

How to Write a Perfect About Me Page



Usually, “about me” page is one of the most problematic areas of a business website. And there is one big reason for this: often, brand owners and copywriters have no idea what to tell people in this website section!

Therefore, we have got a brilliant idea to create a manual and tell you about the top 14 must-haves of the perfect “about me” page!

Values and mission of the company

Tell the world about the high goals of your brand!

Just think of it: will your trust an individual that not only makes a profit but really pays attention to the corporate aspects of running a business?

Storytelling

Do you have an interesting story of creating your brand or product? Place it on your “about me” page. Good stories will liven up the brand. Plus, such content is perfect for viral marketing!

Write the text in a light, casual style.

Emphasize individuality

You can always find inspiration by looking at [great examples for “about me” pages](#).

Do not try to imitate and copy other people's ideas. Be original, show who you really are. Use funny illustrations and witty headlines. Be different!

Chronological chain of development of the brand

If you do not have an interesting story about the process of creating of a brand, describe the most important events that have happened to the team since its foundation.

How did the staff change, what significant events took place, why was that month/year great for a brand. etc.

Believe us, people like the details!

Choose the right style

“About me” page is a mirror of your brand. And the style of this page depends on what you do – and how you do it.

If you are a successful team of game application developers, feel free to design “about us” page in a game style, replacing photos of employees with hand-drawn characters.

Create a "human" page

Keep in mind that people do not need “about me” page, written in a formal way. In this case, you stay invisible to your potential customers. And remember: sincerity and openness are your main assets!



Show your customers that you understand their needs

Once on the About me page, the visitor should see that you know everything about his needs.

Try the following tricks:

- engage in dialogue with the client;
- ask questions;
- discuss the most common answers;
- show that you understand your customer's needs — for example, tell a story about having the same problems in the past.

Show that you can solve customer problems

You must convince the client that he cannot live without you and your product. However, you have to do it delicately!

Try the following tricks:

- show some success stories about using your product.

- unobtrusively emphasize the unique qualities of your product and explain the benefits that the consumer gets.
- draw portraits of typical customers who have a successful experience using your product.

Position yourself as an expert

An average customer always doubts! And your goal is to dispel these doubts. Use multiple social evidence like consumer reviews, diplomas, high rankings, a list of clients with their names, etc.

Comply with the main principle of creating texts for the About me page: tell about yourself, focusing on your customer and his interests. Here are some ideas on how to do that:

- get the client interested in the opportunity to work with a company whose clients are Microsoft;
- surprise the consumer with the affordability of the product, created by one the top-5 greatest world's companies;
- show live reviews of famous customers;
- refer to case studies.

The advantages of the brand

Use “About us in numbers” – this trick always works well!

Before you write “about us” text, collect all possible stats and present them to your potential customers.

For example, you can tell them about:

- your experience;
- your products range/services;
- warranty duration;
- the number of customers.

Your achievements

Adhere to the facts that will help your visitor understand all the strengths of your business.

If you have specific achievements (special letters, certificates, awards), then do not be shy to show them to your customers!

Company warranty

Tell about your warranty on your “about me” webpage. Make sure your visitor has no more questions left:

- "What is this warranty"?

- "What is this warranty for"?
- "When does the warranty come into action and when it stops"?

Add Photos

Stop hiding, show your potential customers who they will work with!

It will be a good idea to show your:

- employees;
- office space;
- warehouses;
- production process;
- store.

Call to action

"About me" page has its own conversion goals. And they depend on the characteristics of the business and your business objectives - keep them in mind when creating "about me" page text.

What goals can "about me" page pursue:

- guide your visitors to selling pages;
- encourage customers to make an order;
- push your website visitors to make a call, email you;
- guide your potential customers to view some customer reviews, works from your portfolio.

Conclusion

I hope that I have made this easier and that I have inspired you. If you have any questions or dilemmas, feel free to leave a comment below.