



## **Step-by-Step Guide to Set Up a LinkedIn Business Page**

### **1. Log in to your personal LinkedIn account**

You need a personal LinkedIn profile to create and manage a business page, they'll stay separate so no need to worry.

### **2. Create your Company Page**

Go to: <https://www.linkedin.com/company/setup>

Choose "Company"

Add your business name and create a LinkedIn public URL (e.g. [linkedin.com/company/yourbusiness](https://www.linkedin.com/company/yourbusiness))

Upload your logo and cover image (recommended but not essential to get started)

Write a short description of your business (what you do, who you help)

Click Create Page when done.

## **How to Post on Your LinkedIn Business Page**

### **1. Go to your company page**

Click your profile photo (top right) > View as Admin under your company name.

### **2. Create a post**

Click "Start a post"

Write your message (keep it professional but friendly)

Add a photo or video for more visibility

You can also share links to your website, blog, YouTube videos, etc.



### **3. Click "Post"**

You're done and your post is now live!

#### **Tips for LinkedIn Posts**

**Keep it short and useful, your audience is often scrolling on the go**

**Talk about benefits to the customer, not just features**

**Use a strong image or video if possible**

**Include a call-to-action: "Get in touch," "Find out more," or "Book a visit"**