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WHAT YOU NEED TO KNOW ABOUT RECENT CHANGES TO LINKEDIN



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INTRODUCTION

If you're a LinkedIn user, you'll more than likely have noticed some pretty drastic changes to the desktop interface. Love them or hate them, change always brings with it opportunity, so we decided to explore how to make the most of them, using the profile of Chloe Brandrick from our marketing team.

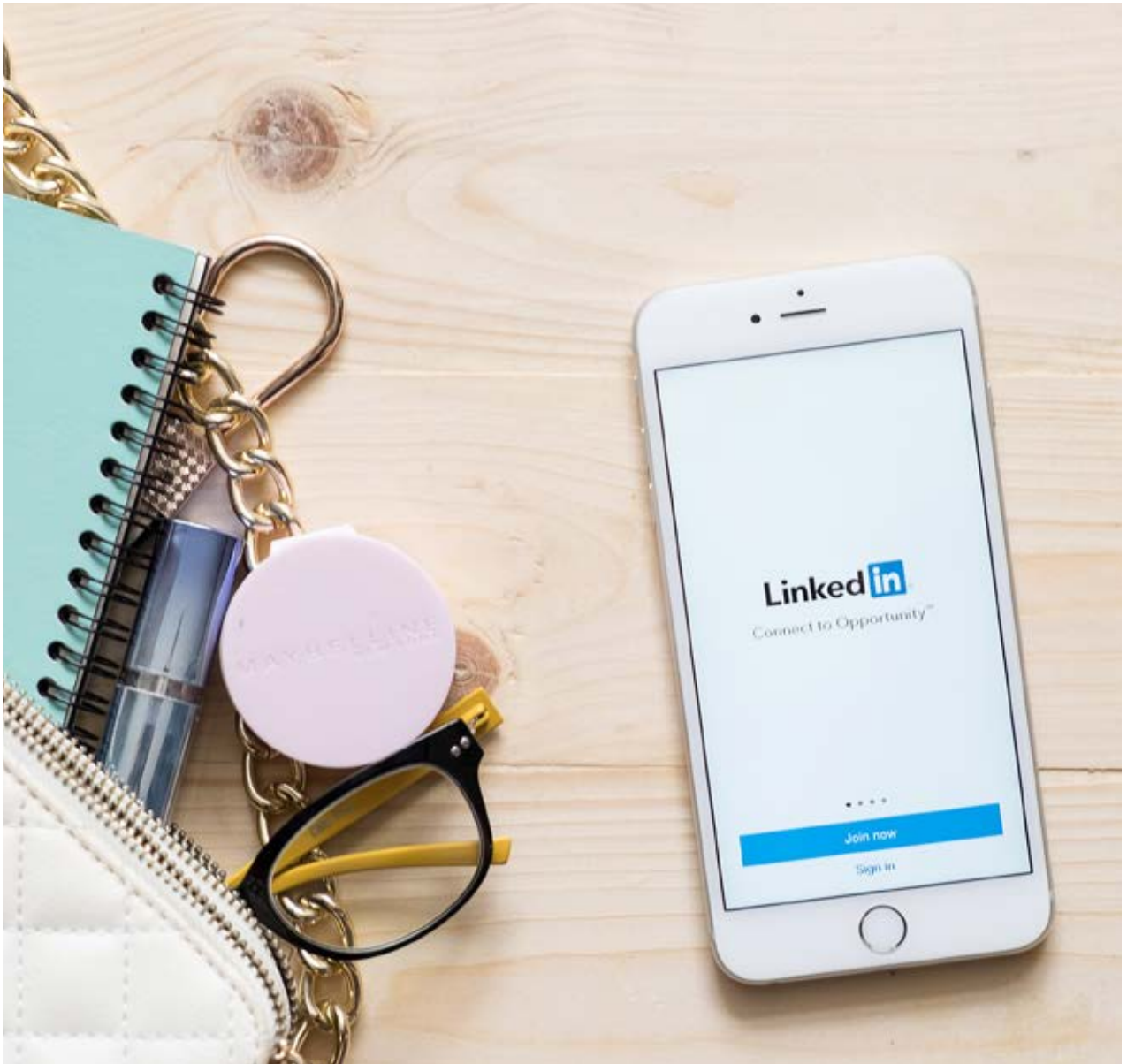


1. WHY HAS LINKEDIN MADE THESE CHANGES TO ITS DESKTOP UX?

According to LinkedIn, the point of the updates is to:

- Make it easier to find new contacts, interact with Connections, and write posts
- Simplify navigation
- Bring desktop in line with the app

The changes have been rolling out since January, but many have only recently been affected by the changeover.



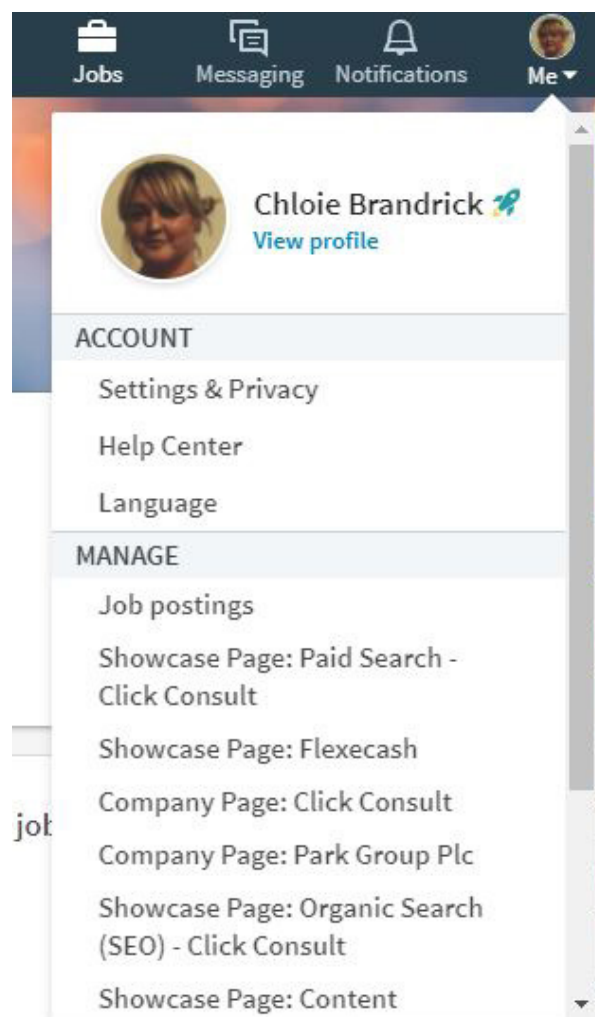
2. NAVIGATION

We think this is much cleaner and groups together all the functions and features in a much more intuitive way.



