www.nwds-ak.com

TABLE OF CONTENTS

1) Company Overview PAGE 2

2) Logo And Banner Image PAGE 3

3) Careers Page PAGE 6

4) Showcase Pages PAGE 7

5) Featured Groups PAGE 9

6) Company Updates PAGE 10

7) Page Analytics PAGE 11

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,

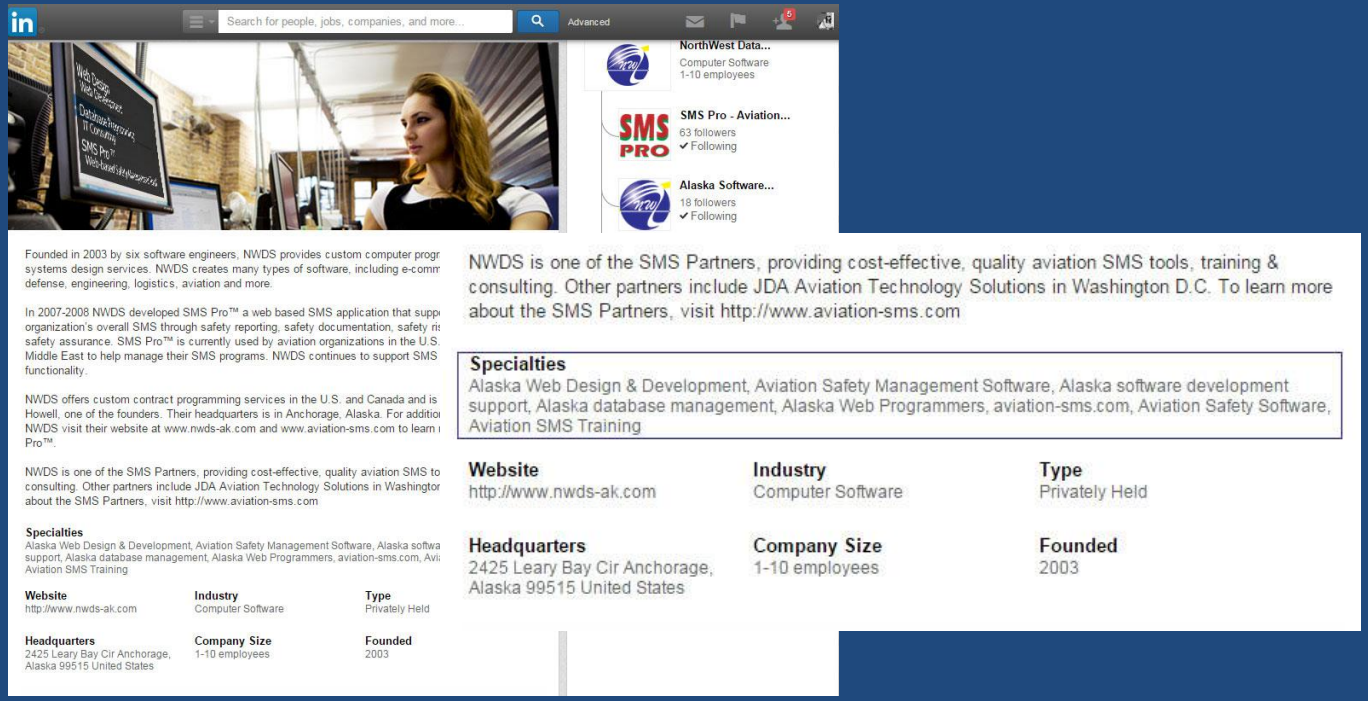
chowell@nwds-ak.com

1 Company Overview

PRO TIP

"Make it easy for the right people to find your Company Page by adding SEO terms in the description and 'Specialties' sections."

