



About Us Pages Guide

+ LOOKBOOK



Introduction

Creating a website for your company is an exciting first step toward building your online persona. It will be home to all the awesome content you produce, it's the face of your digital company, and it introduces your brand to the web. So, how do you pull off this balancing act all on one website?

It starts with your About Us page, of course!

The primary goal of your About Us page is to show visitors why your business is in business. As the name implies, it explains to potential clients how specifically you can solve their problems. Good About Us pages are a handshake and warm smile. Great About Us pages are an invitation in for a freshly brewed cup of coffee and energizing conversation. They give the general public a glimpse of your mission statement, values, and what makes you special.

To create a next level About Us page, the first step is to decide what your company's unique identity is. What sets you above your competition? What can you offer potential customers that no one else can, and why you?

Once you make this delineation and are able to communicate it in a concise, approachable way, you are ready to share it with the world. Easy, right? It feels like a big ask—to boil your entire company history and purpose down into easily digestible bites. But the truth is that your About Us page is one of the most important pages of your website and it shouldn't be overlooked. For an extra brand building kickstart, [HubSpot has a comprehensive guide](#) that can give you the creative boost you need to dive into your About Us page creation.

The good news is that incredible About Us pages are created every day. By the end of this ebook, you'll be one step closer to creating your own, and will get inspiration from some of the best pages on the web. Read on for the comprehensive list of elements to include in your About Us page and then keep reading to see what makes the best About Us pages out there today so successful.

The Content

The success of your About Us page can sink or sail your website. But what does “success” look like in this situation?

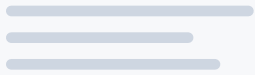
A successful About Us page is written in clear, readable copy with intentional, approachable design. It acts as a chance for visitors to learn about your product and you, and then directs them to the next stage of being your customers.

Just like when designing the layout for any other page of your company website, before putting pen to paper you need to develop a plan for your About Us page. All great About Us pages contain these elements:



Your Company Description

The most obvious factor of your About Us page is also the most essential. Your company description is important, no matter how well known your organization is. This description should be less than 150 words and cut right to the why of your company. You will have time in other sections of your website to wax lengthy poetic on your company origins, your company description should include your mission statement and answer the question: Why you? What makes your company better than all the rest? Whatever your answer, that is your value. And your company description is where this value should be clearly stated.



Introduce Yourself

To humanize your company, include staff photos and bios on your About Us page. These staff bios are a great chance to do double duty of reflecting the values of your company while showing the personality of your individual employees. For small companies, consider designing a grid to showcase each employee separately with a photo, quippy bio, and their title. You could even take it one step further and **show off your personality like Wistia** (hover over the photos to see what we're talking about.) For larger organizations, group team photos are an opportunity to showcase your wonderful employees without overwhelming the About Us page with clutter. And for exceptionally large companies, a singular group photo does wonders to display the community of your organization.

Your Real Story

Now that you've told your visitor why your business is essential and showed them your glorious face, it is time to put the icing on the top of your introduction by telling them your story. How did you start your company? What aspect of society shouted to you for help? And why did you choose to answer the call? The way to connect to your visitor, and make them a lasting friend, is with a good story. Your story. Even if the origin of your corporation doesn't sound to you like a bestseller, when told in an engaging and recognizable fashion it will entice your potential future customers to stick around and learn more.

Call To Action

Now that you've got your website visitors enticed with your brilliantly written company story, what do you want them to do? Instead of leaving this choice up to them, direct them to the next step with a centrally placed and engaging call to action (CTA). This CTA will look differently depending on what your ideal next move is for your visitor. Maybe you want them to "Read More" by directing them over to your company blog. Or maybe you'd prefer they sign up to talk to a sales representative or book a product demo. As to not overwhelm and push away your visitor, your About Us page should include one clear CTA that moves your new relationship to the next level.





Contact Information

Now that you've made a new friend with the efforts of your engaging About Us page, it's time to give them your number. While it is wise to have a separate Contact Us page in your sitemap that includes a contact form, it is also a smart move to provide contact information on your About Us page. Visitors don't want to have to hunt for your phone number or email address, they want to be led there.

Customer Testimonial

Your About Us page is a great place for some boasting. Potential customers may be hesitant to be seduced by your clever copy, but customers consistently tend to trust other customers. So, if you have a collection of positive customer testimonials or product reviews, share them on your About Us page. However, be wary of over-boasting. You don't want to come off as too braggish. Instead of posting a customer review that puts your product on a pedestal accompanied by multiple exclamation marks, install a scroll of poised customer testimonials that speak to your company culture and capabilities in a smart way.



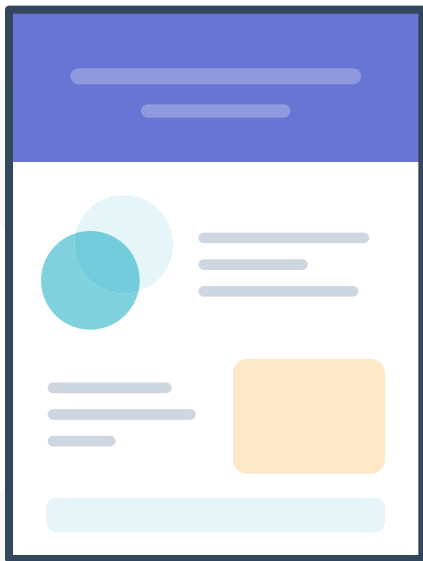
Career Opportunities

About Us pages are a go-to for prospective employees. They will almost immediately turn to this page to get a sense for who you are and your company culture. This lends itself to a shout out to your Careers page, or even a running list of a few open positions. Anyone interested in your mission could be a potential hire, so with your best foot forward, reel in top talent!



Get Visual

Now that you've established what your About Us page will sound like, it is time to establish what it will look like. There is a high chance your About Us page is the first introduction your potential customer has with your brand, so you want your design and incorporated visuals to be aesthetically pleasing while not overwhelming your message. The goal is to get someone to your website, and have them hang out there, then leave with a strong connection to your brand. But often we spend so much time perfecting our About Us page copy that we forget that choosing the right visuals is half the battle. A simple visual presentation goes a long way toward keeping customers on the page, and prominent logo placement reminds them why they are on your page.



About Us Page Examples

CONSULTING

Cultivated Wit

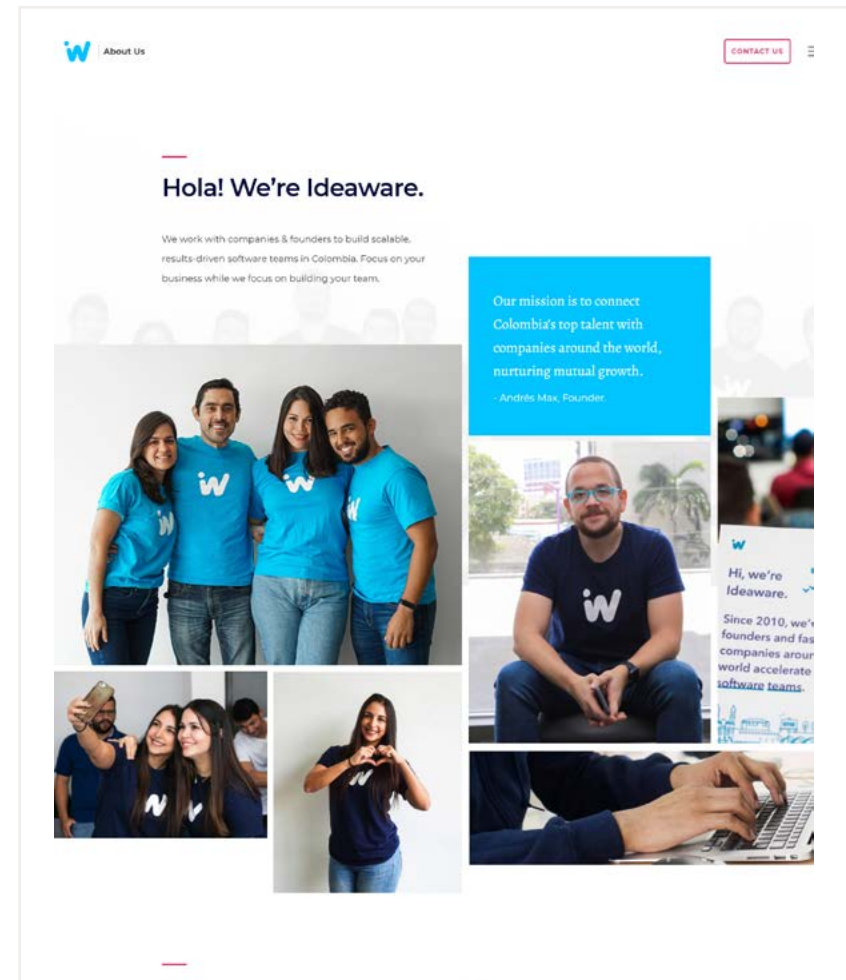
This is the About Us page of a company that really understands the power of personality and simple copy that shines.