Source: [Donna Shannon](#)

The only thing that may take you a while to get used to is that the business Pages You Manage are now accessed under the Me tab:

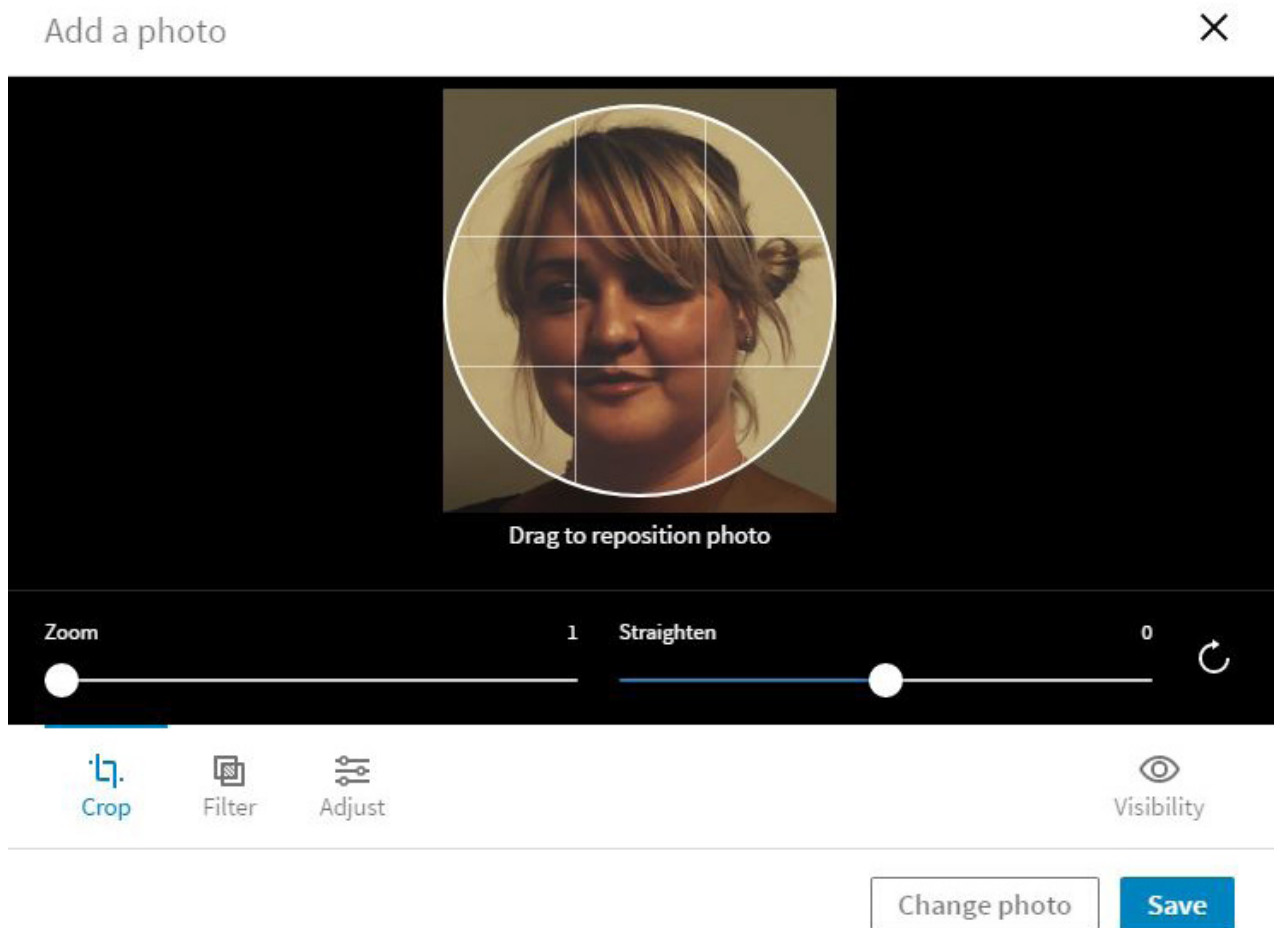


3. PERSONAL PROFILE

Summary

On your Profile page, only the first two lines of your summary are now visible followed by ‘see more’. This means that, even though you still have 2,000 characters to play with, these two lines matter more than ever – so make sure you use them to grab readers’ attention.

In line with many other social networks, you can now apply filters to your profile photo (which was previously square)...



On your own profile, you’ll now see your headline stats on your profile views, post views and weekly search appearances (more about this in a moment) and a summary of your posting activity, between your summary and your work history:



Chloe Brandrick 🚀

Copywriter, Editor, Marketer, Social Media. Collaboration creates powerful results.

Click Consult • Liverpool Hope University

Chester, United Kingdom • 500+ 🌐


Digital Marketing, Copy Writing, SEO, Social Media, Content Marketing. Innovative, Passionate, Collaborative.
"Without data, brand stories are based on guesswork. Without stories, data means nothing."

