LINKEDIN PAGE
CHECK LIST

Section #4

Manca Korelc

HOW TO COMPLETE YOUR LINKEDIN PAGE?

A LinkedIn Page is a dynamic marketing tool and in order to be successful with the communications we need to fill it entirely.

Through consistent posting and audience engagement you can build a community and encourage employees to participate in spreading the word, which can have a vital impact on your organisational culture.

LinkedIn pages focus on the brand, not the individuals within the brand. This allows your brand to have a human touch and identity separate from any people within the organization. Relying on the personal brand of one person can be dangerous; if they leave the company you can lose a big part of your brand identity.

According to LinkedIn pages with complete information get 30% more weekly views. So take time for editing, and I strongly advice: do not copy paste texts from your website. You will be tempted, but do avoid temptation.

A LINKEDIN PAGE CAN HAVE THESE TABS:

- Home – the home of your content
- About – the About section
- Life – additional paid tab
- Jobs – a place for jobs
- People – all people related to your LinkedIn page
- Insights - additional tab with information, visible to Premium LinkedIn users
- Ads – a place for your marketing campaigns
- My company - for pages with at least 200 employees on LinkedIn

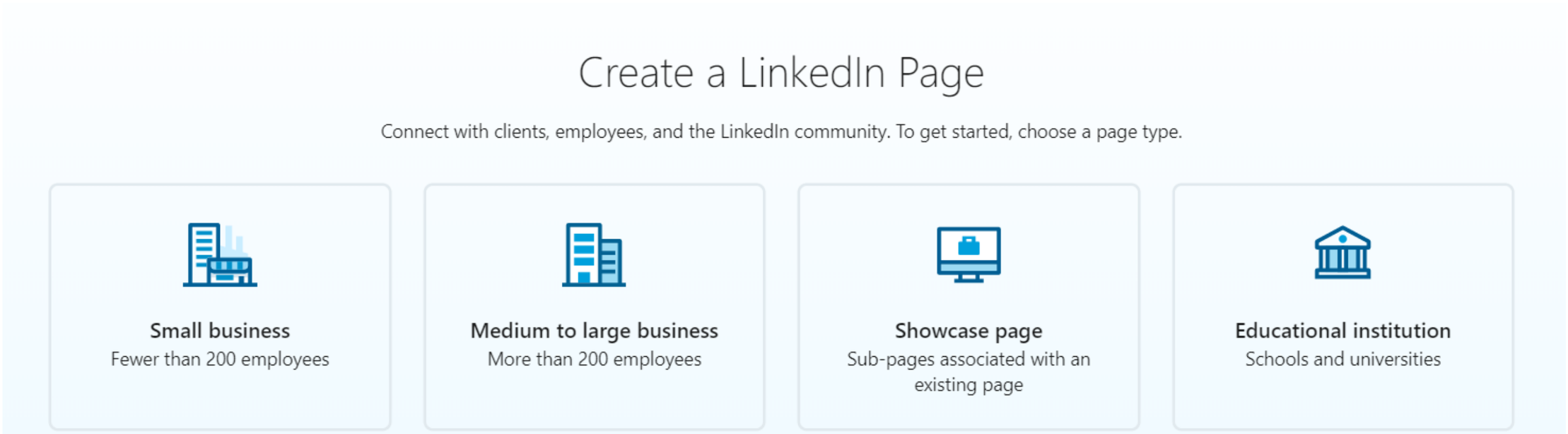
Do not worry, I take you step by step and element by element, how to optimize your LinkedIn page for success along with best practices.

ELEMENTS OF YOU LINKEDIN PROFILE

The list of all elements. Fill in your LinkedIn page and ✔ them all.

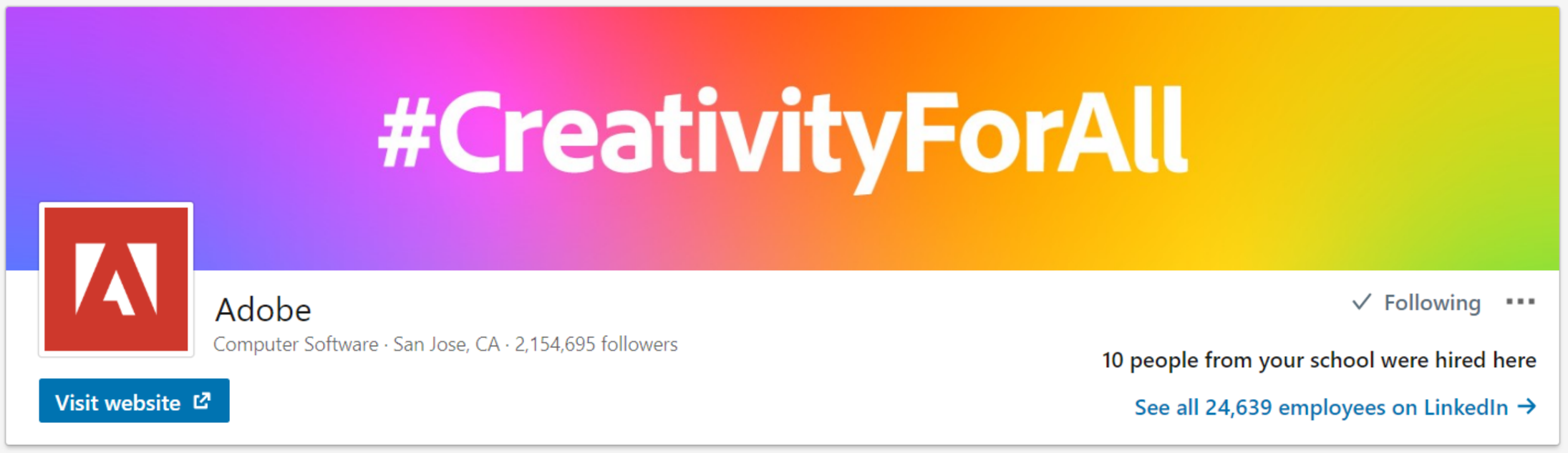
	1	PAGE LOGO
	2	NAME
	3	TAGLINE
	4	BUTTONS
	5	URL
	6	OVERVIEW
	7	DESCRIPTION
	8	WEBSITE URL
	9	INDUSTRY
	10	COMPANY SIZE
	11	TYPE
	12	YEAR FOUNDED
	13	PHONE
	14	SPECIALTIES
	15	LOCATIONS
	16	HASHTAGS
	17	FEATURED GROUPS

Before you create a LinkedIn page you decide the type:



HEADER PHOTO

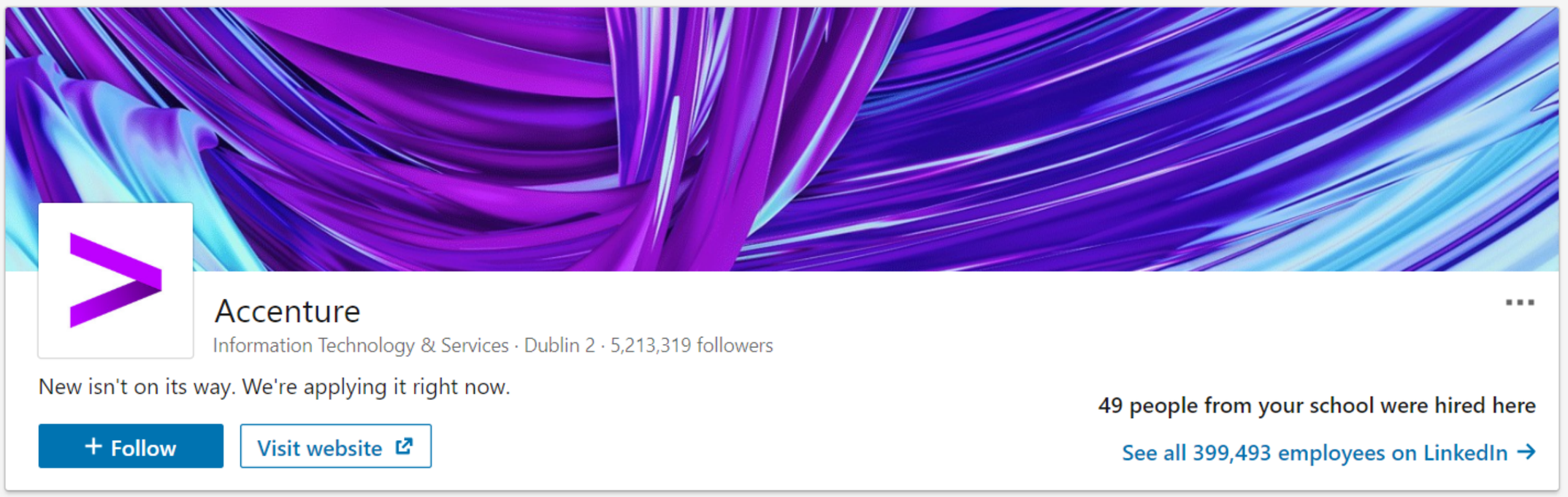
In your header photo you can present your brand hashtag:



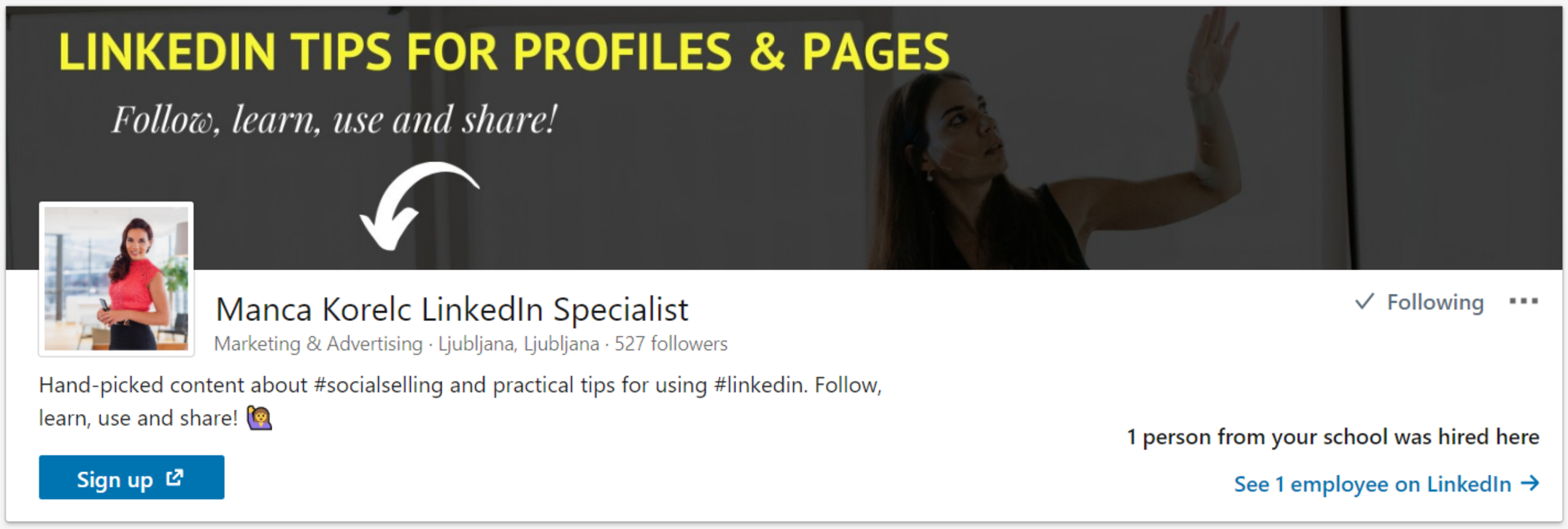
Showcase your award:

How to complete your LinkedIn page?