TALENT MANAGEMENT

Ideaware

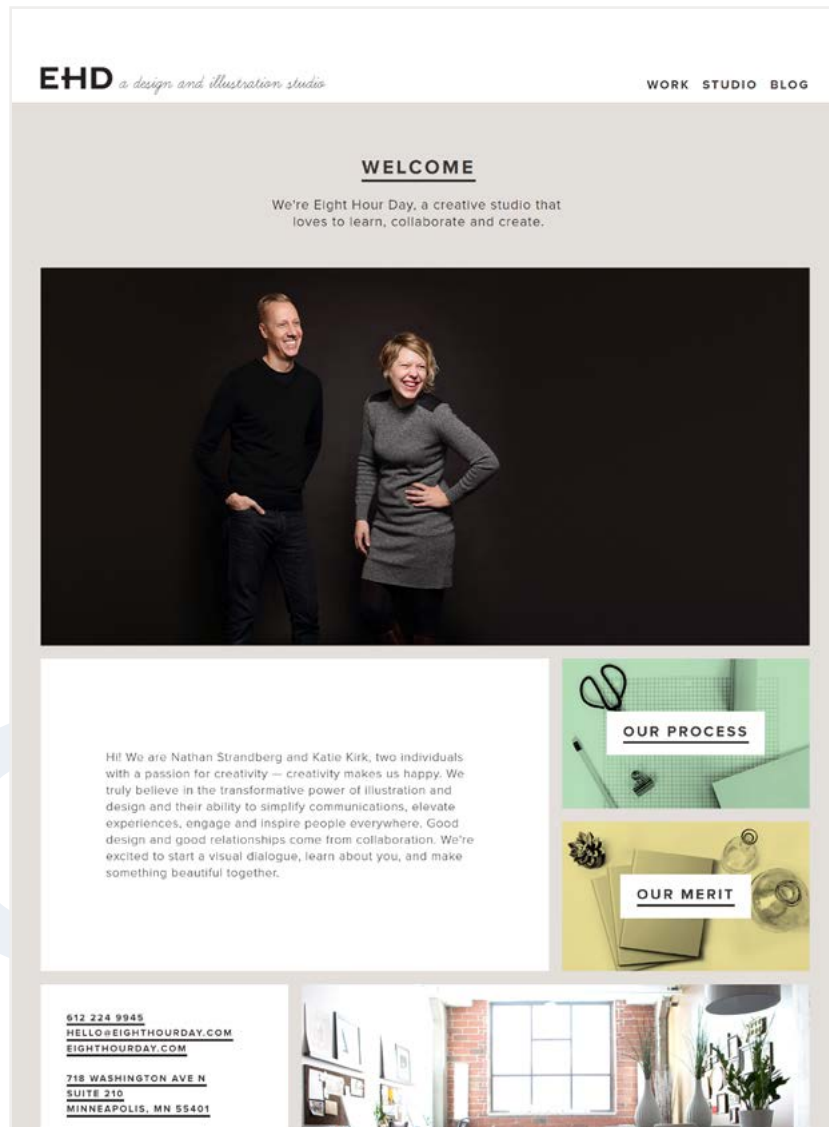
Bold colors and subtle copy transforms this About Us page into a warm and friendly invitation to learn more.



CREATIVE AGENCY

Eight Hour Day

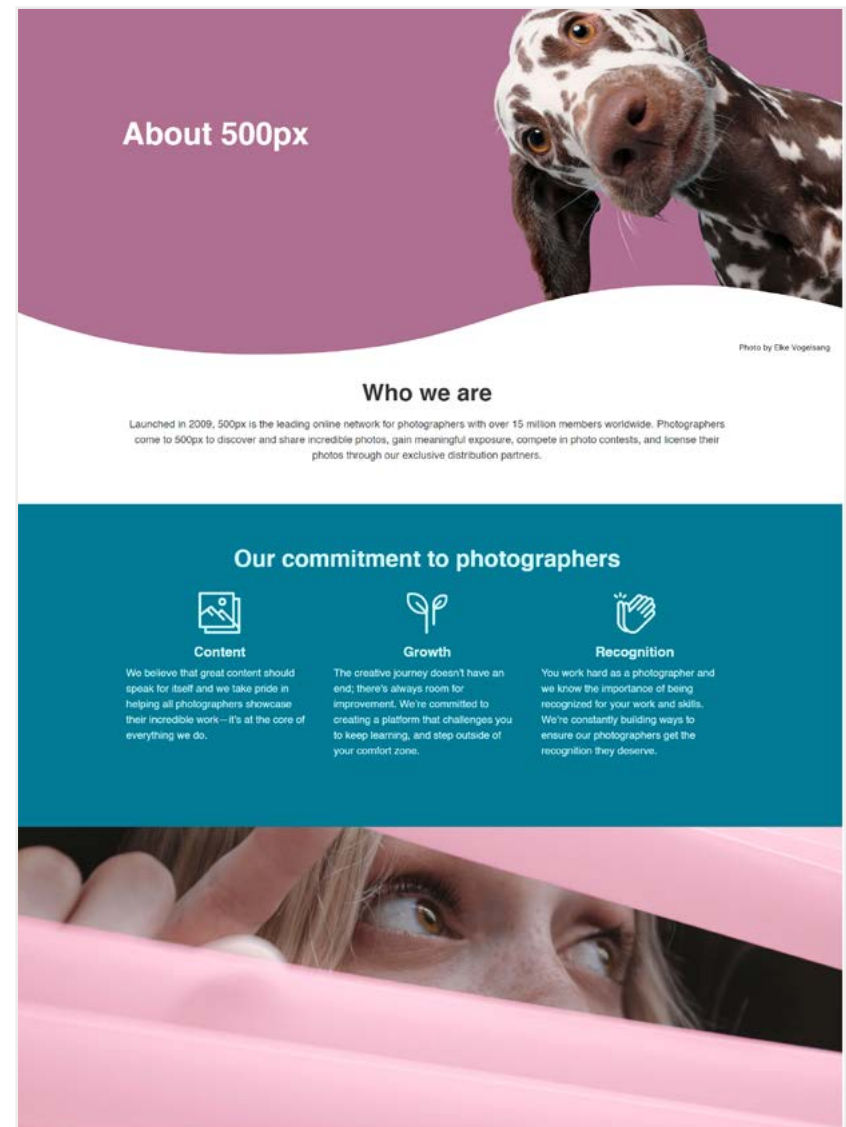
This informal About Us page is successful because of its commitment to showcasing the real people behind the success of the company.



SOCIAL MEDIA PLATFORM

500px

As the About Us page for a photography social media platform, 500px knows that imagery is their asset and they follow through in a striking way.



ECOMMERCE

Nike

This global brand knows its audience and shows you just how well they know you by making their mission statement the centerpiece of their About Us page.



ABOUT NIKE

Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.

Based in Beaverton, Oregon, NIKE, Inc. includes the Nike, Converse, and Jordan brands.



INNOVATION

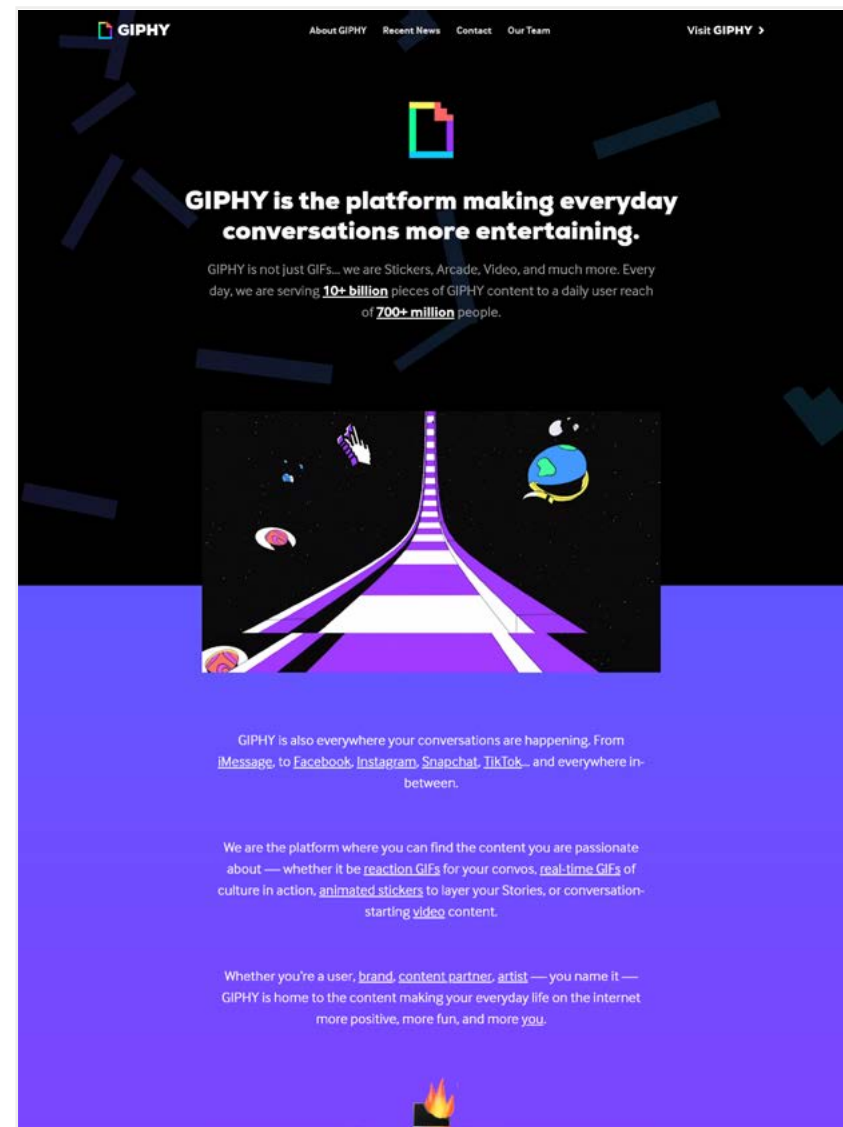
WE DARE TO DESIGN THE FUTURE OF SPORT

To make big leaps, we take big risks. [Learn more](#) about Nike's innovation team, platforms and partnerships.