-- **LinkedIn**



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)

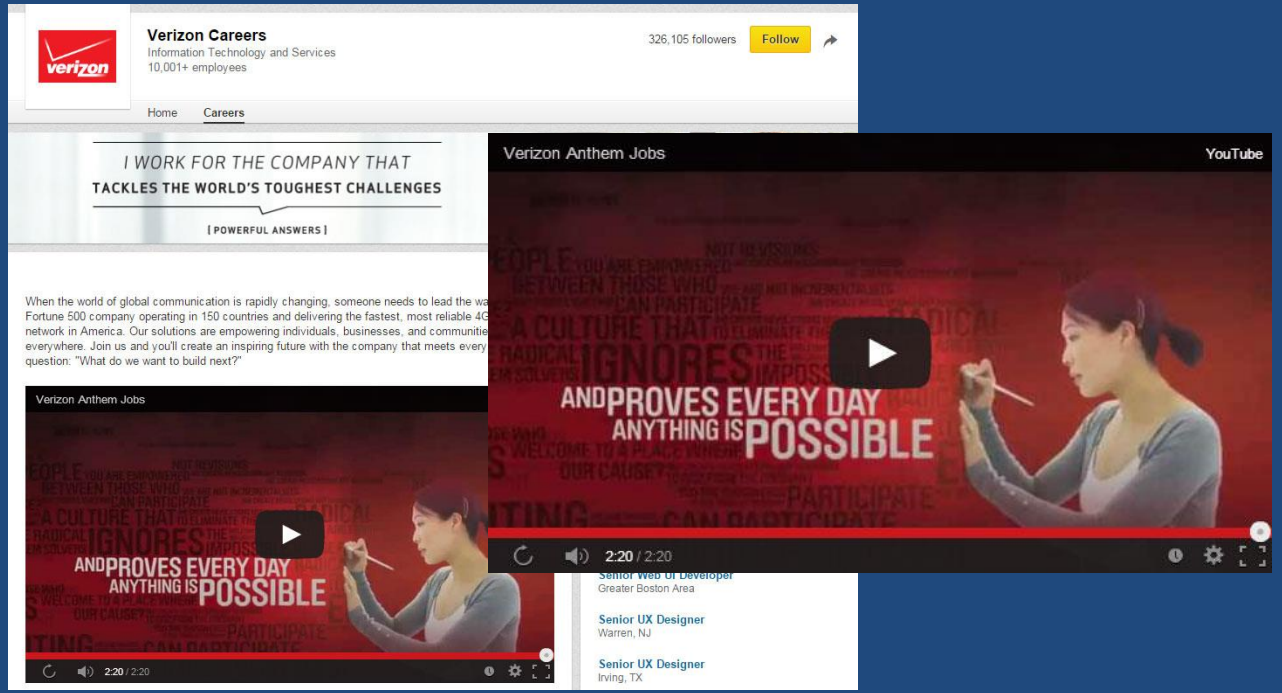
Above: Samsung's Company Page cover image, which highlights a product feature

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



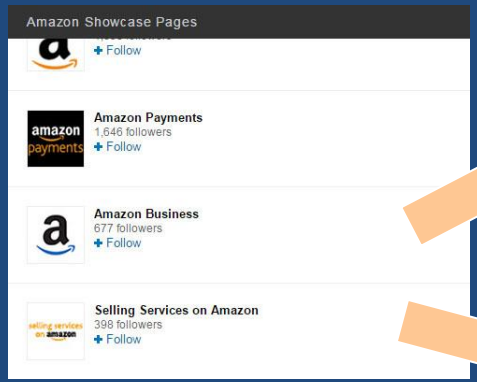
Above: Verizon’s Careers Page on LinkedIn, which features an inspiring future with the company video

