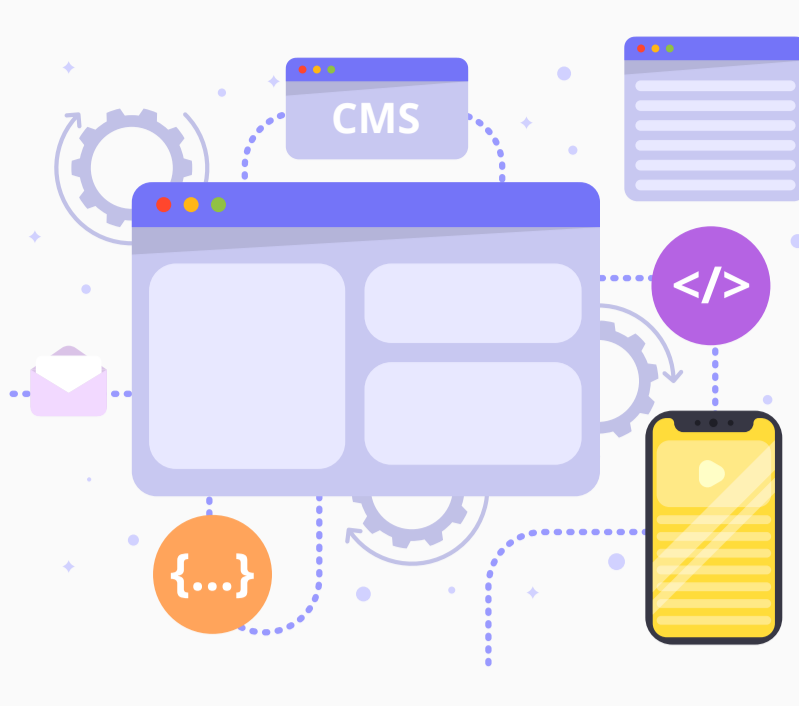


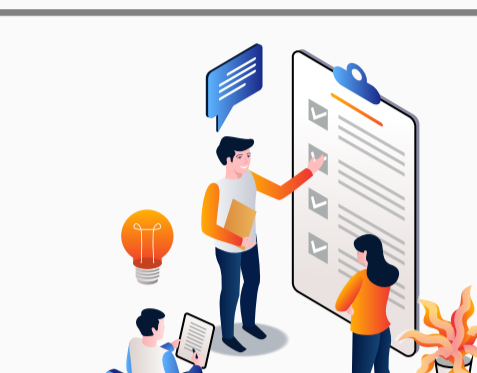
ABOUT US PAGE CHECKLIST



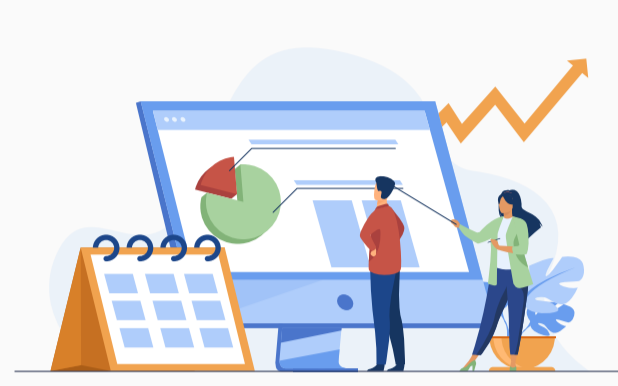
Whilst most of the content on your website should be focused on your customer, your About Us page is your chance to shine and show off your personality.



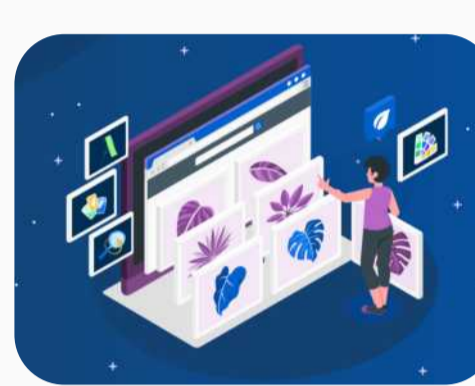
• Outline why you do what you do or how you got to offer this product / service