MEDIA

Giphy

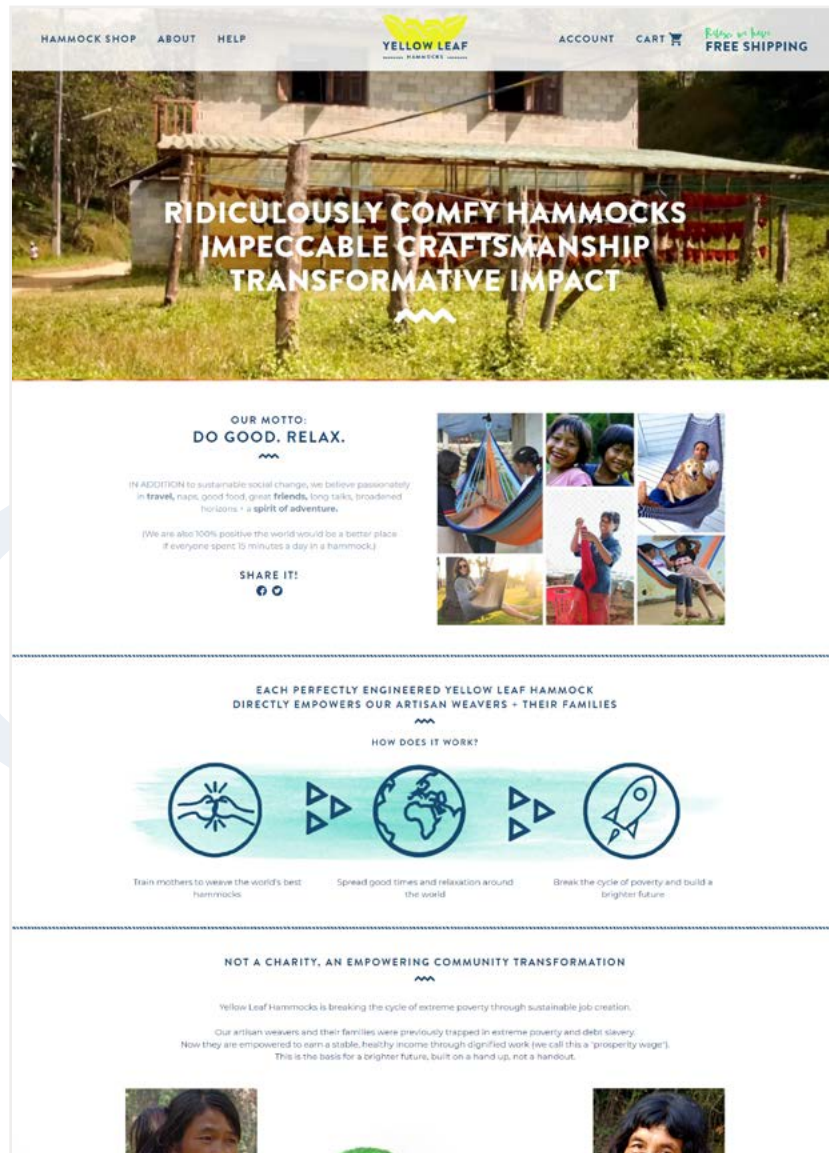
An extraordinary website with a simple premise, this About Us page is as vibrant and mobile as the product it is for.



SOCIALLY CONSCIOUS ECOMMERCE

Yellow Leaf Hammocks

When your company's success is all due to a compelling story, that story should be front and center on your About Us page.



DESIGN

Anton and Irene

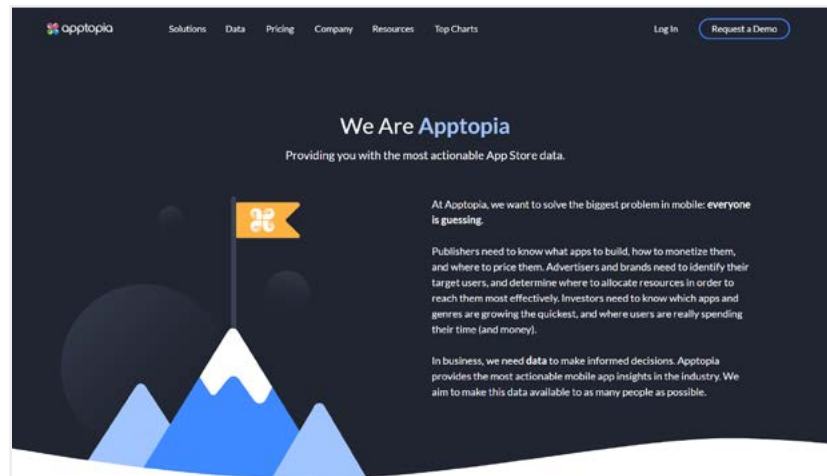
You would expect a design company to deliver with its About Us page, and here, the UX and design elements are a testament to the skills of the founders of this Manhattan company.



SOFTWARE AS A SERVICE (SAAS)

Apptopia

Apptopia's About Us page has it all—dogs, friendly team members' faces, and a quick link to their careers page.



Meet Our Leadership



Eli Sapir
Co-Founder & CEO

Drives strategic vision and manages investor relations. Before Apptopia, Eli was involved in several startups, including GPush, Qeios Water, GreatPoint Energy, and DVTEL.



Jonathan Kay
Co-Founder & COO

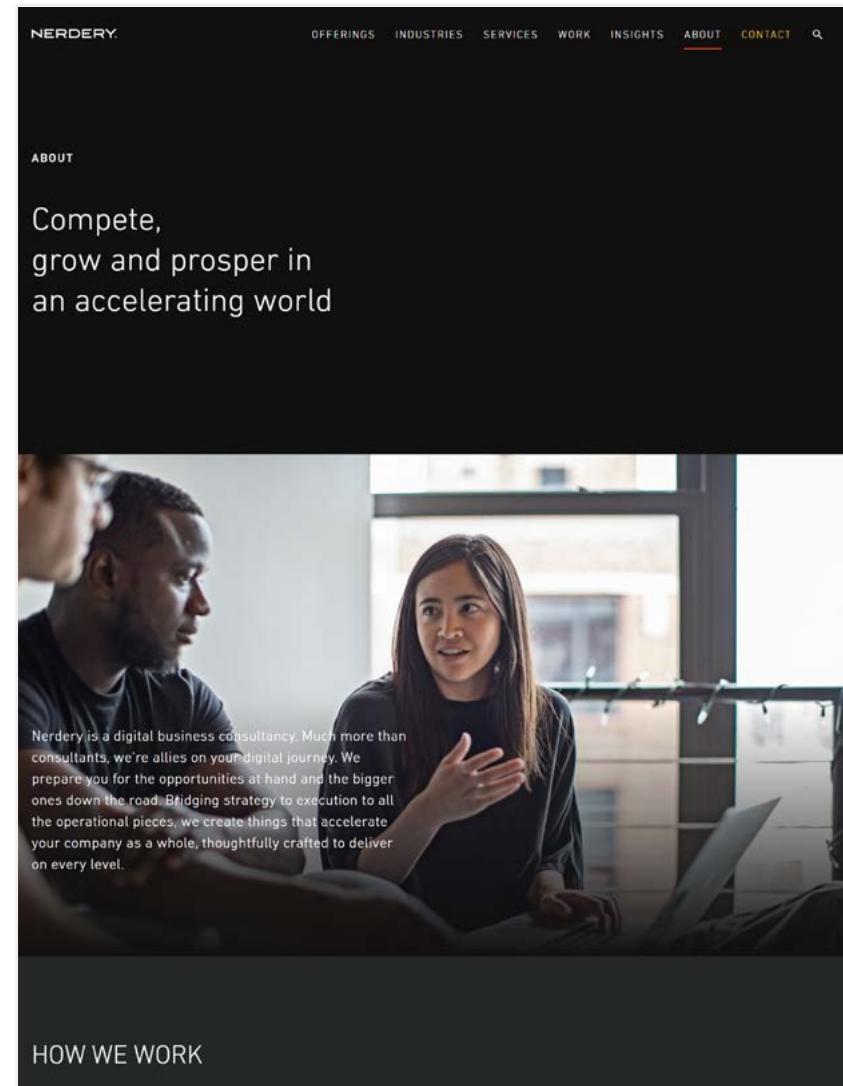
Leads daily operations at Apptopia, including product development and global sales. Jonathan is passionate about people, sports, and really efficient processes.



