

DECISION & ACTION GUIDE

Decide. Prepare. Stay active.

Use this guide to decide whether your business needs a LinkedIn Company Page, gather the right information before setting it up, and follow a simple weekly system that keeps the page credible and useful.

Best suited to professionals and service-based businesses.

HOW TO USE IT

Work through the scorecard first. If the page is justified, complete the planning prompts and adopt the weekly routine. A Company Page is only valuable when it has a clear purpose and can be maintained.

1. Does your business need a Company Page?

LINKEDIN COMPANY PAGE DECISION & ACTION GUIDE



2 / 4

Tick every statement that is true now - not what may be true someday. Your score is a guide; the strategic fit matters more than the number alone.

- ☐ My business operates under a distinct name, logo or brand.
- ☐ I have a business website or a dedicated landing page.
- ☐ Prospective clients are likely to research the business before making contact.
- ☐ I want the business to build recognition beyond my personal name.
- ☐ More than one person works for, represents or may join the business.
- ☐ I publish useful articles, updates, events or insights at least twice a month.
- ☐ My personal profile lists the business as my current workplace.
- ☐ Consistent business branding and official information would strengthen trust.
- ☐ Recruitment, partnerships or business growth are part of my plans.
- ☐ I can assign one person to review and maintain the page each week.

YOUR RESULT

0-3: Prioritise a strong personal profile first. A Company Page may become useful later.

4-6: A basic Company Page is worthwhile if you can keep it accurate and active.

7-10: Your business has a strong case for using both a personal profile and Company Page.

MY DECISION

- ☐ Not yet - improve my personal profile first.
- ☐ Yes - create or improve the Company Page.

An empty or inactive Company Page does not automatically create credibility.

2. Plan the information on your Company Page

LINKEDIN COMPANY PAGE DECISION & ACTION GUIDE



3 / 4

Prepare these details before you start. Keep the wording aligned with your website and personal LinkedIn profile.

IDENTITY & BRAND

Official business name | LinkedIn public URL | Logo | Cover image | Tagline

A clear tagline should explain the value of the business, not only repeat its name.

ABOUT THE BUSINESS

Who you help | What you help them with | Main services | Location or service area | Business size and industry

Write for a prospective client. Avoid vague claims such as "quality service" unless you explain what that means.

CONTACT & ACTION

Website | Business email | Telephone (if public) | Preferred next step

Choose one primary action: visit the website, make an enquiry, book a consultation or read a useful resource.

TRUST & PROOF

Specialisms | Qualifications or registrations | Business milestones | Team members | Appropriate client or project outcomes

Only publish claims you can verify, and protect confidential client information.

CONTENT FOUNDATIONS

3-5 recurring topics | Existing articles or resources | Brand voice | Responsible page administrator

Your recurring topics should reflect what you want the business to be known for.

MY COMPANY PAGE PURPOSE IN ONE SENTENCE

3. A simple weekly system to stay active

LINKEDIN COMPANY PAGE DECISION & ACTION GUIDE



4 / 4

The goal is not daily posting. It is a repeatable rhythm that keeps the page accurate, useful and connected to real people.

MONDAY	WEDNESDAY	FRIDAY
PLAN - 15 MIN Choose one useful idea linked to a client question, an article, a business update or an industry issue. ☐ Done this week	PUBLISH - 20 MIN Post one clear update. Teach, explain, share a resource or show relevant progress. End with one natural next step. ☐ Done this week	ENGAGE - 15 MIN Reply to comments. Invite a relevant team member to add perspective. Share through your personal profile with a personal insight. ☐ Done this week

ROTATE THESE FOUR CONTENT TYPES

- 1 EDUCATE** Answer a common question or explain a useful concept.
- 2 PROVE** Share a milestone, process, team insight or appropriate result.
- 3 CONNECT** Recognise an event, collaboration or relevant industry development.
- 4 GUIDE** Share an article, checklist, service explanation or next step.

MONTHLY 20-MINUTE CHECK

- ☐ Are the contact details and services still accurate?
- ☐ Which post earned meaningful engagement or enquiries?
- ☐ What can be repurposed from the website, newsletter or personal profile?
- ☐ What will the page focus on next month?

Need help strengthening your LinkedIn presence?

Basea Media helps professionals and service-based businesses build a credible, consistent online presence.

+27 71 567 6755 | baseamedia@bmwebdesign.co.za | www.bmwebdesign.co.za