

Creating an effective About page

Studies show that the About page is one of the most viewed areas of a website. Potential clients want to know who you are and why they should give you their business. That being said, how does your About page stand up? Is it a stiff restatement of your attorney resumes, devoid of any personality? Have you gone too far in the personality direction, causing prospects to question the professionalism of your firm? Perhaps you chose to err on the side of caution by excluding the About page all together. Mistake, mistake, and big mistake. Your About page offers a valuable opportunity to highlight all of the reasons why your firm is the best candidate for the job, while also connecting with the potential client in a way that drives them to pick up the phone.

What to Include

Your About page is essentially a bio of your firm and its attorneys. When creating it, there are a few items you definitely need to include.

- Your why statement – Marketing experts know that potential customers respond to a personal connection. This is no different with potential clients. Use the About page to convey your firm's story and its dedication to each and every client. You might include the history of the firm, or if your practice specializes in one area of law, you may want to highlight why you made that choice. This is your opportunity to connect with your potential client. Don't waste it.
- The names and titles of your firm's attorneys – Potential clients want to know about the lawyers behind your firm. For a small firm with a few attorneys or less, it is perfectly acceptable to highlight each attorney on the About page. This doesn't work as well for a larger firm though, because numerous bios can look cluttered and overwhelming. Instead, use a separate Attorneys page to list each individual bio. Save the About page for an introduction of the firm as a whole.

- Accomplishments – Your About page offers a great opportunity to pat yourself on the back. Remember, we all want a successful attorney in our corner. Let your potential clients know about your successes and accomplishments. Maybe your firm worked on a high profile case, or spearheaded a multi-million dollar settlement. This is the type of information that attracts clients, so don't short your practice by leaving it off of your About page.

The Visual

People want to have some sense of who you are before they hire, refer, or recommend your business. They do this by reading bios and reviewing pictures. A website with personalized pictures is more effective and attractive to potential clients. It makes them feel as though they know the attorneys in your firm, even before they have an initial conversation. If you do decide to include pictures, make sure they are professionally done. A blurry selfie or inappropriate bathing suit pic does not send the type of message you want your practice to convey.

Adding Personality

Legal work is serious business. I get that. But there is nothing wrong with adding a touch of personality to your About page. Maybe your practice participates in a softball league or your firm is proud to promote a healthy work-life balance among its lawyers. These small details add personality to your practice and further promotes a connection with potential clients.

Don't treat your About page like a forgotten afterthought. It is essentially your first meeting with a new client. Make an effort to plan it out and put your best foot forward.

About Erika Winston:

Erika Winston is a Virginia based writer with a passion for all things legal. As a former domestic relations attorney, she understands the challenge of determining the best fee structure for your practice. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.