CONSULTING

Nerdery

Why simply mention community when instead you can put it on full display? This About Us page features how Nerdery works, giving potential clients a sense of their workflow.

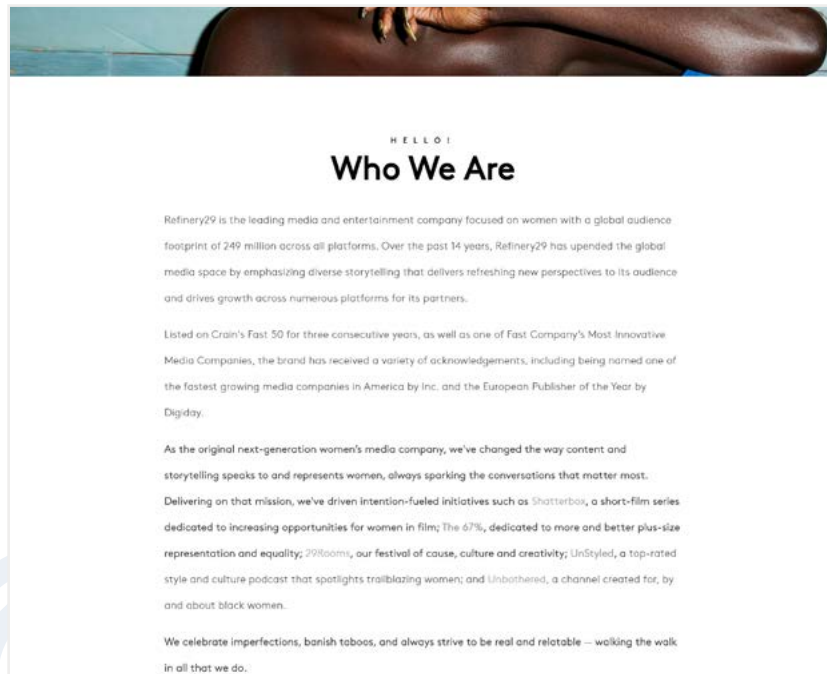


HOW WE WORK

LIFESTYLE

Refinery29

For a company that prides itself on breaking the mold, it just makes sense that their About Us page would be groundbreaking as well.



Our mission

Refinery29 is a catalyst for women to feel, see, and claim their power.

Our promise

We deliver optimistic and diverse storytelling, experiences, and points of view to our audience of smart, curious, passionate women.

Our essence

At our core, Refinery29 operates on Imagination, Individuality, Inclusivity, & Impact.

Our vibe

At Refinery29, we make magic. We dream it, and then do it—together—every day reinventing what's possible.

MUSIC

Doomtree

This About Us page wastes no time in introducing visitors to the faces behind the operation, a smart move for a business in the audio industry.



FREELANCING

Simple as Milk

With “simple” in the name, it only makes sense for this About Us page to be simple in its design and copy, while managing to also be vibrant and inviting.



Working alone sucks, so we teamed up to kick ass together. We prove that distance doesn't matter when you love what you do, plus we don't have to share biscuits. Here's who we are:

FOLLOW US

[Tweets in the wild](#)
[Filtered photos](#)
[Design goodness](#)



Glen
Biscuit Factory



Vic
Gameboy Girl



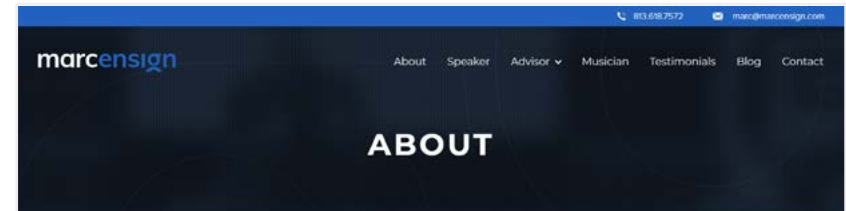
Scott
Ink Collector



PERSONAL WEBSITE

Marc Ensign

Using humor in unexpected ways is what makes this About Us page stand out from the rest of the industry.



My story begins back when I was a kid with a snap-on cape and a burning desire to change the world. And while most kids have some type of superhero complex when they are younger, they eventually outgrow it.

Not me.

I have spent the vast majority of my life searching for the proverbial burning building that I would run into and save the day. Leaving my mark on this planet. However, stuff like that rarely shows up when or how we expect it to. But more on that later.



Performing in the 20th Anniversary International Tour of the Broadway Show Rent. That's me on the far left playing bass in the band.

Upon the realization that it might take a little longer to change the world than I thought, I got distracted. I found myself graduating from **Berklee College of Music** in Boston, Massachusetts with a degree in music performance and the impossible dream of one day performing on **Broadway**.

But there was a problem

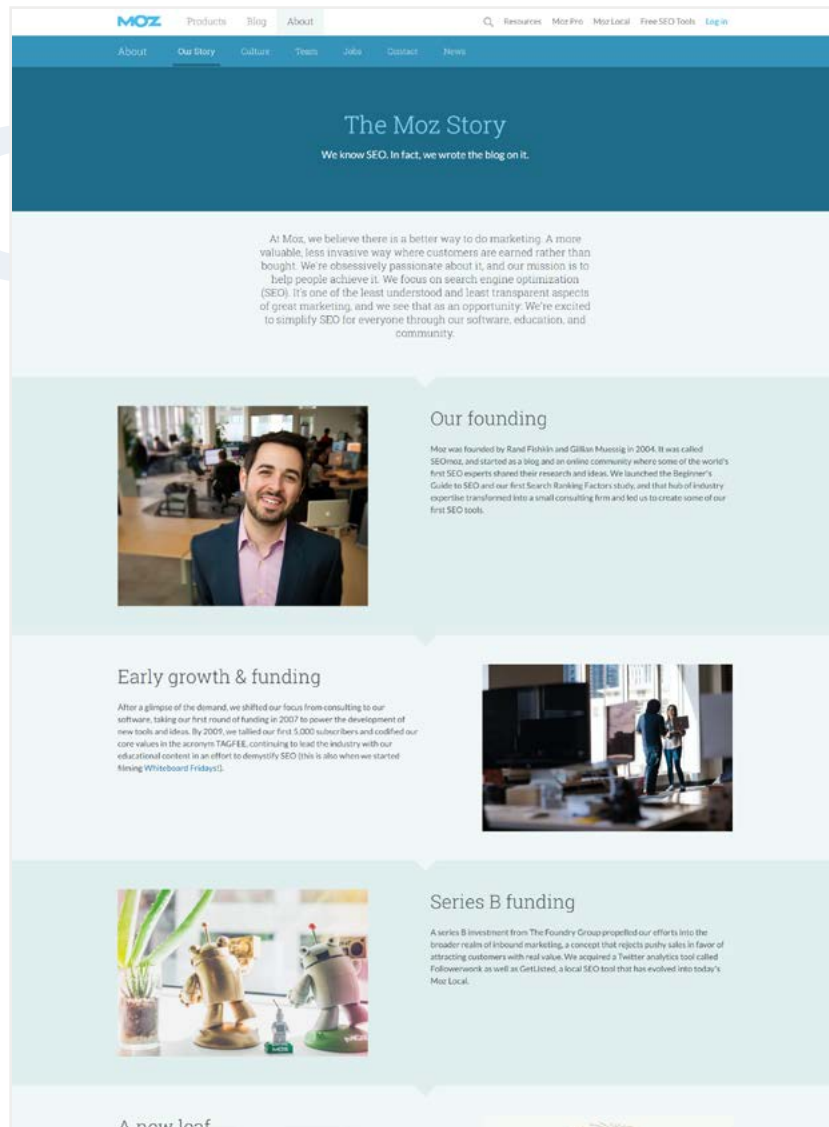
I was completely unqualified. I was too young and inexperienced. But what I lacked in experience I more than made up for in the ability to market myself and chase my dream with a level of tenacity that Broadway has never seen. And somehow that was enough to earn my place on stage as the bass player for the **Tony Award Winning Broadway Show Rent**.



SEO

Moz

For globally familiar companies, approachable About Us pages are more effective than boastful allegories—especially when they are this clean and understated.



