

A photograph of four business professionals in a modern office setting. A woman with short dark hair and glasses, wearing a patterned top, is standing and gesturing with her hands while speaking. Three other people (two men and one woman) are seated or standing around a table, listening attentively. A laptop is open on the table in the foreground. Large windows in the background show a view of a city building.

THE ESSENTIAL CONTENT GUIDE

FOR KEY PAGES OF YOUR NEW WEBSITE


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The Art of Crafting An Effective "About Us" Page

HOME EXPERTISE ▾ WORK ▾ CLIENTS **ABOUT ▾** LEARNING CENTRE ▾ CAREERS CONTACT US

Our Agency



iFoundries Is A Digital Agency That Takes Pride In Crafting The Ultimate Digital Marketing Strategy For Businesses

Established in January 2005, iFoundries has its headquarters in Singapore with a regional team in Ho Chi Minh City, Vietnam.

As a results-driven digital marketing agency, we develop conversion-optimized websites and digital marketing solutions for growth-stage companies ready to ascend to the next level by using inbound marketing strategy and effective marketing automation tools. We believe that a good digital strategy should be cost-effective and measurable for these companies to achieve their business goals.

Our customers constantly benefit from our strengths encompassing digital platform design

The About Us page is a crucial page in your website, regardless your industry. It is a substantiating page determining the credibility of your company.

You might think an About Us page is just a write up on your company's unique identity, telling audiences "this is who you are".

Is that all to it? Of course not.

Remember that this is a key page that your web visitor hunts for when they want to learn more about your business.

Isn't that of critical value and high importance?

Treat the crafting of your About Us page sacred and learn how to create an impressive and effective one.

Here are a few objectives an About Us page should achieve:



Give your prospects more insight on who is involved in your business.



Feature the founders and people making up your team.



Describe the purpose your business was started and what it is focused on to achieve.



With consumer psychology, use the right content to best engage your audience and incite how you them to act next. Eg. a photo gallery, statistic infographics, relevant blogpost, a sign-up to your newsletter list



Characterise what your products and services do, explaining your business model clearly and the edge it has over your competitors.

If someone is at your About Us page, you'd want to get their attention and impress. There is a highly valuable opportunity and potential to showcase your business and rack some sales whether immediately or in the future. With a great founding story, find an unpretentious way to assure your customers that they are in great hands and why your prospects should trust in you.

How to write an About Us page:

How do you write a killer About Us page that helps you convert visitors to customers? Consider your audience, who is most likely to be reading it- **your buyer's persona**.

What are their wants and needs, their pain points and concernment? Targeting different demographics or buyers persona will definitely require a different approach.

The best About Us pages tell a story. To help ensure that you're heard, you need to be genuine and tell a story that appeals to your audience.

Your goal is to make a human connection. It's about resonating with people, people that need your help or guidance. In the world of business, a story helps you create contrast between choices.

