

Meet LinkedIn Career Pages

LinkedIn Career Pages give you the ability to reach the right talent with an authentic personalized tour of your company, its unique culture, and targeted insight to jobs that match their skills and experience. This tip sheet will introduce you to the experience LinkedIn members will have when exploring your company's LinkedIn Career Pages.

Page Anatomy: Home Page

The **Home** page is a high-level introduction to your company.

Banner image

Left hand navigation to toggle between different pages

Quick access to the Life page

Feed of your company's updates

Page Anatomy: About Page

The **About** page gives visitors a high-level summary of your company.

The screenshot shows the LinkedIn 'About' page for Enigma Corporation. The page includes a navigation bar at the top with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Recruiter. Below the navigation bar is a header image for Enigma Corporation, followed by the company name, location (Austin, TX), and follower count (38 followers). A 'Visit website' button and a '+ Follow' button are visible. The main content area is divided into sections: 'Home', 'About', 'Insights', 'Life', and 'Jobs'. The 'About' section is highlighted with an orange border and contains the following information:

- Enigma Corp**
- Founded in 2003, Enigma connects the world's professionals to make them more productive and successful. Enigma is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, Enigma has offices across the globe.
- Website:** <http://linkedin.com>
- Industry:** Internet
- Company size:** 201-500 employees
- Headquarters:** Austin, TX
- Type:** Public Company
- Specialties:** Technology, Internet, and Marketing
- Locations:** A map showing the primary location in Austin, TX, with a 'Get directions' link.

On the right side of the page, there are 'Promoted' sections for 'Technical Writing', 'Package Treatment Plants', and 'Switch to the #1 LMS'. A 'Max works here' badge is also visible.

A brief description, link to your website, and other company information is required

Location and map are optional

Specialties:

Keywords that help drive the right candidates to your page are not required, but recommended

Page Anatomy: Insights Page

Premium Business, Sales Navigator, and some Recruiter subscribers have access to unique company insights. Estimates on this page are based on the LinkedIn profiles of employees at your company.

The screenshot displays the LinkedIn Insights page for Enigma Corporation. The page is divided into several sections, each with a title and a brief description. The sections are:

- Total employee count:** A line chart showing the total number of LinkedIn members employed at the company over time. The current count is 14,688. Growth rates are shown for 6m (6%), 1y (12%), and 2y (23%). Average tenure is 2.8 years.
- Employee distribution and headcount growth by function:** A donut chart shows the functional distribution of 14,745 employees as of October 2018. A table shows headcount growth by function: Engineering (6% growth, 17% 1y), Sales (10% growth, 13% 1y), Human Resources (17% growth, 26% 1y), and Information Technology (7% growth, 15% 1y). A 'Functions' dropdown menu is highlighted.
- New hires:** A bar chart showing the trending count of newly hired employees over time. Recent hires are listed for Emery Payne (Vice President, Product Management, April 2018) and Noel Rose (Vice President at Enigma, September 2017).
- Notable company alumni:** Profiles of former employees with past titles of Vice President or higher who have a past position with the company that ended within the last 24 months. Examples include Tanner Smith (Lead Marketing Specialist), Quinn Cobb (Digital Specialist), and Shane Holloway (Chief Operations Officer).
- Total job openings:** A donut chart shows the company's total job posts available on LinkedIn, segmented by seniority and function, as of July 2018. A table shows job openings growth by function: Sales (13% growth, 103% 1y, 188% 2y), Business Development (12% growth, 81% 1y, 101% 2y), Engineering (0% growth, 9% 1y, 26% 2y), Other (9% growth, 51% 1y, 120% 2y), and Total (10% growth, 63% 1y, 123% 2y). A 'Functions' dropdown menu is highlighted.