RETAIL

Rent The Runway

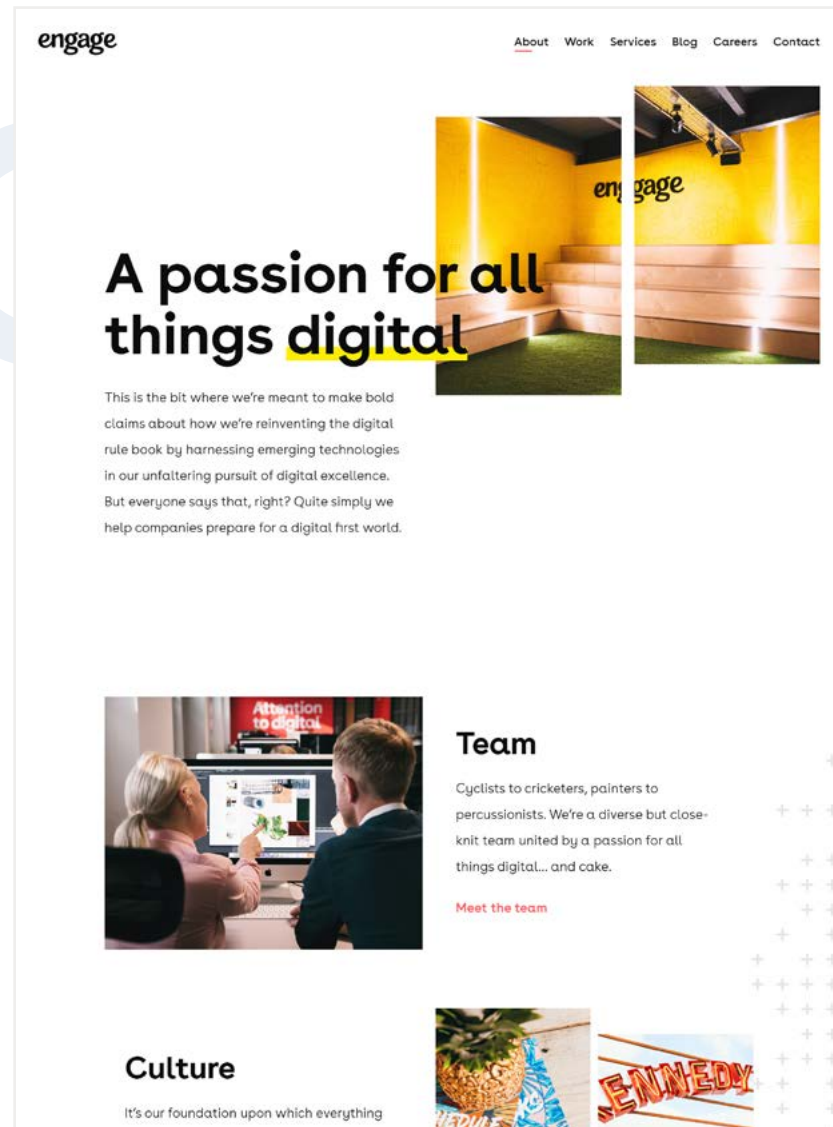
Succinct and snappy, the copy on this About Us page does all the heavy lifting. Their company story is displayed using clean design and shares company milestones, all while inspiring future fashion entrepreneurs.



AGENCY

Engage Interactive

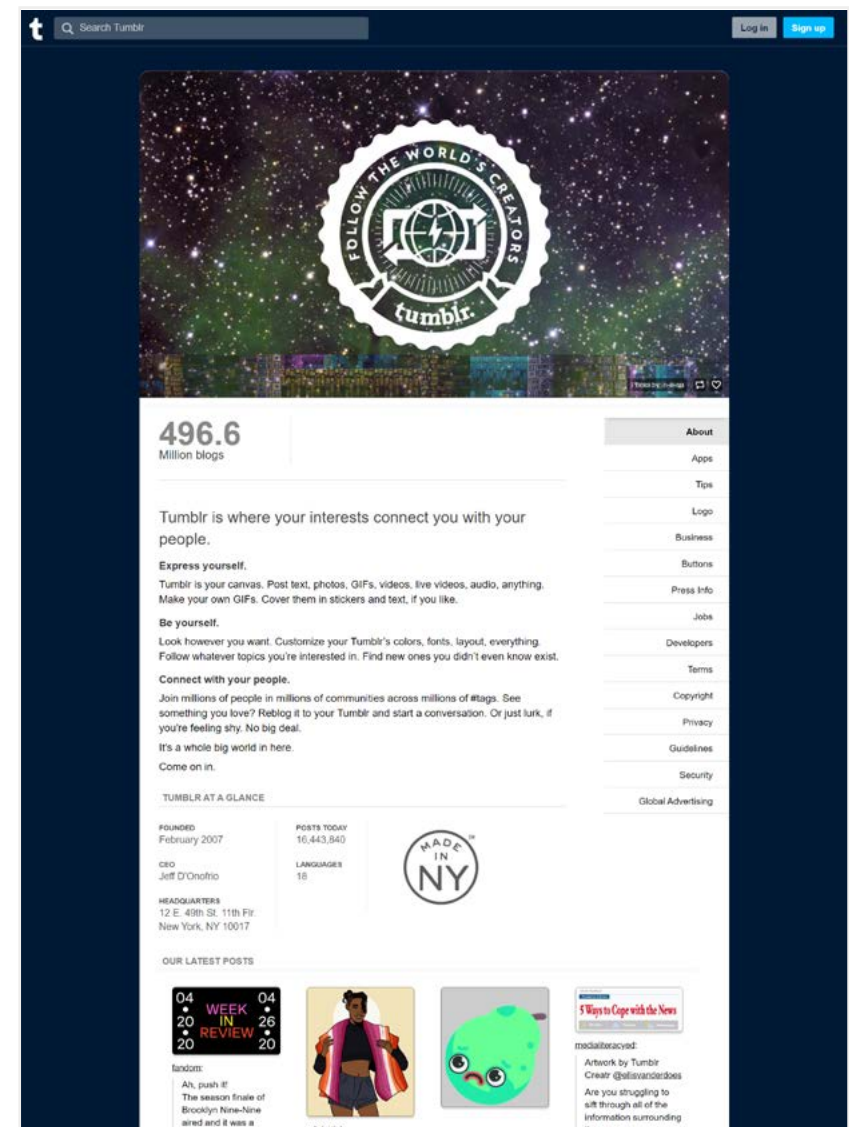
This agency features their company culture and a list of well-known clients, and includes some personality behind their creative team.



SOCIAL NETWORK

Tumblr

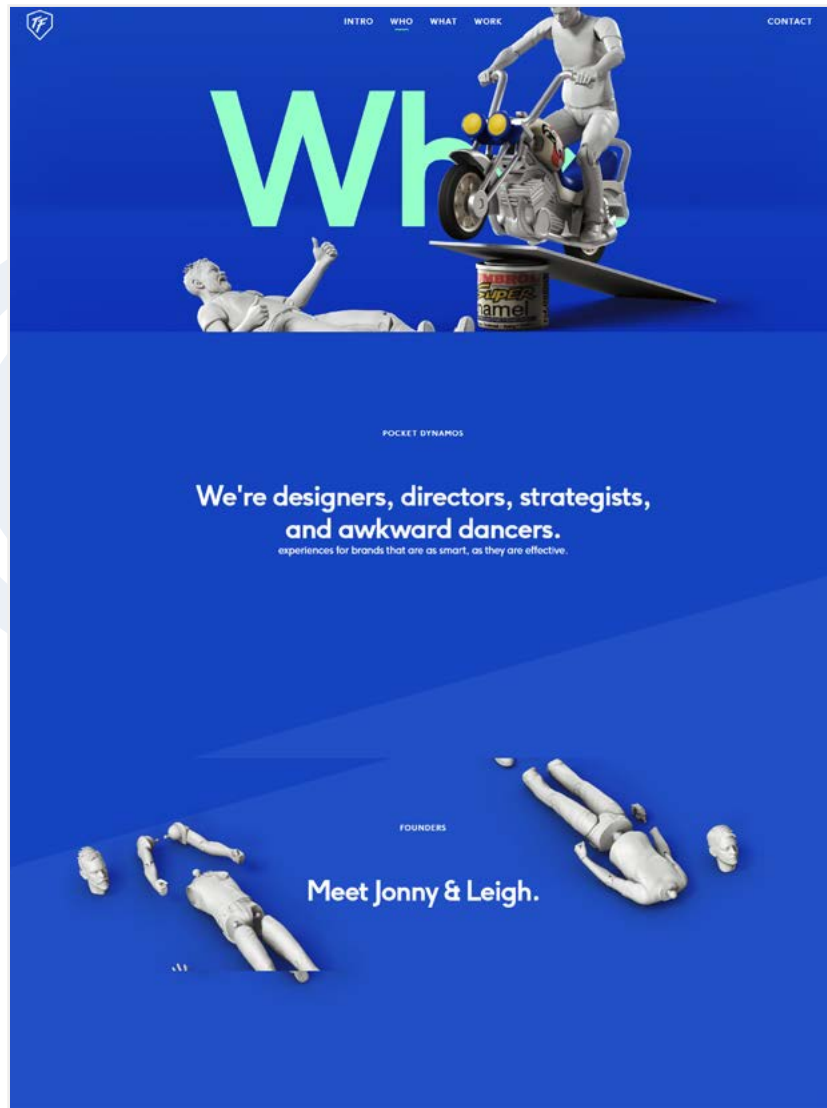
An About Us page that is straightforward, introduces a community, and showcases users so site visitors can get a glimpse into the conversation.



