



Classroom Activity: Website Writing Series

Your company website needs to come to life and teach site visitors about your products and the people behind them.

In the following activity, you and your team will construct an “About Us” web page so anyone who visits the site will come away impressed.

For the activity, you will refer to explanations and templates in Chapter 6: Website Content of *Wait, How Do I Promote My Business?*

About Us

- Read the **About Us** section on pages 146-147 and explore as a team how you will develop your company’s **Short Description**.
 - o Look at the company description on LinkedIn for Apple. You will find the description in the lesson area of the website content module. Note how Apple addresses all three steps of the short description from pages 146-147.
- Draft your short description and turn it in to your instructor as directed.
- Note: You are not required to write a **Company History** but are welcome to develop one as additional content for the website. If so, follow the template and notes on pages 147-149.