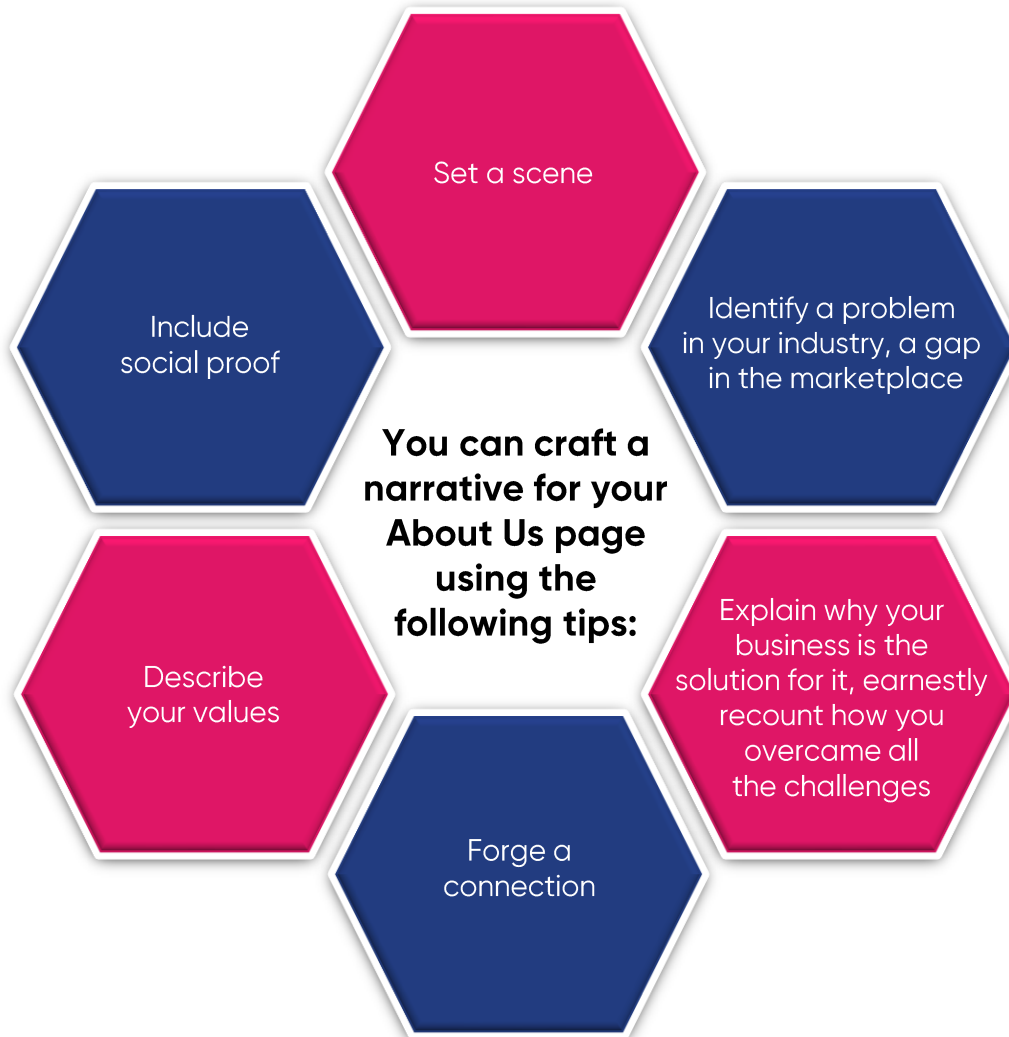
Stories will help your prospects make sense of decisions they're about to make, whether it's deciding on a needed product or service or making a purchase.

(Hubspot)

Stories unfold.

The point of telling a story is to narrate how you started in one place and end up in another which is what your About Us page should tell as your visitors are reading and envisioning the story.





Bringing It All Together:

About Us page story template

[FOUNDERS] started [COMPANY] because [EXPLAIN PROBLEM IN YOUR INDUSTRY].

That's why [DESCRIBE JOURNEY TO SOLUTION].

Along the way, [SHARE MILESTONES AND WINS].

We want to be [STATE YOUR MISSION GOING FORWARD].

Keep in mind that writing your actual copy in the first person (e.g. I, We) will help build a more personal connection with your audience. Your About Us page is About YOU, so don't shy away from that.

(Shopify)

Inculcating the tips mentioned previously, following the structure for a story provided here, you should be able to easily create a good and effective About Us page narrative.

However, is that all there is to it?

There's something else- **defining your brand** and standing out with a reason among the sea of noise.

So what are other elements you can include in your About Us page design?

What other elements can you include in your About Us page design?

Your Business Model As A Unique Selling Point (USP)

For some companies, their business model is their unique value proposition and can be a selling point that's worth including on their About Us page.

Many of your prospective customers have difficulty deciding which company in your industry deserves their money and trust.

The selection can be tedious when they don't have the experience to differentiate one company's service and expertise from another.

Use your About us page to make your USP obvious so they can instantly recognise what your business has to offer that matches their needs, also setting yours apart from the other competitors.

Review your company's mission, business plan, market analysis and business direction.

Answer preliminary questions of your business.

What products or services are you selling? Who is your target audience? What is your business expert in? What is your most important customer- focused business goal.