• Explain who you serve and how



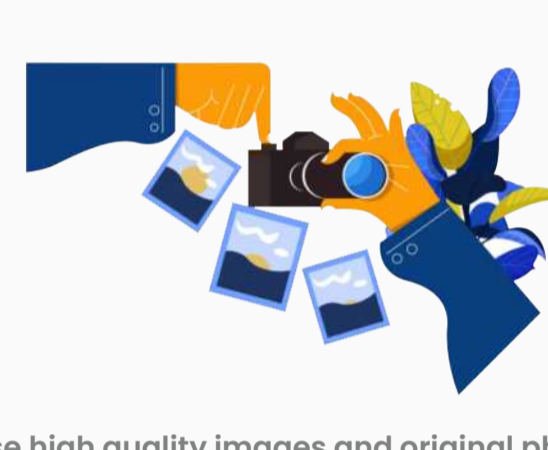
• Share company history and how it evolved



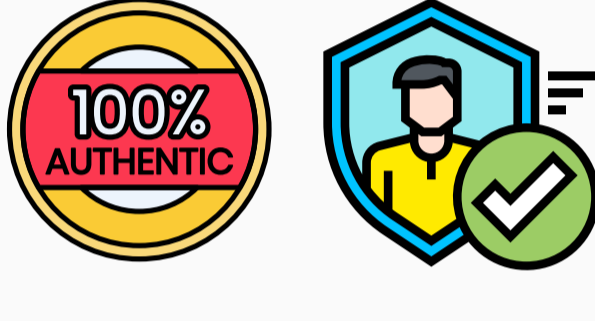
• Make it creative and fun with original graphics



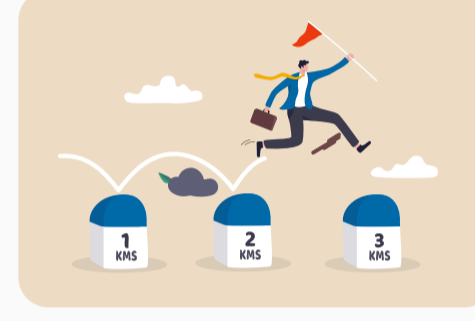
• Include engaging video about your staff and/or business



• Use high quality images and original photos



• Be real and authentic and funny if appropriate.

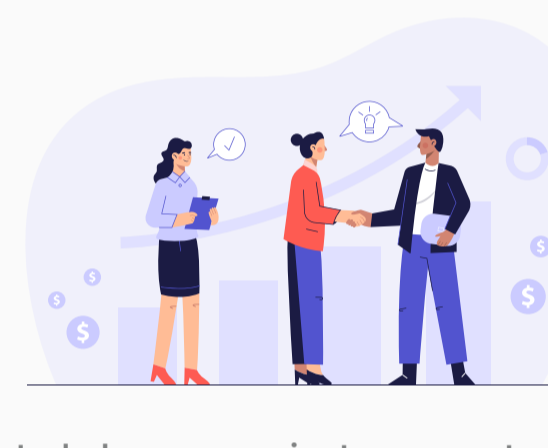


• Share milestones that you have achieved



MISSION

• Share company mission



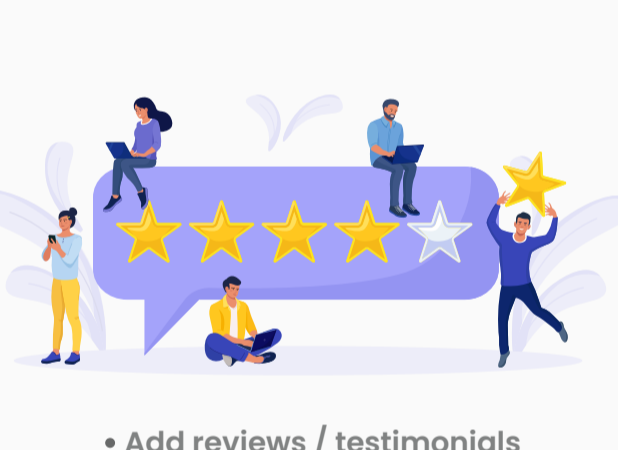
• Include your promise to your customers



