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One of the most important pages on a web site is your about us page. We have prepared some information that will help you provide us with the information for your about us page.

Tell a story

Take a few moments and think about all the experiences you've had running your business. The funny ones, the proud ones, the ones that make you wince looking back at them. Pick a story that you think captures the essence of your business and what it represents and then use your About Us page to tell it to your customers. Maybe it was the day you first opened the business. Maybe it was your third anniversary when you looked around at what you had created. Avoid writing down your whole company history or regurgitating your company mantra. Instead, use your About Us page to tell a story that introduces customers to your business, displays your values and, most importantly, captures their attention and makes them want to learn more.

Share your credentials

Don't get so caught up in telling a compelling story that you forget to list your credentials. Potential customers want to know why they should trust you with their business. Share how you got started, what your experience is, how long you've been doing with this, any awards you've won, people you've worked with (if possible), associations you're involved with, industry causes you support, etc. Why should a potential customer trust you with their business?

Introduce yourself with pictures

If someone clicks on the link to your About Us page it's a pretty clear sign they want to get to know you. Maybe it's their first time on your site, or they just discovered your blog, or they're thinking about making a purchase but want to make sure they can trust you first. This is your chance to let them peek behind the curtain and see what your team looks like. Get personal by including pictures of yourself, your real staff (no stock photos), the outside of your establishment, the office dog, etc. These images again build upon that story you're trying to tell.

Let them know what they can expect from you

No, I don't mean to list off all the services that you offer or the products that you sell. I mean to convey what kind of a business you are and what they can expect from their experience with you. What are some of your company's core values? What sets you apart from everyone else? Don't use this area to sell, but to humanize your company and to put a face on the experience. It may also mean linking to interior content that highlight content or views you think are important.

Tell them how to get to know you better

Provide links to other places you reside on the Web, be it a Twitter account, Facebook account, or a link to another social media forum. By providing these other outposts for people to check out it helps build trust in the company and shows that you'll be easy to get a hold of if something goes wrong. As consumers, we like checking out how a company responds on Twitter or how they use Facebook to help us make judgments about what type of business they are.

When a new visitor comes to your site and wants to know what it is about where do you think they turn to? Hopefully your answer was the "About Us" page, but how up-to-date is yours? Take a look at some suggestions I have for what to include on this section of your site in order to give your visitor an idea of what you are all about.

Personalize the Page

Your visitors should be able to put a face to the name of the person they are reading about. It will give your site a human touch. If you are selling a product people want to buy from people, not un-named companies. If you are selling information then they want to know you are an expert and not a pimply-faced, unkept 15-year old kid. Provide a professional looking photo and your About Us page will be off to a positive start.

Short Summary

In the introduction section of your about page you should have a short and sweet summary of the information that you cover on the site. Keep it short in case the reader doesn't have a lot of time or just wants a quick overview, if they want more details details then you will give them more specific information further down the page.

Your Details

After the summary you can go into further details as to what type of site you are running and some personal information about yourself such as your name, occupation, location, education, previous sites your have written for and worked for, and whatever else you would put on a job resume. That's how you should see the about us page, as a resume. You are selling yourself to your visitors so put your best foot forward.

Contact Information

Make sure that you include a link to the contact us page or provide the contact means on the about us page. This emans an email address, or if applicable, phone number and physical address.

It's one of the most important elements on a company's website and also one of the most undervalued: the ubiquitous "About Us" page—that section on your site that has been collecting virtual dust because you haven't bothered to read it since, well, you first wrote it.

You may not be paying it much attention, but visitors to your site are. And considering that your About Us page is where the world clicks to learn about your company and the services you offer, which can mean the potential loss or gain of a customer, it deserves a little more consideration and a lot more respect.

"Most of our clients don't realize how much their About Us page is visited," says Thomas Harpointner, CEO of AIS Media, an award-winning marketing and interactive media agency in Atlanta. "It's among the first three pages consumers go to when they visit a site. We've worked with both small businesses and Fortune 500 companies, and we spend more time consulting clients on the About Us page than any other. Companies are so focused on the design of their site, their products, and how they're going to market them that they simply overlook it. It's an afterthought."

How to Design a Great "About Us" Page: Make the Human Connection

The primary purpose of your site's About Us page is to provide information about your business and what it can deliver, so it should include the basics, such as who your company serves, how long it's been around, and its long-term goals and mission. Don't forget to include your address. And if your company has multiple locations or does business globally, this is the perfect place to mention that information, or at least link to a page on your site that does, such as your Contact Us page. But don't stop there, which is a mistake a lot of businesses make. What results is a stale, unoriginal, and downright boring About page.

