

Your “About” Page: A Checklist

When you’re researching a business, what’s one of the first things you do? If you said, “read the company’s ‘About’ page,” you’re not alone. The “About” page is not only one of the most important pages on a company’s website, but it’s also one of the most visited.

Why?

A good “About” page lets visitors know right away if they’ve found a good match for their needs. It alerts them of an individual’s or an organization’s credibility and professionalism. And it gives visitors the confidence to keep reading.

Does your “About” page start relationships or end them? Check your “About” page and see how many of these essentials it contains:

- What your company makes, does, or sells
- Who the leaders are
- Who benefits from your products or services and what those benefits are
- How the company started (your founder’s story)
- What makes your company qualified to solve problems: accreditations and achievements
- What you want people to do after learning about you (your call to action)
- What others say about you (testimonials)
- Where you’re located

Don’t forget about the importance of visuals. One or two images—photos, diagrams, or videos—showing who you are and what you offer will help you convey important information quickly and without a lot of text.

Is your “About” page doing its job?

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