

LinkedIn Company Page: Set Up and Optimise

For UK trades chasing commercial and contract work. Best done on a computer.

A LinkedIn Company Page is your business presence on LinkedIn. It matters most when you want commercial clients, contractors, developers or larger jobs, rather than only domestic work. This guide helps the owner create the Page from their own LinkedIn profile and fill it in properly.

No separate Page login: LinkedIn Pages have no password of their own. Each admin signs in to their own personal LinkedIn account, then opens the Page. So I am added as an admin on my own profile, and you never share a password.

Before you start

- An active personal LinkedIn profile in your real name, with more than a few connections. LinkedIn can block Page creation from very new profiles.
- The official business name, a business email and your website.
- A square logo, a wide cover image, a short tagline and a clear description.
- Your industry, size, business type and year founded, plus your services and areas.

Device note: you can create a Page on a computer or in the iPhone or iPad app. The Android app cannot create Pages, so Android users should use a computer.

Stay safe

- Never share your LinkedIn password. Admins use their own login.
- Never create a fake personal profile in the business name. LinkedIn profiles must be real people.
- Give admin access to a person's real profile, at the lowest role that lets them work.
- Keep at least two trusted super admins, and remove former staff and agencies promptly.
- Turn on two-step verification, and do not approve admin requests you did not expect.

Step 1: Check the Page does not already exist (on a computer)

- Sign in at linkedin.com and search the exact name, spelling variations, the trading name and your website domain.
- Check Pages you already manage: click Me, then Pages you manage.
- If a correct Page exists, open it, click More, then Request admin access. Do not create a duplicate; it splits followers.

Step 2: Create the Company Page

1. From the homepage, click For Business (top right), then Create a Company Page.
2. Choose Company. Not Showcase page or Educational institution.
3. Enter the real trading name and a simple public URL, with no odd numbers or punctuation. Check the URL is not already taken.
4. Add your full website, including https://.
5. Choose the closest truthful industry, and your real size and type (Self-employed, Sole Proprietorship or Privately Held where accurate). Do not inflate the employee range.

6. Upload the square logo and a short tagline, for example: 'Reliable plumbing and heating across Chelmsford and central Essex.'

7. Tick the authority box only if you own the business or have the owner's permission, then click Create page.

On an iPhone or iPad: tap your profile picture, find Create a Company Page, and follow the same steps. Android cannot create Pages, so use a computer.

Step 3: Fill it in properly

In the super admin view, click Edit page.

- Description (About): a few clear sentences on what you do, who you help, your area and a credible difference. Put the words customers search for near the start.
- Cover image: a real, professional wide image of your work, team or van.
- Locations: add your service area or business location.
- Custom button: set a button such as Visit website or Contact us, pointing at the right link.
- Add a few accurate specialties or services, then publish a short introduction post and keep posting occasionally so the Page does not look abandoned.

Sound human: write for a busy person, not a search engine. No jargon, no buzzwords, no keyword stuffing.

Add admins safely

Settings > Manage admins > Add admin. Search the person's real profile and give the lowest role that fits (for me, usually Content admin, or Super admin only if I run the whole Page). Keep at least two super admins, and remove anyone who no longer needs access.

Check it works

- ☐ The Page type is Company.
- ☐ The name and public URL are clean and correct.
- ☐ Website, industry, size and type are accurate and not inflated.
- ☐ The logo, cover, tagline and description are complete.
- ☐ Your location or service area is set.
- ☐ The custom button works.
- ☐ At least one introduction post is published.
- ☐ Admins are set at the lowest roles needed, with two super admins.
- ☐ Two-step verification is on for each admin.

If you get stuck

LinkedIn will not let me create a Page. Your profile may be too new or have too few connections. Add real connections and complete your profile, then try again on a computer.

I cannot find the create option on my phone. You are probably on Android, which cannot create Pages. Use linkedin.com on a computer.

A Page already exists for the business. Do not make a second one. Open it, click More, then Request admin access.

The public URL is taken. Pick a close, clean variation. Do not add random numbers.

I cannot see admin tools. You may not be an admin. Ask a current super admin to add you under Settings > Manage admins.

Someone asked for my LinkedIn password to manage the Page. No one needs it. Admins use their own login. Do not share it.

Anything else, message me: dana@socialgrowthsystems.co.uk

Send me these when it is done

- Your Company Page link.
- Confirmation that the Page is Company type and published.
- Confirmation that you added me as an admin, and which role.
- Your website.

Send to dana@socialgrowthsystems.co.uk.

Never send your LinkedIn password. Admins always use their own login.
I will never ask for it.

Verified against LinkedIn's official help on 27 July 2026. LinkedIn changes its layout often, so a button may move or be renamed. If your screen looks very different, message me.