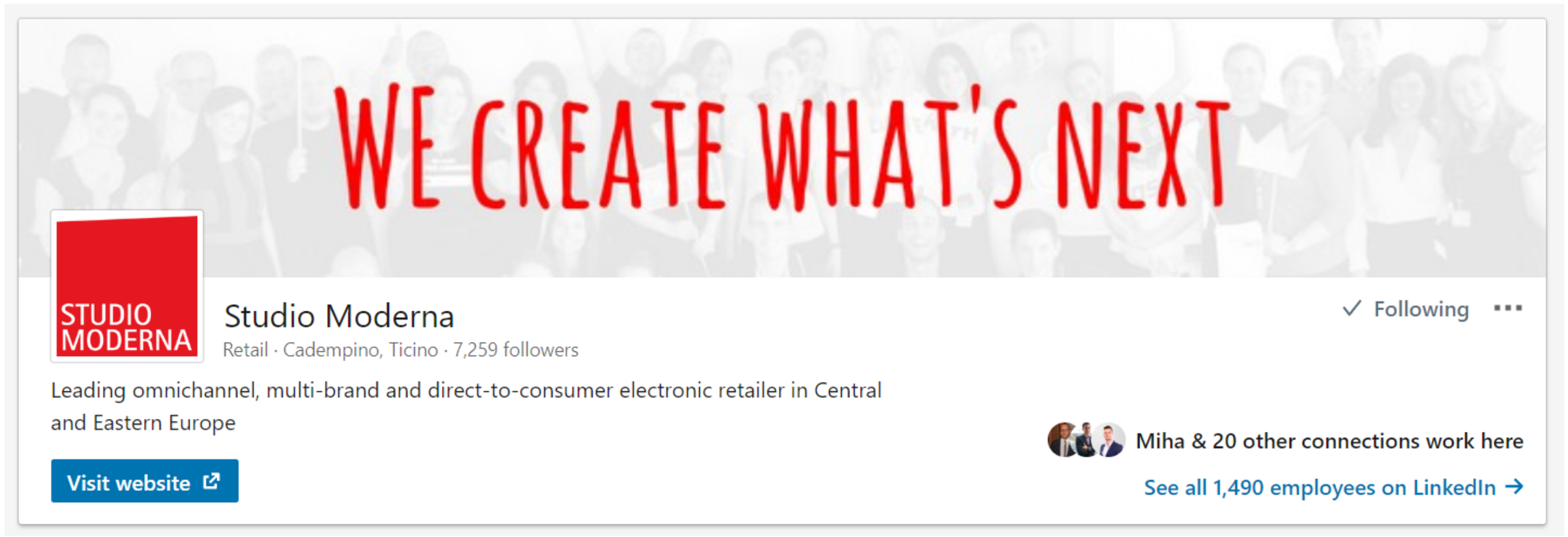
Leverage the power of colors:



Include call to action:

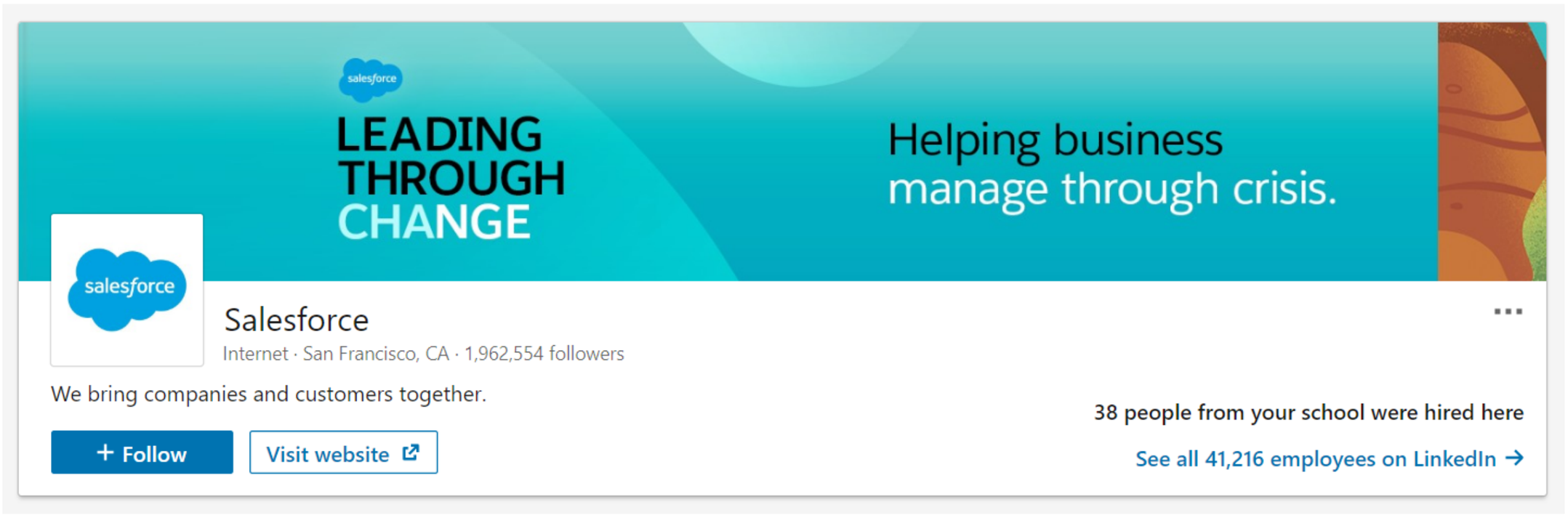


Showcase your mission:

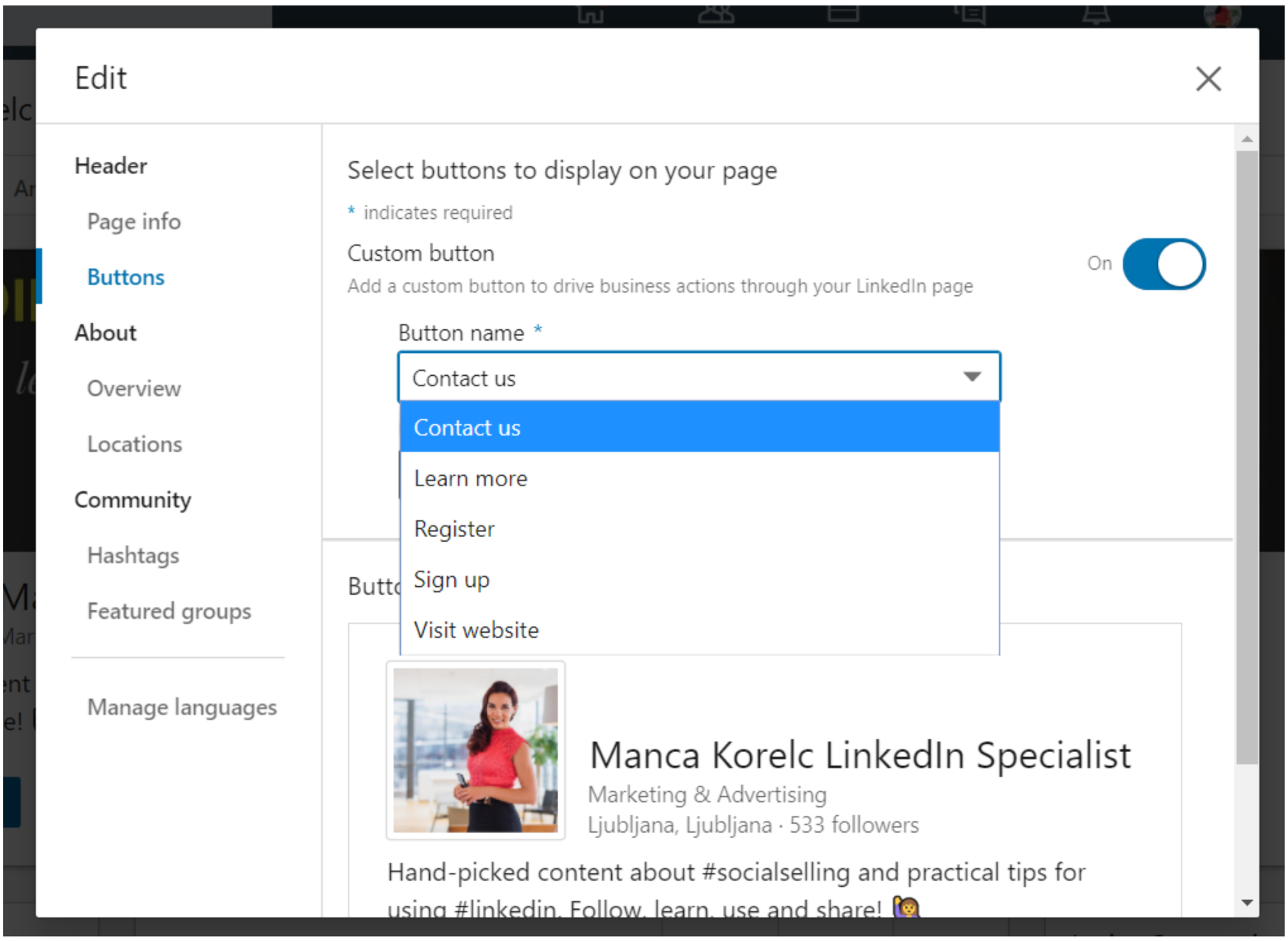


How to complete your LinkedIn page?

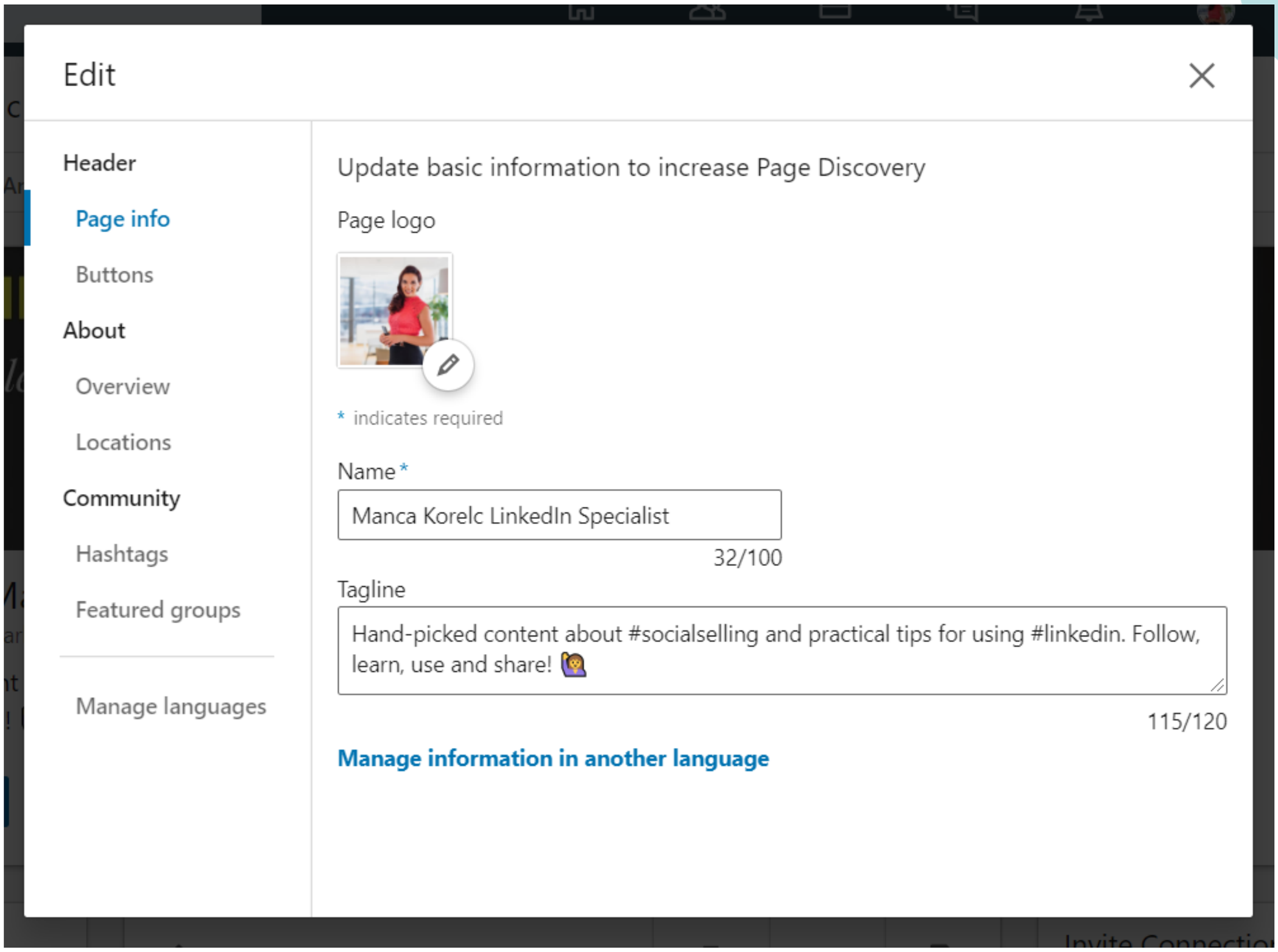
Show what you are all about:



PAGE INFO

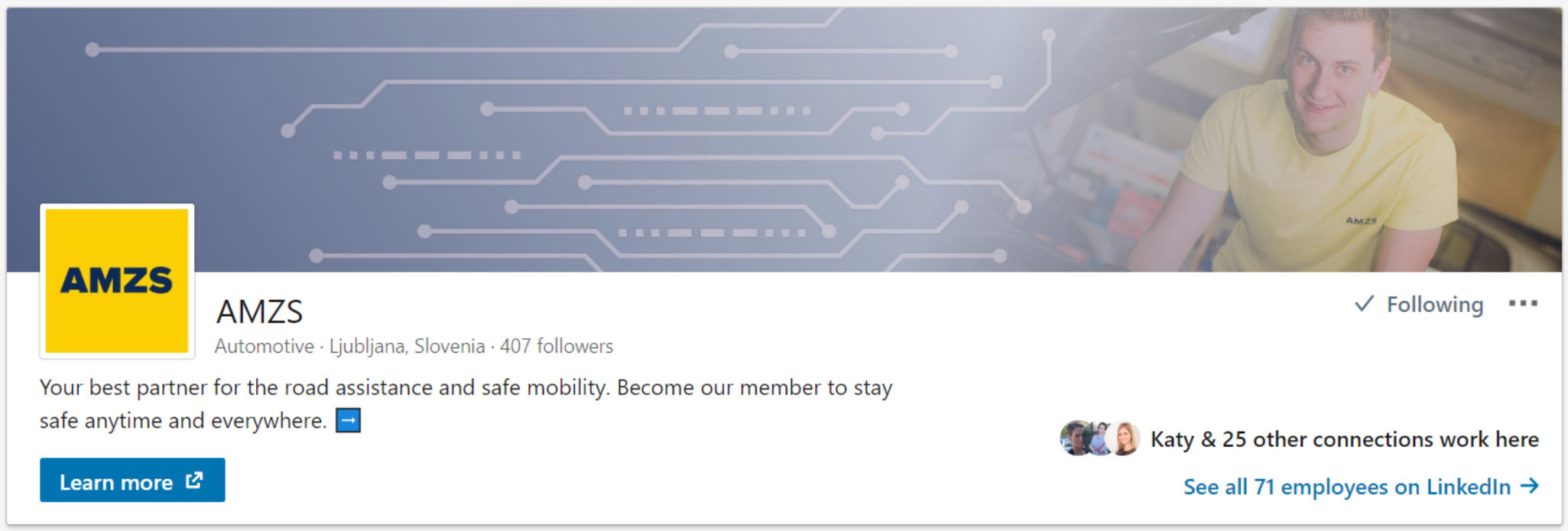


How to complete your LinkedIn page?



Page logo

- This is the place for your company logo
- Select high quality
- It can be up to 400 x 400 pixels with the maximum file size 4MB



How to complete your LinkedIn page?

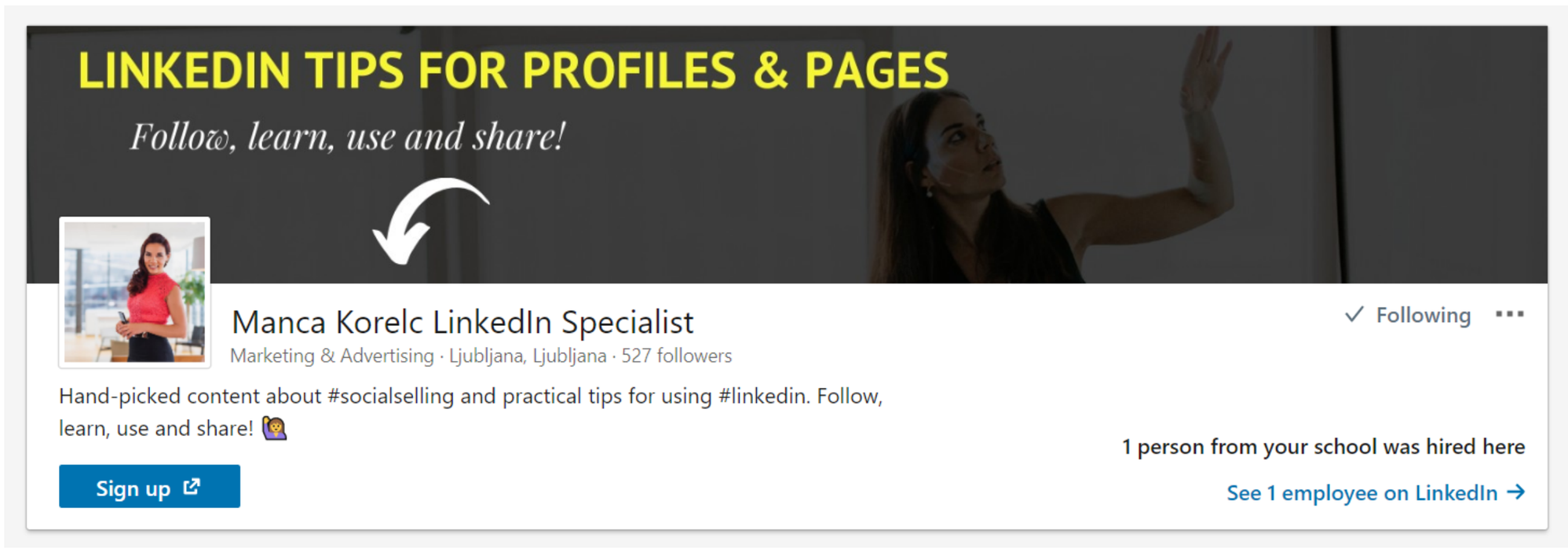
NOTE: If your focus with LinkedIn page is personal branding, you can add a picture of yourself.

Name

Usually it is the company name. If you choose to do so, lose the abbreviations: Inc., GmbH and similar. You do not need it here, that goes on your website.

Tagline

You have 120 characters to fill the part. Use it smart – do not just copy the first paragraph on your About us section on website. Focus on the followers and the benefit they will get from following your page.



TIP: you do not need to present the entire portfolio, the content here can be to one part of your services/products.

BUTTONS

Add one of the 5 different buttons:

- Contact us
- Learn more
- Register
- Sign up
- Visit website

How to complete your LinkedIn page?

These buttons actually give you ideas, how to use your LinkedIn page for! You can take the visitor to your website, landing page, event registration page, newsletter page.... so many options. Change the button often. You can use it very effectively for a marketing campaign.

URL

This is the link that takes the visitor to the page. Make sure you change it synchronized with the button and aligned to your goals.

Add UTM parameters to the link, so you track the visitor. Use Google analytics Campaign URL Builder: https://ga-dev-tools.appspot.com/campaign-url-builder/

TIP: if you are an admin, you can track who's clicked on the button in the visitor analytics. More on the topic in the end of this document.

ABOUT

OVERVIEW

Description

This is where you tell your audience what you're all about. What product or service does your company offer? What makes you different from the competition? Why should they follow you? Share your mission, values, vision, story, and goals, as well as what users can expect by following your Page.

We cover this topic in the next Section 5 LINKEDIN PROFILE AND PAGE ABOUT.

Website URL

To send visitors to your website to get in touch or learn more about your product or service, be sure your website URL is included on your Page.

Industry

Select one industry to your LinkedIn page, so the right people can find you. This will be the one your LinkedIn page belong to in search results, when potential clients, vendors, or employees search for businesses on LinkedIn narrowing using Advanced Search features like Industry.

Company Size, Type and Year founded

These are self-explanatory sections. Select the right options.

Phone

Add your phone number. If you have many, select the one that fits your goal the most. Usually is the generic number, same as on the website.

Specialties (up to 20)

