

## 7 ways to write a better "About Us" page

Your About Us page is one of the most visited and highest ranked pages on your website. It provides your customers with details about you and your company. It can include mission statements, licenses, insurance and bonding information, awards and certifications, company history, customer testimonials and more. For most small businesses, the About Us page is what most powerfully establishes credibility. Potential customers who click your About Us page are already interested; now they want to be reassured you are the right choice. Focus on your strongest points.



Here's how to be sure your About Us page gives potential customers what they need:

**Think customer first.** What do potential customers want to know? What questions are you asked during sales calls? What information tends to seal a deal or win over a hesitant customer?

**Facts are compelling, superlatives are not.** Lots of About Us pages are filled with words like outstanding, excellent, world-class, visionary, cutting edge, etc. Prove this with facts. If your business is a start up, admit it, then relay what your business hopes to achieve, and how you plan to make it happen.

**Be true to yourself. Don't try to be something you're not.** Avoid fluff! Accurately describe your business and credentials. Candor is compelling. Turn who you really are into an advantage.

**Describe qualifications, but be brief.** Certifications and awards are great. Focus on ones that resonate most with potential customers.

**Kill the stock photos.** We're all expert stock photo spotters. I'm sure you noticed the one above. For your About Us page, use quality, real photos or no photos at all.

**Don't be afraid to ask for help.** Ask someone to read your About Us page and then describe back to you what you do. If they can't immediately answer most of the five Ws (who, what, when, where, why), a re-write is in order.

**Final thought:** Objective information is a lot easier to write and a lot more powerful than "sales talk". Think about the needs you fulfill and the problems you solve for your customers. Then use plain language to describe how you fulfill those needs and solve those problems.

**Market Yourself! Market Your Company! Market Your Brand!**