

RESOURCE: 5 Steps to Creating A Perfect “About Us” For Your Business

You only get one chance to make a positive first impression. So, if someone has clicked from your landing page to the ‘About Us’ section on your website, you’ve done something right. Now is where you truly cement their interest – and turn that into a sale.

A customer clicking onto this page shows that they are keen to learn more about your company. They are on your hook and have already demonstrated buying signals. Now it’s time to reel them in.

For this to happen, your ‘About Us’ section needs to convince a prospective customer that what you’re selling is right for them. And why you are the best people to purchase it from. Remember, they may already know all about your product/service, but they may still need convincing about you.

1. Mention your product/service

This may seem obvious, but you’d be amazed how many businesses get this wrong. They write several paragraphs about their company philosophies, mission statement, and inclusive culture that they fail to say who they are and what they offer! The customer reads the whole page and is none the wiser at the end of it.

Your ‘About Us’ page needs to clarify exactly who you are first, then define the product or service you provide in your opening paragraph. You can worry about unique selling points and the worthwhile causes you support later. But at this stage, assert who you are and what you do.

2. Don’t write too much

A customer visits your ‘About Us’ section to learn more about you. Chances are they have a few basic questions and hope this page will provide the answers. If they see an essay they’ll be put off.

Just give them what they need. Condense your information into only a few paragraphs containing the relevant facts. It’s an arbitrary figure, but try not to exceed 300 words if you can help it.

An ‘About Us’ section that goes on for 1000 words or longer will not hold a customer’s attention. They won’t be as interested in your company as you are, at least not yet.

You can include the more detailed information in drop-down pages or elsewhere on your website. But treat your ‘About Us’ segment as a connecting tissue between your landing page and service pages.

3. Tell them who you really are

This may be the part where other blogs tell you to ‘establish a mission statement’ or ‘outline your company vision.’ It’s true; you should do that. But it’s also dull, so we recommend approaching it a different way.

You’ve confirmed who you are and what you do, now tell the customer why. Help the customer see who your company really is. Try to avoid the generic “our

vision/philosophy/mission statement” corporate waffle they’ve read a thousand times on other websites.

Instead, tell them a story. Stories are exciting and are much more relatable than disingenuous statements about visions and missions. Your company will have a unique story behind its existence; all companies do. Try to extract the interesting points and share them with your customers.

If you need to add a bit of creative licence for the sake of storytelling, then do so. You’ll be doing the customer a favour.

4. Why you’re the right company

Now it’s time for your unique selling point. This is the part where you tell the customer what’s so special about your company. It’s up to you to know what this is, but we’d recommend finding a creative way to get this message across.

Look at what your competitors are doing. What are they doing well? Take inspiration from this and improve on it. But also examine what they’re doing poorly and avoid falling into the same trap.

For your USP, try not to promise something you can’t deliver. It needs to be realistic and demonstrable but try and communicate it in an authentic and engaging way. You already know why you’re unique and what makes you stand out from your competitors.

Now how can you get this across to your customers in a way that will resonate with them?

5. What’s in it for them?

Your customers now know exactly who you are, what you do, and why you’re unique. They’ve also learned about why you’re in business, and they find your company ethos refreshing and identifiable.

In just a few hundred words, they’ve learned a lot about you. But now, what about them? The final piece of the ‘About Us’ section puzzle is all about the customer - and why they will be better off from doing business with you.

Try and make your final paragraph a call to action that demonstrates to a customer why they’re making the right decision by choosing you. Avoid talking about yourself here; use active language to explain to the customer what they can look forward to.

Your ‘About Us’ page is all about you, but it needs to end all about them.