[See more](#) ▾

★	187 Who's viewed your profile	10 Views of your post in the feed	528 Weekly search appearances
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Strengthen your profile







[Previous](#) [Next](#)

 **Let's complete your info for University of Liverpool**
This will help us find classmates and alumni you may know

Not now [Update education](#)

Your Activity

3,738 followers

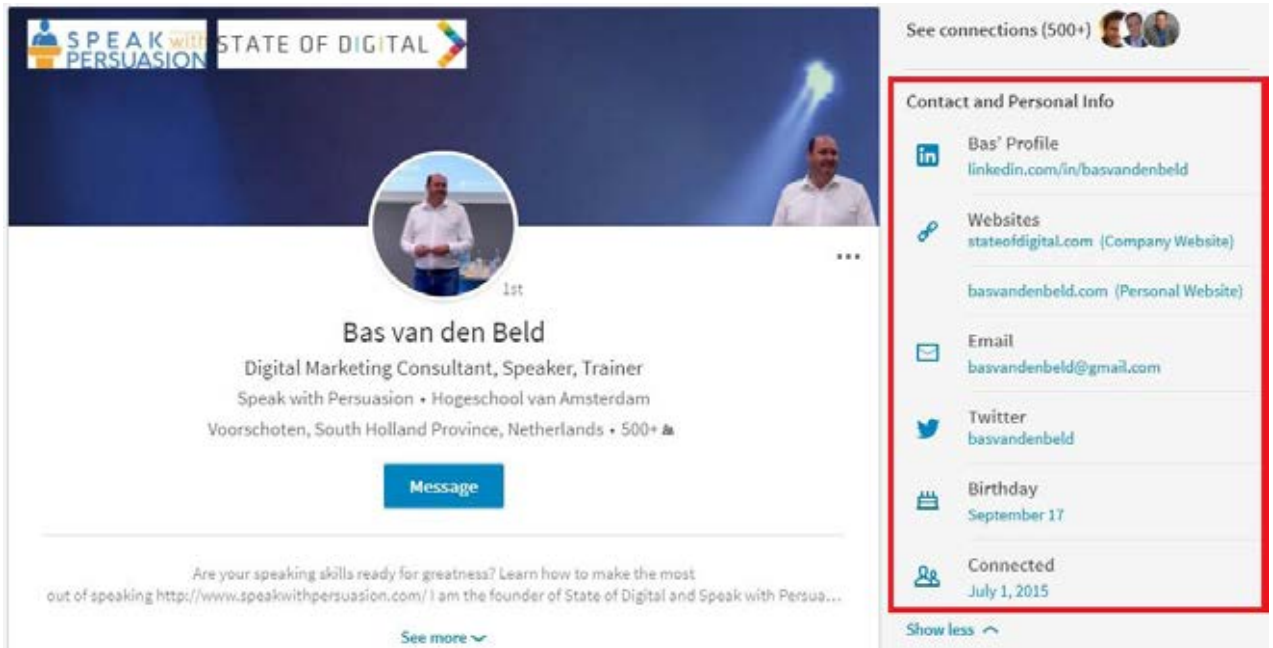
 Why SMEs should be using Google My Business to help them show up... Chloe liked	 Why HR Is The New Marketing Chloe shared this
 Google for Jobs takes on the recruiters - Digital Minute 27/06/17 Chloe liked	 Want to get the most from your SEO strategy? Account Manager Dan... Chloe shared this
 Google hit with record EU fine over Shopping service - BBC News Chloe liked	 Nice post by Rand Fishkin on comment marketing... Chloe shared this

[See all activity](#)

Experience [+](#)



Contact details and social media links are easier to find on each Profile page, displaying down the right-hand side when you click Show More:



This gives additional visibility to your personal and business' contact details.

Sadly for those of us who enjoyed a bit of pointless competition in the office, LinkedIn has removed the ability to compare yourself in a league table with colleagues and Connections under Who's Viewed Your Profile.

Plus, you can no longer reorder the different sections (Experience, Qualifications and suchlike) of your profile.

Endorsements


According to [LinkedIn's own data](#), people with at least five skills listed on their LinkedIn profile receive up to 17x more profile views.

So in our opinion, one of the most important (yet seemingly underplayed) of LinkedIn's recent updates is to make the Endorsements section of your profile more data-driven and, therefore, more relevant.

Firstly, LinkedIn will now highlight Endorsements that matter most to the individual viewing your profile; they'll see Endorsements made by mutual Connections, colleagues, and people who are knowledgeable about a particular skill. This tailoring will make your profile more engaging to each person who views it and maximise the value of the Endorsements you've earned.

Targeting has also been overhauled to suggest Endorsements to Connections that know the skills and your work best. This means the right Connections are much more likely to validate you for the skills that you want to be recognised for.

Strengthen your profile < Previous Next >




Let's complete your info for University of Liverpool
This will help us find classmates and alumni you may know

Not now Update education

Here's an example from Chloe's colleague Scott Rumsey's profile. (However, we weren't sure how confirming his job title would strengthen his profile):

Strengthen your profile < Previous Next >



Is your current title at Click Consult Marketing Executive?
It's important to keep your profile current so people can find and connect with you

No Yes

Posting images

The new optimum size for posting images, on either your own timeline or Company Page, is now 1800 x 1200 px. Otherwise the sides will appear cut off on some mobiles.