Fortunately, spicing it up is easier than you think. By incorporating a few strategic components, you can go beyond the yawn-inducing jargon. Simple tactics can make your About Us page a more exciting read and your company seem more accessible, says Lorrie Thomas, aka The Marketing Therapist, a marketing strategist, educator, writer, web marketing expert and speaker, and that can ultimately drive business and increase sales. Avoid writing a soliloquy (too much text is a turnoff) and focus on connecting with your site visitors.

For example, Thomas, who just returned from a 10-day speaking tour on better Web marketing, told her dozen or so employees to write their own bios for her company's About Us page. Her only mandate was that in addition to providing a snapshot of their professional history, they include personal information, such as hobbies or their favorite activities. Some even set up links to their blogs and personal websites. This might also be a good place to include e-mail addresses for your staff. Readily available contact information shows customers that you want to hear from them and that you have nothing to hide.

"The About Us page needs to reflect the organization," says Thomas, CEO of Santa Barbara, California-based Web Marketing Therapy. "It's the story of how a company started, but it should also be the story of who's behind it. Is the CEO an avid skier? Or a yoga guru? We're no longer in the world of B to B, or business to business; we're in a world of what I call P to P, people to people. Relationships are the name of the game. Your clients want to know you, like you, and trust you."

How to Design a Great "About Us" Page: Show, Tell, and Brag (A Little)
If it's all about trust and relationships, there's no better way to build both than by posting testimonials or listing big-name clients you've partnered with. That will lend your business a good amount of credibility. You might consider incorporating your clients' logos somewhere on your page as an added visual element. Mentioning awards and recognitions your company received, as well as community service work, green initiatives, and interesting facts, will also make your business more appealing. And timelines, company history, and major milestones are attention-grabbing.

Harpointner said he once worked with a Philadelphia-based business looking to undergo a media makeover. When he went to the company offices and talked to the owners, he found out that the establishment had been around since the Great Depression, a fact that he says demonstrated its staying power and loyal customer base. Harpointner says he became adamant about publicizing the company's long history not just on its About Us page but also on all its promotional material.

"I see a lot of well-established companies that have decades of business history, but for whatever reason they're not sharing it," says Harpointner, who has appeared CNBC and CNN Radio as an interactive marketing and e-commerce expert. "They tend to be shy about tooting their own horn. They think it's not graceful to brag about themselves, but your About Us page is the one place where you should be tooting your own horn. For small or new companies, this is especially important, because consumers are just becoming familiar with their business. And if the About page comes up short, then the company looks like it doesn't have much to say about itself. It's really a missed opportunity."

How to Design a Great "About Us" Page: Incorporate Social Media
If the digital age has taught us one thing it's not to underestimate the power of promoting yourself across multiple platforms. Using your About page to post videos of you and your company, link to your blog, and place share buttons to your Twitter feed or Facebook page is not only a good business practice, it's a smart one.

Social networking sites basically provide free advertising, and they can help attract customers you might otherwise not have had access to. Elizabeth Hannan, president and founder of Blue Blazing Media with offices in New York City, Scottsdale, Arizona, and San Francisco, calls marketing your company through LinkedIn or Foursquare your business's "soft sell." You many not see results immediately, she says, but over time, networking sites will become an invaluable tool for your business.

"It's important that you or one of your employees serve as the social networking ambassador," says Hannan, who has links to her blog and Twitter feed on her About page. "Potential consumers may come to your site to view your product but not buy the first time around, but they will look at your About Us and connect with you on other sites, such as Twitter, to see what topics you are discussing. It fulfills a need to connect with you and your company. We all want that warm, fuzzy feeling before we buy."

How to Design a Great "About Us" Page: Consider Hiring a Professional
Although it's crucial to integrate all the tech bells and whistles, if your About Us page has wimpy content, it will send the wrong message to your site visitors. Don't be afraid to turn to friends and clients for help. Ask them to peruse your page and be honest about what works and what doesn't. Once you've gotten feedback, the next best thing you can do, says Thomas, is to nix technology for a while and sit down with a pen and paper. "Getting away from your computer will clear your head. You'll be focused on the task at hand rather than what our new About page will look like," she says.

If you find yourself in need of professional help, think about hiring an expert. A good writer can make your About Us page pop with witty copy, catchy headlines, and SEO keywords. It will be money well spent, says Harpointner. "If a company spends money on direct-mail ads, billboard ads, and radio ads, then investing in an About Us page will probably the least amount of money it shells out. It's up 24 hours a day, so in the big picture, it's really worth it."