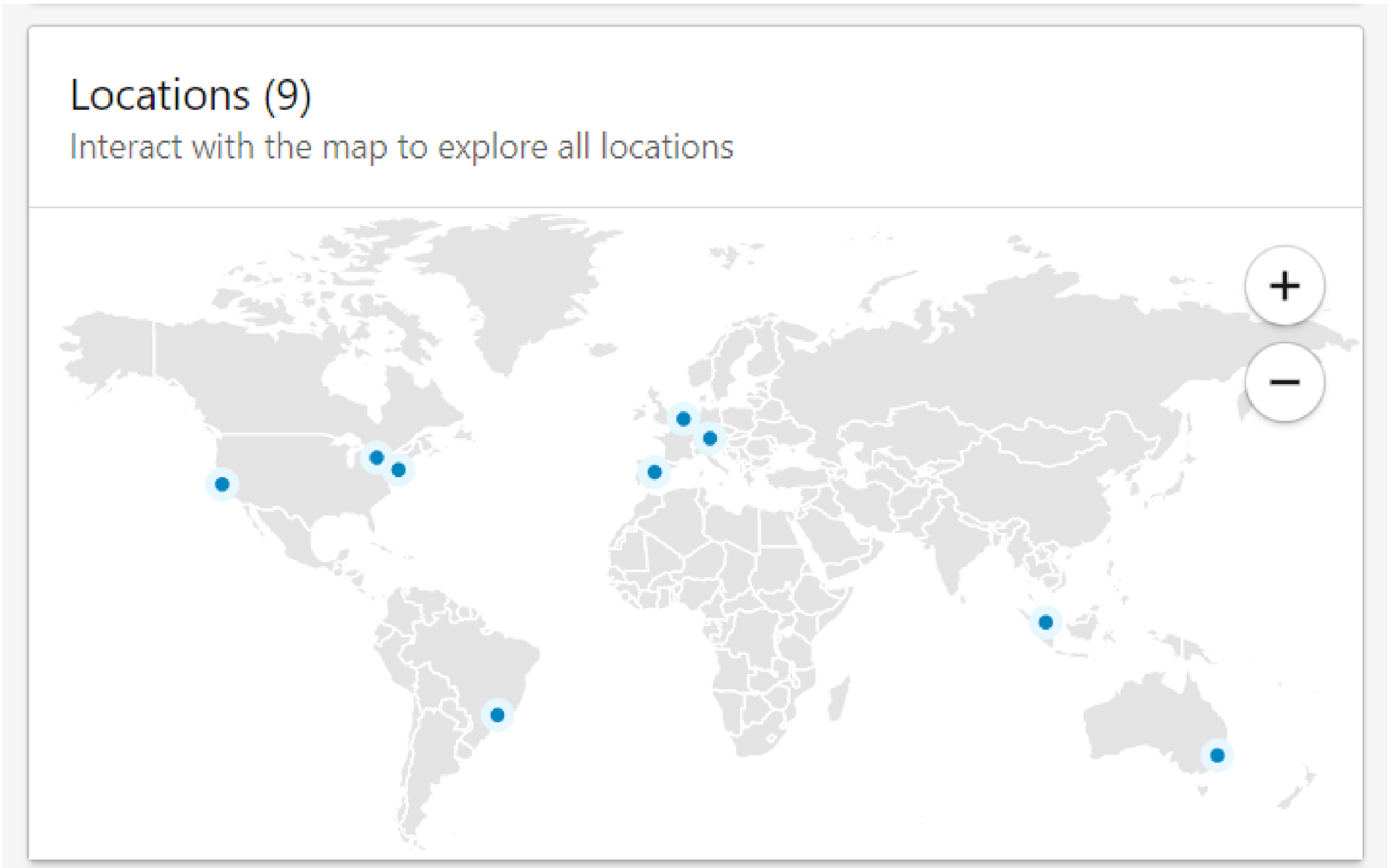
This is often overlooked feature, but so important for the sake of SEO. Add the keywords related to your business. You can do a little hashtag research on LinkedIn or Google search to select the right terms.

LOCATIONS

Update locations to let members know where you're based. If you don't have a street address, you can exclude it.

You can list multiple locations on your LinkedIn Page. Add address of your headquarters, office, show rooms etc.

It looks pretty awesome (I used the page of LinkedIn):



COMMUNITY

HASHTAGS

Add up to 3 hashtags that matter to your page.

They are valuable for 2 reasons:

1. Your page can show in search results when your prospects are searching for a specific hashtag
2. When you click on the associated hashtag on your page, you activate to ability to engage with listed content as your page instead your profile – this is a great way to expand your word about your brand

FEATURED GROUPS

Add your LinkedIn Group or the ones you are active in to invite to the conversation. Members can see and request to join your groups from your Page.

MANAGE LANGUAGES

You can manage your LinkedIn page in more than one language. You can configure your Page in over 20 languages. Note that information won't be auto translated, you must put it manually.

Awesome! We covered the About section of your successful page. Before we dive into other Tabs of your page, learn about the SEO for LinkedIn page.

SEO ON LINKEDIN PAGE

Make sure your LinkedIn page is searchable on LinkedIn.

Include sentences with keywords in your description. Google's search previews up to 156 characters, so add most relevant terms in the beginning. List keywords to your Specialties you find in About section with targeted phrases.

Create links to the LinkedIn page. Ask your employees to add your Page to their current work experience and to the email signature. Link to your LinkedIn Page whenever possible on digital channels, like blogs, other social media, newsletters etc.

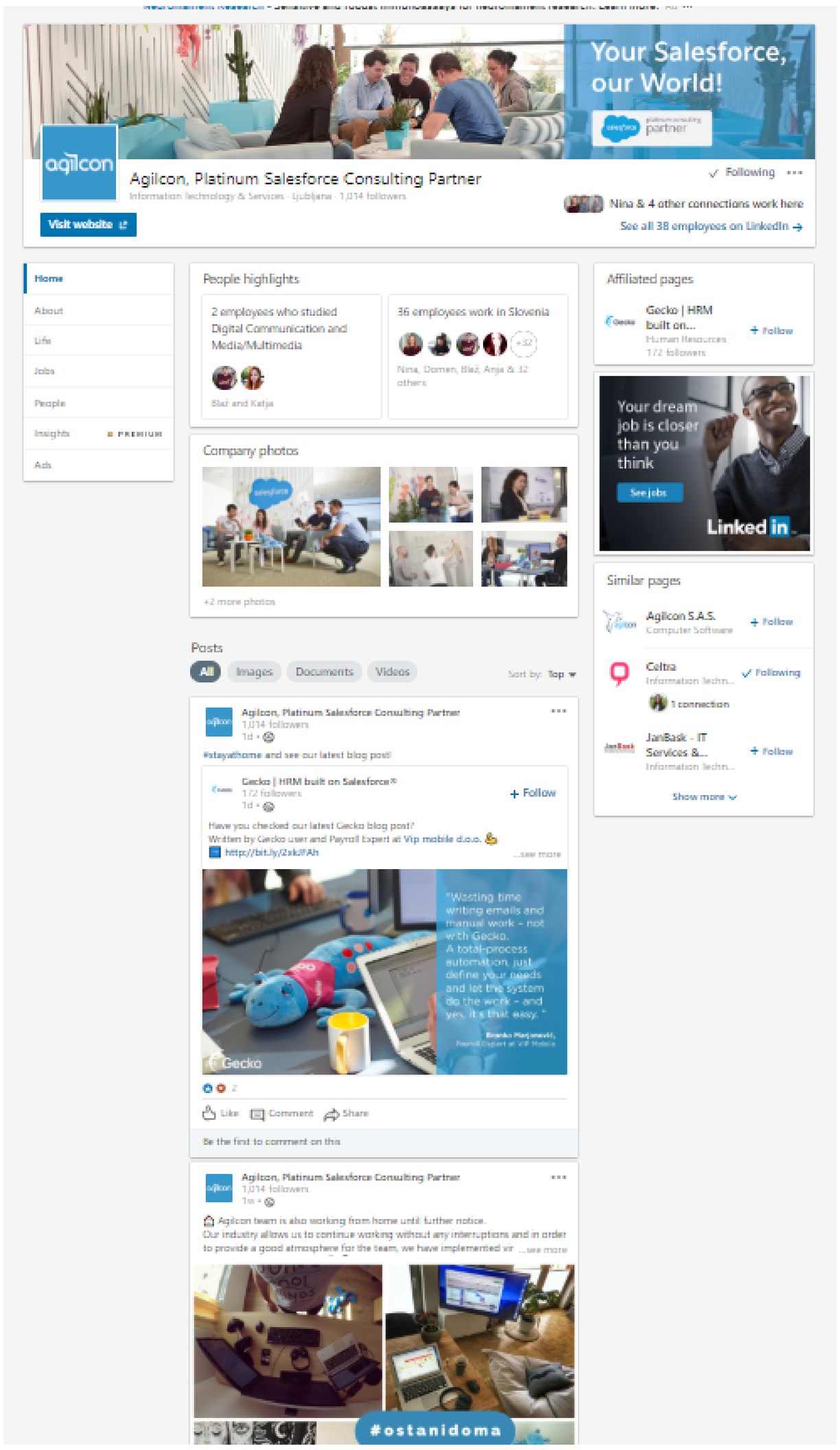
TIP: for the keywords answer the question: what are terms and phrases that your potential clients / partners add to the search field in order to find you?

ADDITIONAL TABS

LIFE

This is a tab you get if you enhance your LinkedIn Page with Career Pages. It is a paid feature. You can leverage the customable Life or What We Do tab to provide a of life at your organization with photos, testimonials, and more.

Show what you are all about:

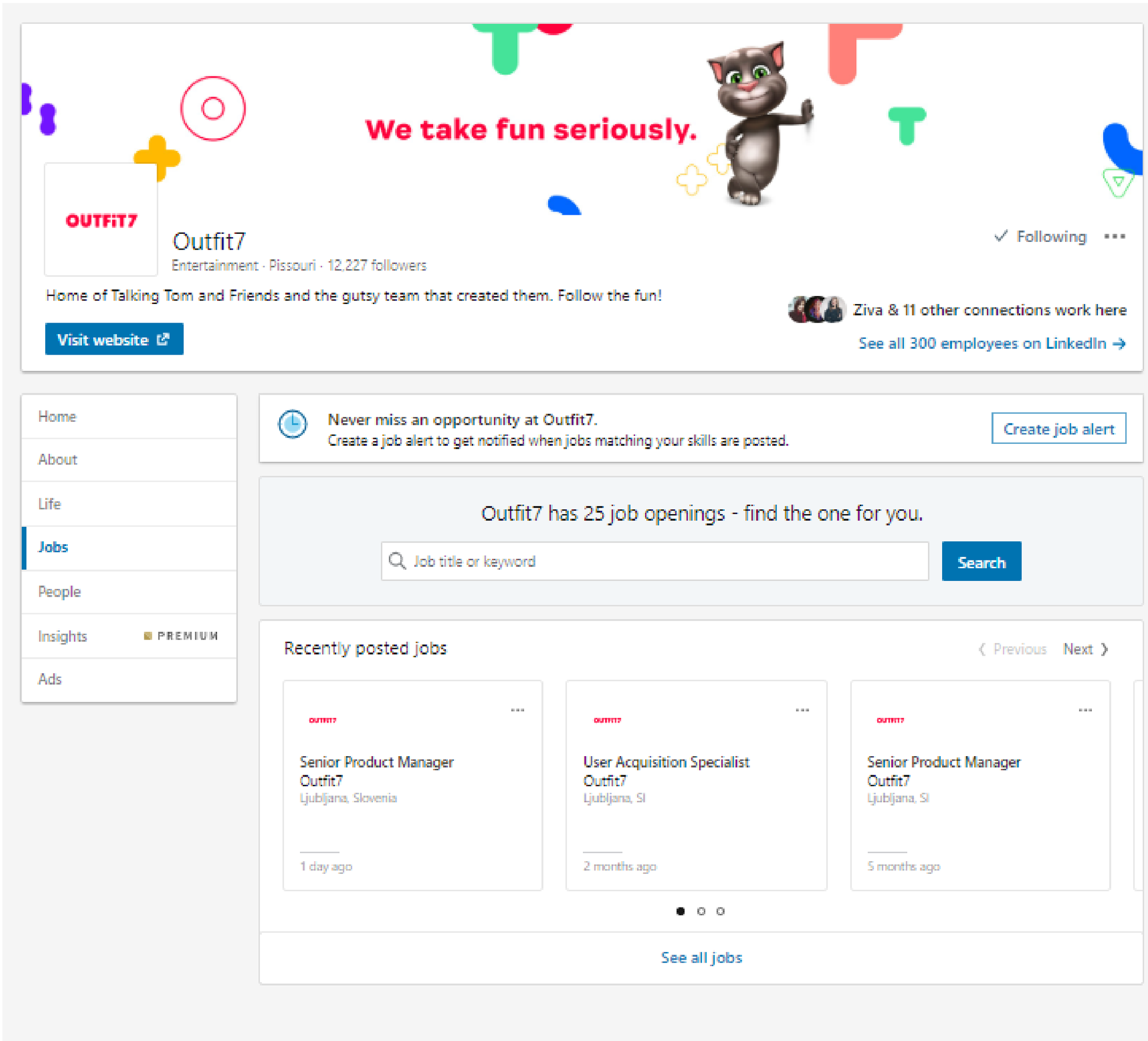


Read more about Life tabs here:

https://www.linkedin.com/help/linkedin/answer/71212/editing-the-life-tab-or-what-we-do-tab-of-your-linkedin-page?lang=en

JOBS

The Jobs tab allows all members to search for employment opportunities with your organization as well as create job alerts for newly posted roles. With a Career Page added to your LinkedIn Page, members will also see jobs recommended for them as well as employees who currently occupy the role.



