



## Creating The Best "About Us" Page

### 1.2 The "About Us" Page

### The "About Us" Page

Introduce yourself to potential customers



Show they can trust you

#### Notes:

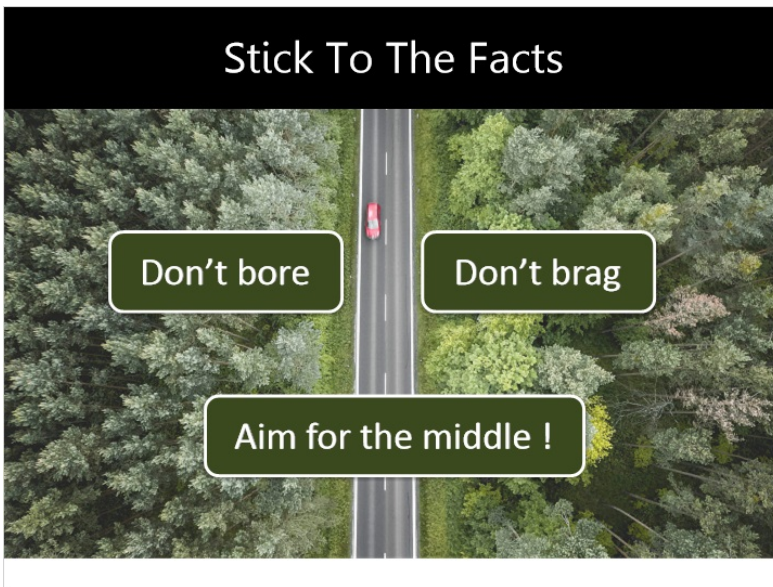
#### The "About Us" Page

When you are creating your website, realise that your "About Us" page is probably one of the most important pages you will create.

This page is your golden opportunity to introduce yourself and your website to visitors. Keep in mind, these visitors are people you should see as potential customers. Never cut them short!

They are visiting your website to decide if you are someone they want to do business with and whether they feel they can trust you.

### 1.3 Stick To The Facts



#### Notes:

#### Stick To The Facts

When creating your "About Us" page do not repeat the same information you have on your Home Page.

Do not go into great detail covering drawn out information that will bore your readers.

Also, do not fall into the trap of "bragging" about yourself or your experience. Your best avenue is landing somewhere in the middle between the two.

### 1.4 Gain Trust



#### Notes:

Your "About Us" page must not only tell visitors what is special about you or your website, it must also gain their trust.

Without gaining trust, you will not win over someone, turning them into a contact or a customer. Keep that in mind while creating this very valuable page.

### **1.5 Where to start?**

The slide features a black header with the text "Where to start?". Below the header, on the left, are three icons: a stack of books for "Education", a handshake for "Experience", and a ribbon award for "Recognition". On the right, a blue background contains a black box with the text "Start with the best information about your website..." in white.

#### **Notes:**

#### **Start With The Best Information About Your Website**

You must understand what's important to your potential customers and present the facts first and foremost.

Here you can express why potential customers should use your services or buy your products.

This can include education, experience and recognition you have received. When you provide visitors with this information, they are more likely to consider you as credible.

### **1.6 Speak In The First Person**

The slide has a black header with the text "Speak In The First Person". The background is split diagonally from the top-left to the bottom-right. The top-left portion is dark brown and contains the text "I can provide this for you". The bottom-right portion is a lighter tan color and contains the text "I am committed to...". To the right of the text, there are two overlapping red speech bubble icons.

## Notes:

Speak to the individual

It's important to use natural language and speak in the first person. The first person means “I can provide this for you”, “I am committed to...”, etc. When you communicate in a friendly manner, you will come across as very likable.

### ***1.7 Speak To The Individual***



## Notes:

### **Speak In The First Person**

When writing down the information for your “About Us” page, make it sound like you are talking to an individual, not an audience or a company.

The visitor reading the information believes they are the only one you are addressing at that time. They should feel like they are the only people you want to build a relationship with!

## 1.8 Endorsements & Approvals



Notes:

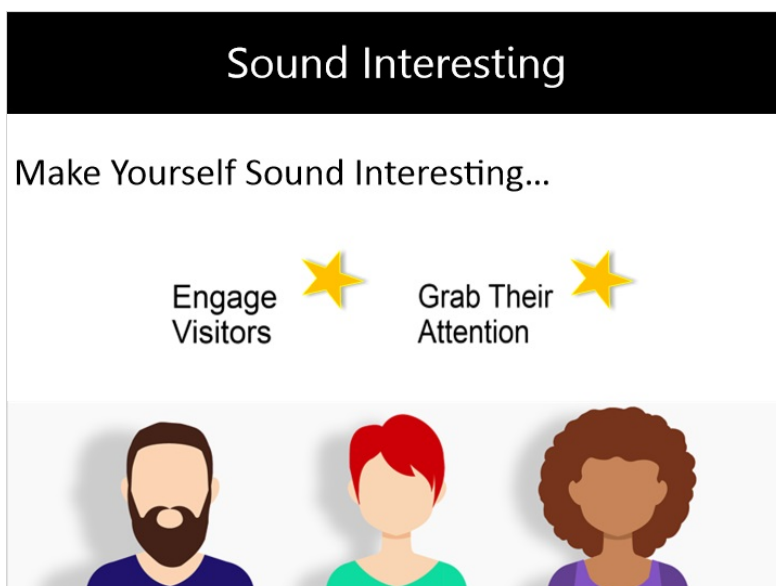
### Endorsements & Approvals

There are very few things more powerful than endorsements and approvals. Whether it is an expert in your field or testimonials from current customers, they are all very powerful motivators for people visiting your site.

Reviews and endorsements are excellent testimonials that will persuade visitors that you are someone they can trust.

If you belong to organisations within your field or within your community you might want to include their logo.

## 1.9 Sound Interesting



Notes:

## **Make Yourself Sound Interesting**

Do not list facts about yourself that sound like a resume, it will come across as really boring.

Resumes are great if you are looking for a job but not for representing you as a professional in your area. You want to engage visitors on your site and grab their attention.

### ***1.10 Share Your Passions***



#### **Notes:**

#### **Share Your Passions**

Tell visitors how passionate you are and what inspires you. Always remain sincere and personal when telling your story.

Again, you are addressing one visitor that is reading your "About Us" page at that given time. You might want to share a story or an event that is very important to you.

The bottom line, you want people to like you!