Total employee count: The total number of LinkedIn members employed at the company over time

Employee distribution and headcount growth by function: The distribution and growth of company employees by function trending over time

Functions menu allows you to filter the report based on function

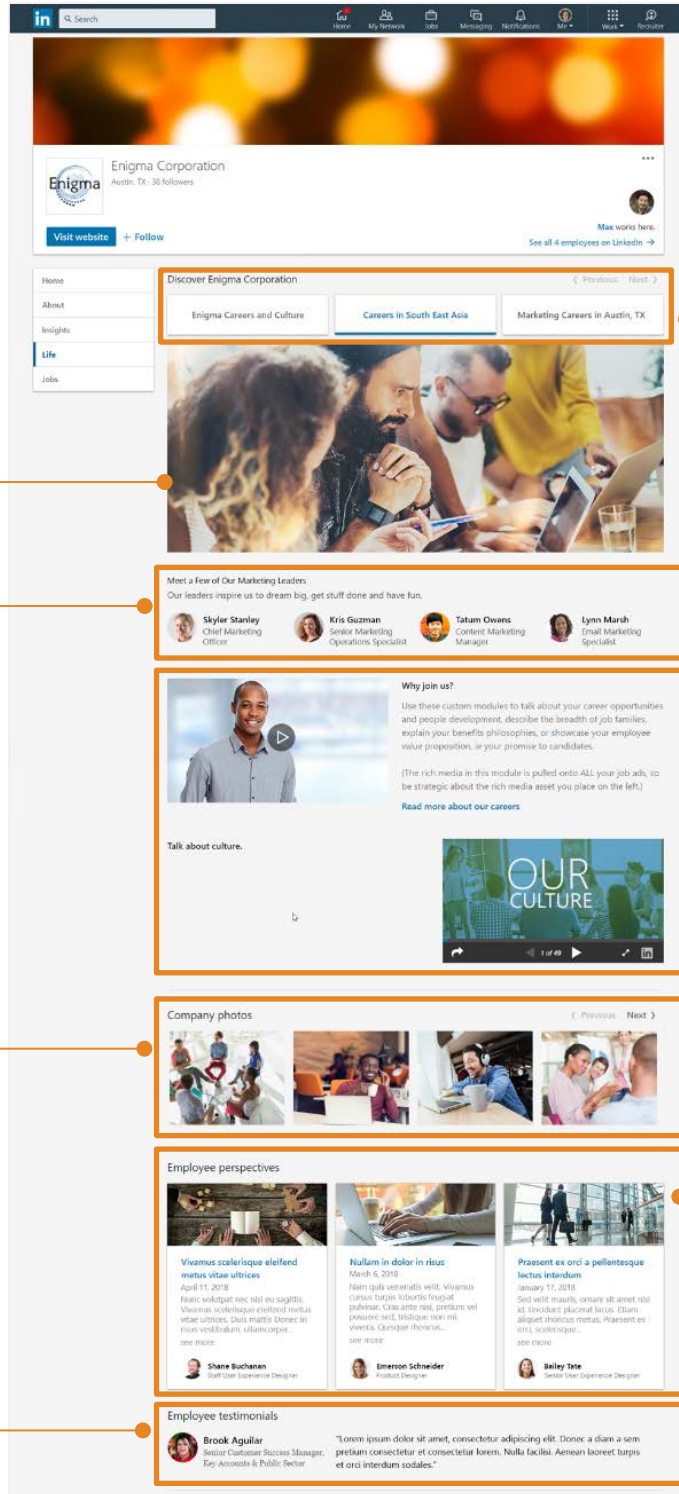
New Hires: Trending count of newly hired employees over time

Notable Alumni: Former employees with past titles of Vice President or higher who have a past position with the company that ended within the last 24 months

Total Job Openings: The company's total job posts available on LinkedIn, segmented by seniority and function, trending over time

Page Anatomy: Life Page

The **Life** page provides a rich canvas for companies to tell an authentic story. Admins can control what appears on the page, and they can create a variety of customized views, referred to as *Target Audience Pages*. By default, visitors see content relevant to them based on their LinkedIn profile. For example, an Engineer will be presented with content relevant to an Engineer. However, visitors can select a different Target Audience View, such as Marketing or Accounting, to see what those target audiences would see.