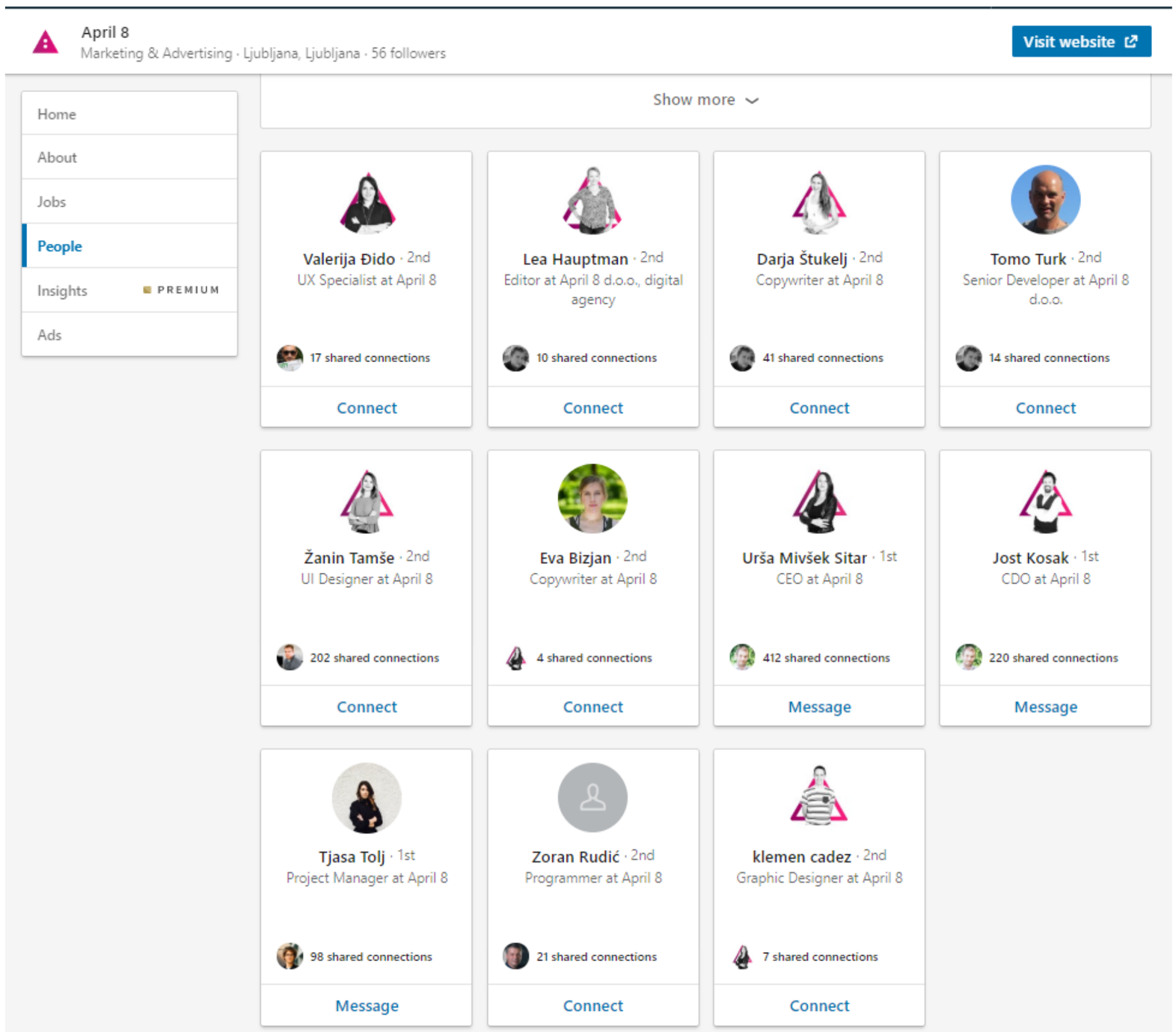
Users can create a job alert to get notified when jobs matching their skills are posted on your LinkedIn Page.

PEOPLE

This tab is most personal on LinkedIn page, where you can show all your employees. When you are doing research yourself, this tab help you to find out more about the company. You can search the employee by title, keyword.

There are a lot of information about people:

- Where they live
- Where they studied
- What they do
- What they studied
- What they are skilled at
- How you are connected



INSIGHTS

For Premium Business user's additional information (based on LinkedIn data) about organization is available on Insight Tab.

Total employee count

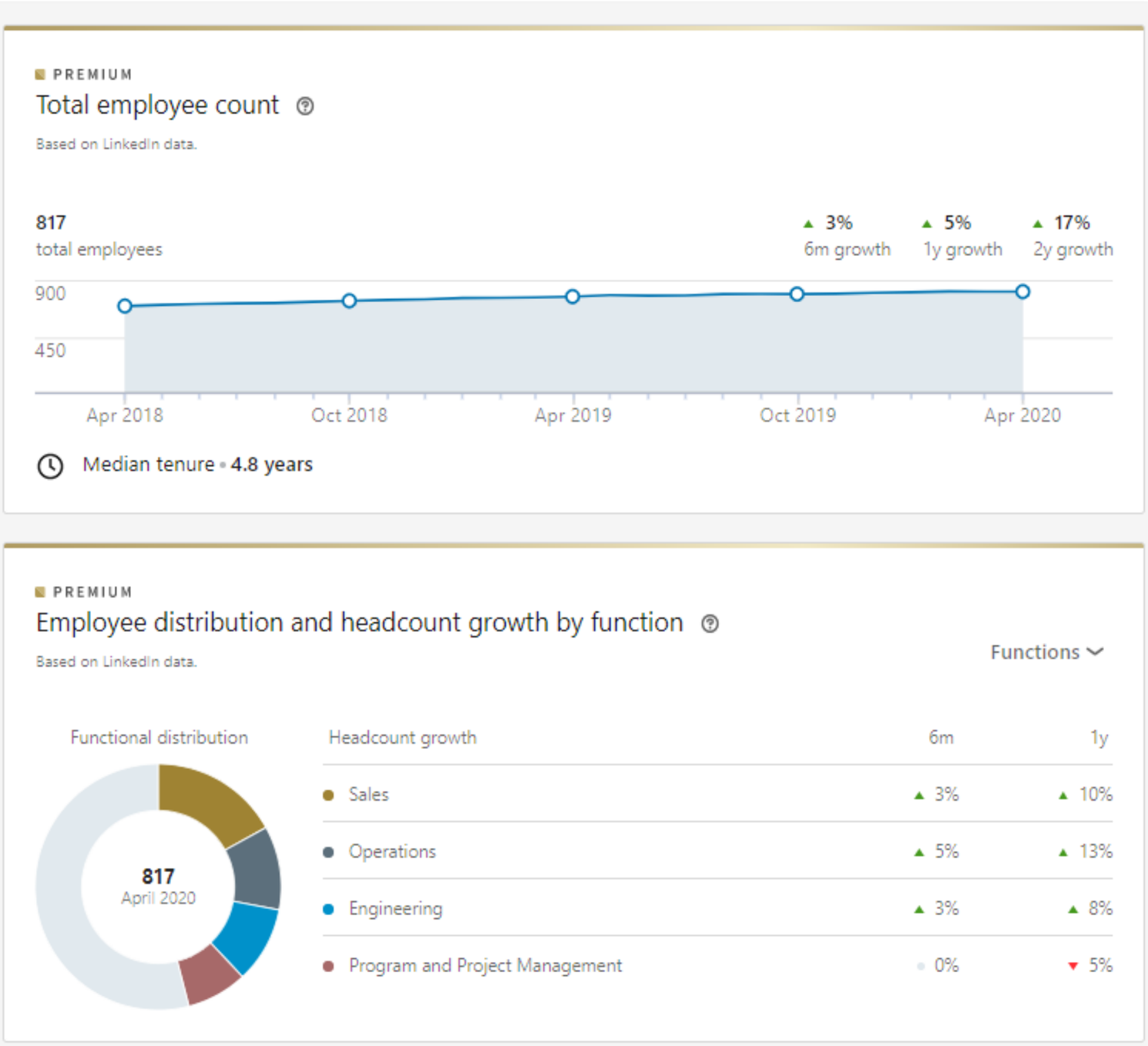
The number is based on activity as reported by LinkedIn members employed at this company.

Employee distribution and headcount growth by function

Based on profiles of LinkedIn members employed at the company. Growth is calculated based on employee count over specific time periods.

New hires

Based on profile information as reported by LinkedIn members reported at this company. Senior management is defined as employees with previous or current titles as Vice President or higher but could vary by sector.

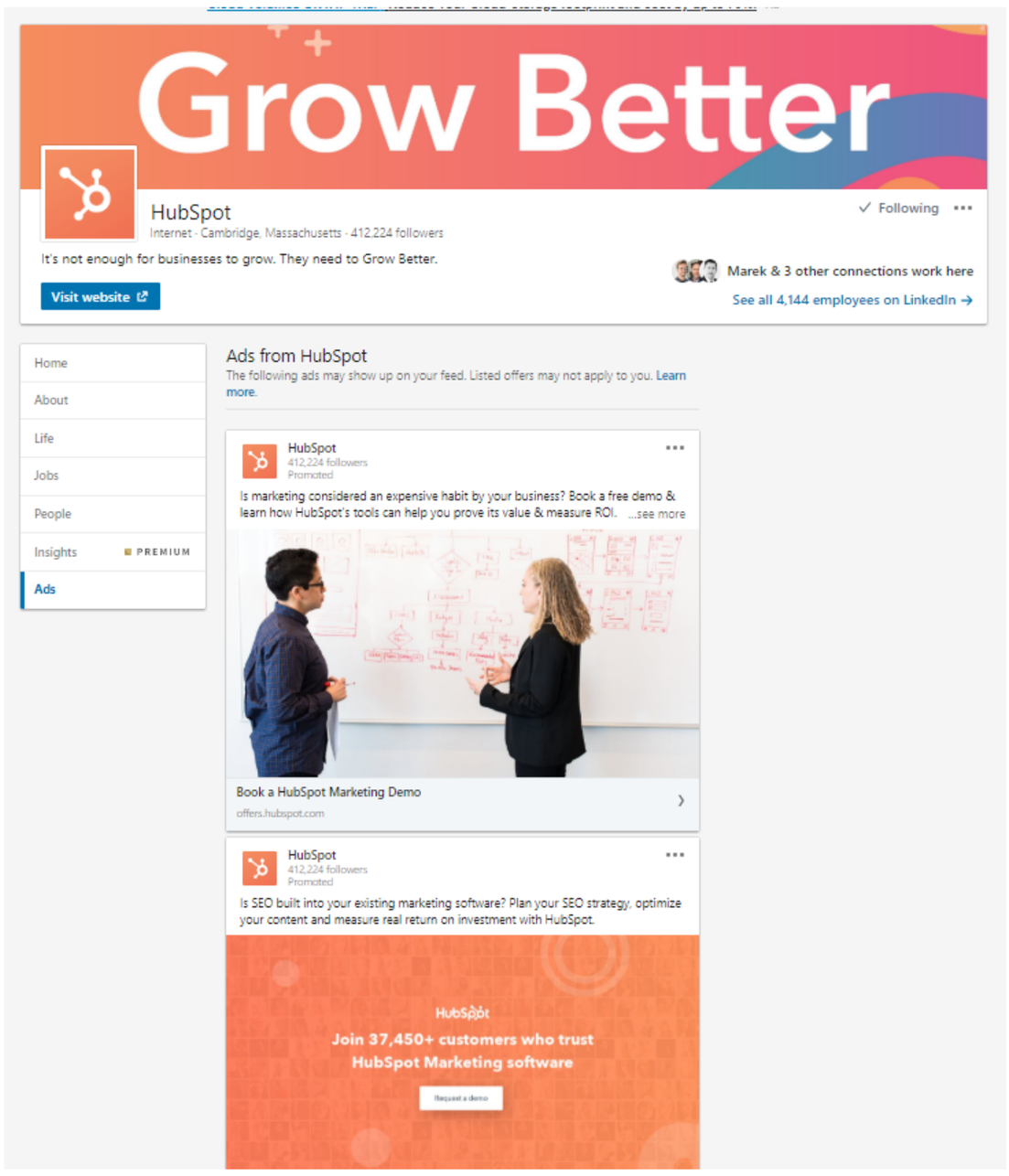


ALUMNI

The Alumni Tool Plugin is made for schools to showcase graduates' careers and creating connections among alumni, students, and donors. It uses the information on LinkedIn profiles and can help the school to stand out with information. Potential students and their parents can learn about the school culture.

