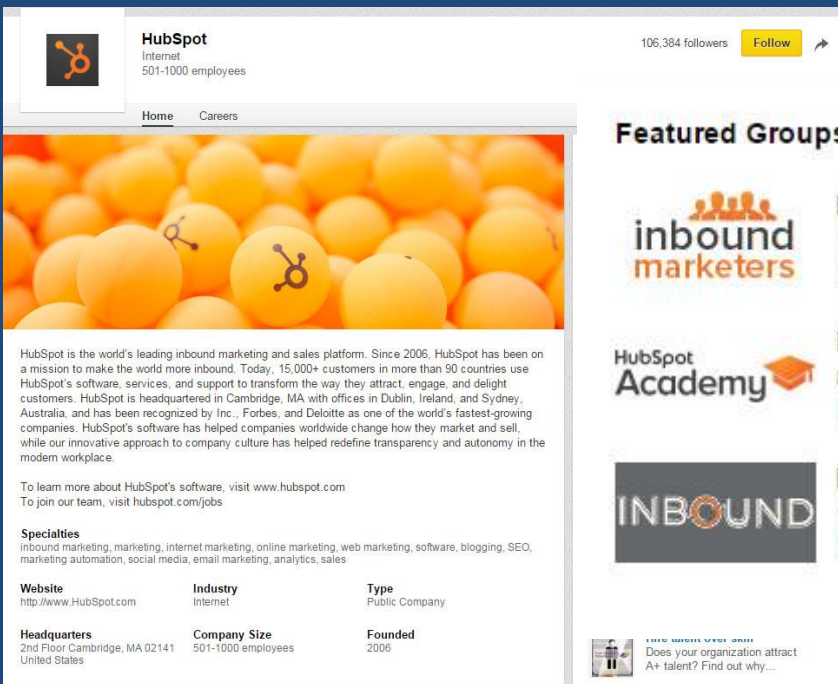
Above: Examples of Amazon using unique messaging for each of its Showcase Pages

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 screenshot displays the HubSpot LinkedIn Company Page. The left sidebar contains the company profile, including the HubSpot logo, name, industry (Internet), employee count (501-1000), and a 'Home' button. The main content area features a large image of orange spheres with the HubSpot logo, followed by a paragraph about HubSpot's mission and a 'Featured Groups' section. The 'Featured Groups' section lists three groups: 'Inbound Marketers' (125,527 members), 'HubSpot Academy' (8,914 members), and 'INBOUND Event' (1,350 members). Each group has a 'Join' button. An orange arrow points from the text 'Click Me!' to the 'Join' button of the 'Inbound Marketers' group.

HubSpot
Internet
501-1000 employees

106,384 followers [Follow](#)

[Home](#) [Careers](#)

Featured Groups

- Inbound Marketers** -...
125,527 members
[+ Join](#)
- HubSpot Academy**
8,914 members
[+ Join](#)
- INBOUND Event**
1,350 members
[+ Join](#)

HubSpot is the world's leading inbound marketing and sales platform. Since 2006, HubSpot has been on a mission to make the world more inbound. Today, 15,000+ customers in more than 90 countries use HubSpot's software, services, and support to transform the way they attract, engage, and delight customers. HubSpot is headquartered in Cambridge, MA with offices in Dublin, Ireland, and Sydney, Australia, and has been recognized by Inc., Forbes, and Deloitte as one of the world's fastest-growing companies. HubSpot's software has helped companies worldwide change how they market and sell, while our innovative approach to company culture has helped redefine transparency and autonomy in the modern workplace.

To learn more about HubSpot's software, visit www.hubspot.com
To join our team, visit hubspot.com/jobs

Specialties
inbound marketing, marketing, internet marketing, online marketing, web marketing, software, blogging, SEO, marketing automation, social media, email marketing, analytics, sales

Website http://www.HubSpot.com	Industry Internet	Type Public Company
Headquarters 2nd Floor Cambridge, MA 02141 United States	Company Size 501-1000 employees	Founded 2006

