

(Lesson 8) What's The Most Important Page on Your Website?

I spoke to a web-developer friend not long ago, about how he approaches the all important **About Page**.

After all, this is one of the most visited pages on any given website. Take your own, for instance. If I ask you to head over to Google Analytics, search your all-time statistics, and look at your most visited pages, where does your About Page linger?

For Turndog.co, My Story Page comes in 10th, but 8 of the top 10 are popular blog posts that rank highly in Google. Only my Homepage gets more traffic, which means my About Page gets more visitors than my Blog page, Books page, The 30 Day Brand Story, Contact, and a whole host more. I'm confident your own about page ranks rather highly too, which is why my web developer friend shocked me when he said:

“It's often an afterthought, to be honest.”

Mouth agape, I shook my head and wanted to push him off his bar stool. Being the lover I am I didn't, but I certainly thought about it. “Are you kidding me?” I said, spluttering my words. “This is the page people click on to find out who you are, why you're special, and what you have to offer that nobody else can.” I leant in for grander effect. “How the bloody hell can it be an afterthought?!?!”

YOUR ALL IMPORTANT ABOUT PAGE

When it comes to updating my own website, I start at the About Page and work my way out. After all, when someone comes to your website and is interested in learning more about YOU, they visit this page. If all this offers is a third person description about what you do and how many awards you've won, how will your excited and primed customer feel?

Likewise, if you call it a Story Page, but then share two paragraphs of boring text, who the hell's going to give a shit? Not me. **My guess, not you, either.**

Think about it. When you find a person or brand online you like, what do you do? Do you click the buy button just like that? Do you hand over your email without a second thought? Or, do you visit their About Page to learn more about who they are, and what they're all about?

Sure, there are exceptions. If you're buying something on Amazon, you may not care about their story. BUT you may check out the product you're buying, which takes you to their personal website, and, inevitably, their about page.

In your Lesson 7 we spoke about the various visual approaches your story can take. In most cases you'll need to implement a multimedia brand story, which means several types of ideas coming together to form one epic tale. This is great, but can also mean several sites and tools coming together, so unless you have a HUB, things quickly spiral out of control.

That's where your about page comes in. This is why it's so important in the making of your story, because you want your audience to come to your site and stay there... for a long time.

YOUR ABOUT PAGE = YOUR STORY HUB

In today's download I share an [Ultimate About Page Screencast](#) that showcases 3 brands doing some fine-and-dandy things. As you'll see, an About Page can take on many forms, and can include text, videos, images, presentations, animations, and a whole host more. This page also sets the tone with things like colour and language and the like.

**>>DOWNLOAD YOUR FREE
SCREENCAST HERE <<**

Of course, my showcasing of a mere 3 websites only scratches the surface. Go deeper. Reserve 30 minutes to visit 20 websites comprised of brands you love, your competitors, and the platforms you visit each and every day.

Head straight over to their about page, and gloss over them. Don't go into detail. Don't write anything down. Simply visit, scroll, and observe. Get an idea of the kind of media they use. Make a mental note of the things you like and don't. Look for patterns, but don't dwell on any one page. Reserve 90 seconds for each, which is far more than the average reader gives you.

This is your first challenge today, as your main one comes next...

YOUR CHALLENGE, SHOULD YOU CHOOSE TO ACCEPT IT

As for your main challenge, I encourage you to do the following:

1: List 3 Brands/Individuals that offer a similar service to you

2: Visit each site and head straight to their About Page

3: Answer the following questions (*actually write down your answers this time - DON'T make mental notes*):

<> What media do they use (*video, images, presentations, animation...*)

<> Which 5 aspects do you REALLY love?

<> Which 5 aspects do you not like?

<> If you were tasked with changing ONE thing on their about page, what would it be? (*add something, remove something, do something differently...*)

This should take you about 30 minutes in total, so don't overthink anything. Spend 10 minutes on each site, devour their content, and constantly ask yourself: *How could I place my own spin on this page? What would it look like if I did something similar?*

You've probably noticed a theme by now, because I encourage you to look

elsewhere for ideas, but **ALWAYS** link it to your own ideas, brand, story, and style. Remember, you don't want to replicate anything. It has to be about YOU, and you don't achieve this by copycatting.

Right, that's another email at an end, and as always if you need help, [Hit Reply](#).

I hope you found this helpful, and I hope you appreciate how important your about page is. Even simple stories can utilise several different types of media, and this page ensures you keep everything accessible. It also keeps people on your website, and although your about page shouldn't focus on selling or grabbing emails, with a few subtle messages here-and-there, you'll tempt people deeper into your world.

This is where people come to find out more information about you. Don't be boring. Don't be like everyone else. Use this space to share your story, and make those who like you, fall in love. Those who don't... who needs them?!?!

TURNDOG

PS: We're at the half way stage, and I hope you're finding this Free Course helpful. However, I know taking action and implementing your ideas is a whole different world, so that's why I provide a very limited amount of one-on-one coaching. I open this up to just **THREE** people each month, and this gets you 3 one-hour Skype calls with yours truly - where we take what you learn in these emails to the next level. If you'd like some one-on-one guidance, **CLICK [HERE](#)** to check my availability (this only costs \$147, and like I say, limited to

only three people each month)