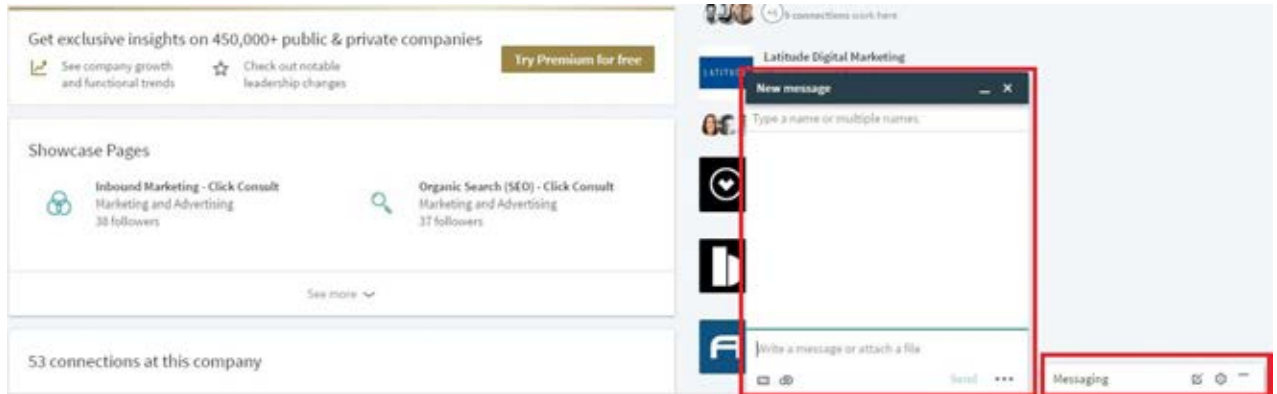
Hashtags

Previously frowned upon for a 'serious' platform, LinkedIn has accepted that hashtags are a thing. LinkedIn says:

Hashtags included in your posts (or others) are now tappable and lead to search results so that you can discover other posts with the same hashtag. Simply add a hashtag to your post and it will be automatically available publicly. As you would expect, you can also search for a hashtag to see all public posts tagged with it

Messaging

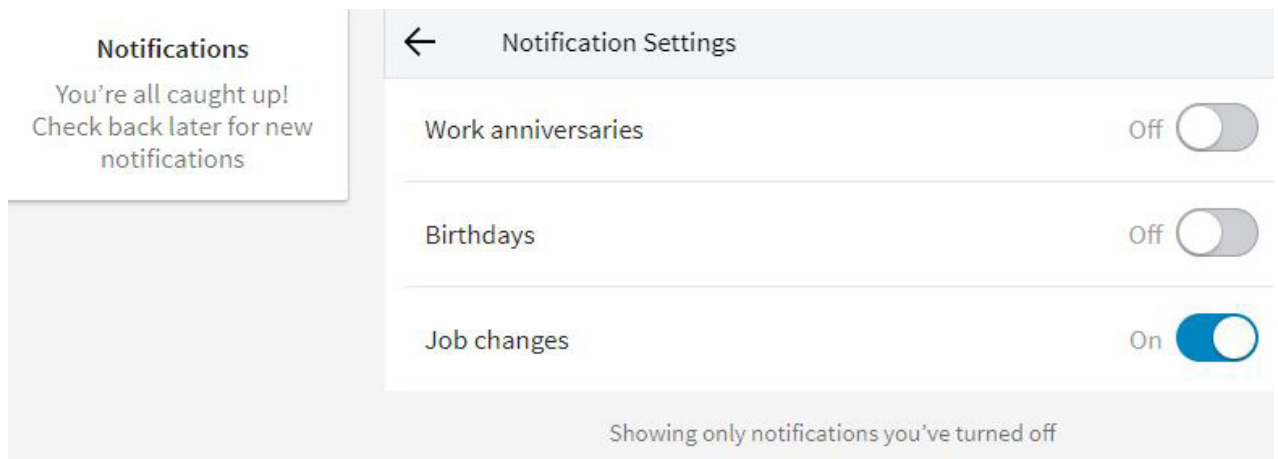
Also introduced is a Facebook-style messaging box omnipresent in the bottom right-hand corner:



4. HOMEPAGE

Notifications

You can now quickly customise aspects of your notifications on both mobile and desktop, based on what you find the most valuable:



LinkedIn has also added the ability to:

- Mute and unmute specific notifications
- Unfollow specific Connections directly via notifications, without them knowing and remaining connected

Other additions to your Notifications include...

Daily rundown

A summary of the top news, algorithmically selected.

Search appearances

This is probably one of the most significant updates.

You'll start to receive a weekly notification analysing [how your profile is being searched](#), as well as the companies your searchers work at. This notification helps you understand how you're being discovered so that you can optimise your profile for the opportunities you want to be found for.

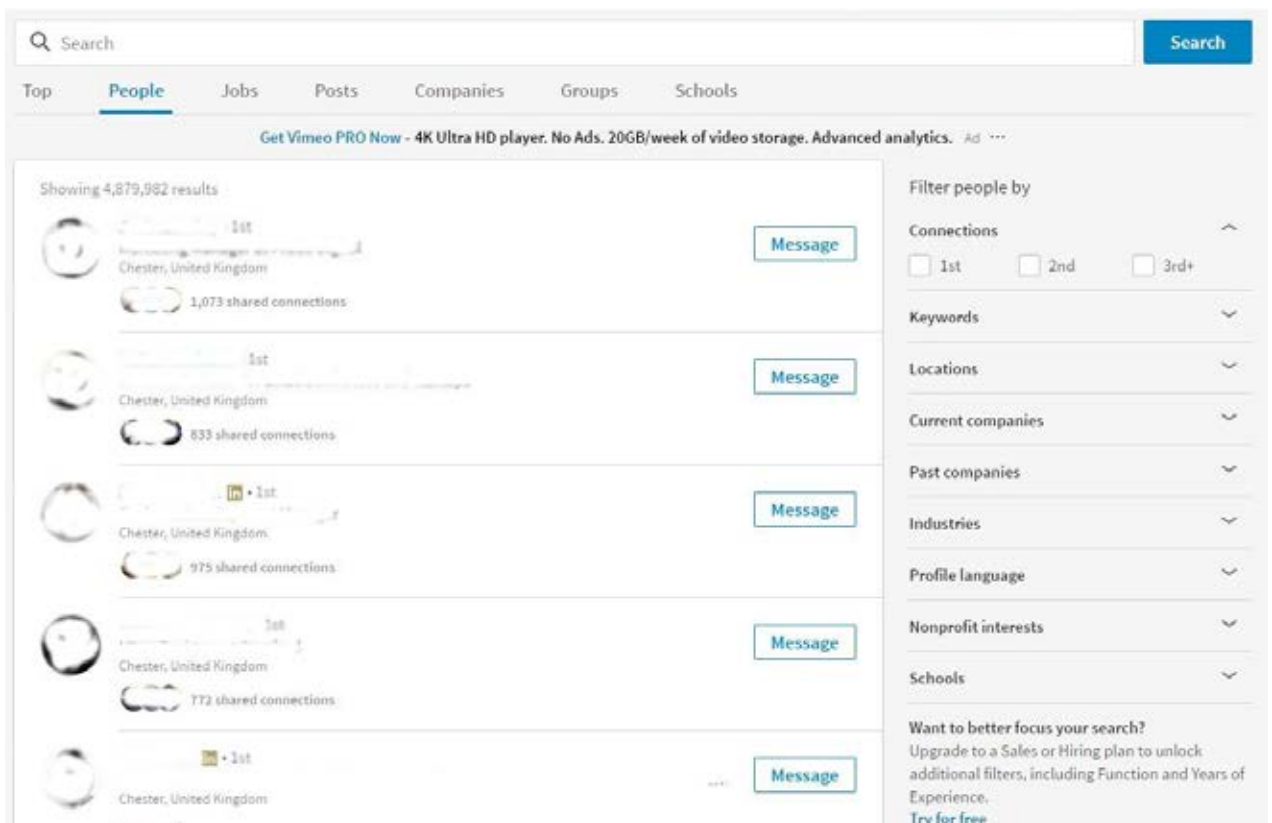
You can then click through to see open jobs at each company as well as who the hiring managers are so you can follow up for more information.