For example, a company that sells moving boxes may compile and answer questions like this:



What products or services are you selling?

Boxes and moving supplies.



Who is your target audience?

Local homeowners who are moving, and don't have a lot of time to look for used boxes in order to pack.



What does your business do well?

We provide quick, responsive service while making the purchasing process easy for our customers.



What is your most important customer-focused business goal?

Helping our customers get the moving supplies they need quickly, easily and affordably.

(thebalancesmb)

What other elements can you include in your About Us page design?

Social Proofs: How to integrate them into your About Us page?

When you're browsing a website and see a testimonial from an industry expert that is well respected as a thought leader, immediate credibility is added to the genuineness of the content. Any positive press news of your company or product is also social proof.

Hence, **press mentions, testimonials and awards are third party influences** that are used to highlight authenticity, influencing potential customers' decisions to commit.

How to integrate them?

There are a variety of ways to integrate social proof into your About Us page, from embedding Instagram galleries of customer content to featuring the logos of publications that have covered you to highlighting a quote you lifted from a customer review. (Shopify)

Awards & Accolades

Award of Distinction Winner for The 22nd Annual Communicator Awards

Our website for **D'Elegance** has recently won an award of distinction in the 22nd Annual Communicator Awards in 2016.



The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio. With thousands of entries from companies and agencies of all sizes in the world, the Communicator Awards is sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms.

Silver Award Winner for 2015 W³ Awards

Our website for **Cordlife Group (India)** has recently won a Silver award in the 2015 W³ Awards.



The W³ Awards honors creative excellence on the Web, and recognizes the creative and marketing professionals behind award winning Websites, Web Video and Online Marketing programs. Simply put, the W³ is the first major Web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

Outstanding Website award in The Internet Advertising Competition 2014

What other elements can you include in your About Us page design?

Statistics

Always substantiate a point with concrete, reliable statistics. Needless to say, producing the numbers will add weightage and credibility to the point you are trying to establish. Better, make up simple infographics, charts or graphs to illustrate substantial business figures that help with your company's story, highlighting the milestones (eg. according with different years).

You can also use stats in your About Us page for competitor analysis, identifying your competitors and how they fall behind you in comparison. Industry sector data also helps readers understand trends in your industry or you might want to highlight or the demand of your product or service as a concrete data source to illustrate a point.

High quality clothing that helps kids get to college

Every 26 seconds, a kid in America drops out of high school. Merit is caused by design. For the past four years, 20% of all purchases have funded college scholarships for underserved youth.

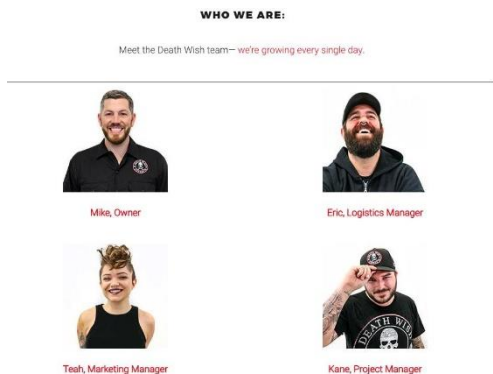
Source: Merit

What other elements can you include in your About Us page design?

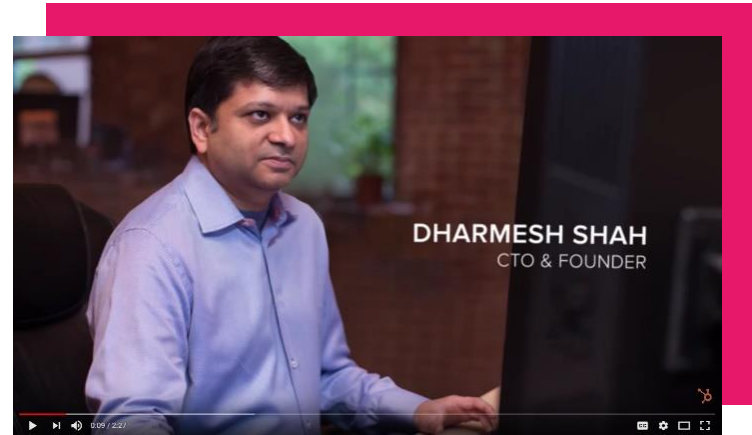
A Human Touch

Include a team photo with group activities and introduce your team members. Cohesiveness and bondedness in your teams help humanize your brand. Communicate your culture positively and let your company's unique personality shine through.

