

## ChkLines - About Page

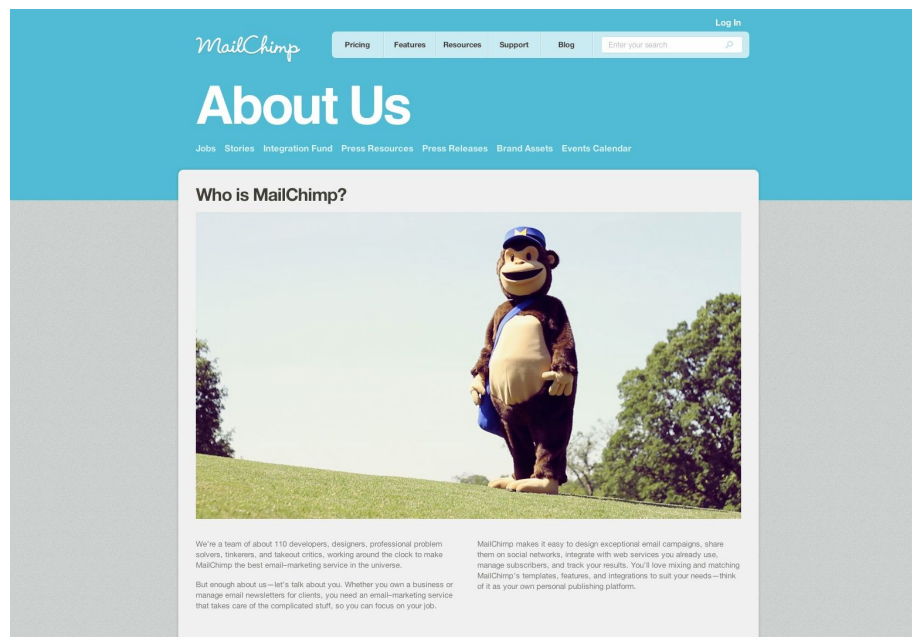
Even though it's not as popular as in years past, a good about page can drive traffic to your website or blog. It's especially important for businesses and professionals.

About us pages are easily overlooked, but they do perform a valuable role on websites and blogs. They explain your product or services in a way that visitors can easily understand.

# ABOUT US

1. After you get potential customers interested in your products or services, they often head to your About Us page to make sure your company is the right fit to provide those products and services. Your About Us page is your website's make or break page.
2. Designing the perfect about page is easier said than done. Of course writing about yourself and your business is awkward. Many find it difficult to strike the right balance between selling themselves to their customers and giving visitors the right information to make them want to learn more.
3. Visitors are at your site to solve their own problems. Forget what you do. Customers don't care about what you do. They care about what they receive - solutions and benefits. Focus on them. What does your company do for clients or customers?
4. Dedicate your opening sentence to your audience's challenges and objectives. First-time visitors need to know you own a real business with real capabilities.

5. What makes your company special? Tell them what problems you can solve. How do you make their lives better? Describe your skills and why you're uniquely qualified to offer the service or product you sell. Use plain language to describe how you fulfill those needs and solve those problems.
6. State the facts. If you're finding it hard to strike a happy balance between your selling points and outright boasting, then simply present your visitors with the basic facts. Fluff is boring. Candor draws people in.
7. To avoid bragging or blatant marketing, steer clear of hype. Offer a straight presentation of the facts and figures. Many About Us pages are filled with words like visionary, outstanding, disruptive, excellent, world-class, or cutting edge. Avoid superlatives. Don't try to be something you're not.
8. Don't say the same things that appear on your Home page. A long, detailed, historical summary will bore everyone. You also don't want to sound like you're boasting. Find the middle ground.



9. Make your about page a feast for the eyes by considering the use of images and videos. Use photos of real people and places. If you can't, don't use any photos.
10. So many small business include a lame group shot of the entire staff. Try for something more interesting. Photos of individual employees in action or maybe at a charity fundraiser will help boost your image.

11. For doctors and lawyers, you may want to emphasize your professional credentials such as your education, licenses, awards, and depth of experience. Lead with specifics that speak to your qualifications that will give you instant credibility, but without laying it on too thick. Awards can add credibility, but pick the ones that have the most impact on potential clients, patients, or customers.
12. For professionals, a head shot somewhere on the page can help. People want to know what their doctor or lawyer looks like.
13. Tell a story. Focus on the things that make you human.
14. Don't be afraid of where you have come from. We are all suckers for rags to riches stories. The more people can identify with your story, the more trust they will have in you. A personal touch makes marketing palatable.
15. Your About Us page must do more than communicate what's special about your company's products or services. This is an important page for validating your credentials for people who don't know you, and who have no reason yet to trust you. It must inspire trust because without trust, you'll never get the prospective customers to open their wallets.
16. You don't have to tell people everything. Social media has encouraged people to share TMI. Filter out boring details.
17. Share your contact details, or put in a link to your Contact page. Most people want to know where you are located before doing business.
18. Make sure your contact details are up to date. No one wants to call a disconnected number or visit your prior office address. And an invalid email address screams amateur.
19. I prefer also to use a plugin like [WP Social Contact](#) to share extensive contact details such as Facebook, Twitter, and Skype. Have many ways for a potential customer or client to contact you.
20. Write in a conversational style. There is no best way to write, but your about page is no place to show off your vocabulary. The style you adopt will depend

on your company, but write in a way that makes your site feel accessible and friendly.

21. Don't be over clever and rename your About Us something trendy and artistic like Our Journey. I don't care about your journey, only mine. Even on my [Walkabout Solopreneur](#) blog, an [About Us page](#) is an About Us page, not a Walkabout page.
22. If you are having trouble coming up with ideas, ask your friends for help. They may see value in your company and site that you take for granted.
23. Your about page is not set in stone. Make adjustments and changes as needed. A great About Us page should be a work in progress. Whenever big changes occur, update your About Us page immediately.
24. Make sure your page is accessible across all devices - computers, tablets, and smartphones. If you use Wordpress and a good theme, this will not be an issue.

Unfortunately, About Us pages are too often treated as an obligation rather than a valuable opportunity to connect with your customers.

Some believe it should be a sales page. I do not. Think pre-sell page, and guide your visitors to valuable content inside your site.

~ [Chaz](#)