

4 Examples of Stellar About Us Pages

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The [About Us page](#) is one of the most frequently visited pages on business websites. And why *wouldn't* it be? We're wired to do business with humans—not with companies. So a page that humanizes your business (its employees, its values, its culture) is bound to invoke some serious purchasing resolve in your prospects.

That's why it's so surprising that the About Us page is also the most *neglected* page on many business websites. Thomas Harpointner, CEO of the digital marketing agency [AIS Media](#), says that the About Us page is "among the first three pages consumers go to when they visit a site." And yet "companies are so focused on the design of their site, their products, and how they're going to market them that they simply overlook it."

We get it. The About Us page can feel self-interested and awkward to write. What's more, there's really no "About page template" to go off of. Your business, its story, and its people are all your own.

That's why we're always so delighted when we come across an excellent About Us page.

Here are four of our favorites from the year, along with some of the reasons we think they're so good:

1. Grow

[Grow](#) is "a digital agency for pioneering brands." Their About page looks like this:

Best elements of Grow's About Us page:

The company lets visitors know, right away, that it's as [committed to social change](#) as it is to its own creative work ("whether building a global campaign or a better neighborhood"). A pull on prospects' heartstrings, for sure.

They explicitly explain what they do. Grow breaks down their process into categories, showing

what each step of their service entails. Prospects know what the full package includes when they hire Grow's creatives. There's no ambiguity here... and that's comforting:

They include [social proof](#). Grow's page displays the logos of some of the world's largest brands... who *also* happen to be their clients. What's more, they include an "Awards and Recognition" section, situated smartly beneath the most stand-out image on the page:

They display employee images. Showing your employees on your About page is one of the best ways you can [humanize your business](#). While we admit we've got a preference for pages that offer employee bios and personality, Grow is on the right track here:

2. Grovemade

[Grovemade](#) makes wooden iPhone cases and Mac accessories. Here's what their primary About page, "Our Story," looks like:

Best elements of Grovemade's About Us page:

They split their "About Us" into three separate URLs for better UX. Prospects interested in the company's history can go to one page; those interested in the current iteration of the company, another; those who want to know where to find Grovemade, a third:

They open with a headline that doubles as a company value ("Find What Matters"). The copy

suggests that Grovemade recognizes self-reflection is an important element of both self-improvement *and* product improvement. A very smart move on Grovemade's part.

Grovemade doesn't *explicitly* mention any [prospect benefits](#), which is something we recommend. Nonetheless, they **describe the company culture**—a culture of morning team huddles and Chewbacca impressions echoing throughout the workspace:

The copy brings it all together at the end, when it *implies* that happy employees are actually a prospect and customer benefit ("The results will take care of themselves"; "great stuff" will be made):

They provide employee bios. When a visitor hovers over an employee image, a microinteraction occurs, revealing both a second image of the employee with a little more personality and an invitation to "learn more." When they click, an employee bio appears on the page:

All three pages **include stunning product imagery.** (You'll have noticed, for example, that image of the blade above the fold.)

Grovemade offers [not just one CTA](#); but two: one to sign up for their newsletter, and another—more geared toward B2B customers—for businesses who might be considering outfitting their offices with Grovemade's desks:

3. Vitsø

The primary About page for the minimalist furniture company [Vitsø](#) looks like this:

Best elements of Vitsø's About Us page:

They open with a strong headline that does two important things: 1) communicates their expertise in their field ("since 1959"), and 2) offers a value statement ("newer rather than better").

Vitsoe's About page offers **a clear articulation of their core values** throughout, but the Ethos subpage is particularly emphatic:

Vitsoe doesn't equivocate: They confess to "eschewing fashion" to prioritize the production of sustainable products. Their value statement is bound to resonate with readers who share Vitsoe's environmental concerns. While Vitsoe's value statement may mean losing a few prospects who are looking for "fashionable" furniture, it also means securing the loyalties of those prospects who want to minimize the environmental impact of every purchase they make.

They include multimedia. There's little you can write that will grab visitors' attention faster than a stunning image or the first few seconds of a well-made video. The inclusion of the ethos video was a wise decision:

4. Whoa Nelly Catering

[Whoa Nelly Catering's homepage](#)—which doubles as its About page—looks like this:

Best elements of Whoa Nelly's About Us page:

Their headline includes **a company value that doubles as a prospect benefit** ("Restaurant quality food can be made in every setting").

Their core values are sprinkled throughout the page—in some places less explicitly than others. For example, the company is out to create singular experiences; and while they don't explicitly state as much, the copy conveys that value:

They include exquisite imagery. Whoa Nelly's page links to dedicated subpages filled with

photographs of the experiences they've helped create:

They provide [testimonials](#). Whoa Nelly knows the value of a good testimonial on an About page. Even better, they know the value of *five* of them. (Visitors can click on the arrows on either side of Gaby's testimonial to read the others):

Among these four About pages, both best practices and essential elements are pretty much covered. If you're writing your own About page and looking for more detailed advice on how to proceed and what to include, [we've got that information for you](#).

In the meantime, think about what's compelled you about other About pages you've come across. Did the page tell a company history that resonated with you? Did the employee personalities shine through, making you want to work with them? Did you feel like your pain points were being directly spoken to, or like you recognized the sincerity or eagerness in the company's value statement?

You'll learn as much by paying attention to your internal responses to *other* About pages as you will from any list of "how-tos."