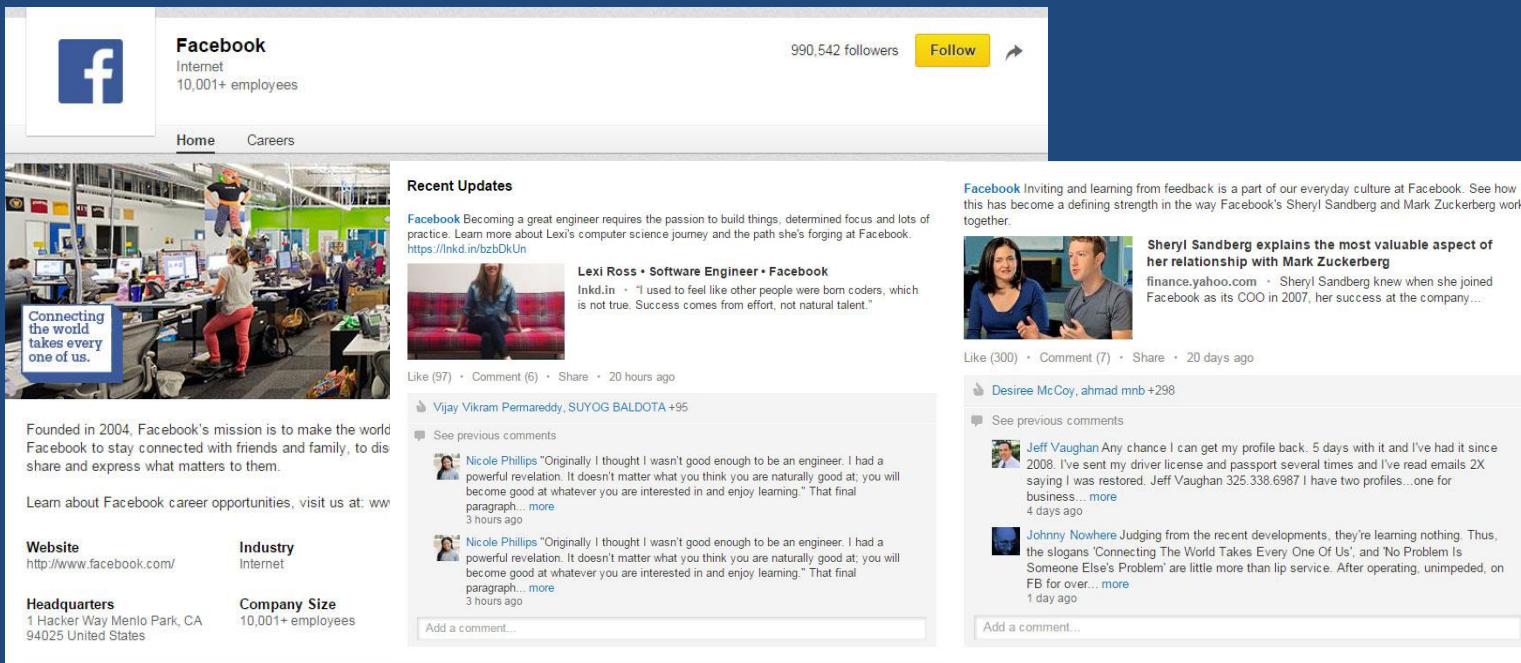
Above: Sidebar menu showing HubSpot's Featured Groups

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



The screenshot displays the Facebook profile of 'Facebook', which has 990,542 followers. The page features a cover photo of an office interior with a sign that reads 'Connecting the world takes every one of us.' Below the cover photo, the company's mission statement is provided: 'Founded in 2004, Facebook's mission is to make the world Facebook to stay connected with friends and family, to dis share and express what matters to them.' The 'Recent Updates' section shows a post from Lexi Ross, a Software Engineer at Facebook, who shares a quote from Inkd.in: 'I used to feel like other people were born coders, which is not true. Success comes from effort, not natural talent.' This post has 97 likes and 6 comments. Another update from Sheryl Sandberg, Facebook's COO, is also visible, discussing her relationship with Mark Zuckerberg. The page includes navigation links for 'Home' and 'Careers', and a 'Follow' button. The footer of the page lists the company's website (http://www.facebook.com/), headquarters (1 Hacker Way Menlo Park, CA 94025 United States), and company size (10,001+ employees).

Facebook
Internet
10,001+ employees

990,542 followers [Follow](#)

[Home](#) [Careers](#)

Recent Updates

Facebook Becoming a great engineer requires the passion to build things, determined focus and lots of practice. Learn more about Lexi's computer science journey and the path she's forging at Facebook. <https://lnkd.in/bzbDkUn>

Lexi Ross • Software Engineer • Facebook
Inkd.in • "I used to feel like other people were born coders, which is not true. Success comes from effort, not natural talent."

Facebook Inviting and learning from feedback is a part of our everyday culture at Facebook. See how this has become a defining strength in the way Facebook's Sheryl Sandberg and Mark Zuckerberg work together.

Sheryl Sandberg explains the most valuable aspect of her relationship with Mark Zuckerberg
finance.yahoo.com • Sheryl Sandberg knew when she joined Facebook as its COO in 2007, her success at the company...