Have a detailed writeup on the brainchild of your organisation—the founders, sharing how he/they have contributed to the success of your company through storytelling again. It gives a human element in the frosty world of business.



Source: Death Wish Coffee



A Multimedia Gallery

Nothing speaks like photos or a well put together video. Include photos of team discussions or other intimate settings in the workplace that give your audience a feel of the behind operations of your business.

Take them on a multimedia tour on how your business function and this transparency will edge them on to invest in your business, with better confidence and trust.

Specific Call To Actions

Every page should be crafted with a strategic intention. Your About Us page should also be incorporated with useful Call-To-Actions (CTAs) to direct users to an action you want them to take, motivating them to continue this journey with you.

CTA examples are broken out into three categories:

- Simple and effective CTAs
- CTAs with great call-to-action phrases
- CTAs that balancing multiple buttons on one page

Examples of CTAs you can insert into your About Us page to usher your visitors down the sales funnel:

- Free Sign-ups
- Opt-in to your email subscription list
- A blog post
- Follow us on social media
- A link to your Contact Us page
- A link to your FAQ page
- A link to your Our Work (portfolio) page



Measure The Effectiveness of Your About Us Page & Improve Your Story

With all the pointers we mentioned, there should be a whole lot you can start working on for your About Us page.

If you get your About Us page right, it will help you build a strong brand essence and story, positioning yourself well as an expert in the industry.

A well written About Us page helps your audience effectively connect with you.

And amongst the midst of online noise and strong currents of competitors, you **want** to connect with your audience and boost engagements.



After crafting it, run it for 3 months and review your analytics to see if you are performing. An effective About Us story is a valuable asset and should help you improve in these areas:



Increase average monthly searches



Boost organic traffic



Increase engagement/
enquiries from
online audience



Increase traffic
to your other
site pages



Increase email
subscribers



Improve your
brand image

Contact Page

So, what do great 'Contact Us' pages look like?

Has it ever come across to you that among all your website's pages, your Contact Us page is one of the most important ones as opposed to the rest that you probably spend enormous amount of time on?

Many of our clients don't think twice when it comes to the design and content of their contact pages- *that is a grave mistake.*

Do you know that for many sites (check your google analytics), your contact page usually gets more views than any others.

This is especially true if your business deals with services.

You should be dedicating a lot more time, optimisation care to your contact page because it is budding point of first contact and engagement with your potential customers.

Start building a relationship and do it right from the very start with contact us pages best practices, tweak it according to the style that suits your business audience and intent.



Best Practices of A Good Contact Us Page:

Are easy to find so a visitor can quickly get in touch should they need it.

Explain why someone should contact them, and describe how they can help solve their visitors' problems.

Include an email and phone number so visitors can quickly find the right information.

Include a short form using fields that'll help the business understand who's contacting them.

Include a call-to-action to keep people on their website -- and provide them with another option if they don't want to complete the form.

Showcase the company's thought leadership, whether that's by including a list of recent blog posts or articles about the company in the press.

Link to active social media accounts like Twitter, Facebook, Instagram, and LinkedIn to give visitors a way to engage with the business.

Redirect to a thank-you page that explains when and how you'll be contacting them.

Are creative and memorable so visitors associate contacting your brand with a positive or funny memory.

Show off what your brand does so visitors and possible customers can get a sense of the work you do before they even get in touch.

(Hubspot)

The Benefits of an FAQ Page

Why Should You Have An FAQ Page?

