



briar
copywriting

A copywriting
guide:

How to write
your About Us page

Why your About Us page is so important.

You already know that great website copywriting should always be **all about your customer**.

They have the problem, they are searching for the solution, so your site must talk to them directly and tell them how you're going to make their life easier.

So when do you get to tell them about you?

Your About Us page seems like the obvious place, but even this has the potential to sell to your customers.

Its importance is often underestimated, which is why it shouldn't be left to the last minute and hastily cobbled together. And it definitely shouldn't start "*We have been in business for 30 years...*"

The following 5 tips will help you generate an About Us page that will get you noticed.

5 tips to help you create an About Us page that rocks.

1. Show

An About Us page that's full of big words and adjectives that attempts to tell the reader how great you are isn't going to fool anyone. All it shows is that you have a thesaurus and you know how to use it.

It's far more effective to show them how great you are by mentioning the awards you've received, any press coverage you've had and, if you have any major clients, a bit of shameless name-dropping.

2. Personality

Companies are quite wary of this one because they're stuck in the "must be corporate" bubble.

People buy from people, so show your human side. Make your tone personable and friendly. Ditch the corporate speak for something more day to day that your customers will want to read.

5 tips to help you create an About Us page that rocks (cont.)

3. Show off your people

If there's one thing companies hate more than showing their personality, it's showing their pictures (the people in the company that is, not the actual company itself, that wouldn't work). But showing off your staff is a great way to make a personal connection with the reader.

They can see who they will be dealing with and, rather than just adding a professional bio about them, add details about their hobbies, dreams, likes and Twitter handle.

This is a great way to open up your company and build trust.

4. SEO

Boo, hiss. I know you're fed up with those initials, but they are important.

Even though it's not a direct sales page, your About Us page should still be optimised.

5 tips to help you create an About Us page that rocks (cont.)

5. Don't hide

Once you've actually gone to the trouble (or cost) of creating your About Us page, don't hide it.

Make sure it's clearly visible from your navigation bar so potential clients can find it and take a look at what you're like. It could swing things in your favour.

The last word(s)

Your About Us page **IS** important so make the most of it and use it to show the human side of your business. Have some fun putting it together and get the real essence of your company out there for all to see.

Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

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