

Understanding Your LinkedIn Analytics Checklist

LinkedIn's analytics can help you figure out what's working for your audience and why it's working. Use this checklist to help you understand LinkedIn's analytics.

Company Pages

- Find your page analytics on your Company's Page feed.
- Click Manage Page.
- Select Analytics in the header.
- Choose what you want to focus on.
 - Visitors
 - Updates
 - Followers
- The visitors tab tells you how many people viewed your Company page, the content within a set time frame.
- Data goes back 12 months.
- Learn about total traffic viewed page from mobile or desktop
- Demographics of users including job title, geographic region, company size and seniority.
- Which pages received the most traffic on your Company page. Use this to see what types of visitors you are attracting and if it aligns with your target audience.
- The updates section shows overall engagement trends and how well certain posts performed.
- View performance in terms of impressions, unique impressions, likes, clicks, shares, comments, and overall engagement.
- Which types of posts get the most engagement?
- What types of engagement are they getting?
- The followers section provides overall information about the people following you.
- Look at the follower count. Look at the gains or losses you have and the dates and trends causing them.
- Look at your demographic information for your followers. Compare it to your visitor demographic data to see discrepancies.

LinkedIn Homepage or Profile Page

- Click the Me icon at the top of your profile page.
- Click on View profile.
- Scroll to Your Articles & Activity section.
- Click See all articles.
- Select Articles at the top of the page.
- Or Go to the article you want to view and click number view below the article.
- From the home page, click Write and article.
- Click More from the dropdown menu.
- Select Articles.
- Select the article you want to view from the pop-up window
- Click View stats to see the analytics for the article chosen.
- Click on the “Who Viewed Your Profile” section to see who is viewing your profile.
- Post performance is done manually and only on ones with high number of impressions. Select “Posts and Activity” from the drop-down menu on your profile page.
- Click posts to see how certain ones performed.