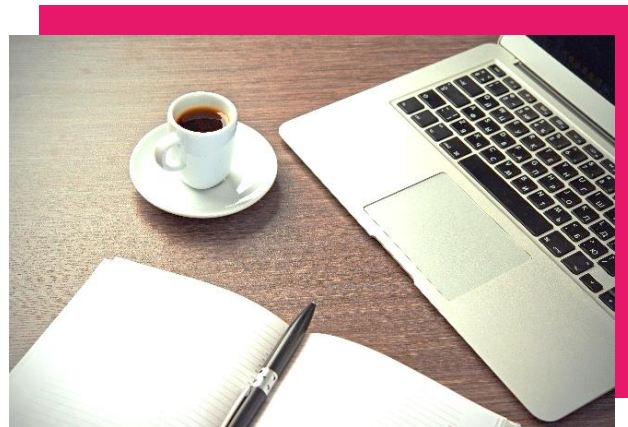
An FAQ page is another one of the most neglected pages on companies' websites. When crafted and designed well, it will not only enhance the user's experience, save unnecessary back and forth with enquiries but ultimately help companies increase sales conversions.

When done right, addressing FAQs will firstly eradicate burning questions that potential customers have regarding your industry, product, service or expertise. Also, when addressed professionally, it can assure customers on the quality of your product or service and increase their confidence in giving you a business vote.

This helps you maximise time very profitably.

Your FAQ page should be a live question and answering section that should be updated regularly.

With changes in industries, the concerns of potential customers would also shift accordingly, hence often update your FAQ page to address the latest questions, be interesting, be creative.



You can earn the trust of your potential customers by demonstrating industry expertise, professionally.

When used right, your FAQ page can benefit customers at different parts of the purchasing journey, whether they're in the consideration phase looking to understand how you source your product or an existing customer troubleshooting a problem with their order.

In short, an FAQ page reduces the overall anxiety of purchasing online and that goes a long way in getting on-the-fence customers to buy from you.

(Shopify)

How Should You Design An FAQ Page?

An FAQ page should be have a strategic placement.

You wouldn't want it to be inserted awkwardly, distracting your audience from your content. Hence, you need to consider where is appropriate for a FAQ section to be placed.

Experts suggest grouping questions together at the top of the page to provide users with easy scanning.

You can then duplicate the questions with answers at the bottom of the page, and use the "jump" feature to move your users to the answer once they click a question.

Make Navigation Through Your Questions and Answers Frictionless. We're talking **mobile**.

It's mandatory: Your customers use mobile, and they expect consistent service from you, whether they're on their home computer or their smartphone.

With responsive mobile design, you make changes to the main site and it immediately reflects on mobile. It's then easier to create and manage the mobile aspect of your digital offerings.

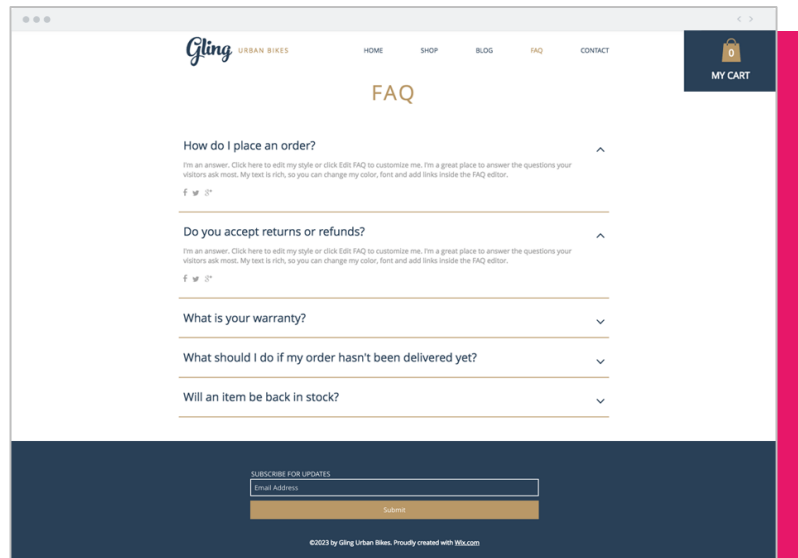
(Zendesk)



You can improve your FAQ pages by...