A video or high-res image at the top of the **Life** tab will capture visitor's attention

Company leaders: Displays featured leaders and viewers can click to view profiles

Company photos: Allows visitors to engage with your company

Employee testimonials: Give the inside story from your greatest brand ambassadors

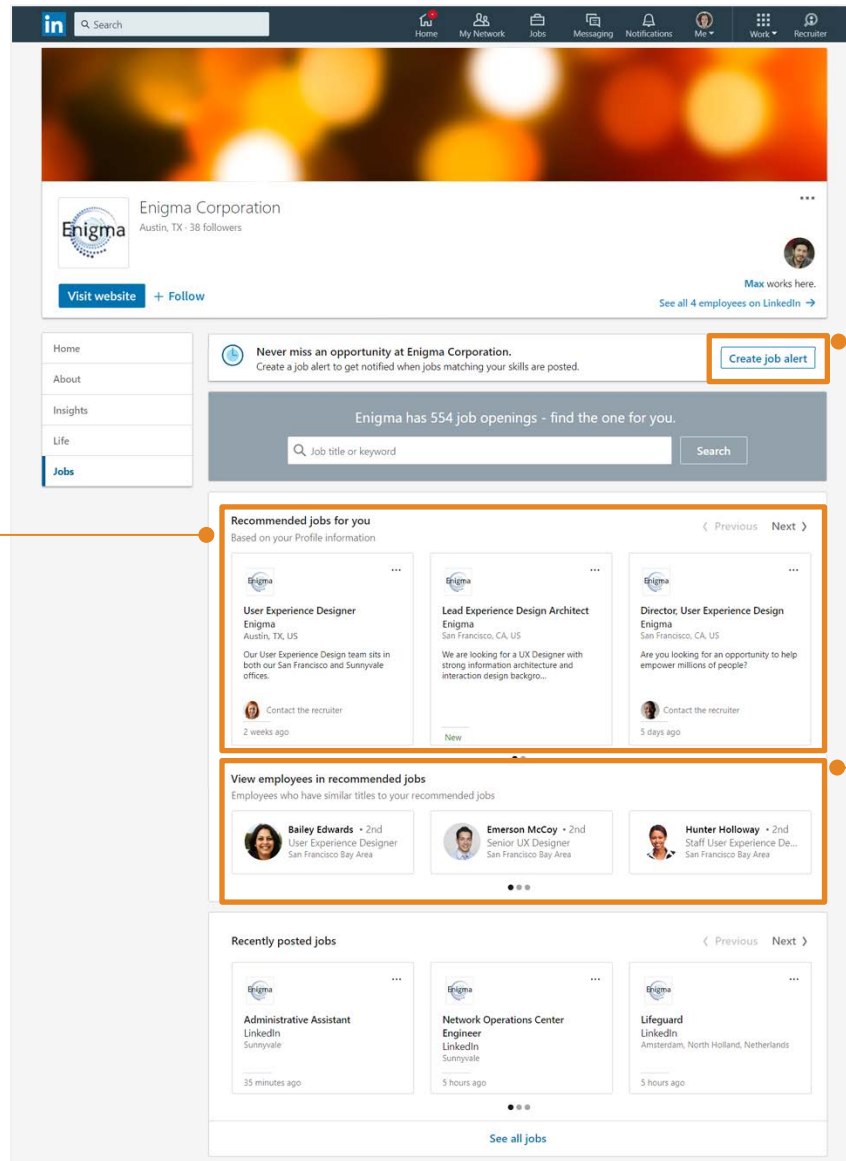
Visitors can select **Target Audience Pages** from tabs

Employee Spotlights: Highlights specific cultural events or interactions to give more insight into the company

Employee perspectives: Curated pulse posts written by your employees give candidates unique insight into your company

Page Anatomy: Jobs Page

The **Jobs** page drives quality applicants to your open jobs by giving candidates personalized recommendations and company insights. It is automatically personalized to every page viewer, based on their profile, helping candidates better assess fit for open roles.



Recommended jobs for you: Visitors see a customized set of jobs based on their LinkedIn profile

Create job alert: Prospects can set a job alert to be notified when jobs at your company matching their experience and skills are posted on LinkedIn

View employees in recommended jobs: Allows prospects to confirm their skills and experience are a match for the recommended jobs