



About Page Best Practices

Introduction

The “About” page of your website is one of the most important parts of your website.

Not only is it one of the most viewed pages, it’s also a great opportunity for you to make a meaningful connection with your potential clients.

You want your About page to give people a peek behind the curtain so they can get to know and trust you. But remember, that your About page isn’t just about you.

You have to keep the focus on your reader so they connect with you as a person and they can clearly envision how you can help them.

If you want to check out my About Page for some ideas and inspiration, you can do so [here](#).

Keep reading and you’ll discover 10 best practices to keep in mind when crafting your About page

1. Tell Your Story

Use your own experiences that show people what you struggled with and how you overcame your challenges and achieved success.

Remember that people don't want to just know what you've achieved, but what you've overcome.

Be sure to keep your story interesting and not too long. Don't drone on and on with every detail. Just share the most interesting bits that communicate the most important and relevant highlights.

2. Tell Their Story

Even if your About page is the chance for people to get to know you, you want to keep the focus on the people who are reading your page.

Keep them in mind and speak to them directly. Show them that you understand who they are, what they're struggling with, and how you can help them. Share some insights about what you have in common with them.

3. Share Your Credentials

You can build confidence in your prospective clients by showcasing your credentials and achievements. This can include degrees you've received, awards you've won, publications you've been featured in, associations you belong to, etc.

But remember that while credentials are important, you don't want to lead with your credentials. They reinforce your value, but aren't the most important thing your prospective clients are looking for.

4. Share Testimonials

Another great way to reinforce your credibility is through the use of testimonials. This can include endorsements from peers, colleagues and mentors.

You can also use case studies that tell a story from your client's perspective of what they've experienced in working with you. This allows prospective clients to connect with that experience so they can envision how you can help them too

5. Share Your Picture

Continue to tell the story about yourself by showing people what you look like. If you have team members, include photos of them as well.

Use photos that look professional but not too stiff or formal. Avoid using caricatures or avatars. You want to show people the real you, so they feel that they know you.

6. Share Your Name

I'm always amazed when I visit people's websites and I can't find anywhere that lists their full name.

The reality is that people might want to "google you" to see where and how you show up. So unless you're Madonna, provide your full name.

7. Share Your Stand

People don't just want to know what's in your head, they want to know what's in your heart. Let them know what you stand for in your business.

What is your **Core Message**? What sets you apart from everyone else?

8. Show Your Personality

Your About page doesn't have to be boring. Let your personality shine through and keep the content conversational. Avoid "corporate speak" or jargon. Imagine you're speaking directly to your ideal client.

If you're funny, be funny. If you're quirky, be quirky. If you're a geek, be geeky. Just be true to who you are and don't try to put on airs. Remember that people do business with people, especially ones they can relate to.

9. Make it Easy to Read

There is nothing that will make people click away from your website faster than an overwhelming amount of text that is hard to read. The reality is that most people will skim your content, so make it easy for them to do so.

Keep your paragraphs short (no more than 2-3 sentences). Use headings, bold, color and bullets where appropriate to draw the eye to the most important parts.

10. Have a Call to Action

Now that you've made this great connection, you don't want to leave people hanging.

Show people how to take the next step, whether it be contacting you for a complimentary consultation, filling out an assessment, completing a contact form or connecting with you on social media.

Meet Cindy

Cindy Schulson shows coaches and consultants how to create crystal clear messaging that gets heard -- by marketing with heart vs. hype.

Cindy's worked in Strategic Communications for such companies as Coca-Cola and Visa. Since 2010, she's helped her clients transform their brilliance into authentic messaging and multiple streams of income.



One of her greatest gifts is helping her clients sort through their “brain dump” of ideas so they can find the golden nuggets that make them shine in their own unique way.

Cindy is well known for her down-to-earth approach – what you see is what you get. Her love of adventure has led her to live and work in five countries, and she continues to bring that adventurous spirit to both her business and life.

Get Cindy's free Authentic Brand Guide and Video Training at www.MarketingfromWithin.com