

Write a good About page

What goes on an About page, a made-up example, tips for writing it and how to edit it yourself or send us the facts.

For many small businesses the About page is the most read page after the homepage. People want to know who is behind the counter. A short, honest page does that better than a long one.

What goes on it

1. **Who you are**, with a real photo. Your face, your team or your place.
2. **What you do and for whom**, in two sentences.
3. **How you started**, in a few lines. Why this business, why this neighborhood.
4. **What you care about**, shown with a detail, not a slogan. "We bake at 5:30 every morning" says more than "quality matters to us".
5. **How to reach you**, with a button to your contact page.

A made-up example

Doña Mireya opened the window on Calle Ocho in 1994 and still pours the first colada every morning. Mireya's daughter runs the lunch counter now. Everything is made in the same small kitchen it started in. Stop by for a cafecito, or order a tray of pastelitos for your next gathering.

Tips

- **Use first names and plain words.** Write the way you'd talk to a customer.
- **Only facts you can stand behind.** A year, a number of customers, an award: include them only if they're true and you can show proof if asked.
- **Name the area.** "In Hialeah since 2015" tells people you're local.
- **Keep it to about 150 to 250 words.** Short paragraphs read well on a phone.

Editing it yourself

1. Log in to your site editor and open your About page.
2. Click the text and edit it, or replace the photo.
3. Preview on a phone, then publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Need a hand?

Send a few bullet points in an email: who you are, how you started, what you're known for, who works with you. A rough list is fine. We'll turn it into a page in the same voice as the rest of your site and send it back for you to correct before it goes live. A full rewrite takes longer than a small change, so we'll tell you how we'd handle it first.

Questions about your About page? Email hello@zossoz.com.

Related guides: Edit your homepage headline · Add a team member · Add or replace a photo · Take good photos with your phone

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