



## EDITOR'S NOTE

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# About us

**T**his column isn't about us, as in *Landscape Management*. It's about you. Rather, it's about your website's About Us page and why you probably need to spruce it up. Marketing experts say About Us pages are some of the most frequently visited pages by potential customers; they're also some of the most poorly written. I know I always seek out companies' About Us pages when I'm perusing websites. Why? I like to *like* the people behind the company I'm buying from.

You may be thinking that well-crafted About Us pages are only important for the Apples, Zappos and Starbucks of the world. But that's not true. They're important for all companies wanting to appeal to their potential customers. For example, check out this inspiring About Us page from Austin, Texas-based Radiant Plumbing. It's not a national company with scores of marketing experts behind its efforts (although it likely worked with a video production company). The point is you should visit this page [RadiantPlumbing.com/about-us/](http://RadiantPlumbing.com/about-us/) and then try tell me you don't want to do business with them!

In my experience, Green Industry companies' About Us pages often commit these five mistakes. (No, I don't have empirical data here, but trust me, I look at a lot of landscape company websites.) If your site is guilty of these, why not spruce it up?

**1. No About Us page whatsoever.** Even if you don't have an actual page called About Us, you need to have

something that communicates your history, values and people.

**2. A rambling, poorly written About Us page.** I understand many companies have DIY websites when they're starting out, and that's OK. But it doesn't give you a pass on professionalism and grammatical correctness. If you're not confident about your writing skills, ask a few people to proofread for you or seek a marketing student to help you for a reasonable fee.

**3. No owner or leadership team information.** Your and your team's background and expertise are an important part of your unique service proposition. Display them proudly.

**4. No photos or video.** Nothing humanizes a business more than photos or videos of its people. At the least, have headshots taken of your leadership team and post an all-team picture in front of your shop or at a company event.

**5. No credentials.** The About Us page is the perfect place to list your team's and your company's certifications, awards and memberships. Obtain the logos of the organizations you belong to—whether it's your chamber of commerce or a local or national landscape association—and include them on this page with links.

P.S. I realize our About Us page ([LandscapeManagement.net/about-us/](http://LandscapeManagement.net/about-us/)) commits at least one of the infractions above (No. 5). I'll promise to improve it this year as we make other updates to our website if you resolve to do the same. Deal?

# Landscape Management

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