4 Showcase Pages

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

-- **LinkedIn**

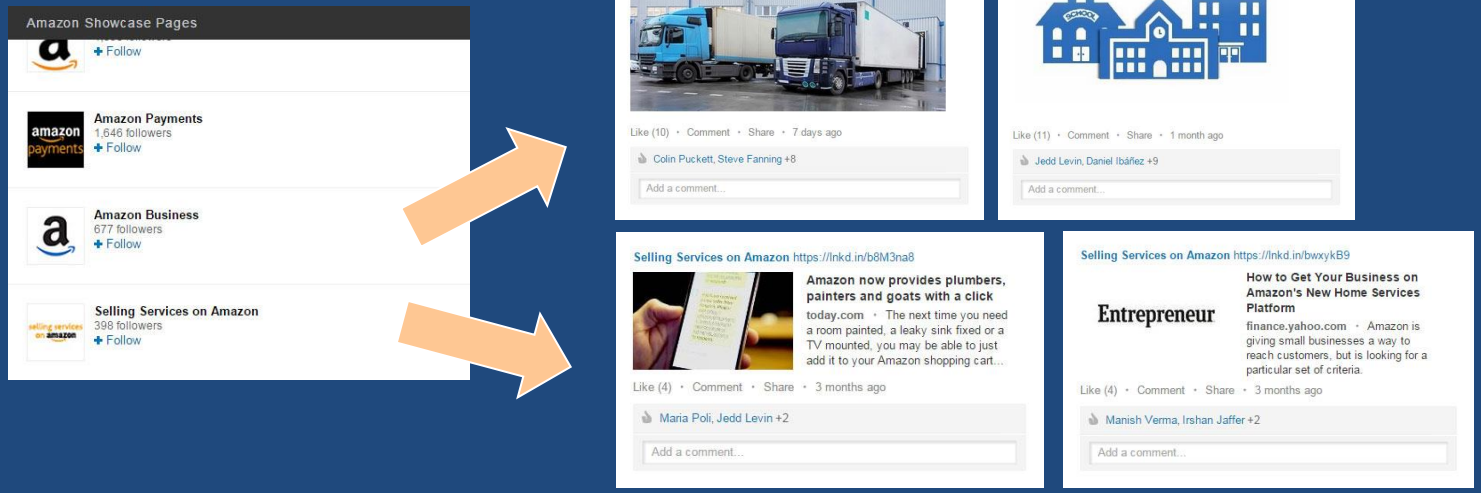
PRO TIP



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)



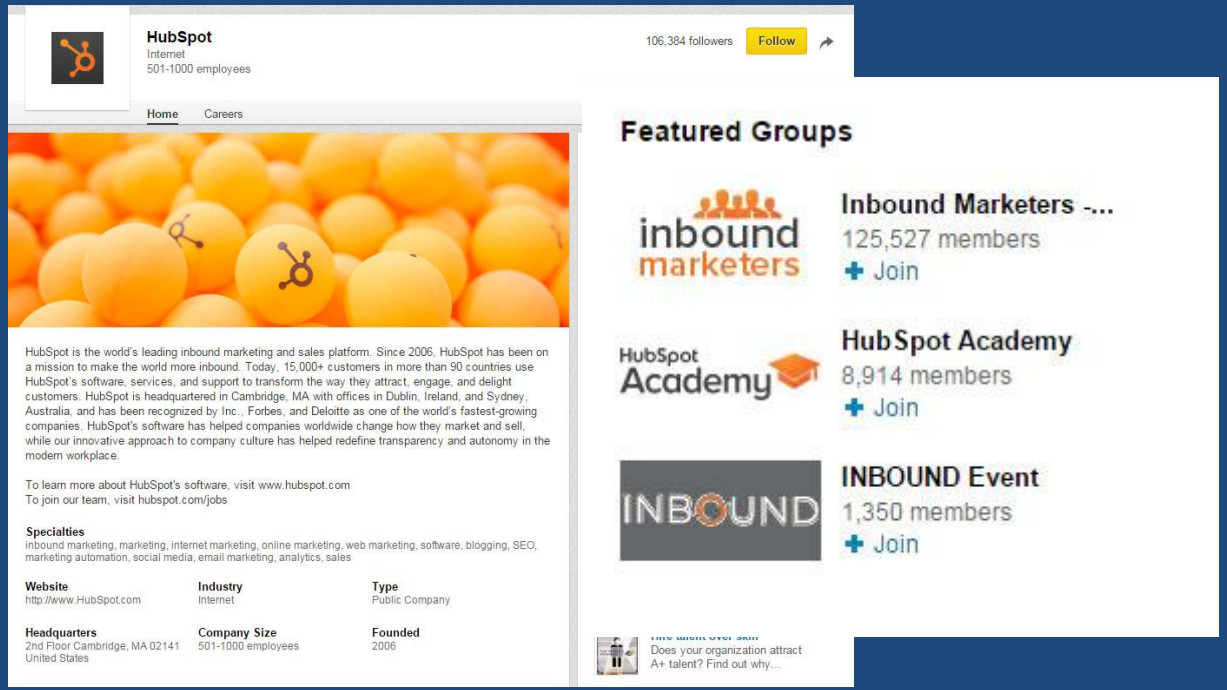
Above: Examples of Amazon using unique messaging for each of its Showcase Pages

