



How to Write an 'About Us' Page

START WITH WHAT YOU KNOW-QUESTIONS

1. How did you get into this business?
2. How many years have you been in this type of business?
3. How have you trained for this type of thing?
 - a. Schooling-Experience
 - b. Past Jobs
 - c. Past successes or failures that brought you to this point
4. How many employees do you have?
 - a. Tell a little about them
 - b. Tell a little about your family, if you have no employees
5. Why did you get into this business?
6. What are your goals for the future and what do you hope to accomplish?

END WITH WHAT YOU WANT THEM TO KNOW-QUESTIONS

1. What purpose does this website serve?
2. What purpose does your company serve?
3. What do you want your clients to know when they leave this page?
4. What makes you unique or stand out among all others in your industry?
5. What good do you do for, or bring to, your community?

DON'T FORGET

Is there anyone you should be thanking for your success thus far?

TIPS

- Be genuine. People can tell a BS story when they hear one.
- What would you like them to do while on this site? Keep this purpose in mind when you are writing.
- Put your personality into it. If you're funny, showcase that. If you're professional and to the point, showcase that. If they ever interact with you in person, they will know what to expect.
- Be personable. People are more likely to support you and your company if you are real to them. They are also more likely to support a family than a company from across the ocean. They are also more likely to support a company that brings something to their community.
- Don't make promises you can't keep. It's always better to under promise and over deliver than vise versa.
- Please the algorithm powers that be (Google SEO): Keep your language clear and concise. Write with transition words (and, but, so, because). Keep your paragraphs to no more than 150 words. Use an active voice. Use consecutive sentences and keep them shorter, rather than longer.