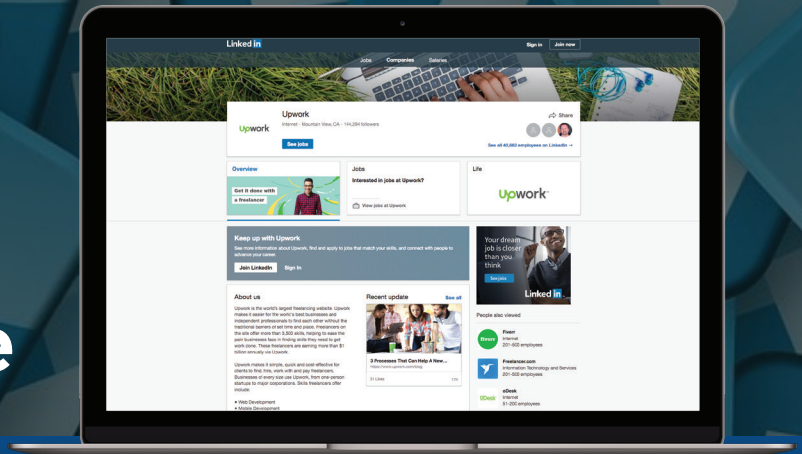


# Steps To Optimize Your LinkedIn Company Page



Use these steps to keep your LinkedIn Company page looking fresh and up to date.

- ✓ If you don't yet have a company page created, select "Work" in the top toolbar, and scroll down to "Create A Company Page +".
- ✓ Enter your full business name.
- ✓ If the company name is already taken as the URL, copy your company website URL or your Twitter username.
- ✓ LinkedIn will warn you if another page has the same name. Make sure to click to review these to avoid creating a duplicate page.
- ✓ Once you have Created the page, click "Manage" then "Overview" to make the following updates.
- ✓ Update Profile Picture with current logo. Make sure to use a square image file so it appears correctly, at least 400 x 400 px for good image clarity.
- ✓ Update Cover Image. Make sure image is at least 1536 x 768 px. Only a small portion of the height will be visible so don't use an image that requires the full height to be visible.
- ✓ Update About Us section with current company bio or mission statement. Add disclosures to the bottom of this section if required.
- ✓ Add your company URL, then fill in the required fields that follow.
- ✓ Add your company address.
- ✓ When you are done, click "Go to Member View" and select "Publish"
- ✓ Review the full page and make any adjustments if necessary.
- ✓ Go to your personal LinkedIn profile and make sure the company logo is visible under your "Experience" section. If not, edit your current position and enter the company name again, then select the company page from the drop down suggestions.
- ✓ Revisit this process annually to make sure the summaries and contact info are up to date.

Need help? We'll set up and optimize your social profiles for you. Go to [indigomarketingagency.com/social](http://indigomarketingagency.com/social) to get started today!