AGENCY

ToyFight

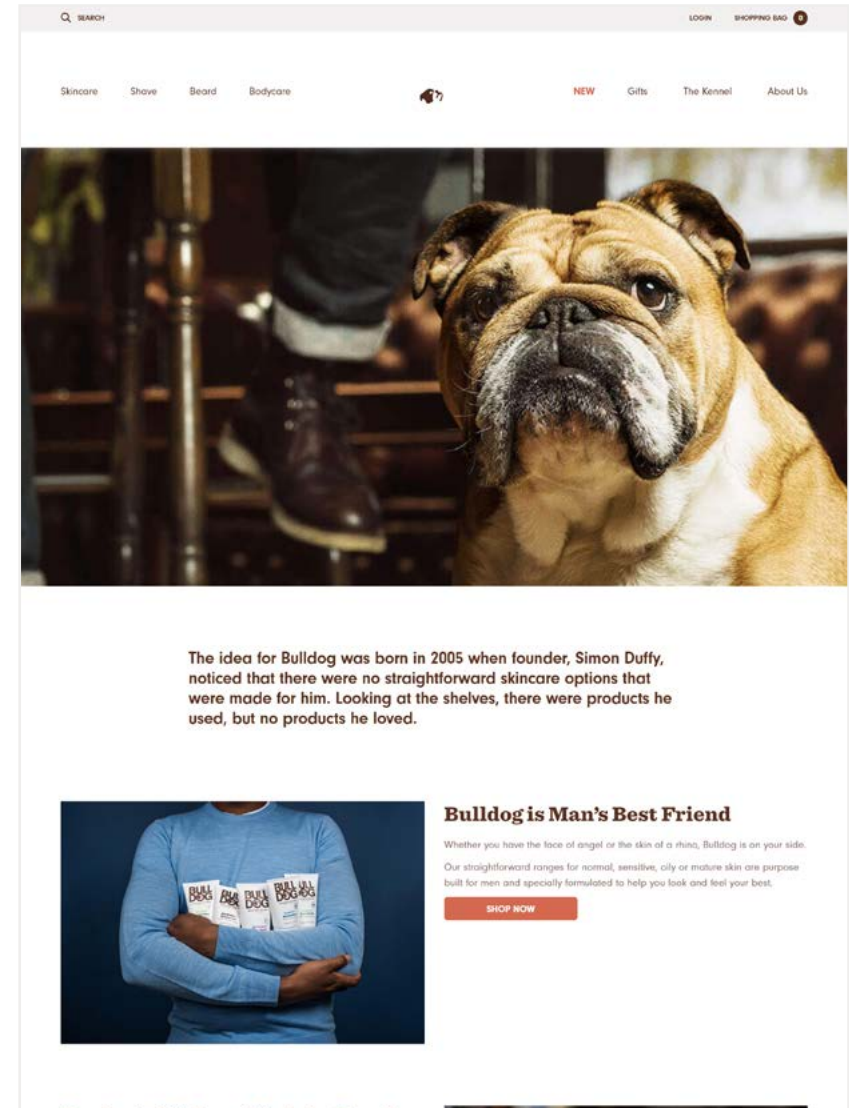
When you know your audience as well as this About Us page does, you can swing for the fences with your design choices and watch the visitors roll in.



BEAUTY

Bulldog Skincare

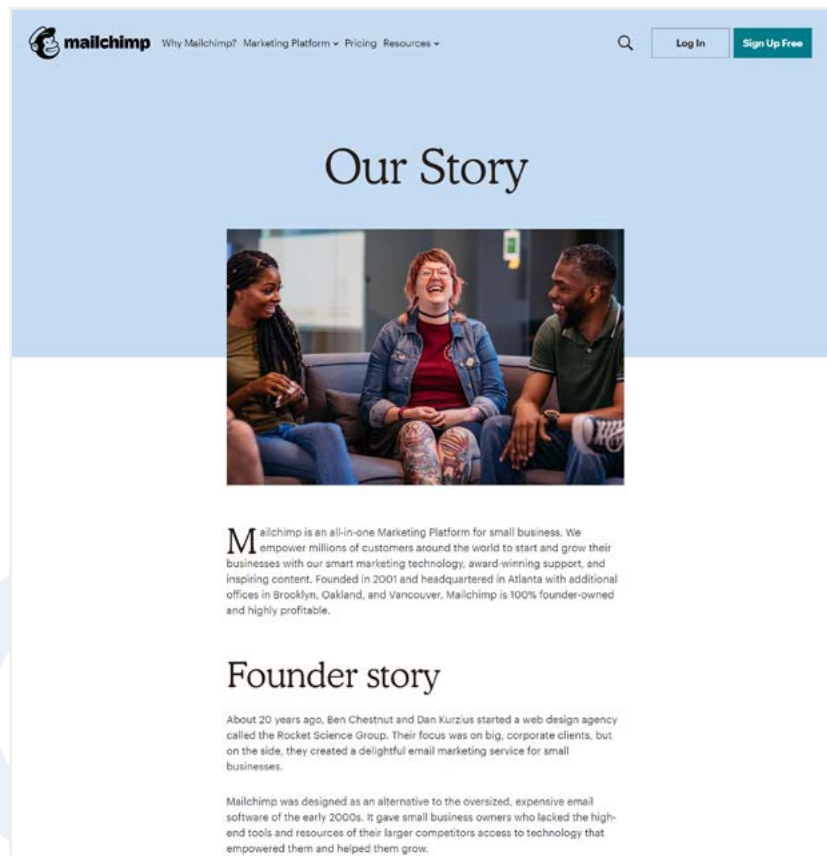
Who could ever forget this face? By leaning heavily on use of visuals, this About Us page hits home exactly what you love about their brand.



SOFTWARE AS A SERVICE (SAAS)

MailChimp

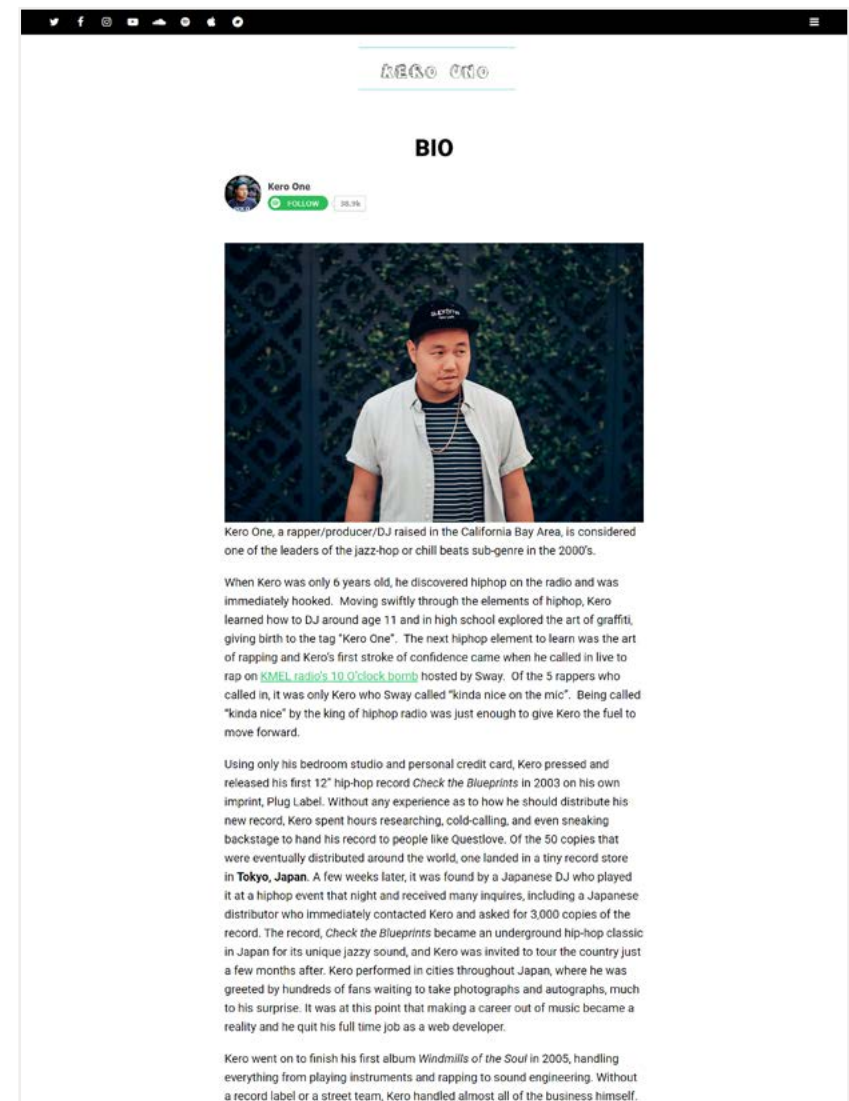
Personifying the brand is the name of the About Us page game, and MailChimp is winning by displaying their human side predominantly and including information about how they give back to their employees.