ADS

Here you can users see your marketing campaigns / ads. This is a great place for competition monitoring.

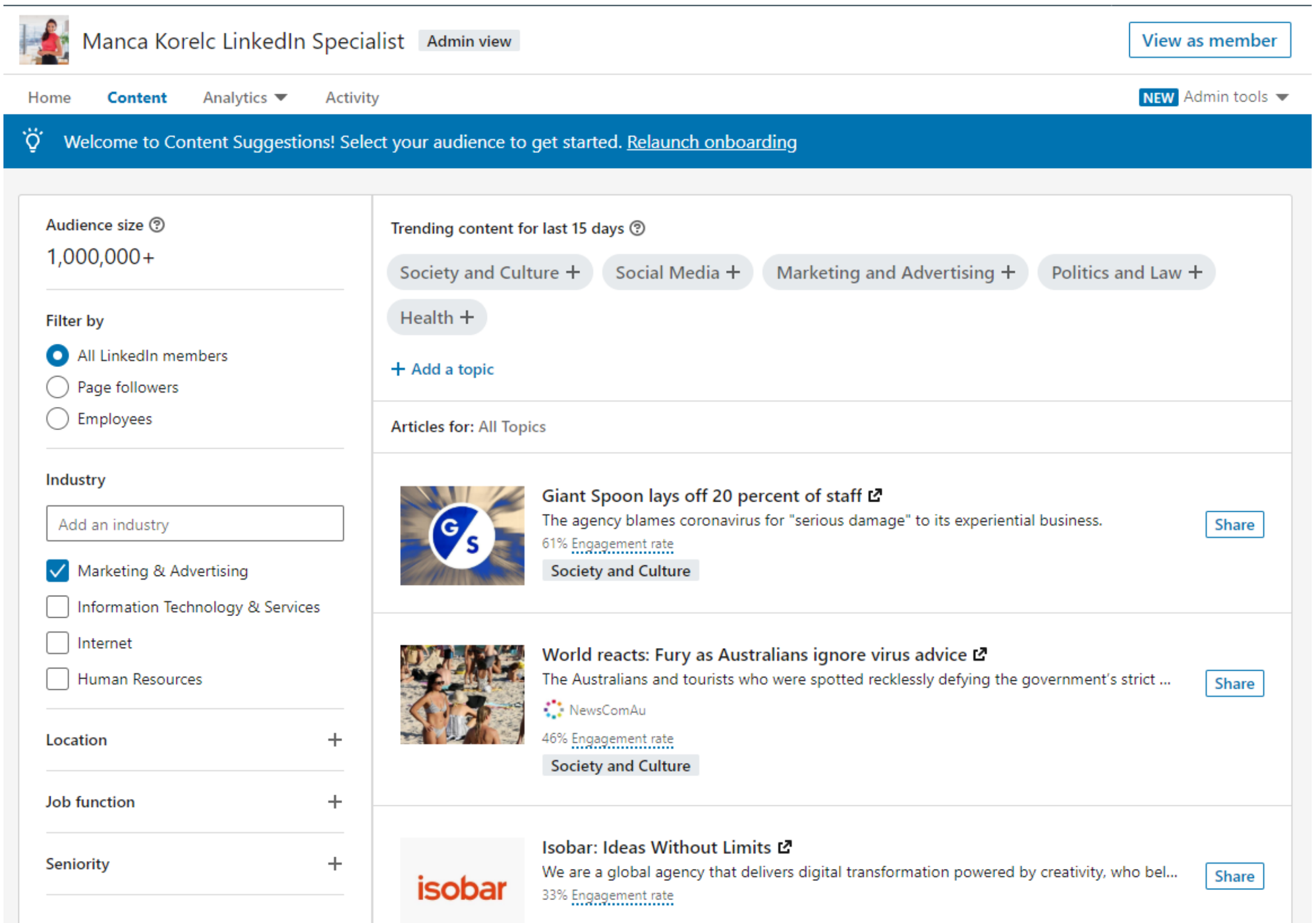


CONTENT SUGGESTIONS

It is place where you can find content ideas for you next LinkedIn post or to stay up to date on certain topics.

Type in Industry, Location, Job function, Seniority, and Topic to get the articles listed.

How to complete your LinkedIn page?



SEO ON LINKEDIN PAGE

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Create links to the LinkedIn page. Ask your employees to add your Page to their current work experience and to the email signature. Link to your LinkedIn Page whenever possible on digital channels, like blogs, other social media, newsletters etc.

TIP: for the keywords answer the question: what are terms and phrases that your potential clients / partners add to the search field in order to find you?

LINKEDIN ANALYTICS

This is a place, where you will track your success. Analytics is divided into three sections:

- Visitor analytics - shows aggregated metrics across all tabs and metrics for individual tabs
- Update analytics - engagement metrics for your organic and sponsored updates over time. Show aggregated metric across all updates and metrics for individual updates. Sponsored metrics include Sponsored Updates and Direct Sponsored Content.
- Follower analytics - follower metrics.

TIP: monitor once a month.

Now let’s dive into each of the three.

VISITOR HIGHLIGHTS

Total number of page views and unique visitors over time. Data is measured across desktop and mobile for logged in LinkedIn members.

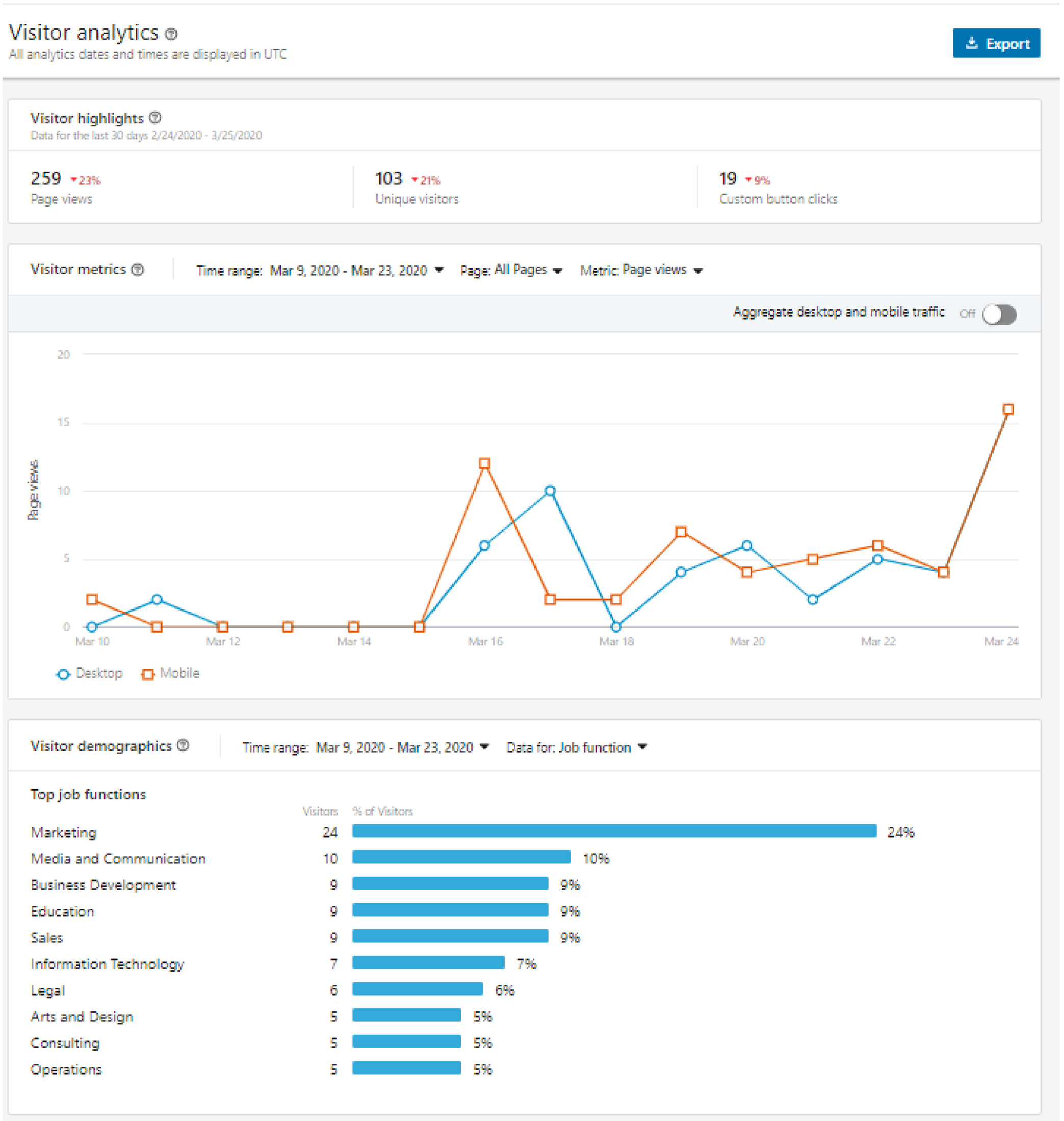
Unique visitors are calculated daily and are not de-duplicated over multiple days.

Visitor highlights

Total number of page views and unique visitors over time. Data is measured across desktop and mobile for logged in LinkedIn members. You can filter Visitor metrics by Time range, All pages or individua and Metric (Page views or Unique Visitors).

Visitor demographics

You can filter Visitor demographics by Job function, Location, Seniority, Industry or Company size.



UPDATE ANALYTICS

Update metrics

Aggregated engagement metrics for your organic and sponsored updates over time. Sponsored metrics include Sponsored Updates and Direct Sponsored Content.

Time range filter applies to dates when your updates were viewed by LinkedIn members.

Impressions count when views of an update is at least 50% on screen for at least 300 ms, or when it is clicked, whichever comes first.