Like (97) • Comment (6) • Share • 20 hours ago

[Vijay Vikram Parmareddy, SUYOG BALDOTA +95](#)

See previous comments

Nicole Phillips "Originally I thought I wasn't good enough to be an engineer. I had a powerful revelation. It doesn't matter what you think you are naturally good at, you will become good at whatever you are interested in and enjoy learning." That final paragraph... [more](#)
3 hours ago

Nicole Phillips "Originally I thought I wasn't good enough to be an engineer. I had a powerful revelation. It doesn't matter what you think you are naturally good at, you will become good at whatever you are interested in and enjoy learning." That final paragraph... [more](#)
3 hours ago

[Add a comment...](#)

Desiree McCoy, ahmad mnb +298

See previous comments

Jeff Vaughan Any chance I can get my profile back. 5 days with it and I've had it since 2008. I've sent my driver license and passport several times and I've read emails 2X saying I was restored. Jeff Vaughan 325.338.6987 I have two profiles...one for business... [more](#)
4 days ago

Johnny Nowhere Judging from the recent developments, they're learning nothing. Thus, the slogans 'Connecting The World Takes Every One Of Us', and 'No Problem Is Someone Else's Problem' are little more than lip service. After operating, unimpeded, on FB for over... [more](#)
1 day ago

[Add a comment...](#)

Website
<http://www.facebook.com/>

Industry
Internet

Headquarters
1 Hacker Way Menlo Park, CA 94025 United States

Company Size
10,001+ employees

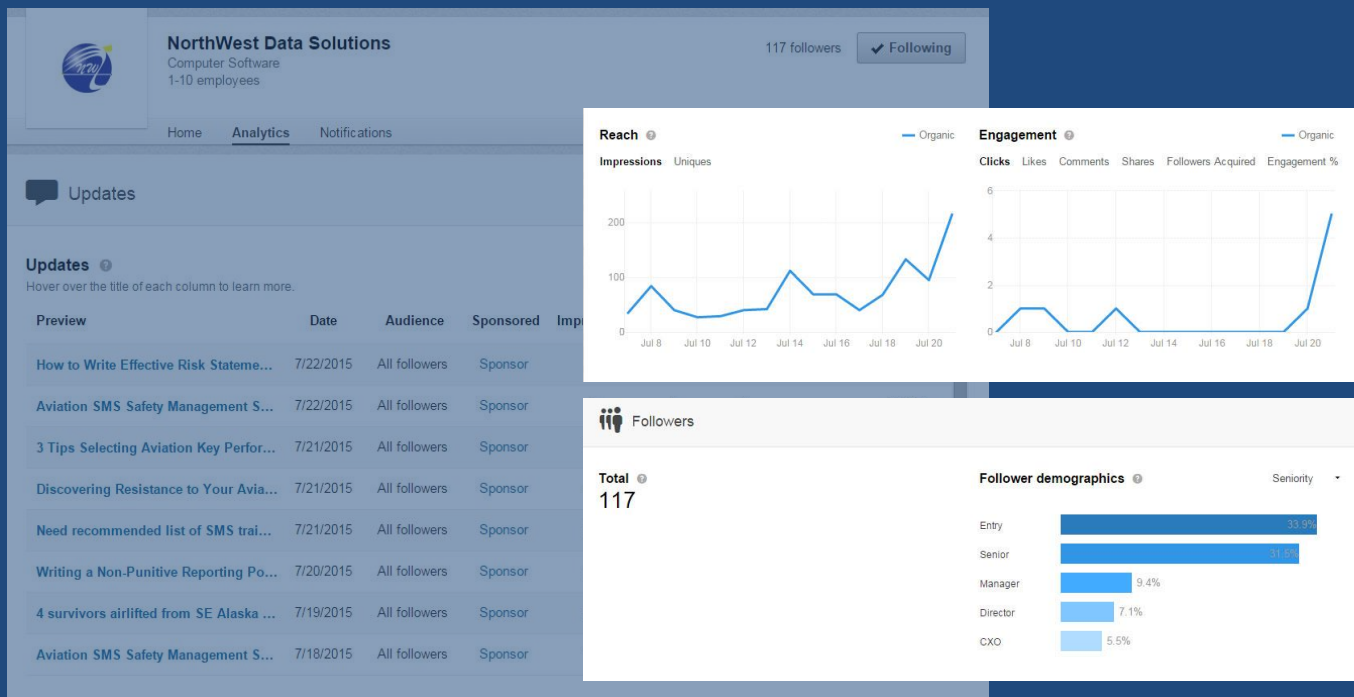
Above: Examples of Facebook using Company Page updates to engage with its audience

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



NorthWest Data Solutions (NWDS) is based in Anchorage, Alaska. NWDS provides

- Database & app programming,
- Web hosting; and
- Internet marketing services to the Alaska market.

NWDS' mission is to help businesses succeed in the ever-changing internet environment.

NWDS was founded in 2003 and creates many types of software, including e-commerce, financial, defense, engineering, logistics, aviation and more.

www.nwds-ak.com