(It doesn't reveal the keywords the searchers used, but LinkedIn has hinted that this will become available in the future.)

5. SEARCHING

You now have one single search box at the top of every LinkedIn page to find People, Jobs, Companies, Groups, Schools and Posts.

This means you can get more granular when searching for people (as shown in the right-hand menu below) using search operators such as Keywords, Locations, Companies Worked For, Industries and more:



Newsfeed

When you click on the 'Home' tab in the toolbar, your newsfeed appears more prominently and your profile picture and profile headline will be in a vertical box to the left. General stats - your profile views and views of your last post - are also displayed on the left hand side.

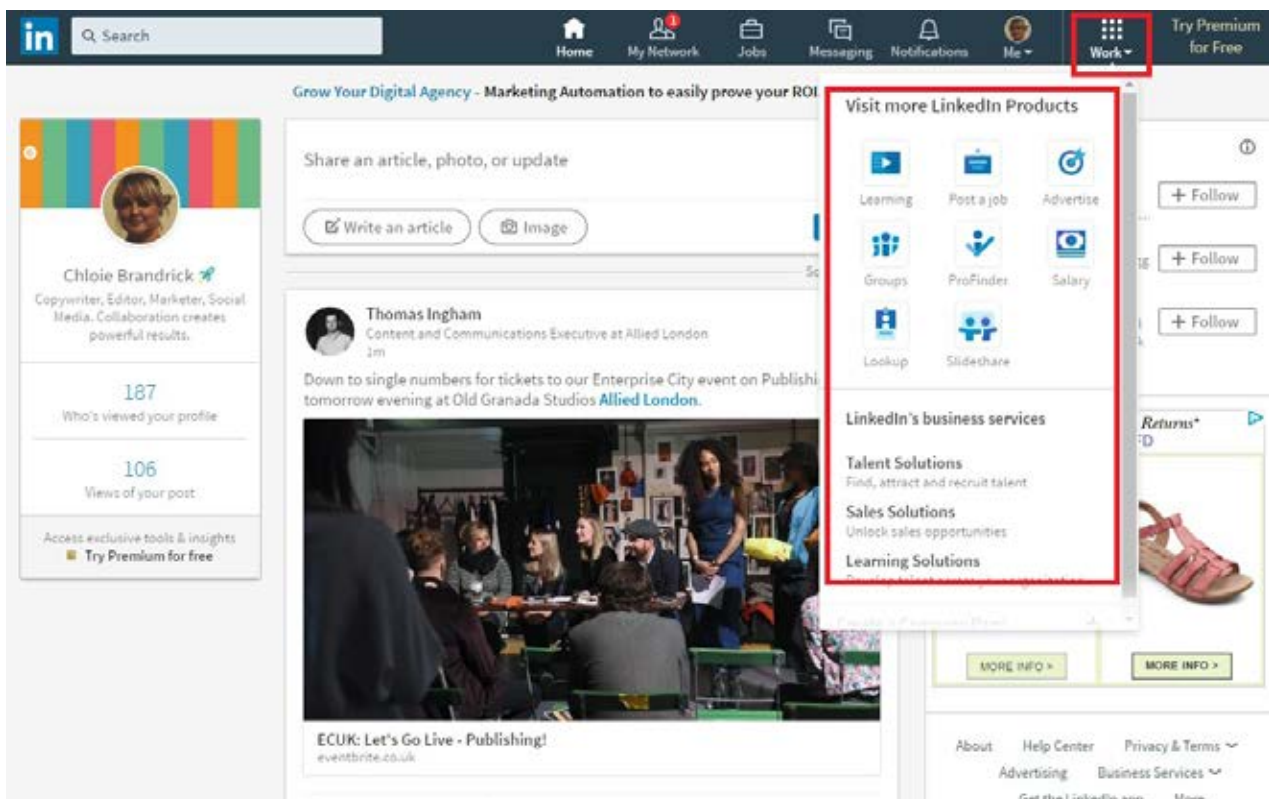
LinkedIn now features Pulse articles in your newsfeed, which means you'll be able to see the stories that are trending at your company, at companies similar to yours, in your industry, and your region.

