



CARY COMMUNICATIONS INSIGHTS

## **Your LinkedIn Page is Costing You Business. Here's Why.**

By Karen Bluestein

Small businesses and startups spend hours crafting Instagram posts, stories, and reels. The visuals are polished. The captions are thoughtful. The engagement feels good.

Meanwhile, LinkedIn is sitting half-finished or completely untouched. That gap matters more than most founders realize. When a potential client, partner, or investor hears about your business, LinkedIn is often the first place they go to validate you. If they land on a bare profile with no logo, no banner, and no clear explanation of what you do, the impression is not neutral. It is unclear. And unclear quietly erodes trust.

### **LinkedIn Is Not Optional Anymore**

LinkedIn is no longer just a job-search platform. It is a discovery engine for professional services, B2B companies, consultants, and early-stage startups. It is where referrals are checked, credibility is assessed, and buying decisions begin.

Instagram shows personality. LinkedIn shows legitimacy.

You need both, but they serve different purposes.

### **The Most Common LinkedIn Gaps**

Many small businesses technically exist on LinkedIn, but only in name. These are the patterns that show up again and again.

- No company page, just a founder's personal profile
- No logo uploaded or a low-resolution placeholder image
- No banner, which is prime visual real estate and free advertising
- A one-line description that says nothing meaningful
- No services listed, even though services drive searches
- No link to a website or booking page
- No recent activity, making the business feel dormant

Individually, these seem minor. Collectively, they suggest a business that is not fully formed.

### **Why This Hurts More Than You Think**

LinkedIn profiles and company pages rank well in Google search results. That means your LinkedIn presence is often seen before your website.

It is also where:

- Prospective clients sanity-check your credibility
- Partners decide whether to take a meeting
- Journalists, event organizers, and podcast hosts research you
- Recruiters and contractors assess whether you are established

A weak LinkedIn presence creates friction. People may not consciously reject you, but they hesitate. And hesitation is where deals quietly stall.

### **What a Complete LinkedIn Presence Actually Looks Like**

This does not require daily posting or complex content strategies. It requires fundamentals done well.

- Start with a company page, even if you are small. LinkedIn favors company pages in search and makes your business easier to reference, follow, and tag.
- Add a professional logo. This is non-negotiable. It anchors recognition across the platform.
- Use the banner strategically. A simple message about who you help, what you do, or the outcome you deliver is enough. Do not leave it blank.
- Write a clear, human description. Skip buzzwords. Explain what you do, who it is for, and why it matters in plain language.
- List your services. LinkedIn's services section is searchable and underused. If you do not list them, you are invisible in those searches.
- Link somewhere useful. Your website, booking link, or lead page should be one click away.

Then make sure the founder and team profiles actually link to the company page. This is how credibility compounds.

## Why Instagram Alone Is Not a Business Strategy

Instagram is excellent for awareness and storytelling. It is not where most professional buying decisions are made.

LinkedIn is where people go when they are serious. Serious about hiring you. Serious about partnering. Serious about spending money.

If your Instagram is beautifully curated but your LinkedIn looks unfinished, you are sending mixed messages. One says polished. The other says early or unproven, even if that is not true.

## The Good News

This is one of the highest-return updates you can make with the least effort.

You do not need to post every day. You do not need to chase trends. You need to look credible, current, and clear.

In many cases, simply completing a LinkedIn company page does more for trust and inbound opportunities than months of social posting elsewhere.

## A Simple Reality Check

If someone looked up your business on LinkedIn today, would they immediately understand:

- What you do
- Who you serve
- How to engage you

If not, that is your cue.

LinkedIn is not a nice-to-have anymore. For small businesses and startups, it is often the first professional impression you make. Make sure it is doing its job.

Need help with your LinkedIn profile? [Contact](#) Cary Communications for a free 15-minute consultation.

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