

EMERGE

with RUBIN

Classroom Activity: Website Writing Series -- About Us

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.

About Us

- Read the **About Us** section on pages 2-3 below. They are a selection from the book, *Wait, How Do I Promote My Business?* Explore as a team how you will develop your company's **Short Description**.
 - o Look at the company description in the book and observe the three sections:
 - 1. Who are you, really?
 - 2. What do you do?
 - Bring 'em home
- Draft your short description and turn it in to your instructor as directed.

From Chapter 6 of *Wait, How Do I Promote My Business?*

About us

With the “About Us” page, I break the topic into two categories:

1. Short “who we are” description
2. Longer “company history” description

In the following section, I provide templates and my thoughts on both.

Short description

On this page, you want to give the reader a quick overview of your company, what you offer and why you matter. If the page has four or five huge paragraphs, you will lose the person’s attention.

Short and sweet is the way to go.

You will see the template has the same structure as the LinkedIn company page description from page 130. Why? The website and LinkedIn company page both require brevity and a description of why your business has value.

Step 1: Who are you, really? — “nuts and bolts” description of your company and the work it does

Step 2: What do you do? — deeper explanation of your products/services

Step 3: Bring ‘em home — why your business matters and the impact you make on the world

Here’s the “About Us” short description for the Acme Corporation website, which sells used sports equipment in the Tulsa area.

Step 1: Who are you, really?

At Acme Corporation, we have the largest selection of used sports equipment in the Tulsa area so you can keep an active lifestyle.

NOTE: In one clear line, this is who we are and the value we add.

Step 2: What do you do?

Since 1987, we have provided high-quality gear so people can stay active and play the games they love. We have seven locations across Tulsa including our 22,000 square foot superstore in Downtown. Basketballs, soccer balls, lacrosse sticks — even complete disc golf sets. You need it, we got it. If you’re looking for a unique item, visit our online product directory or give us a call.

NOTE: Now we see a deeper explanation with details like the number of store locations, size of the superstore and types of equipment it sells (ex: "even complete disc golf sets"). Be specific when you describe your business. Vague gets you nowhere.

Step 3: Bring 'em home

At Acme, we believe sports are central to a healthy lifestyle. Get out and play!

NOTE: The closing line sums up why you're passionate about the work and enjoy helping others.

Deeper Insight

You might think, "That's not a very long 'About Us' section." You're right — it's not. People are busy and only need the quick summary on an "About Us" page.

If you explain who you are, what you do and why you matter, you cover all of your bases in a section of content that takes about 30 seconds to read.