Your newsfeed will also show third party curated content, alongside posts from Connections and people who you're following:

The screenshot displays a LinkedIn newsfeed layout. On the left is a vertical profile sidebar for Chloe Brandrick, a Copywriter, Editor, Marketer, and Social Media professional. The sidebar includes her profile picture, name, job title, a bio, and statistics: 163 profile views and 29 post views. It also promotes LinkedIn Premium. The main newsfeed area shows a post from business2community.com with a 'New posts' button and interaction options (Like, Comment, Share). Below this is a post from Maritz, featuring a logo, follower count (11,070), and a post about innovation and wellness. The Maritz post includes a 'HEALTHIEST COMPANIES IN AMERICA' badge and 10 likes. At the bottom is a 'Popular on Newsweek' section featuring an article about animal rights with a photo of roasted dogs and a caption: 'Dogs could live to bark another day as Chinese embrace animal rights'.

Other Newsfeed features:

- In Your Activity, you can now see analytics for each post.
- You can add images to Comments on others' posts.
- LinkedIn has gathered its other services under one Button called Work, which includes a mix of paid (Advertise, Post a Job,) and free (Learning, Groups, Slideshare, Profinder), as well as its Business Solutions (Talent, Sales and Learning):

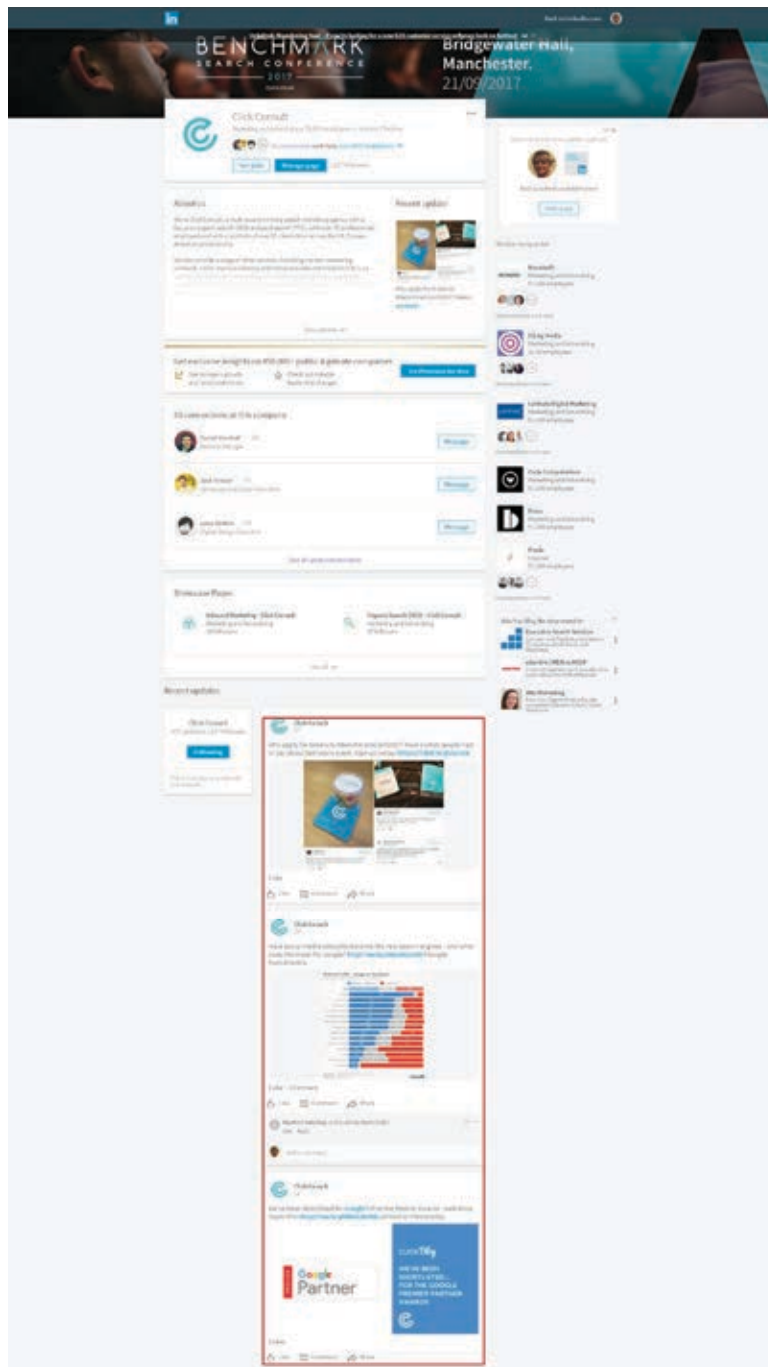


6. COMPANY PAGES

The new Company Page layout is simpler and cleaner, with an emphasis on more images and less text to maximise engagement.

You'll need to revise your cover image to fit the new measurements - 1536 x 768 px.

However, a bugbear is that you now have to scroll well below the fold to view company posts as Connections take precedence:



This means you now have to rely more heavily on your posts being seen in people’s newsfeeds rather than when they visit your page (although your most recent update does appear higher up, next to your About Us section).

Page Admins

Admins now automatically land on the Company Page as a visitor with the option to ‘Manage Page’ at the top. Also, Admins can now comment, like etc posts on a Company Page as themselves (rather than as the company – which stops you accidentally 'liking' your own post as a company).

Employee data headlines

These are now visible on free accounts:



Tagging

You can now tag people/companies in Company Page posts, something which was not previously available and is major improvement, we think.

