A Web Content Rx White Paper

167 Forge Road
Coventry, CT
860. 502.7735
WebContentRx.biz

Writing Effective About Us Pages

By Wayne English
President

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Introduction

An About Us page can do your business a lot of good - if you use it right. And no good at all if you fill it with marketing hype.

So, don't do that. Here you tell, briefly, who you are. Who your people are. Take this opportunity to fill the reader in on just who it is they are thinking of hiring. You have got our entire site to sell and market.

Don't do it here.

About Us pages are found on most business Websites and writing them can be lucrative. Certainly this is something you want to keep in your professional tool box.

1. **An About Us Page** has specific goals. Be careful here, remember that what you are about is passing on information that is important and interesting to the reader, who is likely to be a prospective client or customer. This is no place to tell everything or to write a company history. Write to the reader.
    a. Specifically include the benefits of doing business with your company.
    b. If you war looking to attract families, tell the user that you are a good neighbor who will be there for them when they need you. That's important. Especially if you are in a service business and offer 24 hour emergency service.
    c. Set your self or your company apart from the competition in concrete, solid language. Tell the user why they should do business with you.

2. **Company Background and History.** Even if your company is new, you can write your history. List the background, accomplishments and credentials of the company's officers and senior personnel.
    a. Where have they worked?
    b. What awards have they garnered?
    c. What are their professional credentials?
    d. Depending on the size of the company, you may want to place a short bio of the senior staff here. If you don't like that idea, make a page especially for that purpose.
    e. Listing senior is a good thing and makes contacting them easier by prospective clients.

3. **Testimonials from clients and customers** are a powerful way to build credibility.
    a. When you have a testimonial from a well known person or an industry leader, do not hesitate to use it.
    b. Consider making the testimonial a few words or one or two lines and placing in at the top of every major page of your site.
    c. To make your testimonials even more powerful include the name and company of the person giving the testimonial.
    d. It does little good for your testimonial to be a quotation attributed to "J. Smith" with no company, no address, no nothing. You are not fooling anyone.
    e. Testimonials are a powerful way to establish your bonafides. Don't throw that away. If you don't have testimonials yet, save this technique for when you do.

f. Do not hesitate to place testimonials on their own page, if you have more than two or three, and link to it from every major page on your site.

4. **Awards and other professional recognition** are powerful and go a long way to show prospective clients that your company or organization has got what it takes to provide the services or goods they seek.
   a. This is especially important if you are a new business.
   b. Remember, prospective clients need reasons to contact you.

5. **WIIFM** we all listen to that most important of all FM radio stations, WIIFM, What's In It For Me.
   a. There is an old advertising adage: Tell them, tell them what you told them, tell them again. Do not hesitate to blow your own horn. You must tell people what you are about and why you are the one to get their business.

6. **Press releases** and other pertinent information in the public domain.
   a. Here's a good idea. Mirror any information you want your Web site to link to. Why? Things change on the Web and you do not want to be in the situation where vital information is no longer *on* the Web.
   b. Simply copy the material to a file and place it on your Web server.
   c. Now link to the material in your server and you will have that information safely available forever.

7. **Media resources** is important for reference, advertising and anyone who wants to include your company's information in an article or business reference work or even your Chamber of Commerce or Better Business Bureau.
   a. It is far easier and better for anyone seeking information to simply be raftered to your Web site for several reasons:
      i. This provides around the clock research capability on your company. On the Web things do not follow your business days schedule.
      ii. It relieves you from chasing phone calls and emails for route information.
      iii. It ensures that numerous requests for information all gt the same information. Always a good thing.

8. **Contact information**. Yes, we know you have a Contact Us page. Listing your contact information here is a courtesy to the user. Why make your user go somewhere else? Or if you prefer:
   a. Simply have a Contact Us link that takes the user to your Contact Us page.
   b. Should you want users with specific questions to contact specific personnel in your company state that plainly. You can either refer the user

to your Contact Us page and then list the name, title, email address and what the person is responsible for.

9. **Photographs of company personnel.** Should any of your people not want their photo on the Web site, respect that decision. In general when photographing your people:
   a. Use a high quality digital camera and save the final pictures a JPG files. Name each photograph so that you can easily determine who the picture is of. Use a graphics engine to size the picture to about an inch wide, let the height of the image fall where it may. Make all individual pictures the same width and about the same height.
   b. Ask anyone wearing sunglasses to remove them. Sunglasses photograph terribly.
   c. Consider the background and try to keep it as neutral as possible unless it is an integral part of the of the photograph.
   d. Photograph a smiling, approachable person, well dressed for the position, with hair well groomed. Do not photograph people in a rumpled, dirty, or unshaven condition. Make sure your people know in advance that you will be photographing them. If the job requires their appearance to worsen during the day, get the pictures first thing in the morning.
   e. All personnel must present a polished, professional, image that is appropriate to your business.
   f. Do not take anyone's picture who does not want it taken.