MUSIC

Kero One

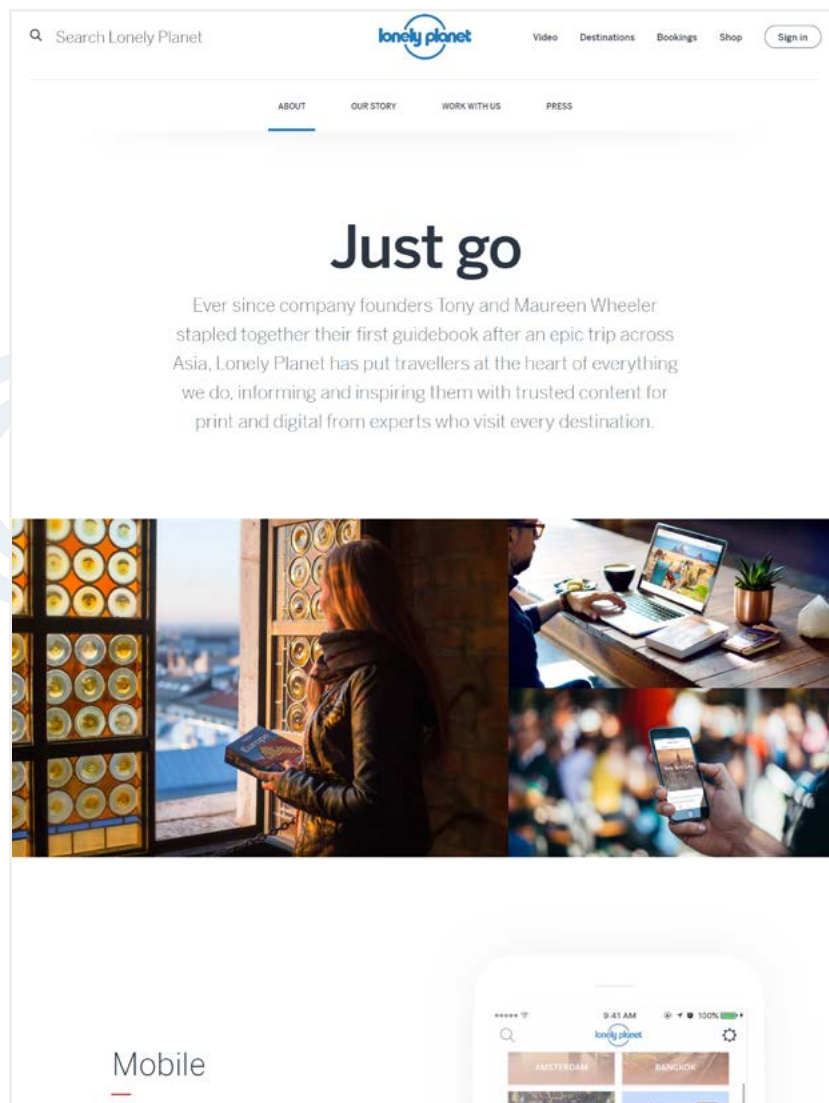
This About Us page is a masterclass in knowing your audience, by incorporating multiple languages this hip-hop artist is showing his viewer that he takes their needs seriously.



TRAVEL

Lonely Planet

Kicking off their About Us page copy with a short, relatable story, and including all the ways that readers can consume their content, Lonely Planet caters to all different types of travelers.



NONPROFIT

Amnesty International

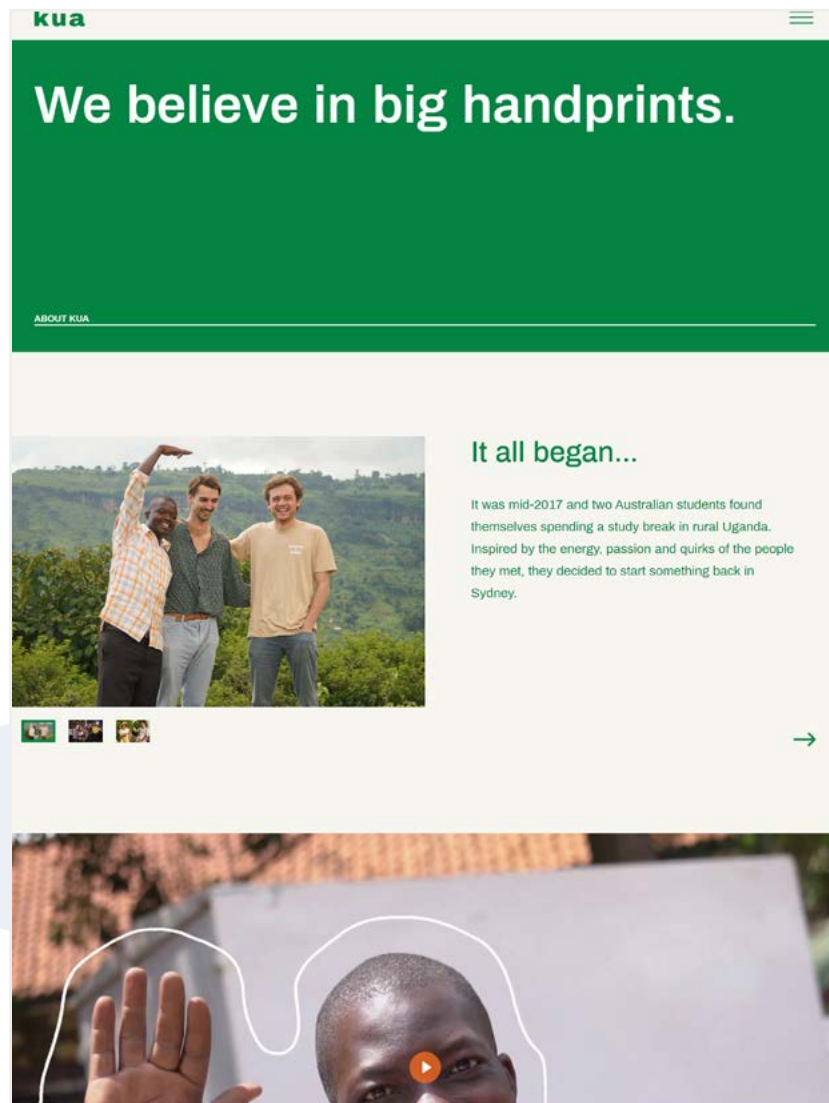
For a company that prides itself in moving the masses, the active and engaging visuals make this the perfect About Us page.



FOOD & BEVERAGE

Kua Coffee

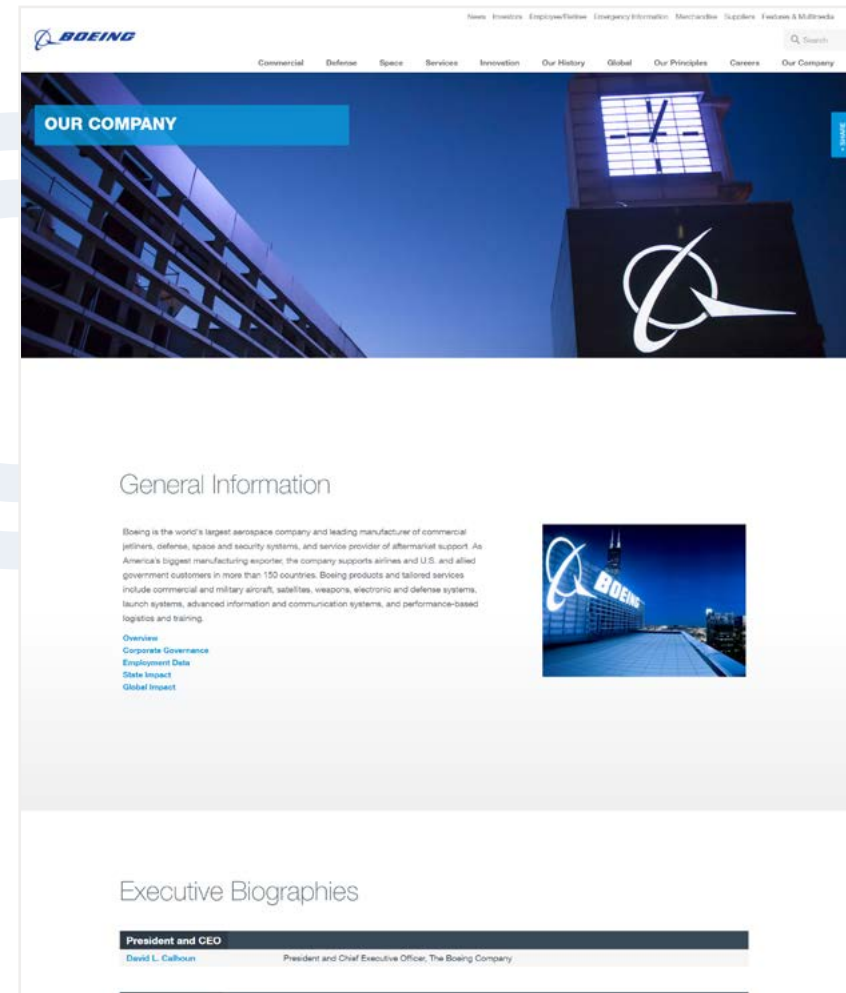
A business with a greater purpose, this coffee company focuses on their mission and having a positive impact on society, showcasing a video as a major part of their About Us page.