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



Click Me!

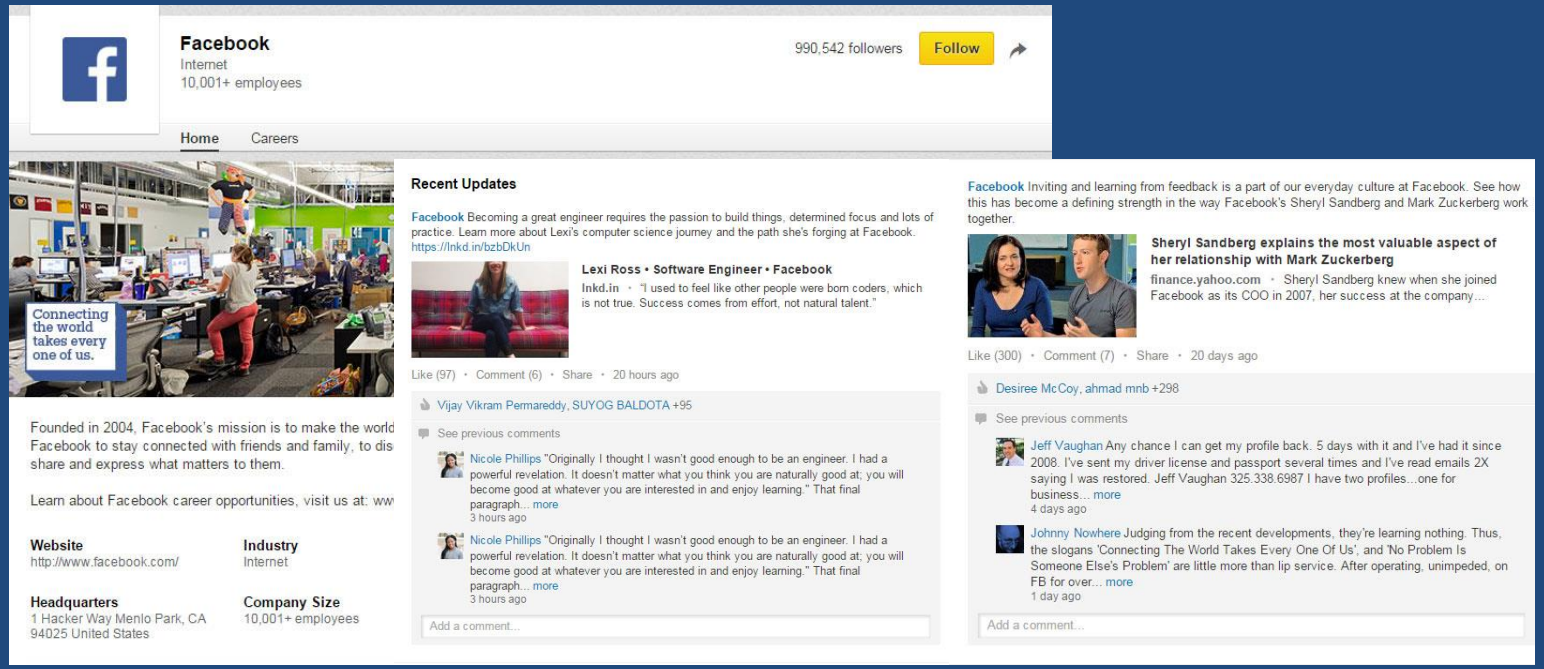
Above: Sidebar menu showing HubSpot's Featured Groups

6 Company Updates

PRO TIP

"Every like, comment, and share increases your reach. Prompt your followers to take action on your updates by asking thoughtful questions."

