Please fill out the following information so we can get your LinkedIn Business Page up and running.

Company Logo

Company Name

Tagline 120 letters; EX: The Bay Area's premiere concrete pumping company servicing both public and private sector clients

Website

Phone Number

Physical Address

Company Description (2000 words)

Industry

Year Founded

Company Size Choose one:
☐ 0-1   ☐ 2-10   ☐ 11-50   ☐ 51-200   ☐ 201-500
☐ 501-1000   ☐ 1001-5000   ☐ 5001-10000   ☐ 10,000+

Company Type Choose one:
☐ Educational Institution   ☐ Government Agency
☐ Nonprofit   ☐ Partnership   ☐ Privately Held
☐ Public Company   ☐ Self-Employed
☐ Sole Proprietorship

Specialties (up to 20; what types of work/services)

Hashtags (3; think of what client/prospect searches on Google)

10 Featured Groups (We can help, but think of associations, contractor networking groups, boards, forums, etc)

1 Minute Video
(Who you are, what you do, why you're different, with CAPTIONS - 80% of social media videos are viewed on silent on phones)

At tag(@)
The @ symbol is used in email, but it is now also being used to tag users in messages on social networking websites. Both Twitter and Facebook use the @ tag.

App
Short for application, an app performs a function on your mobile phone or computer.

A/B Testing
This is testing a new technique (A) of online marketing (whether it be PPC or SEO) against a control (B) to see if the new technique is more effective.

Blog
Short for weB LOG, a blog is a website that is maintained by one user, or a group of users, where the users post updates. Some are used as online diaries, but others may be corporate. A company that maintains a blog gives it a personable front for the potential clients, and it also maintains an interesting online presence that can be used for SEO.

Content
Text, pictures, video's and any other online material.

Connections
A term used on LinkedIn to describe the people you are associated with.

Comment
An online response given by users as either an answer or reaction to a post or message.

Campaign
A campaign is made up of marketing messages with a specific aim. A campaign may aim to raise awareness, raise funds or increase the sales of a product.

Featured Groups
LinkedIn Groups are hubs which provide a place for professionals in the same industry or with similar interests to share content, post and view jobs, make business contacts, and establish themselves as industry experts. Feautring them on your company page is a great way to highlight community ties.

Geo-Targeting
The practice of search engines displaying results dependant on where you are. If you want a new pair of shoes it is useless to you if shops 5000 miles away are top of the results page and they don't deliver!

Hyperlinks
Text that is highlighted and takes you to a certain destination. They are used to reference other content or to navigate you through a website.

Hashtags (#)
Like the concept of tags, a user can draw attention to certain aspects of a twitter post. By placing a #symbol before a word (phrases must be joined without spaces) it is highlighted as a tag.

Impression
An impression is simply someone seeing an advert. They may not click on it or buy anything.

Landing Page
The specific webpage on a website that a user is taken to when clicking on a search engine result or a PPC advert. While this could simply be the homepage, often it is more helpful to the customer (and therefore your profits) if they are taken to a page that is specific to their search terms.

Profile
On each social network you are given a profile to develop with your personal information and content which you can then choose to share and interact with.

PPC
Pay Per Click. While Search Engine Optimisation improves a websites standing in the unpaid section of a search engine, paid results are also found on search engines.

Podcast
Typically an audio file, a podcast is available to download for playback.

SEO
Search Engine Optimisation. By tailoring the specifics of a website and how it is marketed, a website can move further up the results page on a search engine when a user searches. Doing so vastly improves the odds that the user will click on the link and visit your website! See our SEO strategies page to see what we do.