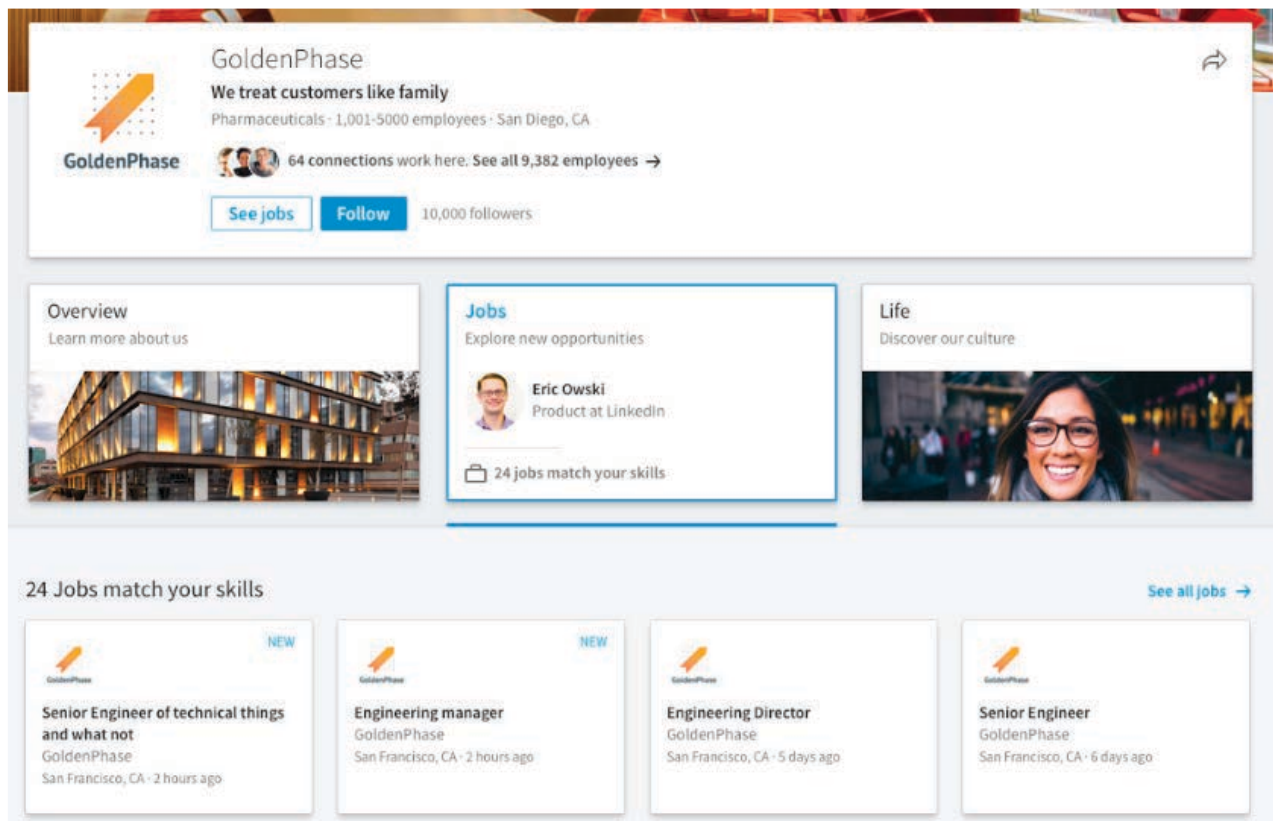
Videos

In line with most other social media platforms, videos now play automatically in newsfeeds when you include the link; you don't have to upload them anymore and you don't have to use third party video hosting platforms like YouTube. This could make a major difference by offering new ways to engage on the network to show your thought leadership.



7. EMPLOYERS' TOOLS

For those that have added Careers Page onto their Company Page, there are changes that offer huge opportunities to showcase their culture and help attract the best talent (LinkedIn reckons 40% of job seekers use LinkedIn as part of their job search).



Source: LinkedIn blog

Search bar

Candidates can search for open positions within your company by job title or keyword.

Meet the Team

Surfaces employee profiles from your company that are similar to each person that visits your page. This allows candidates to easily identify the background and qualifications of people who are currently in roles they may be interested in.

Employee Insights

This module is an automatically generated section that provides stats about the employees at your company. The data is based on the LinkedIn profile information of current employees who have associated your Company Page with their profile.

Both **Meet the Team** and **Employ Insights** are automatically generated and cannot be edited, but you have the ability to turn visibility on or off.

The really exciting new module is...

Life tab

This provides “a preview of life at your company through photos, testimonials, employee-written content”. This is fully editable and allows employers to customise the way their culture is perceived, in a peer-perspective format, targeted to audience they want to attract. It provides the opportunity to give a rounded and authentic picture to prospective candidates of what it’s like to work at your company and decide whether they'd be a good fit for your team before applying:

The modules include:

- Company photos
- Company leaders
- Custom spotlight modules
- Employee perspectives
- Culture insights

Check out how [Lego Group](#) has taken advantage of this new feature:

LinkedIn search bar and navigation icons at the top.

LEGO Group
 1.2M members • 100,000+ followers

Overview

Jobs
 Chloé Brandt
 Director, Sales, Marketing, Social Media, Culture & Events

Inside the LEGO Group

History of the LEGO Group
 The LEGO Group has been empowering imagination since 1932. We're still privately owned by the six Brønnerup families, who founded the company in Billund, Denmark. For over 80 years, we've sought to inspire and develop the builders of tomorrow, by creating products based on an underlying philosophy of learning and development through play.
[Visit LEGO.com to see all job openings](#)

The LEGO Group culture
 The LEGO Group is one of the most well-loved and trusted brands in the world, providing high-quality & creative play experiences. Our culture and ultimate purpose is to inspire and develop children to think creatively, reason systematically and release their potential to shape their own future – experiencing the endless fun-possibility. Hear what Jørgen Vig Knudstorp, the LEGO Group's Chairman, says about understanding the LEGO Group Culture.
[Learn More about the LEGO Group Culture](#)
[Follow us on Twitter](#)

The LEGO Group's locations
 A truly global organization, we operate in over 130 countries around the world, providing children with hours of imaginative play. Our headquarters is located in Billund (Denmark). Regional offices, or Hubs, are located in Billund (USA), London (UK), Shanghai (China) and Singapore. Our manufacturing facilities are located in Monterrey (Mexico), Billund (Denmark), Gyöngyös (Hungary), Wuxi (China Republic) and Jiaxing (China). We also have local office and retail stores around the globe.
[Learn more about the LEGO Group's Locations](#)

Company photos

Employee perspectives

Why collaboration is key to LEGO's innovation
 February 12, 2021
 The LEGO Group has collaboratively designed a learning journey workshop for ongoing secondary school students to encourage different real-world use of our bricks.

