



Set Up Your LinkedIn Business Page

Simple Steps for Admins



1 EDIT PAGE

Add the basics about your business.

- ✓ Logo
- ✓ Cover image
- ✓ Tagline (120 characters)
- ✓ About (2-4 short paragraphs)
- ✓ Website URL
- ✓ Phone (optional)
- ✓ Industry
- ✓ Company size
- ✓ Company type
- ✓ Location(s)



2 BUTTONS

Add a custom button so people know what to do.



3 SPECIALTIES

Add keywords that describe what you do.



4 FEATURED

Pin your best post, service or case study.



5 SERVICES

Add every service you offer and a short description.



6 HASHTAGS

Follow 3 relevant hashtags for your industry.

- # SEO
- # WordPress
- # WebDesign

7 INVITE FOLLOWERS

Invite your connections to follow your page.



8 CONTENT

Post 3-5 updates before you promote your page.



9 FINAL CHECK

- ✓ Complete every field (100%)
- ✓ Test website link
- ✓ Logo and cover look good on desktop & mobile



That's it! You now have a strong, professional LinkedIn business page.