- Streamlining navigation through questions
- Prioritizing clarity over precision in language
- Connecting the answers in FAQs to other steps in the sales funnel so that no visitor goes uncaptured
- But as we all know, the devil is in the details. So let's go over how you can improve your FAQ pages for more sales and conversions, while making your customers happy in the process.

(Neil Patel)



How To Write FAQ Pages That Get Great Results

FAQ pages are usually the next few pages your visitors will go to after landing on your Home page.

The right questions you post and how you answer them will directly and heavily influencing your chances of clinching potential sales.



Hence the value of FAQ pages and how you write them cannot be undermined, put in some effort to craft them with the tips provided here.



Write it with a customer's perspective



Language should be simple and communication, clear



Arrange your FAQs in a logical order



Maintain Your FAQs routinely, they should be current addressing latest concerns (talk to customers as often as possible)



Include a Call to Action on your FAQ page



Include visual cues to support your text



Identify the questions customers are asking, and don't realise they are *not* asking



Create individual landing pages for each FAQ



Point the user forward, ushering them down the buyer's journey

Search Engines Love FAQ Pages

By hyperlinking each question to a separate page, you can help surface each answer through Google and your own site's search.

Even if your audience isn't searching for topics related to your brand, they might be searching for answers to questions related to your industry via Google, which can help you get found if you create content or landing pages that are optimized for these specific search queries.

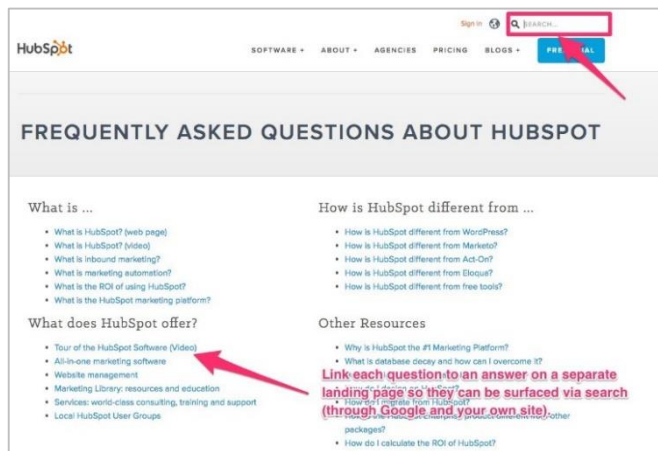
FAQs do not only help engage your visitors, they also help with you rankings with the search engines.

A good FAQ page will include a lot of good content, relevant keywords and subjects that will help you establish your website's ranking place in Google, boosting your SEO.

Hyperlink each question to a separate page, you will be able to surface each answer create searchability of its own through Google when potential customers search for relevant information.

Optimising your FAQ page will give higher chance of getting your website found when audiences are searching for queries that are not directly related to your brand but questions about your industry. Getting your website noticed is the very first step of the sale funnel.

Here's an example from HubSpot of an FAQ page that directs to a separate landing page for each question to put the user on the appropriate path to finding an answer (and maybe even purchasing their solution).



Source: Shopify, HubSpot

In A Nutshell

Don't let your FAQ page be a neglected one in your website. Support it with a navigation menu that allows it to be easily found. Customers in the modern day want what they are looking for.

Make sure you strategise on how your visitors will use your FAQs, consider their needs and think like them throughout your design process.

Test the results of your FAQ page and how it boosts the effectiveness of your entire site with Google Analytics, tweak and improve on it consistently.

In summary, your FAQs should make customers comfortable with purchasing from you or obtaining your service.

They should set clear expectations of your product or service and represent the correct value your customers will be getting by emplacing their trust, money and time with you.

Take your FAQs to a next level with great multimedia content that boost engagement with them.

The higher the engagement rate and level of interactivity, the better chances of them remembering you and converting as customers.

Always craft your FAQs with SEO intent, it would be silly not to do so with the large and obvious benefits it can help with your site's rankings.

At the end of your FAQs, your visitors should be reassured of your product or service, have an improved understanding of what you're selling and billing details (eg. refunds, cancelling policy etc).

Good luck!



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