Engagement rate is calculated as:

$$\frac{\text{Clicks + Likes + Comments + Shares + Follows}}{\text{Impressions}}$$

Update engagement | Time range: Mar 11, 2020 - Mar 25, 2020 | Show: 10

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	Follows
13 Tips for Building Following of Your LinkedIn Page 💡 Part 1 / 2 #linkedinpages... All followers	Manca Korelc...	3/24/2020	243	-	19	7.82%	3	1	0	-
5 things you can do for your business network on LinkedIn: engage with the... All followers	Manca Korelc...	3/20/2020	322	-	8	2.48%	7	1	0	-
5 things, you can do for your business network on LinkedIn: Send a welcome... All followers	Manca Korelc...	3/19/2020	314	-	5	1.59%	8	0	0	-
5 things, you can do for your business network on LinkedIn: post a relevant... All followers	Manca Korelc...	3/18/2020	349	-	5	1.43%	6	0	0	-
5 things, you can do for your business network on LinkedIn: endorse them for... All followers	Manca Korelc...	3/17/2020	1,448	-	86	5.94%	8	3	0	-
5 things, you can do for your business network on LinkedIn 👌 Part 1/5 - How to... All followers	Manca Korelc...	3/16/2020	546	-	13	2.38%	9	3	0	-
#LINEKDINTIPS 👌 5 communication guidelines how to properly communicate... All followers	Manca Korelc...	3/12/2020	465	-	13	2.8%	7	0	0	-

Update engagement

Engagement metrics for individual updates and is updated in real time. Data for Sponsored Updates is total of organic and sponsored engagement.

Time range filter applies to the dates when your updates were created. All dates and times are in UTC.

Video views are limited to the past 6 months.

This is where you can track the success of your updates. For each post you can see these metrics (if you hover over, you see the description):

Posted by:

- Update title
- Created
- Impressions
- Video views
- Clicks
- CTR
- Reactions
- Comments
- Shares
- Follows
- Engagement rate

FOLLOWER ANALYTICS

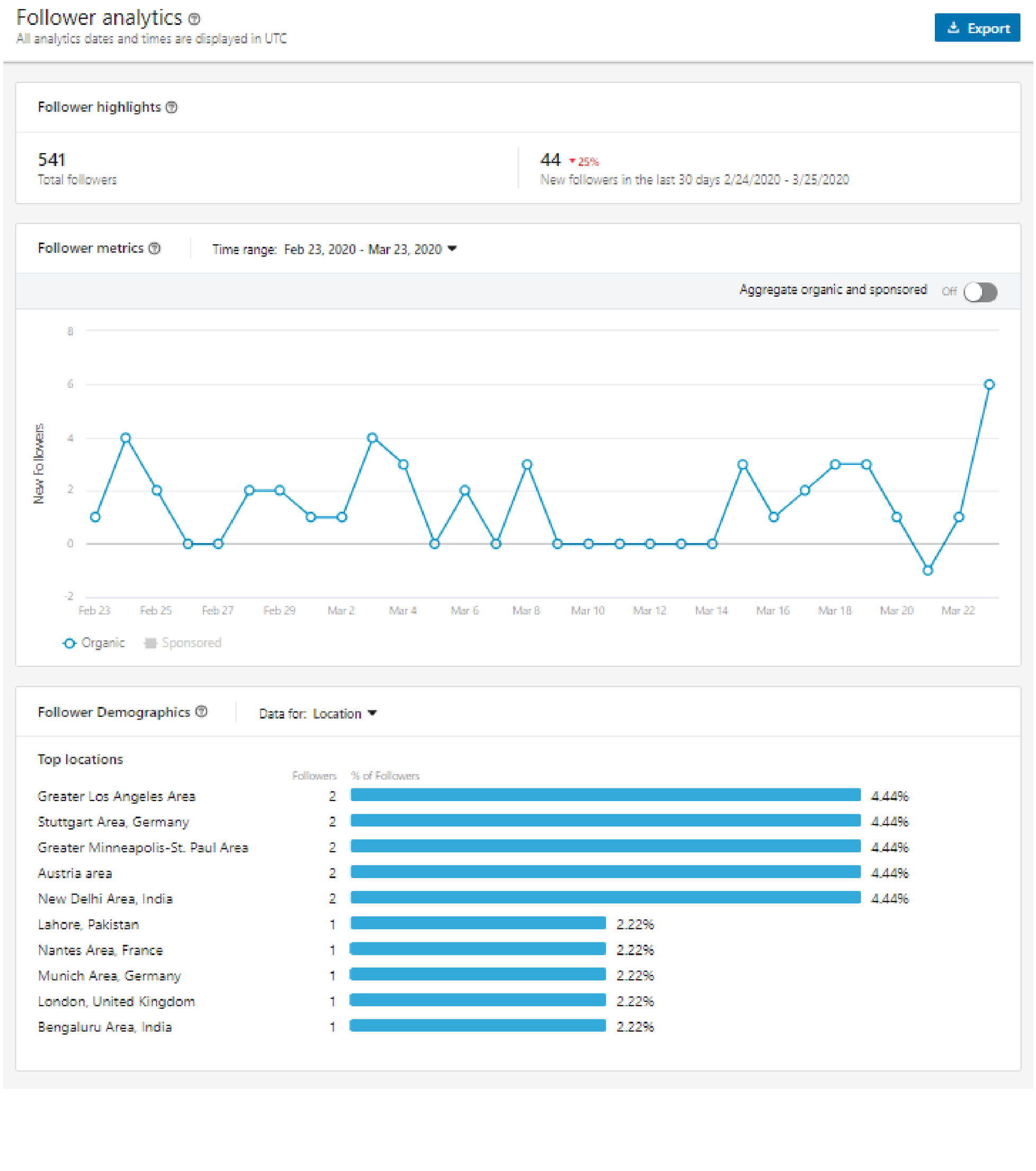
You see the names of your followers, and a lot of demographic information about them.

You can sort data by Location, Job function, Seniority, Industry and Company size. It is a valuable resource if you are reaching your target market with LinkedIn page.

In the end you have a list of companies to track and their Total followers, New followers, Number of updates and Engagement rate. Again competition monitoring resource.

ACTIVITY

This is your corner to track social notifications: Reactions, Shares, Comments and Mentions.

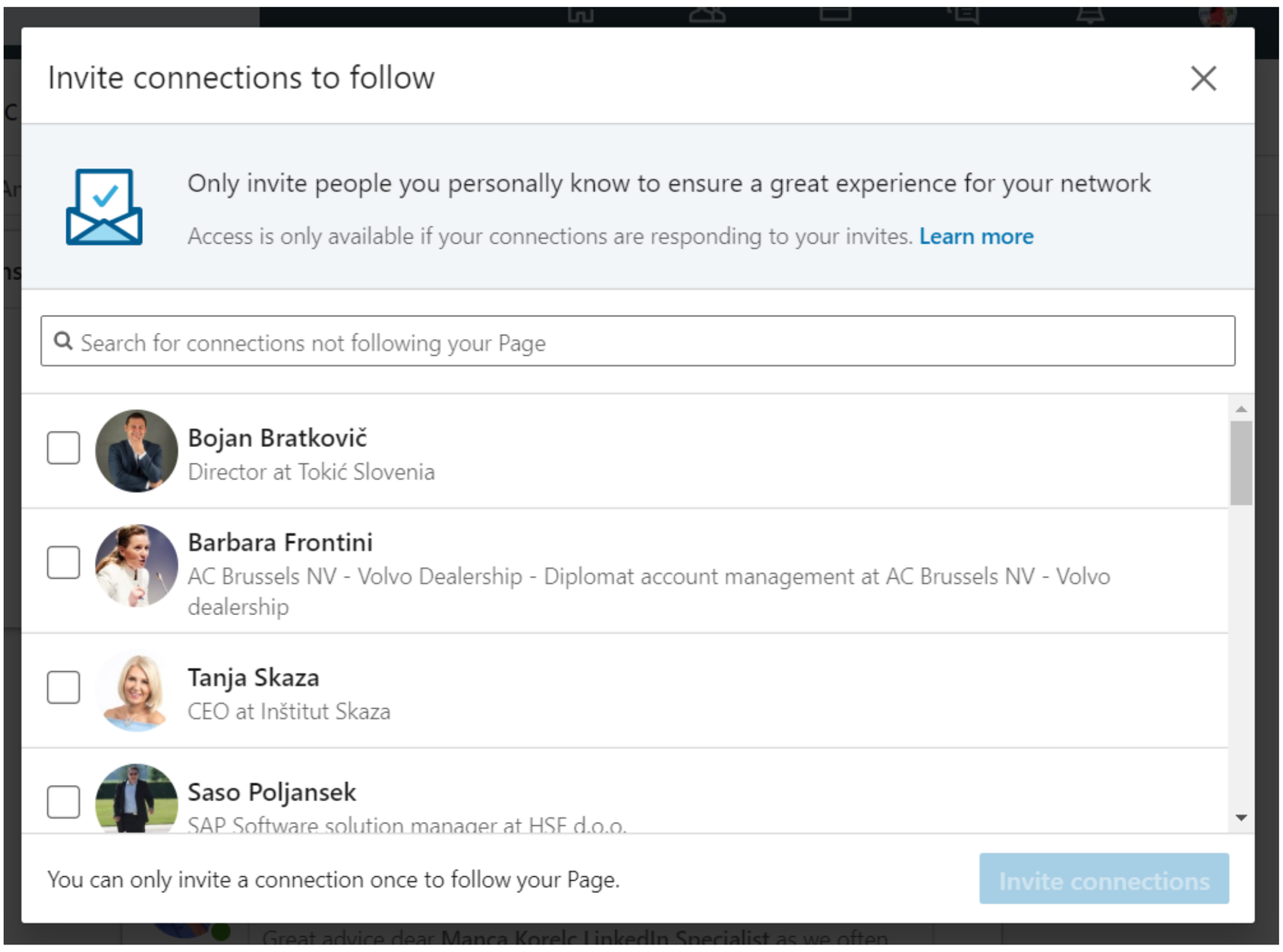


ADMIN TOOLS

For all the admins there here is your playground for the Reach and Setting of your LinkedIn page. There are several features and let me explain each of them.

Invite connections

It is a practical feature to send invitation to follow your page and grow the follower number. Please, be careful with this and only send to those you know in person, otherwise you can sound pushy. Do not use this feature until your LinkedIn page has tons of valuable content first.



