

How to Write an Awesome About Page

If you are putting something up for display, better make it great. Your About page, a page on your website or a blog where you can speak all about yourself or your brand, is a very important tool. It's like an added tool in your armour which can be used to make or break your brand.

Your About page dictates how people will relate with the person that's you. Shun the online guards for a moment – now picture the real you. What are you about? What is your story? How was your brand born?

You can build your brand and relationships with an effective About page. Unlike the customers a few decades ago who were fine with jargon-infested, formal-sounding descriptions, the Gen X and Y seeks transparency and the real story behind you and your brand.

Here are some effective tips to create an awesome About page:

1. Speak about your business: Marketers are taught to make conversations around their customers. But this is your space to talk about you. Tell people where you're coming from, what you're about, what you stand for.

Don't make it boring or overly formal though. Keep a consistent voice. If your website's written in a casual tone, carry it on to your About page as well. Don't lose your voice.

2. List your achievements: Include rave reviews from your customers here. Showcase your fine achievements like a feature story in a leading magazine or an interview by a famous journalist. This is no place for modesty – show them your best side!

3. Include a clear call-to-action: A golden rule to remember is to always have a call-to-action toward the end of the page. What do you want your prospects to do after visiting your website? Do you want them to become a fan on the social media? Sign up for an upcoming event? Or subscribe to your blog? Pick a call-to-action and ask them to do it.

You may think your Sales page or Landing page is the most important asset online. But remember, we are talking about Generation X and Y folks here. People want to know you first, try you a little, read your stuff and then buy from you.

Gone are the days of fluffy, salesy copy with stiff business credentials. Although business credentials still matter, it's an art to talk about them in an engaging way so as not to bore you readers.

A marketing agency can play a huge role in creating such engaging copy. If writing is not your best skill, an agency can figure out your needs and write a compelling, fun About page for you.

Go to your page and see if it caters to the points above. If not, what are you waiting for? Write an awesome About page now!