8 Ways to Improve Your 'About Us' Page

Chances are, it's one of the most-visited pages on your site. It's probably also the weakest. Here's how to fix it.

Which page of your website gets the most visitors? If you're like most businesses, your About Us page is at or near the top of the list.

That's great--unless you treat your About Us page as an afterthought.

After your site gets potential customers interested in your products or services, they naturally head to your About Us page--often within three to four clicks--to make sure your company is the right choice to provide those products and services. That's why your About Us page is often your website's make or break page.

Of course writing about yourself and your business is awkward, so many About Us pages read something like this:

"NextBigThing Technologies is a global solutions provider that redefines enterprise networking and connectivity by providing a unique blend of innovative world-class services and outstanding customer experiences."

Sounds impressive, especially if you like buzzwords. But it says nothing.

So take a different approach. Make sure your About Us page gives potential customers what they need to feel comfortable choosing you:

Start with the customer's needs.
Forget what you do. Customers don't care about what you do; they care about what they receive: solutions and benefits.

So what do potential customers want to know? At a basic level, first-time visitors want to know you own a real business with real capabilities. What questions do customers typically ask during sales calls? What information tends to seal a deal or win over a hesitant customer?

If I want to outsource product fulfillment, "providers of outstanding customer experiences" means nothing to me, but "99.7% on-time shipping with a .0021% error rate for the past five years" means a lot--because it means you care about, measure, and deliver a service critical to my business.

Think facts, not superlatives.
Many About Us pages are filled with words like visionary, outstanding, disruptive, excellent, world-class, cutting edge...

If your business really is outstanding, give me facts: I'll decide if you're outstanding. If your business really is visionary, tell me about cool products you've developed: I'll decide if they're visionary.

And if you're a new business and don't have facts and figures, don't make them up. Describe what your business hopes to achieve and how you plan to achieve it. Give me the chance to decide if I want to jump on board with you.

Never try to be something you're not.
Check out a few About Us pages: Generally speaking, the smaller the business the "fluffier" the content.

Fluff is boring. Candor is compelling. Be who you really are and make that your advantage.

If you're a start-up, own it. If you're bootstrapping, own it. Start-ups are cool, and so is bootstrapping. Describe how new clients will benefit from the fact you're new or small: You can put more focus on individual customers, you can provide shorter lead times, you'll take relatively small orders so you can prove yourself in a new market, etc.

Speaking of being who you are...

Use real photos.

Always use photos of real people and places. If you can't, don't use any photos.

And don't let your Web folks convince you to use stock photos in order to add visual appeal to the page. We're all experts at spotting stock photos.

The pretty boy wearing an ill-fitting hard hat and pretending to read blueprints doesn't add visual appeal. He just looks silly.

Streamline your accolades.

Certifications are important, except when they're not.

If I want to build a sustainable facility, finding an engineer with LEED accreditation may be important. If I want a wedding photographer, finding one who is a member of the Wedding Photojournalist Association may not be so important, especially since the acceptance requirements are easy to meet.

Awards can also add credibility, but pick the few that make the most impact on potential customers. (If you can't stand the thought of leaving any awards out, create a separate "Industry Awards" page and get all crazy with your self-congratulatory self.)

So if you won a Tony award, it's probably okay to leave out your "Best Ensemble Dancer in a Comedy or Drama at Curly Joe's Dinner Theater and Swap Shop" award.

Never stop tweaking.

A great About Us page should be a work in progress. Whenever you land major customers, add expertise and capabilities, enter new markets, open new locations, etc., update your About Us page right away.

Make sure your About Us page always matches what you would say if I asked you about your company today.

Play pop quiz.

Ask people who know little or nothing about your business to read your About Us page and then describe what you do. If they can't answer most of the five Ws (who, what, when, where, why), get back to work.

By the way, that's a perfect task for all those social media connections you have but never actually seem to connect with. Asking for input is a great reason to reach out, and most people will be flattered by the fact you want their opinion.

Finally, get over yourself.

If you're fairly modest, writing your About Us page feels salesy and self-congratulatory, so you stop short of describing your business accurately. If you aren't particularly modest, writing your About Us page is really fun, so you go way over the top.

Either way, get over yourself. The end result is too important. Fortunately it's easy: Just focus on facts, figures, and accomplishments. Objective information is a lot easier to write.

It's more powerful, too. Simply think about the needs you fulfill and the problems you solve for your customers.

Then use plain language to describe how you fulfill those needs and solve those problems. Use plain language to describe who you really are.

That's the best way to establish credibility and help potential customers decide you're the best choice--because ultimately people do business with real people, not with companies.