Sponsor an update

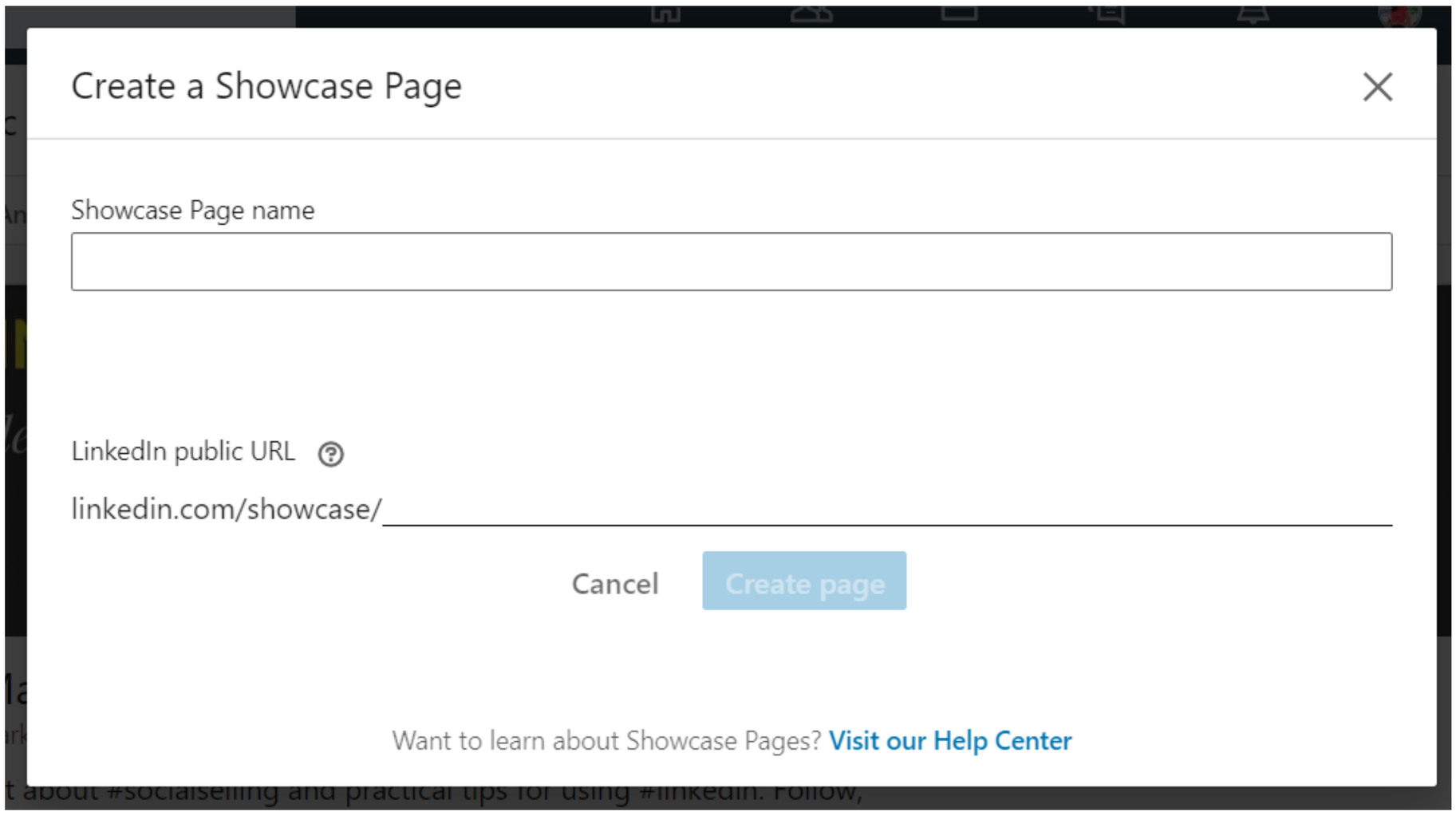
It takes you to Campaign manager to set the campaign. This is where you sponsor / invest money into updates.

Post a job

It takes you to a new landing page to start creating a job post campaign.

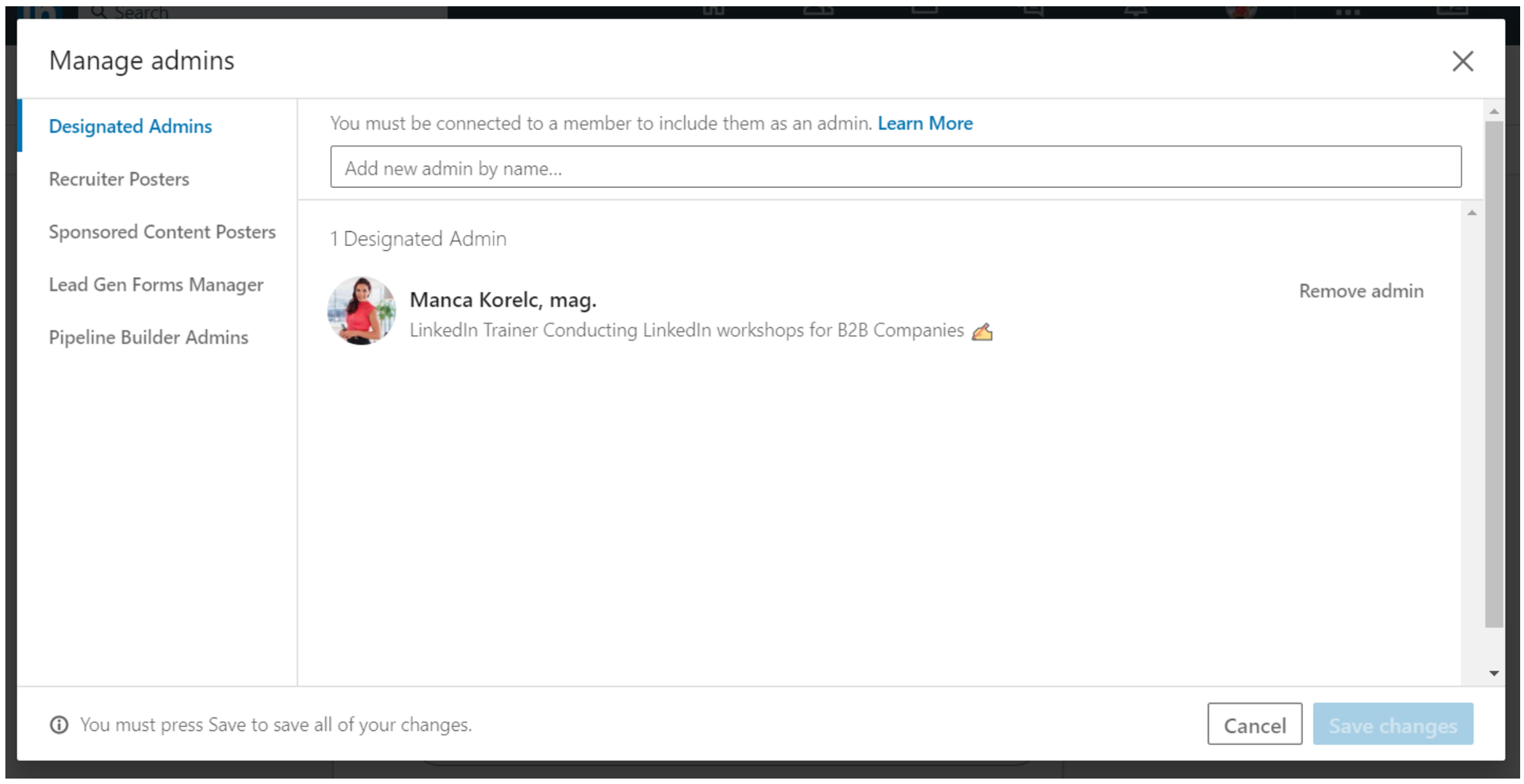
Create a Showcase Page

Showcase page is a subpage, dedicated to a sub brand, certain product or service.



Manage admins

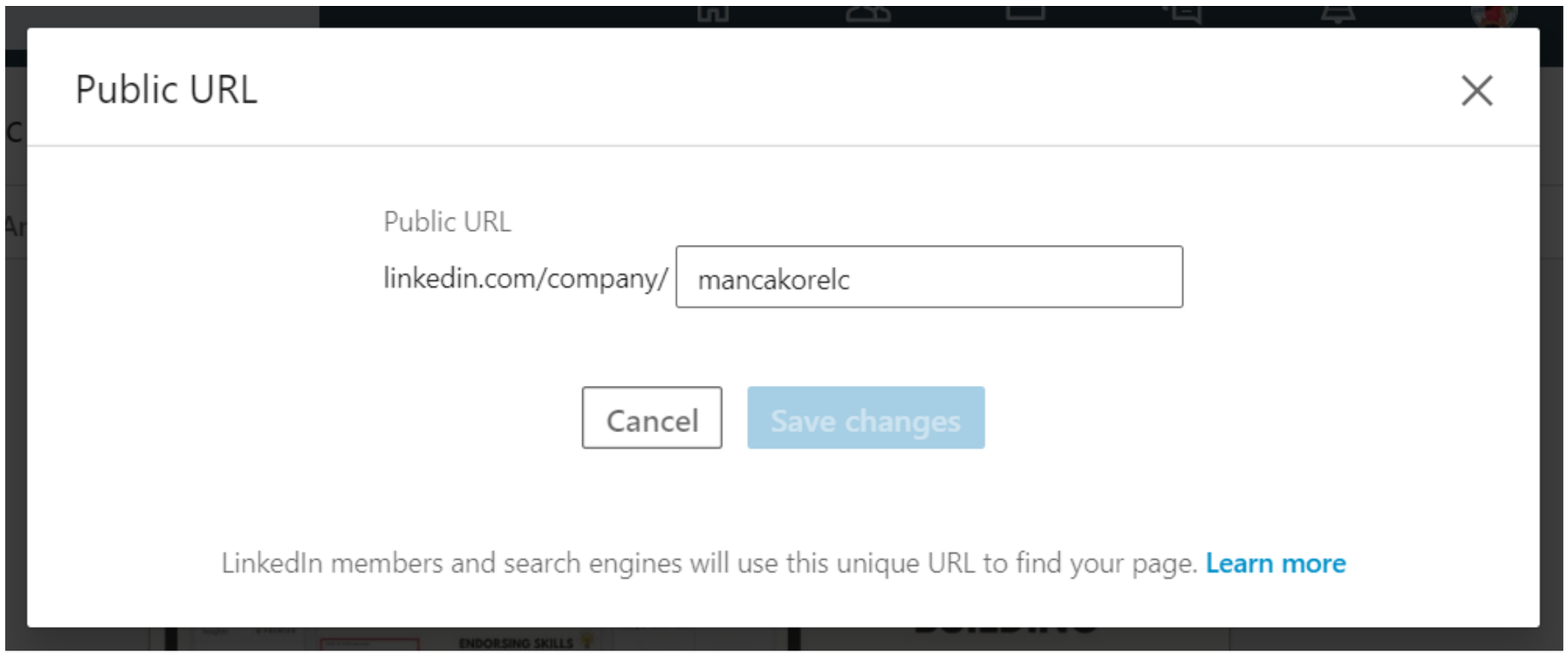
Here you can add a new admin to your LinkedIn page. You need to be 1st connections with a person in order to add them.



You can as well add Designated Admins, Recruiter Posters, Sponsored Content Posters, Lead Gen Forms Manager or Pipeline Builder Admins.

Edit public URL

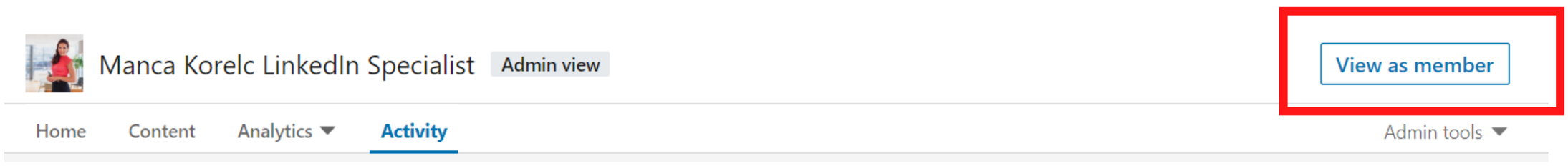
LinkedIn users and search engines will use this unique URL to find your page.



Deactivate page

If you decide to close it down. See as well: View Help Center, Give feedback and View Pages terms.

If you need to see your LinkedIn page as a member, not admin, click this button:



Awesome! You have edited all your elements for your LinkedIn page, now jump to Section 5 LINKEDIN PROFILE AND PAGE ABOUT where we dive deep how to write the About section.