MANUFACTURING

Boeing

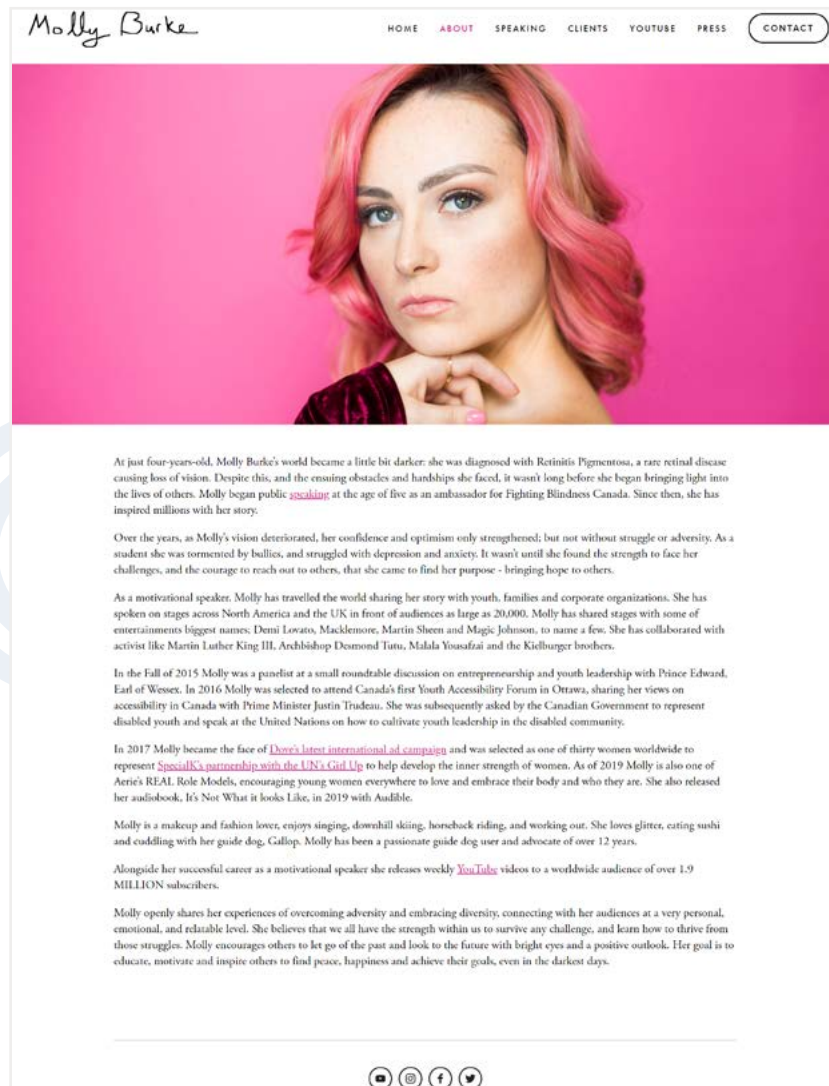
As a manufacturing company, Boeing's About Us page is decidedly more corporate than other pages for companies like creative agencies, direct-to-consumer retail brands, and personal websites. Their corporate profiles and company information were written and designed for their audience.



INFLUENCER WEBSITE

Molly Burke

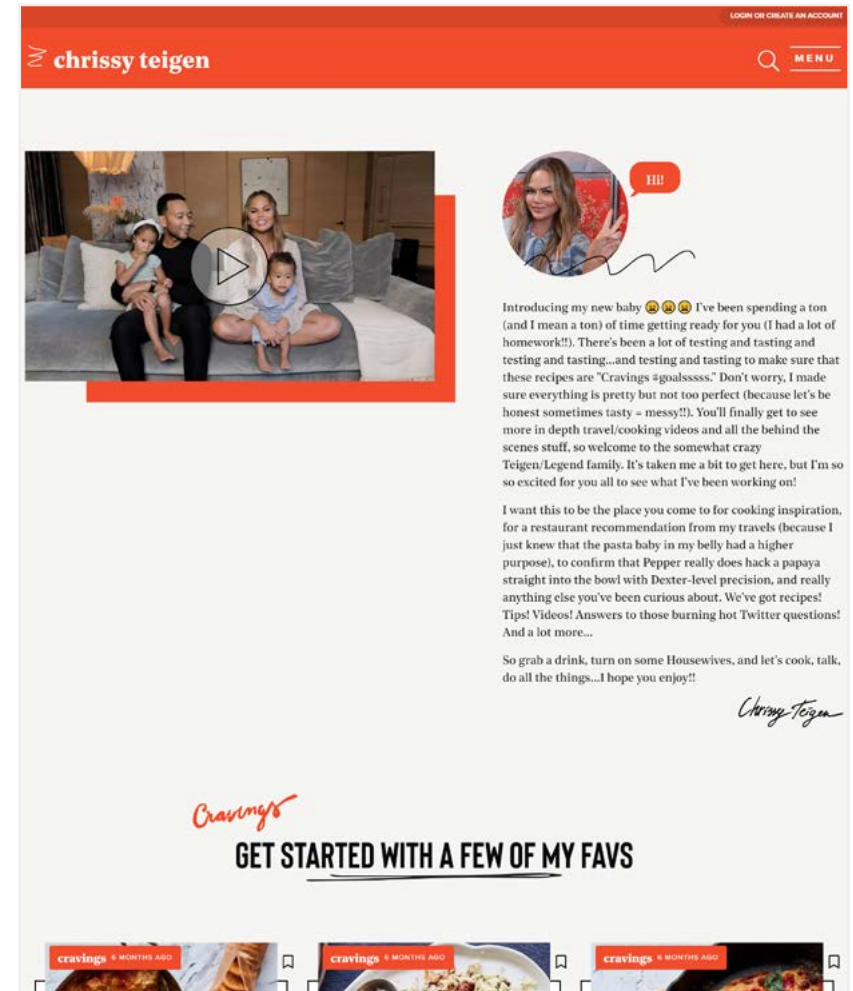
Molly Burke is a blind YouTuber and Instagram influencer. Catering to her following and style as an influencer, her About Me page is visual, personal, and honest.



FOOD & BEVERAGE

Cravings by Chrissy Teigen

This model turned Twitter icon and chef's cookbook, Cravings, features an About page that mirrors Teigen's personality, with a friendly greeting from her family (including husband, the legend-ary John Legend), Chrissy writes a welcome directly to her audience. She also includes a few recipes to get new visitors started. Yum.



EDUCATION

NYU

For higher education institutions, About Us needs to tell prospective students who you are and what you're all about.

Information For: Students Faculty Alumni Employees Community Login to NYU Home All NYU

NYU About NYU Admissions Academics University Life Research Search

NYU > About NYU

Instruction will be remote for the 2020 spring and summer terms.
New York City, Los Angeles, Washington DC MORE >

22 NYU Professors Make Most-Cited List
22 New York University faculty members have been named to the 2019 Highly Cited Researchers list from the Web of Science Group for publishing papers in top 1 percent by citations for their fields.
READ THE FULL STORY >

In This Section
Leadership & University Administration
University Initiatives
News, Publications, and Facts
Careers at NYU
Visitor Information
Policies and Guidelines
Giving to NYU

About NYU

Since its founding in 1831, NYU has been an innovator in higher education, reaching out to an emerging middle class, embracing an urban identity and professional focus, and promoting a global vision that informs its 19 schools and colleges.

Today, that trailblazing spirit makes NYU one of the most prominent and respected research universities in the world, featuring top-ranked academic programs and accepting fewer than one-in-five undergraduates. Anchored in New York City and with degree-granting campuses in Abu Dhabi and Shanghai as well as 11 study away sites throughout the world, NYU is a leader in global education, with more international students and more students studying abroad than any other US university.

NYU students come from nearly every state and 133 countries, and the university draws upon the diverse backgrounds of our faculty, staff, and students, ensuring its scholarship and teaching benefit from a wide range of perspectives. NYU takes seriously its role as an engine of social mobility, and stands out among the top US universities in its representation of low-income and first-generation students within its community.

Now among the largest private universities in the US, NYU provides a rigorous, demanding education to more than 50,000 students and undertakes nearly \$1 billion in research annually. It counts among its faculty recipients of the highest scholarly honors and is a top producer of patents and revenue from licensing among US universities. NYU has a vast network of alumni who have gone on to succeed across professions, from the sciences to the arts and government, throughout the world.

Fast Facts

From a student body of 158 during NYU's very first semester, enrollment has grown to more than 50,000 students at five major centers in Manhattan and in sites in Africa, Asia, Europe, and South America. MORE NYU AT A GLANCE >	3 Degree-granting campuses in New York, Abu Dhabi, and Shanghai	11 Global academic centers in Africa, Asia, Europe, North America, and South America
	18 Schools and colleges	25 Research programs in more than 25 countries

Now that you've seen the best of the best, you can go forth and share your story with the world. What are you about?

What does your company stand for?

We can't wait to see what you design.

Try HubSpot's easy-to-use content management software (CMS) and try your hand at an inviting About Us page.

[Learn More](#)