-- **LinkedIn**



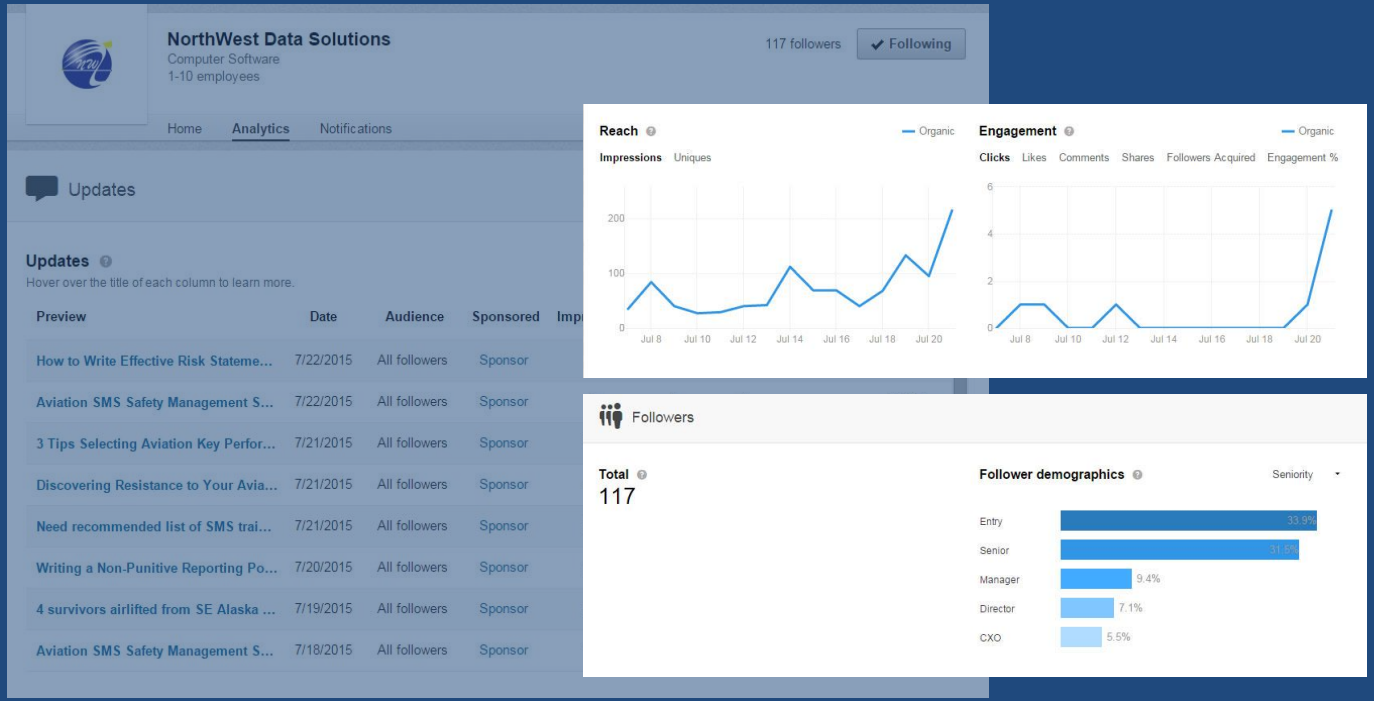
Above: Examples of Facebook using Company Page updates to engage with its audience

7 Page Analytics

PRO TIP

"Get insight into what's working and what's not by using Company Page Analytics to test frequency, topics, and formats."

-- **LinkedIn**



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