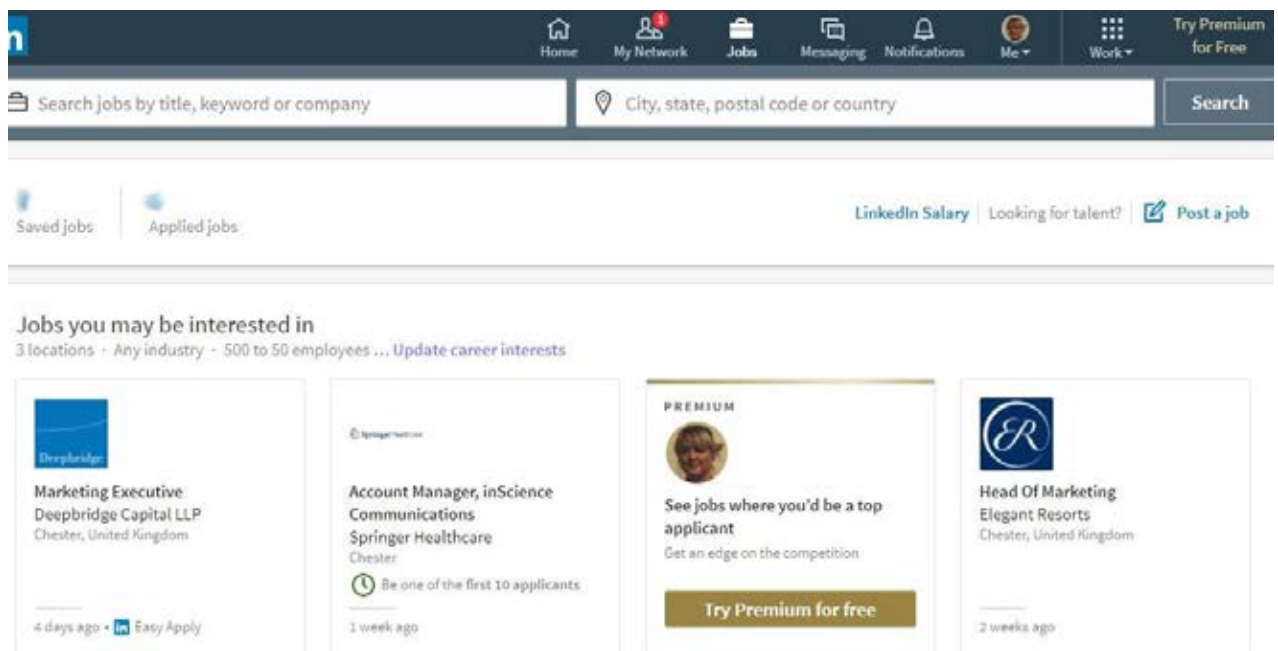
The LEGO Group 'Carroll' Awards
 April 20, 2021
 This LEGO Group award is given to the best LEGO Group Department Head in North America for 2020. Karim, Pablo Cruz, Mike de Mello and Alan Ruffin.

8. YOUR JOBS

This section seems cleaner and easier to navigate than the previous 'Careers' tab.

Jobs You May Be Interested In are now suggested by LinkedIn using your profile, keywords, Groups and Preferences. In turn, this translates into better targeting for recruiters, who can now post job listings directly from this page.

This view also allows you to keep tabs on jobs you've both saved and applied for.



9. ADVERTISING

Sponsored InMail, once the preserve of only the highest-spending businesses, has now become available to anyone and any business on the network. InMail is LinkedIn's email marketing solution that allows you to send direct messages to targeted personas, containing links to lead gen pages.

The platform has also introduced website and email remarketing options, allowing business to show ads to those who have visited their site or provided an email address.



11. CONCLUSION

LinkedIn is still a useful platform, distinct in its benefits and advantages from other social platforms, and, in fairness, most of the changes are cosmetic. However, it's still early days for potentially larger changes, as Microsoft only [acquired LinkedIn](#) in December.

- Maximise the first two lines of your personal summary to grab readers' attention.
- List your skills in order of the strengths you want to highlight as LinkedIn will use these to suggest Endorsements to your Connections.
- Use 1800 x 1200 px images for posting Company Page cover image to fit the new measurements – 1536 by 768 px.
- Take advantage of the new ability for videos to play automatically in newsfeeds.
- Make the most of the Life tab on your Careers Page to showcase your culture.
- Explore new advertising capabilities, including Sponsored InMail and retargeting options.

GET IN TOUCH WITH US TODAY

ABOUT US

At [Click Consult](#), we understand how integral your social media strategy is to the success of your overall search marketing strategy. Why not take the first step to discovering what we could offer your brand with a free, no obligation [social media audit](#)?

Our [website](#) features a comprehensive [resource](#) page, full of useful eBooks and actionable insights. We also write a [blog](#), where you can find an abundance of search marketing tips.

If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).



WHAT OUR CLIENTS SAY

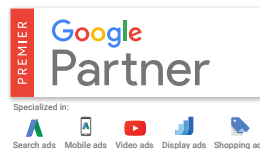
"From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership."

LloydsPharmacy Online Doctor

"Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none. They're always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on. Brilliant project planners, superb project delivery and results to boot, what more could you ask for?"

Adjustamatic Beds

OUR ACCREDITATIONS



OUR TECHNOLOGIES



EXPERTS IN SEARCH. SIMPLE.