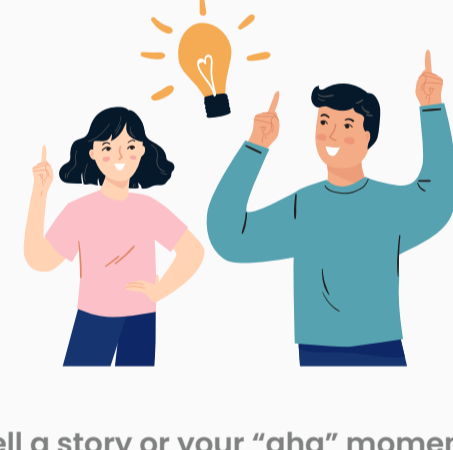
• Share your beliefs and values



• Share your qualifications and certifications



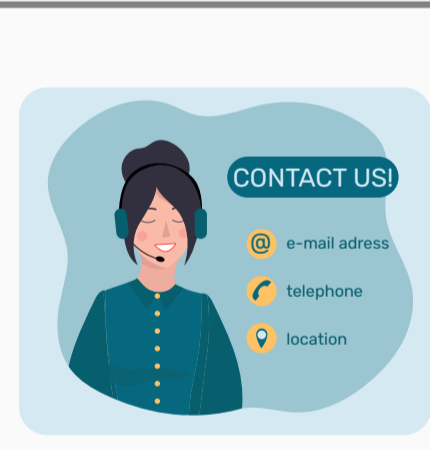
• Add reviews / testimonials



• Tell a story or your "aha" moment



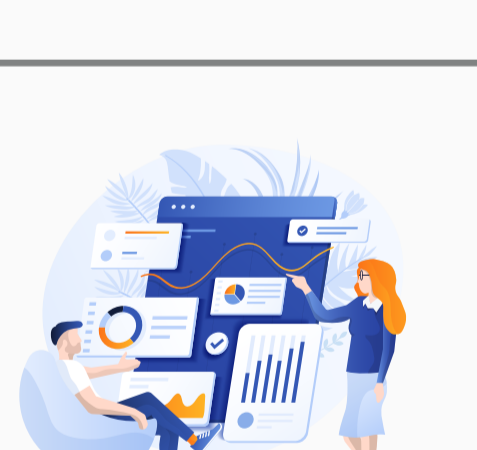
• Include business hours



• Advise your contact details



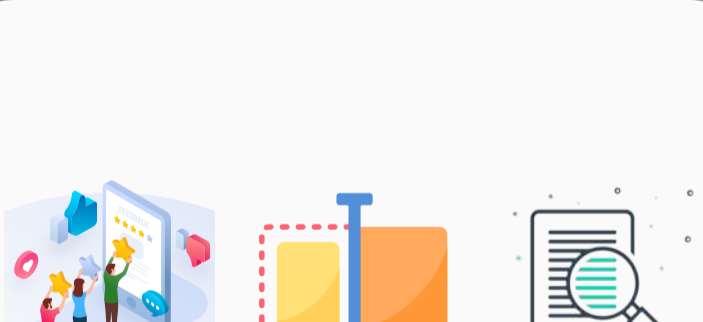
• Share staff information, photos and qualifications



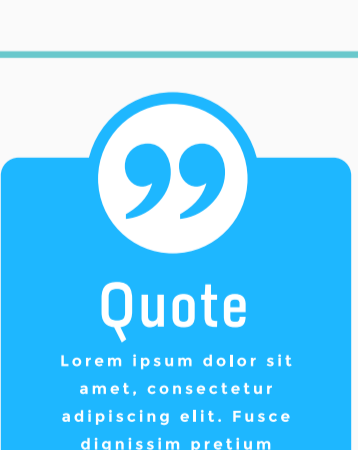
• Include statistics and/or counters



• Share charity and social responsibility



• Link to social proof including Testimonials, Before & After Photos and Case Studies



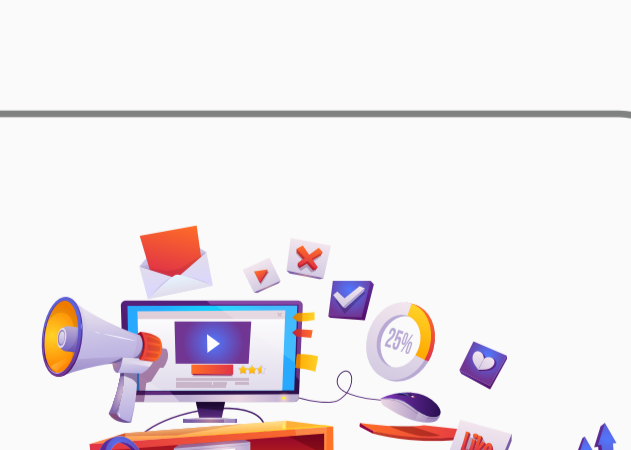
• Include relevant quotes



• Links to social networks



• Share awards you have won



• Links to media mentions



• Share behind the scenes gallery