



10 “About” Page Tips to Help You Stand Out From the Crowd

1. **Be interesting** - Tell something about your unique identity
2. **Forge a connection** - Reveal what you have in common with your audience
3. **Show some personality** (yours and your business brand) - This is your opportunity to break the mold. Use color, personality, video. Be sure to give your business a unique brand voice.
4. **Quote yourself** - Use your quote in a pop out
5. **Forgo traditional images** - Use lifestyle images to tell your story

Jason Thompson did an A/B test to see if placing his photo, instead of a generic icon, on his Contact page would increase the number of people contacting him. *The results? His conversions increased by 48%!*
6. **It's OK to be vulnerable** – in fact, it's encouraged
7. **Keep the language very simple and meaningful, no jargon** - You do not have to sound formal to gain credibility and trust
8. **Be succinct** - Only make it as long as it needs to be
9. **Include a lead magnet** - Offer something of value to your audience
10. **Have a clear call to action** - AdRoll found that when Facebook ads included a CTA button, viewers were 2.85 times more likely to click through. Clear directions make it easy for your ideal customers to know, not assume, what you want them to do.