

Your LinkedIn Career Pages



Help candidates and clients connect with your jobs and company. Here are a few simple things you can do to make your Career Pages impactful.

Complete your Career Pages.

Decide what content you want to feature on your pages (a basic spreadsheet is helpful here) and note any gaps

For each section, prepare the copy (300-500 characters), images, or a video — where applicable.

Catch candidates' and clients' attention in a visual way.

On your Career Pages, you can make the first image people see either a photo or a video. Use high-quality imagery to convey your company in a positive way. [Get exact specs.](#)

Your company website or social media pages are excellent place to find quality images.

Think about your target audiences.

If you have multiple versions of your pages for different target audiences, make sure each view is completed. Targeting by job function, geography, or language is a great place to begin.

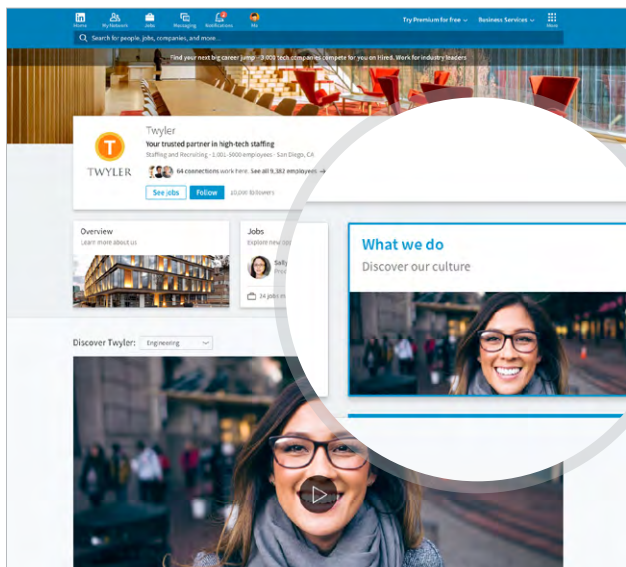
Widen your target audience to a minimum of 1M members to avoid missing relevant candidates and clients.

Two tabs to know about.

Spotlight: **What we do** and **Jobs**.

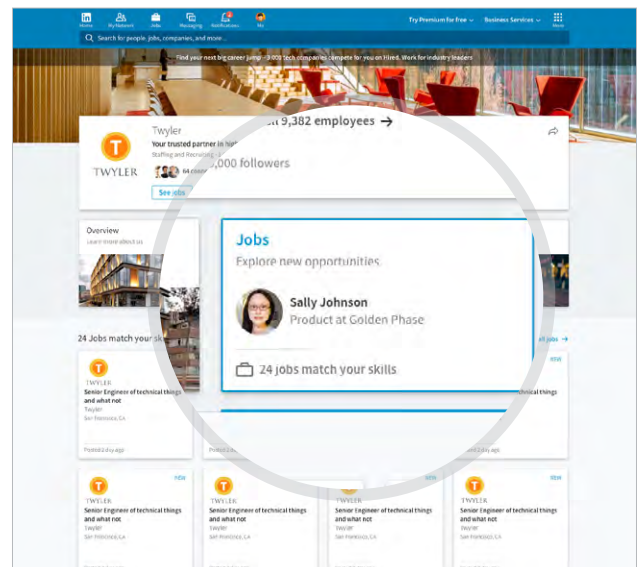
The “What we do” tab

Showcase your expertise and satisfied client quotes. Which photos or videos can help you tell an authentic, visual story? What are benefits of working with your firm?



The “Jobs” tab

LinkedIn members will see personalized job recommendations and a feed of your open postings, leading to more candidate engagement with your listings across clients.



For more information about [building your Career Pages](#), reach out to your LinkedIn representative with any questions.