

What To Write In Your "About" Section

Josh, 07 January, 2013

0 Comments



ABOUT US

Meet the team. Our team of internet culture creators guarantees our understanding of the social web.

If you have a brand website, personal blog, Facebook, Twitter, Pinterest or a YouTube account, you have probably stared at the blank screen of your computer and tried to write the copy for the "About" section.

It's a tricky thing, writing what you want other people to know about you while walking the line between personal and professional achievements. It's important to let your audience/potential clients know what you are going to be able to deliver – without any sweeping statements.

If you have a specialty or proficiency that is vital to your work, share it. If you have a fun hobby or special talent that you are known for, share it. If you have won an award that pertains to your services or expertise, share it.

Your "About" section is the place to share the things that you want to get across quickly. The shorter, the better. Your personal biographies and posts are great places to get into more detailed stories of your past and present accomplishments. Use your "About" section to grab the attention of your reader and make sure that they know they've come to the right place.

We are social media pioneers with a deep understanding of internet culture.

If you click on [About Us](#) at the top of our page this is what you'll find:

We are social media pioneers with a deep understanding of internet culture. We create brand awareness.

Our team is comprised of award winning designers, online user experience experts, internet culture creators, PR consultants and content creators. We live and breathe everything and anything happening on the web and pride ourselves on being at the forefront of technology and social media.

We aim to always be 5 steps ahead of the crowd.

There it is. Not complicated. Not an overload of information, but it does tell you who we are and what we do.

And that's the point. The "About" section of your website should tell everyone who you are and what you do and leave the meatier, more specific information to the rest of your website content – your work speaks volumes about your business.

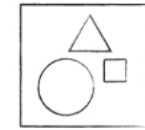
Get your audience hooked with your "About" section and they'll be turning through the rest of your pages to learn more about you and discover just how fit you are for the job!



Social Media



Social Networking



Design



Horn Tooting



Blogging



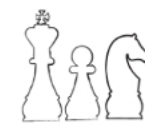
Arts



Public Relations



How-To's



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Software

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