WRITE ABOUT ME PAGE GENERATOR

Use our simple and FREE template to instantly generate a custom About Us page for your business. An About Us page helps your company make a good first impression, and is critical for building customer trust and loyalty. Which is why we've created this free, easy-to-use tool that.

Rise to the challenge: Explain how you set out to find a solution i. If your content is stale, nobody will want to read it. Mar 16, This article is not a substitute for professional legal advice. Maybe it directs them to a product page. Active style. Maybe list some articles on where to start or link some of your popular posts Derek Halpern, tell his readers how his blog, Social Triggers, can help them get ahead in life and work. Then visit your About Us page again to see your customized, informative and well-formatted content all there! Describe the customers or the cause that your business serves. The call to action here is actually brilliantly weaved into the statistics and map that they have created. Keep your writing short and simple. This is an easy call to action for customers: Yellow Leaf Hammocks Another company with a story to tell that they tell so well is Yellow Leaf Hammocks. With eCommerce, we have lost that ability and must build a narrative for our brand with the tools at our disposal. The reader cares, but not that much. You can include the number of years of experience in your field or list some of the big sites that you have been featured on to show your credibility. Not only do they have the standard company history, but they also include the history of the Ghurka soldiers they're named after, a detailed dissection of their logo and in-depth information about their manufacturing. List your relevant achievements and tell your customers exactly why you're the best person for the job. Don't gamble on your reader sticking around once they've scrolled to the bottom of your page—give them a reason to keep exploring your content! Be real. Not bland corporate crap created to fill up a company webpage. You will be surprised how far a good customer review can go. The page is a space for you to get creative, personal, and basically initiate a personal introduction with your customers. In the meantime, start building your store with a free day trial of Shopify. However, a story is just the start. Chris Galis November 16, An About Us page helps your company make a good first impression, and is critical for building customer trust and loyalty. From there, find the Design tab and click on Site Content. So let's get started! By weaving in bleak statistics on plastic bag use, along with the founders' journey and own struggles, this About Us page paints the picture of an environmentally-concerned family who's worked hard, and wants to share their eco-friendly creation with the world. What are you adding or hoping to add to the world with your company or products? Source: Death Wish Coffee A video or gallery of photos If you can, you should mix up the media on your About Us page to add variety and break up the text in your page design. Put a face to your business, featuring the founders or the people on your team. A call to action CTA directs your readers on where to go next. This rock and roll shop opens their About Us page with the bold statement, "Different. About Us Page Template We've created a sample About Us template designed to work well for virtually any online store, blog, or website. What can they determine from my About Me page? Does it accurately reflect what I have to offer? However, they may not be ready to become a customer yet. This is often accomplished with an illustration that presents your business model in an easy-to-digest manner, like this one used by Taaluma Totes that explains how they source materials for their products and how donations help support the country of origin. Save Another great strategy is to include pictures and videos. Witnessing that inspired Blake to form this company. Start with a strong headline Your headline is everything. You put much effort into scaling lead generation through blogging , which you have to update on a regular basis. About Us Page Generator We've created an automatic About Us Page Generator tool that will give you short, medium, and long About Us text that you can copy and paste directly onto your website. In others, you might treat your business as its own character with a distinct story.