

KNOWLEDGE BASE · PUBLIC DOCUMENT

Writing your About page: what to say, what to leave out and how long it should be

SEO & Marketing

CODE

RLX-INT-KB-5430

VERSION

v2026.10.15

COUNTRY · LANGUAGE

International · English

MozOut International

RLX Holdings (Pty) Ltd. · Group RLX Holdings

Tax no. (SARS) 943 907 6234 · Registration no. (CIPC) 2025/667953/07

<https://www.my.mozout.com/knowledgebase/5430>



The short answer: the “About us” page is one of the most visited on a site, because someone deciding whether to trust you goes there to see **who is on the other side**. It is not a page to talk about yourself out of vanity: it is to answer, with facts, “can I trust these people?”. Half a page is enough.

What to say, in order

Part	What to write
Who you are	The name of the company and of the people, with a real photo. Someone who appears with a face and a name inspires more trust than a logo.
What you do, and for whom	Two or three sentences, repeating with more warmth what is on the home page.
Since when, and where	Year you started, city, areas you work in. It is proof that you exist.
Why you do it	One honest sentence about what drives you. No exaggeration.
Proof	Clients who agree to be named, real numbers, awards, licences. Only what you can confirm.
How to reach you	The end of the page is the right place for an invitation and a contact.

What to leave out

1

Phrases that fit any company (“we are leaders”, “quality and professionalism”). If you can swap the name and it stays the same, delete it.

2

The whole story from the beginning. Pick what explains why you are good at what you do.

3

Superlatives you cannot prove (“the best in the country”).

4

Personal details of people who do not want to appear: ask permission before putting someone’s name and photo. See **Personal data protection**.

Do not invent or copy. A text copied from elsewhere may have copyright, and Google treats it as a repeat. Write in your own words, in a person’s voice. And the photos: **Photos for your website**.

Write as if explaining to a customer at the counter. Then read it aloud: where you stumble, rewrite. For the structure and text of the whole site, start with the home page: **What goes on your home page**.

Want help deciding what to say about your company? Open a ticket with what you do and for how long.

[Open a support ticket](#)

SEE ALSO

What goes on your home page: five things a visitor looks for in the first ten seconds

Photos for your website: where to get them legally and what to credit

Personal data protection: what applies to your website

Reviews and reputation: how to ask for them and how to answer the bad ones



Online version of this document

MozOut is a leading internet services company, with a mission to help businesses to be born and prosper through technology.

2020

FOUNDED

37,000+

CLIENTS

130+

SIGN-UPS A DAY

MozOut International

RLX Holdings (Pty) Ltd. • Group RLX Holdings

TAX NO. (SARS)

943 907 6234

REGISTRATION NO.
(CIPC)

2025/667953/07

REGISTERED OFFICE

1111 Olive Street
Saint Louis 63101, Missouri, United States

CONTACT

info@mozout.com • +27 78 823 3325 • www.mozout.com

OPENING HOURS

Monday to Friday - 08 AM to 04 PM
Saturday & Sunday - Closed